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Основной целью данного пособия является обучение студентов навыкам чтения и перевода англоязычных текстов, отражающих историю и современное состояние прессы в Великобритании и России. Упражнения пособия направлены как на формирование навыков самостоятельной работы студентов, так и на выполнение заданий в аудитории под руководством преподавателя. Данное пособие может представлять интерес для студентов, преподавателей вузов и учителей школ, а также всех интересующихся историей, культурой и СМИ двух стран – Великобритании и России.

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Введение

Учебно-методическое пособие «Modern British and Russian Press» по английскому языку предназначено для бакалавров 1 и 2 года обучения по направлению подготовки 100400 «Туризм», 031600 «Реклама и связи с общественностью», 03500 «Издательское дело и редактирование», 033000 «Культурология», 040700 «Организация работы с молодежью», для студентов Колледжа социальных технологий и сервиса, а также для всех лиц, изучающих и совершенствующих английский язык. Пособие знакомит студентов с материалами, отражающими историю развития и современное состояние СМИ в Великобритании и России. В пособии представлены тексты по истории СМИ, в том числе, газет, журналов, радио и телевидения двух стран – Великобритании и России. Каждый раздел данного пособия состоит из текстов и упражнений на знание грамматических правил и лексических единиц.

Тексты и упражнения в конце каждого раздела позволяют:

- узнать и запомнить основные факты материала текста;
- закрепить лексический материал;
- проверить уровень грамматики;
- развить навыки устной и письменной речи.

Материалом для учебно-методического пособия послужили тексты с английских образовательных интернет-сайтов, учебной литературы, из книг англоговорящих авторов. На основе материала пособия студенты смогут делать устные сообщения, закрепить навыки письменной речи, а также научатся вести дискуссии.

Материалы пособия ориентированы на формирование лингво-культурологической, коммуникативной компетенций студентов. Материал пособия может быть с успехом использован как на аудиторных занятиях под руководством преподавателя, так и для самостоятельной работы студентов.

Unit 1. THE MODERN BRITISH PRESS

Text 1. The British newspapers

The British press consists of several kinds of newspapers. The national papers are the ones sold all over the country, with a large circulation, giving general news. There are two main types of national papers - the "popular" papers and the "quality" papers. The popular papers are smaller in size (they are tabloid size), with lots of pictures, big headlines and short articles. They are easy to read and often contain little truthful information. They give much space to opinions. They usually have "human interest" stories - stories about ordinary people and events. Examples of this type of newspapers are "The Daily Mail". "The Sun", etc. "Quality" papers appeal to the more serious reader, who wants to read about politics and foreign affairs. These papers such as "The Daily Telegraph", "The Guardian" are bigger in size (they are called "broad-sheets"), with longer articles and a wider coverage of events. They have different pages for home news, foreign affairs, features articles, fashion, business, sport and so on. People in Britain buy more papers on Sunday than on weekdays. The Sunday papers have a higher circulation than the dailies. As with the dailies, there are both popular and quality Sunday newspapers. The quality ones have different sections and a colour magazine (usually full of advertisements). The tabloids in turn have been divided into the more sensationalist mass market titles, or "red tops", such as *The Sun* and *The Mirror*, and the middle-market papers, *The Daily Express* and *The Daily Mail*. Both *The Independent* and *The Times* have changed in recent years to a compact format, not much bigger than that used by the tabloids. *The Guardian* moved in September 2005 to what is described as a "Berliner"

format, slightly larger than a compact. Its Sunday stablemate *The Observer* has since followed suit. Other Sunday broadsheets, including *The Sunday Times*, which tend to have a large amount of supplementary sections, have kept their larger sized format. The national Sunday titles usually have a different layout and style to their weekly sister papers, and are produced by separate journalistic and editorial staff. All the major UK newspapers currently have websites, some of which provide free access. *The Times* and *The Sunday Times* have a paywall requiring payment on a per-day or per-month basis for non-subscribers. *The Financial Times* business daily also has limited access for non-subscribers.

Exercises:

I. Answer the questions:

1. What kinds of newspapers does the British press consist of?
2. How many main types of national papers are there in the UK?
3. How have the tabloids been divided?
4. When do the British people buy more papers?
5. What are the most famous British papers?
6. What do all major British papers currently have?

II. Give Russian equivalents of the following expressions:

To consist of, circulation, general news, headlines, short articles, magazines, advertisements, to be full of, recently, currently, tabloids, to require, payment, subscribers.

III. Complete the sentences with a, the, or nothing:

1. I come to..... school by.....bus.
2. This morning.....bus was late.
3. Ankara is.....capital ofTurkey.
4. I work forcompany that makes.....carpets.
5. I was at.....home all day yesterday.
6. We hadlovely holiday inSpain.
7. Heathrow is.....busiest airport inEurope.
8. We arrived in....Paris on....third of August.
9. Last night we haddinner inrestaurant.
10. I went to.....bed late.

IV. Speak on 'British press'.

Text 2. The Guardian

The Manchester Guardian was founded by John Edward Taylor in 1821, and was first published on May 5 of that year. The Guardian was published weekly until 1836 when it was published on Wednesday and Saturday becoming a daily in 1855, when the abolition of Stamp Duty on newspapers permitted a subsequent reduction in cover price allowed the paper to be published daily. The Guardian achieved national and international recognition under the editorship of Charles Prestwich Scott, who held the post for 57 years from 1872. Scott bought the paper in 1907 following the death of Taylor's son, and pledged that the principles laid down in the founder's will would be upheld by retaining the independence of the newspaper. CP Scott outlined those principals in a much-quoted article written to celebrate the centenary of the paper:

"Comment is free, but facts are sacred... The voice of opponents no less than that of friends has a right to be heard." After retiring from an active role in managing and editing the paper, Scott passed control to his two sons, John Russell Scott as manager and Edward Taylor Scott as editor. Realising that the future independence of the paper would be jeopardised in the event of the death of one or the other, the two sons made an agreement that in the event of either's death, one would buy the other's share. CP Scott died in 1932 and was followed only four months later by Edward, so sole ownership fell to JR Scott. In June 1936, JR Scott formally passed ownership of the paper to the trustees of the Scott Trust. As well as pledging to ensure the radical editorial tradition of the paper (that the newspaper "shall be conducted in the future on the same lines and in the same spirit as heretofore", in the words of the founder's legacy), the Scott Trust also has the duty to maintain a secure financial footing for the business: "...to devote the whole of the surplus profits of the Company which would otherwise have been available for dividends...towards building up the reserves of the Company and increasing the circulation of and expanding and improving the newspapers." These principles remain the only instructions given to an incoming editor of the Guardian, though the Scott family retained an interest in the running of the company until 1984, when, aged 70, Richard F Scott retired from the chairmanship of the Trust. Alongside the Daily Telegraph and the Times, the Guardian lacked resources, and an approach to commercial activity that could be charitably described as naive did not help matters. On the first day of the Chatterley trial, the Guardian carried a front page advertisement for the Telegraph 'the paper you can trust', which 'provides all you can want in a newspaper' - and at a cheaper cover price too. The editor of the paper moved to London in 1964, committing

the Guardian to an uncertain future in the national market, and shortly afterwards financial problems came to a head. The paper relied heavily on the Manchester Evening News for financial support, and in the mid-60s the threat to the paper's future grew severe enough for the chairman of the Scott Trust, Laurance Scott, to approach the Times to discuss the possibility of a merger. The Times was in a similarly perilous financial situation, and many were of the opinion that there was only room for one competitor to the Telegraph. The status quo among the quality press was irrevocably altered by the launch of the Independent in 1986. Capturing the centre ground between the Guardian on the left and the Times and Telegraph on the right, the Independent attracted big name writers and readers with a modern design and distribution network that made the most of the post-union market. Within a few years the circulation of the Independent rose to within touching distance of both the Times and the Guardian, and the previously stagnant market was provoked into a frenzy of defensive activity to retain readers. In 1988 the Guardian made a bold and innovative attempt to reassert its position on Fleet Street, with a major redesign that began the modern period of success in the history of the paper. On September 12 2005 the new Berliner Guardian launched, with a ground-breaking design in a mid-size format. The Guardian became the UK's first full-colour national newspaper, and the first UK national newspaper ever to adopt this size. December 2008 marked a significant point in the history of the Guardian when the paper moved to a brand new building in King's Cross after 32 years in its Farringdon headquarters.

Exercises:

I. Answer the questions:

1. When was *The Guardian* founded?
2. Who founded it?
3. How often was it published until 1836?
4. When did *The Guardian* achieve national and international recognition?
5. When did *The Guardian* become a daily?
6. Why did JR Scott formally passed ownership of the paper to the trustees of the Scott Trust?
7. What is *The Guardian* like now?

II. Give Russian equivalents of the following expressions:

To be founded, to be published, weekly, to be abolished, chairman, to permit, a subsequent reduction, cover price, to be allowed, achievement, to attract a big name, quality press, to remain.

III. Choose the correct form:

1. He invited me *stay/to stay/staying* at his house.
2. I can't stand *clean/to clean/cleaning*.
3. Write soon and let me *know/to know/knowing* what your plans are.
4. Joe forgot *post/to post/posting* the letter.
5. I don't mind *cook/to cook/cooking*, as long as I don't have to do the shopping.
6. The climb was very long and tiring, so we often stopped *have/to have/having* a rest.
7. He's a very funny person. He always makes me *laugh/to laugh/laughing*.
8. His mother told Ben *wash/to wash/washing* his hands before dinner.

IV. Speak on 'British quality press'.

Text 3. *The Daily Telegraph*

The Daily Telegraph is a daily morning broadsheet conservative-leaning newspaper distributed throughout the United Kingdom and internationally. The newspaper was founded by Arthur B. Sleight in June 1855 as *The Daily Telegraph and Courier*, and since 2004 is owned by David and Frederick Barclay. According to a MORI (the second largest market research organisation in the United Kingdom) survey conducted in 2005, 64% of *Telegraph* readers intended to support the Conservative Party in the coming elections. It had an average daily circulation of 634,113 in July 2011 (compared to 441,205 for *The Times*). It is the sister paper of *The Sunday Telegraph*. It is run separately with a different editorial staff, but there is some cross-usage of stories, and the two titles share a website. *The Daily Telegraph and Courier* was founded by Colonel Arthur B. Sleight in June 1855 to air a personal grievance against the future Commander-in-chief of the British Army, Prince George, Duke of Cambridge. Joseph Moses Levy, the owner of *The Sunday Times*, agreed to print the newspaper, and the first edition was published on 29 June 1855. The paper was four pages long. It was not a success, however, and Sleight was unable to pay Levy the printing bill. Levy took over the newspaper, his aim being to produce a cheaper newspaper than his main competitors in London, the *Daily News* and *The Morning Post*, to expand the size of the overall market. Levy then appointed his son, Edward Levy-Lawson, and Thornton Leigh Hunt to edit the newspaper, and relaunched it as *The Daily Telegraph*, with the slogan "the largest, best, and cheapest newspaper in the world". Hunt laid out the

newspaper's principles in a memorandum sent to Levy: "We should report all striking events in science, so told that the intelligent public can understand what has happened and can see its bearing on our daily life and our future. The same principle should apply to all other events—to fashion, to new inventions, to new methods of conducting business". In 1876 Jules Verne published his novel *Michael Strogoff*, whose plot takes place during a fictional uprising and war in Siberia. Verne included among the book's characters a war correspondent of *The Daily Telegraph*, named Harry Blount - who is depicted as an exceptionally dedicated, resourceful and brave journalist, taking great personal risks in order to follow closely the ongoing war and bring accurate news of it to the *Telegraph's* readership, ahead of competing papers. In 1908, Kaiser Wilhelm II of Germany gave a controversial interview to *The Daily Telegraph* that severely damaged Anglo-German relations and added to international tensions in the build-up to World War I. In 1928 the son of the 1st Baron Burnham sold it to the 1st Viscount Camrose, in partnership with his brother Viscount Kemsley and the 1st Baron Iliffe. Both the Camrose (Berry) and Burnham (Levy-Lawson) families remained involved in management until Conrad Black took control in 1986. In 1937 the newspaper absorbed *The Morning Post* which traditionally espoused a conservative position and sold predominantly amongst the retired officer class. Originally William Ewart Berry, 1st Viscount Camrose, bought *The Morning Post* with the intention of publishing it alongside *The Daily Telegraph*, but poor sales of the former led him to merge the two. For some years the paper was retitled *The Daily Telegraph and Morning Post* before it reverted to just *The Daily Telegraph*. In the late 1930s, Victor Gordon Lennox, *The Telegraph's* diplomatic editor published an anti-appeasement

private newspaper *The Whitehall Letter* that received much of its information from leaks from Sir Robert Vansittart, the Permanent Under-Secretary of the Foreign Office and Reginald "Rex" Leeper, the Foreign Office's Press Secretary. As a result, Gordon Lennox was monitored by MI5 (The Security Service, Military Intelligence, Section 5). In November 1940, with Fleet Street subjected to almost daily bombing raids by the Luftwaffe, *The Telegraph* started printing in Manchester at Kemsley House, which was run by Camrose's brother Kemsley. Manchester quite often printed the entire run of *The Telegraph* when its Fleet Street offices were under threat. The name Kemsley House was changed to Thomson House in 1959. In 1986 printing of Northern editions of the *Daily* and *Sunday Telegraph* moved to Trafford Park and in 2008 to Newsprinters at Knowsley, Liverpool. During the Second World War, *The Daily Telegraph* covertly helped in the recruitment of code-breakers for Bletchley Park. The ability to solve *The Telegraph's* crossword in under 12 minutes was considered a recruitment test. The newspaper was asked to organise a crossword competition, after which each of the successful participants was contacted and asked if they would be prepared to undertake "a particular type of work as a contribution to the war effort". The competition itself was won by F H W Hawes of Dagenham who finished the crossword in less than eight minutes. Canadian businessman Conrad Black bought the Telegraph Group in 1986. On 18 January 2004, Black was dismissed as chairman of the Hollinger International board over allegations of financial wrongdoing. Black was also sued by the company. Later that day it was reported that the Barclay brothers had agreed to purchase Hollinger Inc. from Black, giving them the controlling interest in the newspaper group. They then launched a takeover bid for the rest of the group,

valuing the company at £200m. However, a suit has been filed by the Hollinger International board with the U.S. Securities and Exchange Commission to try to block Black selling shares in the company until an investigation into his dealings have been completed. Black filed a counter-suit but eventually United States judge Leo Strine sided with the Hollinger International board and blocked Black from selling his Hollinger Inc. shares and interests to the twins. On Sunday 7 March, the twins announced they were launching another takeover bid, this time just for *The Daily Telegraph* and its Sunday sister paper rather than the whole stable. Current owner of the *Daily Express*, Richard Desmond, was also interested in purchasing the paper, selling his interest in several pornographic magazines to finance the initiative. Desmond withdrew in March 2004 when the price climbed above £600m, as did Daily Mail and General Trust plc on 17 June.

Exercises:

I. Answer the questions:

1. When was the newspaper founded?
2. Who founded it?
3. When was the newspaper called *The Daily Telegraph*?
4. Who published his novel in the newspaper in 1876?
5. What famous politician gave an interview to the *The Daily Telegraph*?
6. What newspaper did *The Daily Telegraph* absorb?

7. Who bought the Telegraph Group in 1986?

II. Give Russian equivalents of the following expressions:

A daily morning broadsheet, conservative-leaning newspaper, to be distributed, a survey, to be conducted, readers, to intend, to claim, sister newspapers, to finance the initiative, to organise a competition, to be reported, editors, to edit.

III. Choose the correct answer:

1. A. Why are you working so hard these days?
B. Because *I will buy/I'm going to buy* a flat, so I'm saving as much as I can.
2. A. What *will you buy/are going to buy* Jill for her birthday?
B. Some chocolate.
A. She doesn't like chocolate.
B. Oh, *I'll buy/I'm going to buy* her a book, then.
3. A. Dad, can you mend this for me.
B. I can't, sorry. Ask Mum. *She'll do/she's going to do* it for you.
4. A. Why are you cooking so much food?
B. Because some friends *will come/are coming* for supper.
5. A. What *will you do/are going to do* today?
B. It's John's birthday, so *I'll make/I'm going to make* him a coffee.
6. A. I have an appointment with the bank manager this morning.
B. Why *will you see/are going to see* him?
A. Because my husband and I *will start/are going to start* our own business, and we need some money.
7. A. Let's have lunch together tomorrow.
B. I can't. *I'll see/I'm seeing* my mother for lunch. Let's have lunch some other time.

IV. Speak on 'The first newspapers in the UK'.

Text 4. *The Daily Telegraph* nowadays

The Barclay brothers purchased the Telegraph Group, and with it *The Telegraph*, for around £665m in late June 2004. Amidst the unravelling of the takeover Sir David Barclay suggested that *The Daily Telegraph* might in the future no longer be the "house newspaper" of the Conservatives. In an interview with *The Guardian* he said, "Where the government are right we shall support them." The editorial board endorsed the Conservative party in the 2005 general election. 15 November 2004 saw the tenth anniversary of the launch of *The Telegraph's* website Electronic Telegraph. Now re-launched as telegraph.co.uk, the website was the UK's first national newspaper online. Monday 8 May 2006 saw the first stage of a major redesign of *The Telegraph's* website, based on a wider page layout and greater prominence for audio, video and journalist blogs. On 10 October 2005, *The Daily Telegraph* relaunched to incorporate a tabloid sports section and a new standalone business section. *The Daily Mails'* star columnist and political analyst Simon Heffer left that paper in October 2005 to rejoin *The Daily Telegraph*, where he has become associate editor. Heffer has written two columns a week for *The Telegraph* since late October 2005 and is a regular contributor to the news podcast. November, 2005 – launches the first regular podcast service by a newspaper in the UK. Just before Christmas 2005, it was announced that the *Telegraph* titles will be moving from Canada Place in Canary Wharf, to Victoria Plaza near Victoria Station in central London. The new office features a 'hub and spoke' layout for the newsroom, which will produce content for print and online editions. In October 2006,

with its relocation to Buckingham Palace Road, Victoria, the *Telegraph* rebranded itself the Telegraph Media Group, repositioning itself as a multimedia company. On 2 September 2008, the *Daily Telegraph* was printed with colour on each page for the first time when it left Westferry for Newsprinters at Broxbourne, Hertfordshire, another arm of the Murdoch (Rupert Murdoch) company. The paper is also printed in Liverpool and Glasgow by Newsprinters. In May 2009, the daily and Sunday editions published details of MPs' expenses. This led to a number of high-profile resignations from both the ruling Labour administration and the Conservative opposition.

Sister publications

The Sunday Telegraph

The Daily Telegraph's sister Sunday paper was founded in 1961. The writer Sir Peregrine Worsthorne is probably the best known journalist associated with the title (1961–97), eventually being editor for three years from 1986. In 1989 the Sunday title was briefly merged in to a seven-day operation under Max Hastings's overall control. In 2005 the paper was revamped, a glossy fashion magazine being added to the more traditional review section. It costs £2.00 and includes separate Money, Home and Living, Sport, Travel and Business supplements. Circulation of *The Sunday Telegraph* in July 2010 was 505,214 (ABC)

The Young Telegraph

The Young Telegraph was a weekly section of *The Daily Telegraph* published as a 14-page supplement in the weekend

edition of the newspaper. *The Young Telegraph* featured a mixture of news, features, cartoon strips and product reviews aimed at 8–12 year olds. It was edited by Damien Kelleher (1993–97) and Kitty Melrose (1997–1999). Launched in 1990, the award-winning supplement also ran original serialised stories featuring popular brands such as *Young Indiana Jones* and the British children's sitcom *Maid Marian and her Merry Men*. In 1995, an interactive spin-off called *Electronic Young Telegraph* was launched on floppy disk. Described as an interactive computer magazine for children, *Electronic Young Telegraph* was edited by Adam Tanswell, who led the re-launch of the product on CD-Rom in 1998. *Electronic Young Telegraph* featured original content including interactive quizzes, informative features and computer games, as well as entertainment news and reviews. *Telegraph.co.uk* is the online version of the newspaper. It includes articles from the print editions of *The Daily Telegraph* and *The Sunday Telegraph*, as well as web-only content such as breaking news, features, picture galleries and blogs. It was named UK Consumer Website of the Year in 2007 and Digital Publisher of the year in 2009 by the Association of Online Publishers. The site is overseen by Edward Roussel, digital editor of Telegraph Media Group. Other staff include Shane Richmond, head of technology (editorial), and Ian Douglas, head of digital production. The site, which has been the focus of the group's efforts to create an integrated news operation producing content for print and online from the same newsroom, completed a relaunch during 2008 involving the use of the Escenic content management system, popular among northern European and Scandinavian newspaper groups. Telegraph TV is an Online Video on Demand Television service run by *The Daily Telegraph* and the *Sunday Telegraph*. It is hosted on *The*

Telegraph's official website, *telegraph.co.uk*. *Telegraph.co.uk* became the most popular UK newspaper site in April 2008. It was overtaken by *Guardian.co.uk* in April 2009 and later by "Mail Online". As of December 2010, "Telegraph.co.uk" is now the third most visited British newspaper website with 1.7 million daily browsers compared to 2.3 million for "Guardian.co.uk" and nearly 3 million for "Mail Online". 8% of the Telegraph's traffic comes from social media sites, much more than for any other site. Part of this is down to its success with the Digg widget. The website was launched, under the name electronic telegraph at midday on 15 November 1994 at the headquarters of *The Daily Telegraph* at Canary Wharf in London Docklands. It was Europe's first daily web-based newspaper. Initially the site published only the top stories from the print edition of the newspaper but it gradually increased its coverage until virtually all of the newspaper was carried online and the website was also publishing original material. The website, hosted on a Sun Microsystems Sparc 20 server and connected via a 64 kbit/s leased line from Demon Internet, was edited by Ben Rooney. Key personnel behind the launch of the site were Matthew Doull and Saul Klein and the then marketing manager of *The Daily Telegraph*, Hugo Drayton, and the webmaster Fiona Carter. Drayton later became managing director of the newspaper. An early coup for the site was the publication of articles by Ambrose Evans-Pritchard on Bill Clinton and the Whitewater controversy. The availability of the articles online brought a large American audience to the site. In 1997, the Clinton administration issued a 331-page report that accused Evans-Pritchard of peddling "right-wing inventions". Derek Bishton, who by then had succeeded Rooney as editor, later wrote: "In the days before ET it would have been highly unlikely that anyone in the US would have been aware of

Evans-Pritchard's work – and certainly not to the extent that the White House would be forced to issue such a lengthy rebuttal." Bishton, who is now consulting editor for Telegraph Media Group, was followed as editor by Richard Burton, who was made redundant in August 2006. Edward Roussel replaced Burton.

Exercises:

I. Answer the questions:

1. When did the Barclay brothers purchase the Telegraph Group?
2. What did *The Daily Telegraph* relaunch in 2005?
3. What are *The Daily Telegraph's* sister publications?
4. Why is *The Daily Telegraph's* website popular among readers?
5. What does *The Daily Telegraph's* website include?

II. Give Russian equivalents of the following expressions:

To support, to be aware, to succeed, to be redundant, to be edited, publishing original material, to be connected, social media, an early coup, a daily, web-based newspaper, a marketing manager, to issue, to print, breaking news, features, picture galleries, blogs, an interactive computer magazine.

III. Complete the questions with the correct answers.

1. _____ did your family go on holiday last year?
2. _____ bag did Paul find?
3. _____ do you go to the cinema?
4. _____ are you studying English?
5. _____ languages does your girlfriend speak?

6. _____ does your boss get to work?

IV. Speak on 'Popular magazines in Great Britain'.

Text 5. *The Times*

The Times is a British daily national newspaper, first published in London in 1785 under the title *The Daily Universal Register* (it became *The Times* on 1 January 1788). *The Times* and its sister paper *The Sunday Times* (founded in 1821) are published by Times Newspapers, since 1981 a subsidiary of News International, itself wholly owned by the News Corporation group headed by Rupert Murdoch. *The Times* and *The Sunday Times* do not share editorial staff, were founded independently and have only had common ownership since 1967. *The Times* is the first newspaper to have borne that name, lending it to numerous other papers around the world, including *The Times of India* (1838), *The Straits Times* (1845), *The New York Times* (1851), *The Irish Times* (1859), the *Los Angeles Times* (1881), *The Seattle Times* (1891), *The Daily Times* (Malawi) (1900), *The Canberra Times* (1926), and *The Times* (Malta) (1935). For distinguishing purposes it is therefore sometimes referred to, particularly in North America, as the "*London Times*" or "*The Times of London*". *The Times* is the originator of the ubiquitous Times Roman typeface, originally developed by Stanley Morison of *The Times* in collaboration with the Monotype Corporation for its legibility in low-tech printing. In November 2006 *The Times* began printing headlines in a new font, Times Modern. *The Times* was printed in broadsheet format for 219 years, but switched to compact size in 2004 in an attempt to appeal more to younger readers and commuters using public

transport. *The Sunday Times* remains a broadsheet. Though traditionally a moderate newspaper and sometimes a supporter of the Conservatives, it supported the Labour Party in the 2001 and 2005 general elections. In 2004, according to MORI, the voting intentions of its readership were 40% for the Conservative Party, 29% for the Liberal Democrats, and 26% for Labour. *The Times* had an average daily circulation of 400,120 in June 2012. An American edition has been published since 6 June 2006.

Exercises:

I. Answer the questions:

1. What kind of newspaper is *The Times*?
2. When and where was it first published?
3. What was its title at that time?
4. When did it become *The Times*?
5. What are its sister publications?
6. What is an average daily circulation of *The Times*?

II. Give Russian equivalents of the following expressions:

A national newspaper, a title, sister publications, average, circulation, an edition, general elections, according to, a broadsheet, to remain, readership, an attempt, distinguishing, purposes, editorial staff, independently.

III. Complete the sentences with the correct form of an adjective.

1. My mom is(tall) than my dad.
2. She is(clever) student in the class.
3. Jack is(strong) than his friend.
4. These books are(interesting) than those ones.
5. This ticket is(expensive) than Kate's ticket.

6. Our hotel(modern) in the region.
7. This monument is(famous) than that one.
8. My meal is.....(tasty) than their meal.
9. The building of the University is.....(high) in this district.
10. The Russians are one of(hospitable) people in the world.

IV. Speak on 'Popular dailies in Great Britain'.

Text 6. History of *The Times*

The Times was founded by publisher John Walter on 1 January 1785 as *The Daily Universal Register*, with Walter in the role of editor. Walter changed the title after 940 editions on 1 January 1788 to *The Times*. In 1803, Walter handed ownership and editorship to his son of the same name. Walter senior had spent sixteen months in Newgate prison for libel printed in *The Times*, but his pioneering efforts to obtain Continental news, especially from France, helped build the paper's reputation among policy makers and financiers. *The Times* used contributions from significant figures in the fields of politics, science, literature, and the arts to build its reputation. For much of its early life, the profits of *The Times* were very large and the competition minimal, so it could pay far better than its rivals for information or writers. *The Times* was the first newspaper to send war correspondents to cover particular conflicts. *The Times* faced financial extinction in 1890 under Arthur Fraser Walter, but it was rescued by an energetic editor, Charles Frederic Moberly Bell. During his tenure (1890–1911), *The Times* became associated with selling the *Encyclopædia Britannica* using aggressive American marketing methods introduced by Horace Everett Hooper and his advertising

executive, Henry Haxton. Due to legal fights between the *Britannica's* two owners, Hooper and Walter Montgomery Jackson, *The Times* severed its connection in 1908 and was bought by pioneering newspaper magnate, Alfred Harmsworth, later Lord Northcliffe. On 3 May 1966 the newspaper started printing news on the front page for the first time - previously the front page featured small advertisements, usually of interest to the moneyed classes in British society. In 1967, members of the Astor family sold the paper to Canadian publishing magnate Roy Thomson, The Thomson Corporation merged it with *The Sunday Times* to form Times Newspapers Limited. An industrial dispute prompted the management to shut the paper for nearly a year (1 December 1978 – 12 November 1979). In 1981, *The Times* and *The Sunday Times* were bought from Thomson by Rupert Murdoch's News International. The acquisition followed three weeks of intensive bargaining with the unions by company negotiators, John Collier and Bill O'Neill. In November 2003, News International began producing the newspaper in both broadsheet and tabloid sizes. On 13 September 2004, the weekday broadsheet was withdrawn from sale in Northern Ireland. Since 1 November 2004, the paper has been printed solely in tabloid format. The Conservative Party announced plans to launch litigation against *The Times* over an incident in which the newspaper claimed that Conservative election strategist Lynton Crosby had admitted that his party would not win the 2005 General Election. *The Times* later published a clarification, and the litigation was dropped. On 6 June 2005, *The Times* redesigned its Letters page, dropping the practice of printing correspondents' full postal addresses. Published letters were long regarded as one of the paper's key constituents. Author/solicitor David Green of Castle Morris Pembrokeshire

has had more letters published on the main letters page than any other known contributor – 158 by 31 January 2008. According to its leading article, "From Our Own Correspondents", removal of full postal addresses was in order to fit more letters onto the page. In a 2007 meeting with the House of Lords Select Committee on Communications, which was investigating media ownership and the news, Murdoch stated that the law and the independent board prevented him from exercising editorial control. In May 2008 printing of *The Times* switched from Wapping to new plants at Broxbourne on the outskirts of London, and Merseyside and Glasgow, enabling the paper to be produced with full colour on every page for the first time. In March 2012, it became the first British newspaper to formally endorse same-sex marriage. On 26 July 2012, to coincide with the official start of the London 2012 Olympics and the issuing of a series of souvenir front covers, *The Times* added the suffix "of London" to its masthead.

Exercises:

I. Answer the questions:

1. When was *The Times* was founded?
2. What was the first title of *The Times*?
3. Who changed the title of the newspaper in 1788 to *The Times*?
4. When did the newspaper start printing news on the front page for the first time?
5. When did producing the newspaper in both broadsheet and tabloid sizes begin?
6. When and where was the weekday broadsheet withdrawn from sale?

7. Why did *The Times* add the suffix "of London" to its masthead?

II. Give Russian equivalents of the following expressions:

To be founded, publisher, the same, to add, sale, tabloid size, to be produced with full colour, on every page, for the first time, to coincide with, the official start, a postal address, to fit more letters onto the page.

III. Complete the sentences with the correct form of *can*, *have to*, and *be allowed to*. More than one answer may be possible.

1. You _____ wear a seat belt when you go by car in Britain.
2. Some British children _____ wear a uniform at school.
3. _____ you _____ smoke when you were a teenager?
4. I _____ get up very early yesterday morning.
5. You can walk in the park but you _____ skateboard or play football.
6. His parents are quite strict. He _____ tidy his room, do the washing-up and take the dog for a walk every day.

IV. Speak on 'The National newspapers in Great Britain'.

Text 7. *Financial Times*

The *Financial Times* (FT) is one of the world's leading business news and information organisations. The FT is owned by Pearson PLC, the global media company who also own Pearson, the world's largest education publishing and technology group and Penguin Books, the book publishing group. The FT has an average daily readership of 2.2 million people worldwide (PwC audited figures, November 2011).

FT.com has 4.5million registered users and over 285,000 digital subscribers, as well as 600,000 paying users. FT Chinese has more than 1.7 million registered users. The world editions of the *Financial Times* newspaper have a combined average daily circulation of 297 thousand copies, as of June 2012. Founded in 1888 by James Sheridan and Horatio Bottomley, the *Financial Times* competed with four other finance-oriented newspapers, in 1945 absorbing the last, the *Financial News* (founded in 1884). The FT specialises in UK and international business and financial news, and is printed as a broadsheet on light salmon paper. The FT was launched as the *London Financial Guide* on 9 January 1888, renaming itself the *Financial Times* on 13 February the same year. Describing itself as the friend of "The Honest Financier and the Respectable Broker", it was a four-page journal. The readership was the financial community of the City of London. The *Financial Times* established itself as the sober but reliable "stockbroker's Bible" or "parish magazine of the City", its only rival being the slightly older and more daring *Financial News*. In 1893, the FT turned light salmon pink to distinguish it from the similarly named *Financial News*. Also in the 1890s it also collaborated with Walter R Skinner in publishing series of years books and manuals regarding mining investment around the world. From initial rivalry, the two papers were merged by Brendan Bracken in 1945 to form a single six-page newspaper. The *Financial Times* brought a higher circulation while the *Financial News* provided editorial talent. In 1993, the FT printed a single edition on white to commemorate this change a hundred years earlier. The paper has sometimes been informally known as the "Pink Un". Over the years, the newspaper grew in size, readership and breadth of coverage. It established correspondents in cities around the world, reflecting

early moves in the world economy towards globalisation. Pearson bought the paper in 1957. As cross-border trade and capital flows increased during the 1970s, the *FT* began international expansion, facilitated by developments in technology and the growing acceptance of English as the language of business. On 1 January 1979, the first *FT* was printed outside the UK, in Frankfurt. Since then, with increased international coverage, the *FT* has become a global newspaper, printed in 22 locations with four international editions to serve the UK, continental Europe, the U.S., Asia and the Middle East. The European edition is distributed in continental Europe and Africa. It is printed Monday to Saturday at five centres across Europe. Thanks to correspondents reporting from all the centres of Europe, the *FT* is regarded as the premier news source involving the European Union, the Euro, and European corporate affairs. On 13 May 1995 the *Financial Times* group made its first foray into the online world with the launch of FT.com. This provided a high summary of news from around the globe and was supplemented in February 1996 with the launch of stock prices followed in spring 1996 by the second generation site. The site was funded by advertising and contributed to the online advertising market in the UK in the late 1990s. Between 1997 and 2000 the site underwent several revamps and changes of strategy as the FT Group and Pearson reacted to changes online. FT.com is one of the few UK news sites successfully operating on subscriptions. On 18 March 2009 the Financial Times launched newssift.com, a semantic search engine that sifts through business news. In 1997, the *FT* launched the U.S. edition, printed in New York, Chicago, Los Angeles, San Francisco, Dallas, Atlanta, Orlando and Washington, D.C., although the newspaper was first printed outside New York City in 1985. In April 2009, the *FT's* U.S.

circulation was 143,473. In September 1998, the *FT* became the first UK-based newspaper to sell more copies internationally than within the UK. Worldwide circulation stands at 421,059 with global readership estimated at over 1.4 million in more than 140 countries. In 2000, the Financial Times started publishing a German language edition, *Financial Times Deutschland*, with news and editorial team based in Hamburg. Its initial circulation in 2003 was 90,000. Originally a joint venture with German publishing firm Gruner + Jahr, *FT* eventually sold its 50% stake to its German partner in January 2008. The editor of the *FT* is Lionel Barber, who took over from Andrew Gowers in autumn 2005. In October 2006, the *FT* launched FT Alphaville, an Internet-based daily news and commentary service for financial professionals. On 23 April 2007, the *FT* relaunched, with a new typeface, new labelling, but no reduction in paper size. This redesign has been billed as the “most dramatic revamp [of the *FT*] in a generation” and includes more panels in the news pages, more first page feature content in the “Companies and Markets” section, and sports content that is more squeezed to allow an extra foreign news page. Changes include the reintroduction, above the leaders, of the *FT's* 1888 motto, “Without fear and without favour” and more signposts to FT.com. To coincide with the redesign, Pearson PLC announced an advertising campaign centred on the tag-line “We Live in Financial Times”, created by the agency DDB London. The *FT* redesign was handled by and was the first major project for design firm Shake-up Media and young American designer Ryan Bowman. In 2009 it was incorporated into the Weekend City Press Review where summaries of the weekend *FT* papers are published, as well as twelve other leading national papers, on a weekly subscription

basis. In January 2012 it was announced that the FT had acquired Assanka, the developer of its mobile offerings.

Exercises:

I. Answer the questions:

1. Who is *Financial Times* is owned by?
2. What an average daily readership does *Financial Times* have?
3. When was The *FT* launched?
4. What was the first title of the *Financial Times*?
5. When is the European edition distributed in continental Europe and Africa?
6. When is the newspaper printed?
7. What is the motto of the newspaper?

II. Give Russian equivalents of the following expressions:

A global media company, an advertising campaign, a motto, on a weekly subscription basis, to distribute, average, to design, to create.

III. Correct the mistakes:

1. Spain is a lot more hotter than England.
2. William is very upset. He had got the baddest marks in the class.
3. Susanna is most intelligent in the class.
4. The Great White Shark is the more dangerous shark in the world.
5. Rome is most beautiful that I expected.

IV. Speak on 'Popular magazines'.

Text 8. *The Independent*

The Independent is a British national morning newspaper published in London by Independent Print Limited, owned by Alexander Lebedev since 2010. Nicknamed the *Indy*, it was launched in 1986 and is one of the youngest UK national daily newspapers. The daily edition was named *National Newspaper of the Year* at the 2004 British Press Awards. Originally a broadsheet newspaper, since 2003 it has been published in a tabloid or "compact" format. *The Independent* is regarded as leaning to the left politically, but tends to take a classical liberal, pro-market, stance on economic issues. It has not affiliated itself with any political party and features a range of views given on its editorial and comment pages. The paper originally described itself as "free from party political bias, free from proprietorial influence"- a banner it carried on the front page of its daily edition. This banner was dropped in September 2011. In July 2012, it had an average daily circulation of 90,001, and the Sunday edition had a circulation at 122,588. *The Independent* was first published on 7 October 1986 as a broadsheet. It was produced by Newspaper Publishing plc and created by Andreas Whittam Smith, Stephen Glover and Brett Straub. All three were former journalists at *The Daily Telegraph* who had left the paper towards the end of Lord Hartwell's ownership. Marcus Sieff was the first chairman of Newspaper Publishing and Whittam Smith took control of the paper. The paper was created at a time of tension in British journalism. Rupert Murdoch was challenging long-accepted practices and fighting with the print unions. In this atmosphere the new paper attracted staff from Murdoch broadsheets who preferred not to move to Wapping. Launched with the advertising slogan "It is. Are you?", and challenging *The Guardian* for centre-left readers, and *The Times* as a newspaper of record, it reached a circulation of over 400,000 in 1989.

Competing in a moribund market, *The Independent* sparked a general freshening of newspaper design as well as a price war. The market was tight and when *The Independent* launched *The Independent on Sunday* in 1990, sales were less than anticipated (partly due to the launch of the ill-fated *Sunday Correspondent* some months earlier). Some aspects of production merged with the main paper, although with a largely distinct editorial staff. In the 1990s, *The Independent* started an advertising campaign accusing *The Times* and *The Daily Telegraph* of reflecting the views of their proprietors, Rupert Murdoch and Conrad Black. It featured spoofs of their mastheads with the words 'THE RUPERT MURDOCH', 'The Conrad Black', and below, 'THE INDEPENDENT'. By the 1990s, Newspaper Publishing had financial problems. Several other newspapers launched in the 1980s, including the *Sunday Correspondent*, had collapsed without winning enough readers to be profitable, and *The Independent* was experiencing similar problems. Two European media groups took small stakes. A number of other media companies were interested in the paper. Tony O'Reilly's media group and Mirror Group Newspapers had bought substantial stakes by mid-1994. In March 1995 Newspaper Publishing was restructured with a rights issue, splitting the shareholding into Independent News & Media (43%), MGN (43%), and Prisa (*El País*, 12%). In the same month, Whittam Smith left the paper. In April 1996 there was another refinancing and in March 1998 O'Reilly bought the other 54% of the company for £30 million, and assumed the company's debt. Brendan Hopkins headed Independent News while Andrew Marr was appointed editor of *The Independent* and Rosie Boycott of *The Independent on Sunday*. Marr introduced a dramatic if short-lived redesign which won critical favour but was a commercial failure, partly as a result of a

limited promotional budget. Marr admitted his changes had been a mistake in his book *My Trade*. Boycott left in April 1998 to *The Daily Express* and Marr in May 1998, later to join the BBC as political editor. Simon Kelner was made editor. By this time the circulation had fallen below 200,000. Independent News spent heavily to improve circulation, and the paper had a number of redesigns. While circulation improved, it did not approach 1989 levels or restore profitability; job cuts and financial controls took their toll on the journalists and their morale. Ivan Fallon, on the board since 1995 and once a key figure at the *Sunday Times*, replaced Hopkins as head of Independent News & Media in July 2002. By mid 2004, the newspaper was losing £5million a year. A gradual improvement meant that by 2006, circulation was at a nine-year high. In November 2008, following staff cuts, a move of production was announced to Northcliffe House, headquarters of Associated Newspapers. The two newspaper groups' editorial, management and commercial operations remained separate, but they shared services including security, IT, switchboard and payroll. On 25 March 2010, Independent News & Media sold the newspaper to Alexander Lebedev for a £1 fee and £9.25m over the next 10 months, since closing the *Independent* and its *Sunday* title would have cost £28m and £40m respectively, due to long-term contracts. In 2009, Lebedev had bought a controlling stake in the *London Evening Standard*. Two weeks later, editor Roger Alton stood down.

Exercises:

I. Answer the questions:

1. Who is *The Independent* owned by?
2. When was it launched?

3. Who was *The Independent* created by?
4. When was the daily edition named *National Newspaper of the Year*?
5. What is an average daily circulation of the *The Independent*?
6. Why did *The Independent* start an advertising campaign accusing *The Times* and *The Daily Telegraph*?
7. When did Independent News & Media sell the newspaper to Alexander Lebedev?

II. Give Russian equivalents of the following expressions:

To own, an advertising campaign, a controlling stake, long-term contracts, staff cuts, gradual, improvement, to influence, a banner, to share, independent, fee, respectively.

III. Put the verbs into correct forms:

1. I(be) to Canada already but my sister.....not (be) there.
2. We.....not (watch) football match last night.
3. I'm hungry. I.....not (get) any food today.
4. We.....(attend) the lecture on Russian literature yesterday. It(be) so interesting.
5. Barry...(retire) from the bank in 1987. He(want) to travel around the world.
6. They..... (rehearse) a new performance all evening yesterday.
7. The first-year students(have) a great party recently.
8. We.....(buy) tickets for the concert yesterday. Inot (visit) this concert hall yet.
9. They.....(win) the tournament last week. They.....(be) so happy about that.

10. Joseph(translate) the presentation into German from 2 till 3 o'clock yesterday.
11. The company..... (invite) me for the interview already. But I.....not (complete) my resume yet.
12. They(publish) some new articles about the environment this month. I(read) them already.
13. My niece..... (receive) a job some time ago. Shenever (work) before.
14. The price for bread(increase) for 7 percent this week. It.....never (cost) so much.
15. My friends and I(discuss) a new program when my parents(come) home.

IV. Speak on 'National morning newspapers in Great Britain'.

Text 9. The British Press Photographers' Association

The British Press Photographers' Association (BPPA) was founded in 1984 by UK press photographers to promote and inspire the highest ethical, technical and creative standards from within the profession. The BPPA provides its members with a voice to raise awareness and appreciation of our industry. The membership is drawn from every part of the country, and represents the broadest selection of newspaper, magazine and agency photographers. We are currently in consultation with other professional and public bodies, in addition to a wide range of industry suppliers, to establish mutually beneficial relationships and attractive member offers. We are committed to exhibiting and publishing our members work so that it can be appreciated for what it is - some of the

finest news photography in the world. This site features large number of member galleries showcasing a selection of members' work that is regularly being updated. The links on the right hand side of this page will take you to the most recently updated pages. The projects section of the site explains every photographic project that we have undertaken since the beginning of 2003. This is a core activity of The Association and the projects page has links to the internet version of each project. The association has a great new blog with articles written by members and a few by guest bloggers too.

Exercises:

I. Answer the questions:

1. When was the British Press Photographers' Association founded?
2. What is the aim of this organization?
3. What does the BPPA provide its members with?
4. How is the membership drawn?
5. What does the British Press Photographers' Association do?

II. Give Russian equivalents of the following expressions:

A page, photographers, to promote, to inspire, ethical, technical, creative, standards, selection, beneficial relationships, updated pages, the internet version, links, recently, guest bloggers.

III. Make up 20 questions to the following sentences.

1. My friend received the grant to study English history at the University in London.
2. The researchers have done all the necessary experiments already.

3. This book was published last year.
4. This articles have been translated recently.

IV. Speak on 'International press in the UK'.

Unit 2. RUSSIAN PRESS

Text 1. Russian media

The media of Russia is diverse, with a wide range of broadcast and print outlets available to the consumer, offering all kinds of perspectives and catering for all tastes. In total, there are 93,000 media outlets in Russia, including 27,000 newspapers and magazines and 330 television channels. Television is the most popular source of information. There are three television channels with a nationwide outreach, and a multitude of regional channels. Local and national newspapers are the second most popular choice, while the Internet comes third. In all media spheres there is a mixture of private and state-ownership. The three nationwide television channels have been criticised for their alleged lack of neutrality. However, there is no lack of independent media in Russia, especially in print media, radio and the internet. The organisation Reporters Without Borders compiles and publishes an annual ranking of countries based upon the organisation's assessment of their press freedom records. In 2011-12 Russia was ranked 142nd out of 179 countries, which was an improvement from the preceding year. Russia has very wide range of print media. There are over 400 daily newspapers, covering every field, and offering all kinds of perspectives. The total number of newspapers in Russia is 8,978, and they have a total annual circulation of 8.2 billion copies. There are also 6,698 magazines and periodicals with a total annual circulation of 1.6 billion copies. Russia has the largest number of newspaper journalists in the world (102,300), followed by China (82,849) and the United States (54,134), according to statistics published by UNESCO in 2005. Newspapers are the second most popular

media in Russia, after television. Local newspapers are more popular than national ones, with 27% of Russians consulting local newspapers routinely and 40% reading them occasionally. For national newspapers, the corresponding figures are 18% and 38%, respectively. According to figures from the National Circulation Service agency, the most popular newspaper is Argumenty i Fakty which has a circulation of 2.9 million. It is followed by Weekly Life (1.9 million), TV Guide (1.2 million) and Perm Region Izvestiya (1 million). However, only about half of all Russian newspapers are registered with the agency. Some of the leading newspapers in Russia are tabloids, including Zhizn. The most important business newspapers are Vedomosti and the influential Kommersant. Many newspapers are opposition-leaning, such as the critical Nezavisimaya Gazeta and Novaya Gazeta, which is known for its investigative journalism. The main English-language newspapers are Moscow Times, St Petersburg Times and Moscow News. 6 of the 10 most circulated Russian newspapers are based in Moscow, while the other 4 are based in other cities and regions.

Exercises:

I. Answer the questions:

1. How many newspapers are there in Russia?
2. What is the most popular source of information?
3. What is the second most popular choice?
4. What is the most popular newspaper according to figures from the National Circulation Service agency?
5. How many magazines and periodicals are there in Russia?
6. What is a total annual circulation of Russian magazines and periodicals?

7. How many newspaper journalists are there in Russia?
8. What are the most important business newspapers?

II. Give Russian equivalents of the following expressions:

Leading newspapers, tabloids, business newspapers, influential, however, nationwide television channels, improvement, a wide range of print media, annual, lack of independent media, to be available, a consumer, to offer all kinds of perspectives, to cater for all tastes.

III. Put the right preposition:

1. It depends ...you only.
a) in b) to c) on
2. Listen ...the song. It's very beautiful.
a) for b) to c) –
3. Do you play...football every day?
a) to b) in c) –
4. They have arrived ...the city in the afternoon today.
a) in b) at c) to
5. My friend is fond ... geography.
a) on b) of c) for
6. May I rely ...you?
a) on b) to c) –
7. He always has influence...the chief's decision.
a) in b) on c) –

8. Why are you surprised ...her?
a) with b) for c) at
9. Sometimes I get to work...foot.
a) by b) with c) on
10. She often gets angry ...those people who cannot keep a promise.
a) on b) at c) with

IV. Speak on 'Russian media'.

Text 2. The Komsomolskaya Pravda

The Komsomolskaya Pravda is a daily Russian tabloid newspaper, founded on March 13, 1925. It is published by "Izdatelsky Dom Komsomolskaya Pravda" (Komsomolskaya Pravda Publishing House). During the Soviet era, Komsomolskaya Pravda was the All-Union newspaper of the Soviet Union and an official organ of the Central Committee of the Komsomol. It was established according to the decision of the 13th Congress of the Russian Communist Party and the first issue was published on May 24, 1925, in an edition of 31,000 copies. *The Komsomolskaya Pravda* began as the official organ of the Communist Union of Youth, or Komsomol, the youth wing of the Communist Party of the Soviet Union. As such, it targeted the same 14-28 demographic as its parent organization, focusing initially on popular science and adventure articles while teaching the values of the CPSU. During this period, it was twice awarded the Order of Red Banner of Labour, and was also the recipient of the Order of Lenin, the Order of the October Revolution, and the Order of the Patriotic War.

Following the collapse of the Soviet Union, on 1 December 1990 the paper shifted from serving as a Komsomol mouthpiece to a Russian nationwide daily tabloid newspaper. During the 1991 August Putsch, the paper was banned by the State Committee of the State of Emergency, or "Gang of Eight," and did not publish from 19–20 August, the first time in its history that it failed to appear on schedule. Nevertheless, on 21 August, the newspaper published the entire chronicle of the coup as a historical document. It is currently owned by Media Partner, which in turn is owned by ECN Group, an energy company led by Grigory Berezkin, who has close links to Gazprom. The newspaper reached its highest circulation in 1990, when it sold almost 22 million daily copies. It is currently the top-selling newspaper in Russia, with daily circulation ranging from 700,000 to 3.1 million. In addition to the Russian edition of *Komsomolskaya Pravda*, which divided into regional editions by cities, there are other editions of the newspaper in CIS countries such as *The Komsomolskaya Pravda v Ukraine* (Ukraine), *The Komsomolskaya Pravda v Belorussii* (Belarus), *The Komsomolskaya Pravda v Moldove* (Moldova). There is also a "European" edition (*The Komsomolskaya Pravda v Evrope*) which is focused on the Russian diaspora in Germany, but can also be found in other EU countries, as well as on the Croatian Adriatic coast, catering to Russian-speaking tourists. A Baltic edition is available in Latvia, Estonia, and Finland.

Exercises:

I. Answer the questions:

1. What is *The Komsomolskaya Pravda*?

2. When was it founded?
3. Why was *The Komsomolskaya Pravda* important during the Soviet era?
4. How many copies did the first edition of *The Komsomolskaya Pravda* consist of?
5. How many times was it awarded the Order of Red Banner of Labour?
6. What editions of the newspaper are there in other countries and cities in addition to the Russian edition?
7. Why is it currently the top-selling newspaper in Russia?
8. What is daily circulation of the newspaper?

II. Give Russian equivalents of the following expressions:

To be awarded, in addition, the first edition, currently, top-selling newspapers, to be established, regional editions, initially, popular science and adventure articles.

III. Choose the best idea:

1. You need to support your ideas with facts and _____.

Numbers / figures / informations / material

2. By and _____, the pupils are well-behaved.

By / from / forward / large

3. I'm sick and _____ of studying grammar!

Cross / tired / ill / bored

4. I never read the instruction manual. I learned how to use the computer by trial and _____.

error / mistake / test / experiment

5. Yesterday the Prime Minister made an important speech on the subject of law and _____.

Rule / legal / punishment / order

6. Let's settle this argument once and for _____

ever / all / always / once

IV. Speak on 'The most popular newspapers in Russia'.

Text 3. *The Kommersant*

The Kommersant is a nationally distributed daily newspaper published in Russia mostly devoted to politics and business. As of 2005, the circulation was 131,000. The newspaper was initially published in 1909, and it was closed down following the Bolshevik seizure of power and the introduction of censorship in 1917. In 1990, with the onset of press freedom in Russia, *Kommersant* was re-established under the ownership of businessman and publicist Vladimir Yakovlev. To make the point that the publication had outlasted the Soviet regime, "Kommersant" is spelled in Russian with a terminal hard sign – a letter that is silent at the end of a word in modern Russian, and was thus abolished by the post-revolution Russian spelling reform. This is played up in the *Kommersant* logo, which features a script hard sign at the end of somewhat more formal font. In 1997, auto-to-Aeroflot mogul Boris Berezovsky – a member of the former President Boris Yeltsin's 'family' – bought the *Kommersant* publishing house, which included

Kommersant-daily, two serious weekly magazines (the political *Kommersant-vlast* (literally 'Power') and the financial *Kommersant-dengi* ('Money') – as well as entertainment magazines *Domovoi* and *Avtopilot* and *Molotok*, a teen magazine, which later incurred the authorities' wrath. Berezovsky sacked *Kommersant*'s director-general, Andrei Vassiliev, and editor-in-chief, Alexander Stukalin, on 14 July 2005 in a move widely seen as preparation for the 2008 Russian presidential elections. In January 2005, *Kommersant* published blank pages as a protest at a court ruling ordering it to publish a denial of a story about a crisis at Alfa Bank. The sole article in the paper was this one, published upside down, on the front page. The headline of the article was "Full Plaintiff" (полный истец) which has little meaning, but rhymes with a Russian swear word, meaning "complete disaster" (полный пиздец). The English version of the article was headed "Alfa-d Up". Berezovsky sold *The Kommersant* publishing house to an old friend and business partner, Georgian fruit canner and opposition television station owner Badri Patarkatsishvili, who was already chairman of the *Kommersant* company's board. In August 2006, Patarkatsishvili sold his 100% stake in the *Kommersant* publishing house to Alisher Usmanov, head of Gazprom's Gazprominvestholding subsidiary. After clashing with Usmanov, *Kommersant* editor-in-chief Vladislav Borodulin quit. "[Borodulin's] decision to resign wasn't forced, but evidently they expressed different views on how the publishing house should be developed," said the group's commercial director. Andrei Vasilyev, appointed for a second stint at the helm of the daily – after a long run from 1999 to 2005 – said *The Kommersant-daily* had no intention of following any imposed policy, and added that the edition would carry articles that might not please the owner. As of 9

December 2008 no new articles have been added to the English version of the website. Since February 2009 *Kommersant* newspaper is printed and distributed in the United Kingdom. In January 2000, *The Kommersant* was found guilty of libel against Russian entrepreneur Alex Konanykhin and ordered to pay compensation of US\$3,000,000. In May 2009, a Russian MP and prominent businessman Oleg Mikheyev sued *The Kommersant* for \$217 million, claiming that one of the newspaper's articles "spoiled of his bank so badly it had to be sold at disadvantageous price". But judicial proceeding was cancelled by the court because of wrong jurisdiction.

Exercises:

I. Answer the questions:

1. What is *The Kommersant* devoted to?
2. What was the circulation of the newspaper in 2005?
3. When was the newspaper initially published?
4. Why was it closed down in 1917?
5. When was it re-established?
6. Who bought the newspaper in 1997?
7. Why did *The Kommersant* publish blank pages In January 2005?
8. Where is *The Kommersant* printed and distributed?

II. Give Russian equivalents of the following expressions:

To print, to distribute, to be devoted to, disadvantageous, entrepreneurs, a commercial director, to order, to pay compensation, to be appointed, to be cancelled, an editor-in-chief, introduction of censorship.

III. Translate the following sentences:

1. The company has really grown over the last few years. This year we have **taken on** ten new employees.
2. After my relationship with my girlfriend ended, I felt a bit lonely so I **took up** sailing. I've got lots of new friends now.
3. I **took to** Jane as soon as I met her, and now we are engaged to be married!
4. David and Emma really **took me in** when they told me they were going to leave the country. I even bought them a farewell card and a leaving present! They've only just told me they were joking.
5. I **take after** my father. We both have the same sense of humour.

IV. Speak on 'My favourite newspaperes'.

Text 4. *The Izvestia*

The Izvestia is a long-running high-circulation daily broadsheet newspaper in Russia. It was a newspaper of record in the Soviet Union from 1917 until the dissolution of the USSR in 1991. The word "izvestiya" in Russian means "delivered messages", derived from the verb *izveshchat* ("to inform", "to notify"). In the context of newspapers it is usually translated as "news" or "reports". The newspaper began as the *News of the Petrograd Soviet of Workers Deputies* on 13 March [O.S. 28 February] 1917 in Petrograd. Initially, the paper expressed Menshevik and Socialist-Revolutionary Party views. In August 1917 it took the title *News of the Central Executive Committee of the Petrograd Soviet of Workers' and Soldiers' Deputies*. By October 1917 it became *News of the Central Executive Committee of the Soviets of Working and Military Deputies*, and was eventually retitled *News of the Soviets of People's Deputies*. After the Second All-Union Congress of Soviets, *Izvestia* became an official newspaper of the Soviet government (Central Executive Committee of the Supreme Soviet of the

Soviet Union and Sovnarkom). *During the Soviet period*, while *Pravda* served as the official mouthpiece of the Communist Party, *Izvestia* expressed the official views of the Soviet government as published by the Presidium of the Supreme Soviet of the USSR. The full name was *Izvestiya Sovetov Narodnykh Deputatov SSSR* (in Russian, *Известия Советов народных депутатов СССР*, the *Reports of Soviets of Peoples' Deputies of the USSR*). After the dissolution of the Soviet Union *Izvestia*, describes itself as an "all-national" newspaper of Russia. The newspaper was owned by a vast holding company of Vladimir Potanin which has close ties with the government. Control stake of *Izvestia* was purchased by state-owned Gazprom on Friday 3 June 2005, and included in the Gazprom Media holding. According to the allegations of the Committee to Protect Journalists, Raf Shakirov, editor-in-chief of *Izvestia*, was forced to resign because the government officials did not like the paper's coverage of the Beslan school hostage crisis. Other sources informed that Potanin had asked him to leave for fear the Kremlin would be riled by the explicit photographs of the massacre published by *Izvestia*. As of 2005, the circulation of *Izvestia* is 240,967. Until October 1, 2008, the chief artist was Boris Yefimov, the 107 year-old illustrator who worked as Joseph Stalin's political cartoonist. In 2008, Gazprom Media sold *Izvestia*. The newspaper is currently owned by National Media Group. The newspaper was relaunched in D2 format after that, adopted a new slogan ("Making *Izvestia* [i.e., reports] from the news"), and extended simultaneously its business coverage. *Izvestia's* old business section, Finansovye Izvestia (Finance Izvestia) was closed, and Marker Weekly was launched instead.

Exercises:

I. Answer the questions:

1. When was the first issue printed?
2. What does the word "izvestiya" mean?
3. Where did *The Izvestia* begin?
4. What title did it take in August 1917?
5. How does *The Izvestia* describe itself after the dissolution of the Soviet Union?
6. Who was Control stake of *Izvestia* purchased in June 2005?
7. When did Gazprom Media sell *The Izvestia*?
8. What is a new slogan of the newspaper?

II. Give Russian equivalents of the following expressions:

Control stake, dissolution, a new slogan, simultaneously, business coverage, to launch, government officials, to resign, sources, close ties, to express the official views of the Soviet government, to include.

III. Put the verb into the correct form:

1. They(play) with this team in a week.
2. They(go) to swim, but the weather was too coll.
3. My mother.....(go shopping) with you if she (have) time tomorrow.

4. Yesterday at 5 o'clock she (teach) her English lesson.
5. Alice(train) all week long.

IV. Speak on 'The first newspapers in the USSR'.

Text 5. The Moscow Times

The Moscow Times is an English-language daily newspaper published in Moscow, Russia since 1992. The circulation in 2008 stood at 35,000 copies and the newspaper is typically given out for free at places English-language "expats" attend, including hotels, cafés and restaurants, as well as by subscription, though it is being increasingly read by English-speaking Russians. It is not available at newsstands. The paper began as a twice weekly publication, before becoming a daily newspaper after a few months. Until 2000, it was based in the old headquarters of *Pravda*, and it was the first Western daily to be published in Russia. Until 2005, the paper was owned by Independent Media, a Moscow-registered publishing house that also prints a Russian-language daily newspaper, *Vedomosti*, *The St. Petersburg Times* (the equivalent of *The Moscow Times* in Saint Petersburg) and Russian-language versions of popular glossy magazines such as *FHM*, *Men's Health* and *Cosmopolitan*. That year, Independent Media was acquired by the Finnish publishing group Sanoma. The Editor-in-Chief is Andrew McChesney, who was promoted to the position in June 2006 after serving in a number of capacities in the newspaper. The newspaper regularly publishes articles by prominent Russian journalists, many of whom take critical positions towards the current Russian government in general. In 2009, *The Moscow Times* published *Russia for Beginners: A Foreigners Guide to Russia*, a guide for foreigners written by

foreign authors who have lived in Russia, and offers their experiences in Russia. The newspaper, as well as its sister publication, *The St. Petersburg Times*, are owned by the Finland-based Sanoma Corporation.

Exercises:

I. Answer the questions:

1. When was *The Moscow Times* published for the first time?
2. What is the circulation of the newspaper?
3. What is given for free by the newspaper?
4. When Independent Media was acquired by the Finnish publishing group?
5. Who was promoted to the position of the Editor-in-Chief in June 2006?
6. What is the sister publication of the newspaper?
7. When was the first issue of *The Moscow Times* in color?

II. Give Russian equivalents of the following expressions:

The first issue, in colour, a position, to be promoted, to be given for free, to attend, current, in general, to be acquired by, creation, a guide, foreigners, to offer, a number of capacities in the newspaper.

III. Translate the following sentences:

1. He thought his father had repaired his bicycle.
2. I learnt my cousin had received a very interesting offer from his firm.
3. If I have time tonight, I will finish reading a novel.
4. If I were you, I would go there at once.

5. I wish you had gone skiing with me yesterday.
6. I was told that he was going to buy the paintings by a famous artist.
7. I was sure that she had posted the letters.
8. A new collection of clothes was presented at the fashion show.
9. These articles have been translated by our colleagues from the Moscow State University.
10. They wanted us to attend their exhibition and share our opinions with them.

IV. Speak on 'Career in publishing'.

Text 6. *The Moscow News*

The Moscow News, which began publication in 1930, is Russia's oldest English-language publication newspaper. Many of its feature articles used to be translated from the Russian language *Moskovskiy Novosti*. The *Moscow News* was founded by American socialist Anna Louise Strong and approved by the Communist leadership - at that time already dominated by Joseph Stalin - in 1930 as an international newspaper with the purpose of spreading the ideas of socialism to international audience. The paper was soon published in many languages, including major world languages, such as French, German, Spanish, and Arabic, as well as languages of neighboring countries, such as Finnish. In 1949, *The Moscow News* was shut down after its editor-in-chief, Mikhail Borodin, was arrested (and most likely died in a prison camp (Gulags). The paper resumed publication under the supervision of the

Communist Party on January 4, 1956. At the onset of perestroika, the freeing of the press gave it the opportunity to openly address the democratic processes. Sergey Roy, who became the editor-in-chief in the late 1980s, made the *Moscow News* one of the first Soviet papers to experiment with glasnost and publish increasingly critical articles by a range of prominent intellectuals. Readership increased to one million copies per week and the paper was read throughout the country. In 2004, the *Moscow News* began to introduce a fully colored front-page. Under President Vladimir Putin, and suffering from declining sales, *Moscow News* was bought by Mikhail Khodorkovsky, one of Russia's oligarchs and owner of Yukos. Khodorovsky hired Yevgeny Kiselyov, an outspoken liberal journalist who started a scandal in the ranks by firing nine veteran journalists. Kiselyov was eventually replaced.

The Moscow News has had numerous other owners: Ogonyok, International Book, and the All-Union Society of Cultural Ties with Foreign Countries among others have had a stake in the historic newspaper at one time or another. Since 2007, the English version of *The Moscow News* is partially owned by Russian information agency RIA Novosti. Until the end of 2007, some of its articles were translated from *Moskovskiy Novosti*, which closed down. The name "Moscow News" belongs to Arcadi Gaydamak, a businessman who now lives in Israel and who proposed in March 2006 to buy back 100% of *France Soir* shares. Between January and September 2007, the paper was managed by Anthony Louis, who introduced several changes. The paper's format was changed to a completely new layout with new fonts and masthead design. The paper went from 16 to 32 pages and featured a variety of popular columnists, both Russian and foreigners. Local and business

coverage was expanded, as well as a sport and local section that features regular original writing by staff writers, most of whom are expatriates living in Moscow. Distribution on domestic and international Aeroflot flights was reintroduced as well. The paper is available or free at many business establishments in the Russian capital, and is sold in kiosks at prominent locations, such as Pushkin Square Between September 2007 and February 2009, the editor-in-chief was Robert Bridge. The paper is financed entirely by its owners. It runs occasional advertisement, and is distributed largely for free. It continues to run both Russian and global news and columns by writers including Peter Lavelle, James Brooke and Mark Galeotti. The current editor-in-chief is Tim Wall.

Exercises:

I. Answer the questions:

1. When did *The Moscow News* begin publication?
2. Where were the articles taken from to be translated?
3. Who was *The Moscow News* founded by?
4. What languages was the paper published in?
5. When was *The Moscow News* shut down?
6. When did the paper resume publication under the
7. What did *The Moscow News* begin to introduce in 2004?
8. Who is the paper owned by?

II. Give Russian equivalents of the following expressions:

To be translated, prominent locations, global news and columns, to be financed entirely by its owners, to run occasional advertisement, to be distributed, largely, for free.

III. Put the verbs into the right form using Passive Voice.

1. Last week corporate clients(to give) a 15% discount.
2. Usually guests(to ask) to check out by 12.00.
3. They called a taxi while their luggage(to bring) down.
4. Many opportunities(to provide) to learn about the important ecological work in the area.
5. Service ...(not/to include) in the bill yet.
6. The customer.....(to serve) at the moment.
7. These rules(to abolish) in a month.
8. Jim didn't know about the plan. He(to tell) about that anything.

IV. Speak on 'Popular magazines in Russia'.

UNIT 3. BRITISH TELEVISION AND RADIO

Text 1. Public television broadcasting

Public television broadcasting started in the United Kingdom in 1936, and now has a collection of free and subscription services over a variety of distribution media, through which there are over 480 channels for consumers as well as on-demand content. There are six main channel owners who are responsible for most viewing. There are 27,000 hours of domestic content produced a year at a cost of £2.6 billion. Analogue terrestrial transmissions are currently being switched off and this is due to be completed in 2012. Free and subscription providers are available, with differences in the number of channels, capabilities such as the programme guide (EPG), video on demand (VOD), high-definition (HD), interactive television via the red button, and coverage across the UK. Set-top boxes are generally used to receive these services; however Integrated Digital Televisions (IDTVs) can also be used to receive Freeview or Freesat. Top Up TV and BT Vision utilise hybrid boxes which receive Freeview as well as additional subscription services. Households viewing TV from the internet (YouTube, Joost, downloads etc.) are not tracked by Ofcom. The UK's five most watched channels, BBC One, BBC Two, ITV, Channel 4 and Channel 5, are available from all providers.

Exercises:

I. Answer the questions:

1. When did the British television begin?
2. How many channels are there in the UK?

3. How many hours of domestic content are produced on TV?
4. What are the UK's five most watched channels?

II. Give Russian equivalents of the following expressions:

A collection of free and subscription services, a variety of distribution media, free and subscription providers, to complete, difference.

III. Put the verbs into the right form using Conditionals:

1. If Alice(to require) a special diet, she(to tell) about that later.
2. If I(to have) a chance, I(to travel) a lot every year.
3. If you(to stop) smoking, perhaps you.....(to feel) better.
4. When she ... (to offer) me this position, I(to move) to the capital.
5. As soon as they(to book) the tickets, the manager.....(to deliver) them without delay.

IV. Speak on 'British TV'.

Text 2. Satellite TV

There are (DBS) services (also known as direct-to-home (DTH), to be distinguished from satellite signals intended for non-consumer reception). Sky TV is a subscription service owned by British Sky Broadcasting. It is the dominant satellite provider with the largest number of channels compared to other providers. As of September 2011, subscription starts at £20 per month and rises to £52 per month. Installation is from £0 to £180 depending on the chosen set-top-box. Additional pay-per-

view films, events and individual subscription channels are available. Sky TV markets Sky+ and Sky+HD, digital video recorders; the latter additionally provides high-definition television. Sky TV also provides video on demand branded as 'Sky Anytime'. Freesat from Sky, is a free satellite service owned by British Sky Broadcasting. Installation is priced at £75 or £150, which includes the receiver, dish, viewing card and access to all free-to-air and free-to-view channels in the UK. Existing Sky TV customers can also end their ongoing subscriptions, and opt for the Free-To-View viewing card, giving them the Freesat from Sky service. Freesat from Sky does not provide high-definition television or video on demand. Freesat is a free satellite service created jointly by the BBC and ITV. In contrast to Freesat from Sky, it does not need a viewing card. It is the UK's first provider of high definition television without a subscription; one HD channel was available at launch. Freesat now provides five HD channels, BBC One HD, BBC HD, ITV1 HD, Channel 4 HD and NHK World HD. Freesat currently provides the BBC iPlayer in terms of video on demand, which has been rolled out to all compatible HD receivers, and ITV Player is currently testing, available only to Humax boxes at the present time. In order to access on-demand services, you must have a broadband connection of at least 1 Mbit/s, and an ethernet connection is required (using either a cable or Homeplug adaptors).

Exercises:

I. Answer the questions:

1. What services are there to be distinguished from satellite signals?

2. What is the dominant satellite provider with the largest number of channels compared to other providers?
3. What are the most popular TV satellite channels in the UK?
4. Why must customers have a broadband connection of at least 1 Mbit/s?

II. Give Russian equivalents of the following expressions:

To compare, customers, satellite channels, to receive, connection, to be distinguished, ongoing subscriptions, access.

III. Correct the mistakes in the sentences.

1. What are you read at the moment?
2. On Fridays I'm never go to bed early.
3. Jim doesn't drives to work every day.
4. Sarah thinking it's a great party.
5. My boyfriend live near me.
6. Richard smoking 60 cigarettes a day.

IV. Speak on 'Popular TV programmes in Great Britain'.

Text 3. BBC 1

BBC One is the flagship television channel of the British Broadcasting Corporation (BBC) in the United Kingdom. It was launched on 2 November 1936 as the BBC Television Service, and was the world's first regular television service with a high level of image resolution. It was later renamed BBC TV until the launch of sister channel BBC2 in 1964, whereupon it was known as BBC1, with the current spelling adopted in 1997.

The channel's annual budget for 2011/12 is £1,166.6 million. Along with the BBC's other domestic television stations, and many European broadcasters (and some in Asia), it is funded principally by the television licence fee, and therefore shows uninterrupted programming with no commercial advertising at any time. It is currently the most watched television channel in the United Kingdom, ahead of its traditional rival for ratings leadership, ITV1. The BBC began its own regular television programming from the basement of Broadcasting House, London, on 22 August 1932. The studio moved to larger quarters in 16 Portland Place, London, in February 1934, and continued broadcasting the 30-line images, carried by telephone line to the medium wave transmitter at Brookmans Park, until 11 September 1935, by which time advances in all-electronic television systems made the electromechanical broadcasts obsolete.

After a series of test transmissions and special broadcasts that began in August, regular BBC television broadcasts officially resumed on 1 October 1936, from a converted wing of Alexandra Palace in London, which housed two studios, various scenery stores, make-up areas, dressing rooms, offices, and the transmitter itself, now broadcasting on the VHF band. BBC television initially used two systems, on alternate weeks: the 240-line Baird intermediate film system and the 405-line Marconi-EMI system, each making the BBC the world's first regular high-definition television service, broadcasting Monday to Saturday from 15:00 to 16:00 and 21:00 to 22:00. On 1 September 1939, two days before Britain declared war on Germany, the station was taken off air with little warning; the government were concerned that the VHF transmissions would act as a beacon to enemy aircraft homing in on London. Also,

many of the television service's technical staff and engineers would be needed for the war effort, in particular on the radar programme. The last programme transmitted was a Mickey Mouse cartoon, *Mickey's Gala Premier* (1933), which was followed by test transmissions and an announcement of the afternoon's programmes, which were in the event not broadcast; this account refuted an urban myth according to which broadcasting was suspended before the end of the cartoon. According to figures from Britain's Radio Manufacturers Association, 18,999 television sets had been manufactured from 1936 to September 1939, when production was halted by the war. BBC Television returned on 7 June 1946 at 15:00. Jasmine Bligh, one of the original announcers, made the first announcement, saying, 'Good afternoon everybody. How are you? Do you remember me, Jasmine Bligh?'. The Mickey Mouse cartoon of 1939 was repeated twenty minutes later. Postwar broadcast coverage was extended to Birmingham in 1949 with the opening of the Sutton Coldfield transmitting station, and by the mid-1950s most of the country was covered, transmitting a 405-line interlaced image on VHF. Alexandra Palace was the home base of the channel until the early 1950s when the majority of production moved into Lime Grove Studios (closed in 1991), then in 1960 to the purpose-built BBC Television Centre at White City, London, where the channel is still based. Television News continued to use Alexandra Palace as its base - by early 1968 it had even converted one of its studios to colour - before moving to purpose-built colour facilities at Television Centre on 20 September 1969. The BBC held a statutory monopoly on television broadcasting in the United Kingdom until the first ITV station was launched in 1955. The competition quickly forced the channel to change its identity and priorities following a large reduction in its

audience. The station was renamed BBC1 when BBC2 was launched in April 1964, transmitting an incompatible 625-line image on UHF. BBC1 and ITV continued transmitting a 405-line image on VHF for several years. The only way to receive all channels was to use a very complex "dual-standard" 405- and 625-line, VHF and UHF, receiver, with both a VHF and a UHF aerial. This continued until some time after the introduction of colour on BBC2 in 1967; dual-standard colour sets were yet more complex. In the weeks leading up to 15 November 1969, BBC1 unofficially transmitted the occasional programme in its new colour system, to test it. At midnight on 15 November, simultaneously with ITV and two years after BBC2, BBC1 officially began 625-line PAL colour programming on UHF with a broadcast of a concert by Petula Clark. Colour transmissions could be received (in monochrome) on monochrome 625-line sets. Old 405-line-only sets became obsolete, but dual-standard ones, though no longer produced, remained compatible until the end of analog broadcasting. In terms of audience share, the most successful period for BBC1 was between 1973 - 1977, when the channel achieved an average audience share of 45 per cent. This period is still regarded by many as a golden age of the BBC's output, with the BBC achieving a very high standard across its entire range of series, serials, plays, light entertainment and documentaries. By the 1980s, the channel had launched the first breakfast television programmes and returned to its previous form under the controller of the channel at the time, Michael Grade. Wide-screen programming was introduced on digital platforms in 1998. Joining the channel as Controller in 2005, Peter Fincham oversaw the commissioning of several successful BBC One programmes including *Robin Hood* (2006–2009), *Jane Eyre* (2006) and *How Do You Solve a*

Problem Like Maria?, which was followed by similar shows *Any Dream Will Do* and *I'd Do Anything* because of its success. His first full year in charge of the channel saw a year-on-year growth in the audience share, with a rise from 22.2% in August 2005 to 23.6% in August 2006. Fincham also directly initiated the creation of both *The One Show* (2006–present), an early evening, current-affairs and lifestyle programme, which now runs all but two weeks of the year, and *Davina* (2006), a prime time chat show, the latter hosted by Davina McCall, who presented *Big Brother*. However, *Davina* was a critical and ratings disaster, which Fincham subsequently admitted was personally his fault, although he defended the strategy of experimenting with the BBC One schedule. This he continued in January 2007, when he moved the current affairs series *Panorama* from its Sunday night slot back to the prime time Monday evening slot from which it had been removed in 2000, most likely in response to a demand from the Board of Governors of the BBC for the channel to show more current affairs programming in prime time. Fincham's judgement was again called into question, this time by *The Telegraph*, for his decision to spend £1.2 million replacing BBC One 'Rhythm & Movement' idents, which had been introduced by his predecessor Lorraine Heggessey several years earlier, with the 'Circle' idents, a set of eight ten-second films, some of which were shot abroad in locations such as Mexico and Croatia. Fincham later found himself having to publicly defend the £18 million salary that the BBC paid Jonathan Ross in 2006, although Ross's BBC One work - primarily consisting of *Friday Night with Jonathan Ross* - formed only part of his overall BBC commitment. The channel was named *Channel of the Year* at the 2007 Broadcast Awards. In May 2007, Fincham took the decision to drop *Neighbours*, an Australian soap opera,

from BBC One after 21 years on the channel, when its producers significantly raised the price they wanted the BBC to pay for it in a bidding war. Fincham commented that it was 'a big loss', but that BBC One would not pay 'the best part of £300 m'. *Neighbours* left the channel in spring 2008 to move to Channel 5. Fincham was involved in a further controversy in July 2007, when he was accused of misleading BBC One viewers. The incident involved a clip from forthcoming documentary *A Year with the Queen* which was shown to journalists during a press conference. It apparently showed the Queen storming out of a session with American photographer Annie Leibovitz over a disagreement about what she should wear, but the BBC subsequently admitted that the scenes used in the trailer had been edited out of their correct order, meaning that a false impression was given. Fincham admitted the error, but rejected calls that he should resign from his position as a result. His future was deemed uncertain following critical comments from Sir Michael Lyons, Chairman of the BBC Trust and he resigned on 5 October 2007. In 2012 the BBC out bid ITV for show *The Voice UK* that already had made a stamp in other countries. The BBC paid £22 million for the rights to broadcast the show in the UK for two years. *The Voice UK* lifted the BBC's ratings once again as *The Voice UK* became more popular than ITV's *Britain's Got Talent*. The latter then moved to a later time slot to avoid clash. Recently However *Britain's Got Talent* regained its foothold of viewers due to controversy that surrounded *The Voice UK*.

Exercises:

I. Answer the questions:

1. When was the BBC launched?
2. When was it renamed?
3. Why is the BBC one of the most popular channels?
4. When did it begin its own regular television programming?
5. What was the Golden Age of the BBC?
6. What is the channel's annual budget?
7. What popular programmes has the channel launched?

II. Give Russian equivalents of the following expressions:

Rights, a flagship television channel, the British Broadcasting Corporation, service, the world's first regular television service, a high level of image resolution, annual budget, to move, to broadcast, to pay, subsequently, to admit, disagreement, to surround, the Golden Age.

III. Choose the right word:

1. I see they're going to ____ the motorway - it's too busy apparently.

wide / widen / width / widen

2. All _____ tell lies - they just want to win elections.

politics / political / politically / politicians

3. I know the supermarket's cheaper, but it takes me 3 buses to get there - it's so _____.

convenient / convenience / inconvenient / inconvenience

4. She _____ sailed around the world in 72 days - a new record!

successful / successfully / succeed / unsuccessfully

5.He gave me directions but I must have _____, because I went to the wrong place altogether.

understood / misunderstood / disunderstood / ununderstood

6.The company was looking for _____ who really stood out from the crowd.

applicants / applications / appliers / apply

IV. Speak on 'My favourite TV channel'.

Text 4. British soap operas

Watching TV is a very popular pastime in the UK. But what kind of programmes do British people like to watch? Well, the most-watched TV programmes every week are very popular dramas that are usually on at least four times every week. They are dramas based in one neighbourhood that try to depict ordinary life in the UK - we call these dramas 'soap operas' or 'soaps'. In the early days of TV, there were often dramas on during the day. Back in those days, it was traditional for the husband to go out to work and for the wife to stay at home and look after the house and the children. Most of these daytime dramas were aimed at entertaining the housewives who would traditionally be at home, probably doing the washing. Companies selling washing powder would advertise their products at times when these dramas were on, and sometimes those companies would even sponsor the drama. Hence the word 'soap'. So what about the word opera? Well, that's because these dramas are often an exaggeration of real life.

They are supposed to represent ordinary lives but, to make them entertaining, lots of dramatic events, like murders, divorces, affairs etc., all happen probably much more regularly than they would in a normal neighbourhood. Most soap operas these days are shown in the evening. Each show will have several different storylines happening at once that continue over several shows. The same cast members will appear in every show, too. There are lots of different soaps on in the UK on different channels but there are three main popular ones. 'Coronation Street' has been on since 1960. It is set in a suburb of Manchester and it's supposed to represent working class life in the north of England. Then there's 'Eastenders' which started in 1985, set in the East End of London, and 'Emmerdale', which is set on a farm in Yorkshire, in the north of England.

Exercises:

I. Answer the questions:

1. What is a very popular pastime in the UK?
2. What are the most-watched TV programmes in Great Britain?
3. When were soap operas shown in the early days of TV?
4. What was the aim of daytime dramas?
5. When are most soap operas shown these days?
6. What are the most popular soap operas in the UK?

7. How long have they been on TV?

II. Give Russian equivalents of the following expressions:

A very popular pastime, at least, to be aimed, washing powder, to advertise, daytime dramas, to represent working class life, different storylines, exaggeration of real life, ordinary life, to be on TV, neighbourhood, to try, to depict, the same cast members, to appear, to be set, a suburb, to be shown, to look after, to sponsor, regularly, several, events.

II. Give opposites of the following words:

Pleasant, honest, patient, legal, friendly, convenient, logical, regular, personal, polite, attractive, to dress, to pronounce, to understand.

III. Speak on 'My favourite film'.

Text 5. BBC Radio

BBC Radio is a service of the British Broadcasting Corporation which has operated in the United Kingdom under the terms of a Royal Charter since 1927. The service provides national radio stations covering the majority of musical genres, as well as local radio stations covering local news, affairs and interests. Internally, BBC Radio is now organised under the banner of BBC Audio & Music, which also oversees online audio content. Of the national radio stations, BBC Radio 1, 2, 3, 4 and 5 Live are all available through analogue radio (5 Live on AM only) as well as on DAB Digital Radio and internet services through RealMedia, WMA and BBC iPlayer. The remaining stations, BBC Radio 1Xtra, 4 Extra, 5 Live Sports Extra and 6 Music, all broadcast on digital platforms only. All

of the BBC's national radio stations, with the exception of BBC Radio 5 Live and BBC Radio 5 Live Sports Extra who broadcast from MediaCityUK in Salford, broadcast from bases in London, usually in or near to Broadcasting House. However, radio programmes are also made in the BBC's network production units located in Belfast, Birmingham, Bristol, Cardiff, Glasgow and Manchester. The BBC radio services began in 1922. It was licensed by the British Government through its General Post Office which had original control of the airwaves because they had been interpreted under law as an extension of the Post Office services. Today radio broadcasting still makes up a large part of the corporation's output and this is still reflected in the title of the BBC's listings magazine called 'Radio Times'. On 31 December 1926 the British Broadcasting Company became the British Broadcasting Corporation and gained control of the airwaves under the terms of a Royal Charter. John Reith, who had been the founding Managing Director of the commercial company, became the first director. He expounded firm principles of centralised, all-encompassing radio broadcasting, stressing programming standards and moral tone. These are set out in his autobiography, *Broadcast Over Britain* (1924), influencing modern ideas of public service broadcasting in the United Kingdom. To this day, the BBC aims to follow the Reithian directive to "inform, educate and entertain". Critics of his approach state that he was dictatorial and that he imposed a theocratic viewpoint on the broadcasting service. Reith's ideals were utterly at odds with the model of light entertainment based commercial radio adopted in some other countries (e.g. the USA). BBC Radio 1 was launched as a part-time pop music station 30 September 1967. The BBC Light Programme was renamed Radio 2 and broadcast easy listening, folk, jazz and light entertainment. The BBC Third

Programme and BBC Music Programme was merged to form Radio 3 and the BBC Home Service became Radio 4. BBC Radio 5 was launched on 27 August 1990 as a home for sport and children's programming, and was replaced and renamed on 28 March 1994 with BBC Radio 5 Live, a dedicated news and sport network.

Exercises:

I. Answer the questions:

1. How long has BBC Radio operated in the United Kingdom?
2. When did The BBC radio services begin?
3. What are national radio stations in Great Britain?
4. When was BBC Radio 1 launched?
5. What is BBC Radio 5?

II. Give Russian equivalents of the following expressions:

To be operated, a part-time pop music station, under the terms, a dedicated news and sport network, Royal Charter, service, to provide, national radio stations, to cover the majority of musical genres, as well as local radio stations, to cover local news, affairs and interests, to replace, to inform, to educate, to entertain, to adopt.

III. Put the correct form of the verb:

1. The delegation (to carry) on negotiations with our firm now.
2. She just (to drive) to the market.

3. Today they (to have) an excursion to our plant. I hope they will like it.
4. They(to discuss) this projecta week.
5. We (to leave) tomorrow at six.
6. She never(to get angry) when someone(to be late).
7.your French(to get) better?
8. Kate(to email) her sister six times this morning.
9.you ever(to take part) in this conference before?
10. Who(to prefer) doing the research on this topic?
11. My motherjust(to cook) the meal. I(to taste) it already.
12. The lecture(to start) in 5 minutes. However not all students.....(to arrive) yet.
13. Jim always (to hesitate) about whether to go by car or by train on business trip at the last moment.
14. It(not/rain) at the moment. But I must say it often.....(to rain) here.
15. My colleague often(do/make) me a favour. She(to try) to (do/make) all the arrangements.
16. Barry(spend) his vacations in the mountains since last week. And his wife.

IV. Speak on 'Radio in the UK'.

Unit 4. RUSSIAN TELEVISION AND RADIO

Text 1. Russian television

Television in Russia was introduced in 1931, when Russia was still known as the Russian SFSR. Between 1941 and 1945 all television broadcasts in the nation were interrupted because of Nazi Germany's invasion of the Soviet Union. During these early years, most television programs were about life in the Soviet Union, cultural activities and sports. In 1960 a second national television channel was established. This initial expansion of activity encompassed mostly the city of Moscow, but to a lesser extent also Leningrad, the Urals, Siberia and the Ukrainian SSR. Each republic, area or region had its own television station. In the 1970s and 1980s, television became the preeminent mass medium. In 1988 approximately 75 million households owned television sets, and an estimated 93 percent of the population watched television. Moscow, the base from which most of the television stations broadcast, transmitted some 90 percent of the country's programs, with the help of more than 350 stations and nearly 1,400 relay facilities. Today there are about 15,000 transmitters in the country. Development of domestic digital TV transmitters, led within "Multichannel" research program, had already been finished. New domestic digital transmitters have been developed and installed in Nizhny Novgorod and Saint Petersburg in 2001-2002.

Exercises:

I. Answer the questions:

1. When was television in Russia introduced?

2. Why were all television broadcasts in the Soviet Union interrupted between 1941 and 1945?

3. When was a second national television channel established?

4. How many people owned TV set in 1988?

5. How many transmitters are there today in the country?

II. Give Russian equivalents of the following expressions:

To be established, to be interrupted, approximately, with the help, stations, nearly, facilities.

III. Complete the sentences with some or any.

1. Do you have.....fresh fruit?
2. Could we have.....water, please?
3. Would you like.....coffee?
4. I'm sorry, we don't havefresh fish today.
5. Can I get you.....more drinks?
6. There isn't.....cheese.

IV. Speak on 'Television in Russia'.

Text 2. Satellite TV in Russia

The first Soviet communication satellite, called Molniya, was launched in 1965. By November, 1967 the national system of satellite television, called Orbita was deployed. The system consisted of 3 highly elliptical Molniya satellites, Moscow-based ground uplink facilities and about 20 downlink stations, located in cities and towns of remote regions of Siberia and Far East. Each station had a 12-meter receiving parabolic antenna

and transmitters for re-broadcasting TV signal to local householders. However, a large part of Soviet central regions were still not covered by transponders of Molniya satellites. By 1976 Soviet engineers developed a relatively simple and inexpensive system of satellite television (especially for Central and Northern Siberia). It included geostationary satellites called Ekran equipped with powerful 300 W UHF transponders, a broadcasting uplink station and various simple receiving stations located in various towns and villages of Siberian region. The typical receiving station, also called *Ekran*, represented itself as a home-use analog satellite receiver equipped with simple Yagi-Uda antenna. Later, Ekran satellites were replaced by more advanced Ekran-M series satellites. In 1979 Soviet engineers developed *Moskva* (or Moscow) system of broadcasting and delivering of TV signal via satellites. New type of geostationary communication satellites, called Gorizont, were launched. They were equipped by powerful onboard transponders, so the size of receiving parabolic antennas of downlink stations was reduced to 4 and 2.5 meters (in comparison of early 12-meter dishes of standard orbital downlink stations). By 1989 an improved version of *Moskva* system of satellite television has been called *Moskva Global'naya* (or Moscow Global). The system included a few geostationary Gorizont and Express type of communication satellites. TV signal from Moscow Global's satellites could be received in any country of planet except Canada and North-West of the USA. Modern Russian satellite broadcasting services based on powerful geostationary buses such as Gals (satellite), Express, Yamal and Eutelsat which provide a large quantity of free-to-air television channels to millions of householders. Pay-TV is growing in popularity amongst Russian TV viewers. The NTV Russia news company, owned

by Gazprom, broadcasts the NTV Plus package to 560,000 households, reaching over 1.5 million viewers. Six out of these seven satellites are new vehicles: four belong to the "Express-AM" family (set into orbit in 2003-2005), and two to the family "Express-A" (set to the orbit in 2000-2002). SESC has also the centre for TV/Radio signal compression, and the formation of transport flows as per the MPEG-2/DVB standard, which ensures the formation of packages from federal TV/ radio channels.

Exercises:

I. Answer the questions:

1. When was the first Soviet communication satellite launched?
2. How was it called?
3. When did Soviet engineers develop a relatively simple and inexpensive system of satellite television?
4. What is modern Russian satellite broadcasting services based on?

II. Give Russian equivalents of the following expressions:

Modern, satellite, inexpensive, powerful geostationary, an engineer, to develop, relatively, simple, an improved version, the formation, to ensure.

III. Choose the one option which best fits the space.

1. Nearly 350 concert tickets ...

a. have been selling b. have being sold c. are be sold d.
have been sold

2. The president ... to hospital for an emergency operation.

a. taken b. being taken c. has been taken d.
was been taken

3. Your documents ... and were posted back to you today.

a. have been processed b. have being processed c. has been
processed d. have been processing

4. How many languages... into?

a. has this book translating b. was this book been translated
c. has this book been translated d. this book has been translated

5. ... yet?

a. Has this room been cleaned b. Has this room been cleaning c.
This room has been cleaned

d. Has this room being cleaned

6. Angela ... to the party.

a. hasn't being invited b. hasn't been invited c. haven't been
invited d. hasn't invited

IV. Speak on 'My favourite TV porgramme'.

Text 3. The most popular Russian channels

Rossiya 1 is a state-owned Russian television channel founded in 1991. It belongs to the All-Russia State Television and Radio

Company (VGTRK). Rossiya Channel was previously known as RTR. Rossiya 1 has the second largest audience in Russian television. In a typical week, it is viewed by 75% of urban Russians, compared to 83% for the leading channel, Channel One. The two channels are similar in their politics, and they compete directly in entertainment. Rossiya 1 has many regional variations and broadcasts in many languages. Rossiya 1 had started in 1965 as Program 3 in the Soviet Union and moved to Channel 2 in 1967 when a new channel, Program 4 (now known as NTV) and Moscow Program was transferred to Channel 3. Program 3 was actually All-Union Program 2 until 1976 and renamed All-Union Television 2 all the way until 1984. The last 7 years, All Union Television 2 was renamed All-Union Channel 2 until it was renamed RTR Television in 1991. Rossiya 1 is the successor to the Soviet Second Channel. As of 2008, it is headed by Oleg Dobrodeev, who was a founder of the original NTV. The "Russia" TV channel broadcasts are structured into such genres as information programs, TV miniseries and series, political journalism, talk shows, game shows, comedies and game formats, full-length feature films and documentaries, broadcasts of sporting and political events, entertainment. "Vesti" (News) news program is the leading information program in Russia. During the previous TV season, "Vesti" adopted a 24/7 production cycle with two-hour intervals, which allows for the news to be broadcast live across all Russian time zones. Channel One is the first television channel to broadcast in the Soviet Union. The channel was renamed Ostankino Channel 1 in 1991, after the Soviet Union broke up and the Russian SFSR became the Russian Federation. Its headquarters are in the Technical Center "Ostankino" near the Ostankino Tower, Moscow. First among the Russia's country-wide channels, Channel One has

implemented 16:9 broadcast format on January 4, 2000 to June 1, 2000 and October 10, 2000 on satellite and digital cable broadcasting, and 14:9 on analogue broadcasting. When the Soviet Union was abolished, the Russian Federation took over most of its structures and institutions. One of the first acts of Boris Yeltsin's new government was his signing of a presidential decree on 27 December 1991, providing for Russian jurisdiction over the central television system. The 'All-Union State TV and Radio Company' (Gosteleradio) was transformed into the 'Russian State TV and Radio Company Ostankino'. A presidential decree of 30 November 1994 transformed Ostankino into a closed joint-stock company, Russian Public TV (Obshchestvennoe Rossiyskoye Televidenie or ORT). The shares were distributed between state agencies (51%) and private shareholders, including numerous banks (49%). The partial privatization was inspired by the intolerable financial situation of Ostankino, owing to huge transmission costs and a bloated payroll (total staff of about 10,000 in early 1995). Following the 1998 financial collapse, the channel obtained a government loan of 100\$ million from state-controlled bank Vneshekonombank. From 1 April 1995 until late 2002, the channel was called ORT (Public Russian Television). It maintained the traditional programs and shows of the First Channel of the Soviet Television (RTO), such as *Vremya*, *KVN*, *Chto? Gde? Kogda?*, *V mire zhivotnykh* and *Klub puteshestvennikov*; the last two are no longer on the air of this channel.

Exercises:

I. Answer the questions:

1. What are the most famous TV channels?
2. When was Rossiya 1 channel founded in 1991?
3. What was its previous name?
4. What is the leading information program in Russia?
5. When was Channel 1 founded?

II. Give Russian equivalents of the following expressions:

A state-owned, television channel, to be founded, to belong, previously, to be known, audience, the leading information program, to be on the air, to obtain, a government loan, state-controlled bank, shareholders, including, numerous, to be called, a closed joint-stock company.

III. Put the verb in the brackets into the correct form:

1. A: You lent me some money a few months ago.
B: Did I? That's strange. I don't remember _____ (lend) you any money.
2. We tried _____ (put) the fire out but we were unsuccessful. We had to call the fire-brigade.
3. When you see Tom, remember _____ (give) him my regards, won't you?
4. What do you intend _____ (do) about this problem?
5. Someone must have taken my bag. I clearly remember _____ (leave) it by the window and now it has gone.

6. When she saw what had happened, she began _____ (laugh) loudly.
7. Sue needed some money. She tried _____ (ask) Gerry but he couldn't help her.
8. He tried _____ (reach) the shelf but he wasn't tall enough.
9. "Did you remember _____ (phone) Ann?" "Oh no, I completely forgot."
10. I asked them to quiet but they continued _____ (make) a lot of noise.

IV. Speak on 'The most popular Russian TV channels'.

Text 4. Radio station Echo of Moscow

Echo of Moscow is a Russian radio station based in Moscow, broadcasting in many Russian cities, in some of the former-Soviet republics (through partnerships with local radio stations), and via the Internet, which some observers describe as "the last bastion of free media in Russia". Most of the content consists of news and talk shows focusing on social and political issues and the station tries to represent different points of view. The current senior editor is Alexey Venediktov. Among radio hosts of the station are Victor Shenderovich, Yulia Latynina, Yevgenia Albats, Vladimir Kara-Murza, Vladimir Ryzhkov, Maria Gaidar, Yevgeny Yasin and Sophie Shevardnadze. In addition to broadcasting Echo of Moscow is running a website that publishes analytical and factual materials in a variety of fields including international and domestic political affairs, social developments and cultural trends. The articles are authored by members of the so called Echo of

Moscow Club, an honorary group of political analysts, academic researchers, columnists and public figures. Among the site's authors are Boris Akunin, Dmitrii Bykov, Matvey Ganapolsky, Eduard Limonov, Alexey Navalny, Valeriya Novodvorskaya, Victor Shenderovich, and a number of other experts, who have sustained national and international acclaim in their areas of expertise. The Echo of Moscow site is an authoritative source of information, and its publications are regularly cited, relied on and reproduced by major Russian internet publications and other media sources.

Exercises:

I. Answer the questions:

1. Where does Echo of Moscow broadcast?
2. What does the content consist of?
3. Who is the current senior editor?
4. What does Echo of Moscow's website publish?
5. Why is The Echo of Moscow's site an authoritative source of information?

II. Give Russian equivalents of the following expressions:

Current, domestic political affairs, senior editor, an authoritative source of information, academic researchers, columnists, observers, to describe, to run a website, political issues, to represent different points of view, to be regularly cited, articles, to sustain national and international acclaim in their areas of expertise.

III. Choose the best answer:

1. Would you like a cup of tea? Yes, I _____.
do like would will
2. Please don't talk to me now. I ____ to finish my test.
will try try have tried am trying
3. Does he smoke? Yes, he ____ twenty a day.
smokes is smoking smoke has smoked
4. Can I help? Yes, I'd like _____.
the information to inform any information some information
5. I'd like some coffee. I'm afraid there isn't _____.
more anything any some
6. Where is your book? I ____ it last week.
have lost lose was losing lost
7. Is John ____ Paul? No, I don't think so.
more taller than so tall as taller than tall like
8. Can I help you? Yes, I am looking ____ Mr Smith's office.
for at after to
9. Why are you running? There isn't ____ time. The film's going to begin soon.
many any much some

10. Where are you staying? I'm living ____ Mr Smith and his family.
by at with among
11. Has he written to his brother? Yes, he ____ him a letter last night.
has written was writing had written wrote
12. She likes living in a warm climate ____?
wouldn't she doesn't she won't she isn't she
13. Do you smoke? Not now, but I _____.
use to am used to was used used to
14. This is my first visit to the doctor. Who ____ to before?
are you going went you you went did you go
15. Did you do any homework? Yes, but only _____.
any not much a few a little
16. Could you lend me some money? I'm very ____ of cash.
down scarce low short
17. Do you know who she is? No, she didn't ____ her name.
say me say to me tell me tell to me
18. Everyone understood. The teacher ____ to explain again.
may not musn't didn't need needn't
19. That house is in a terrible state. You can see it ____ for years.

hasn't been wasn't repaired isn't repaired hadn't been

20. My watch is broken but it's not worth ____.

repairing to repair to repair it to be repaired

21. I'm terribly tired. Well, I suggest ____ to bed.

you go you to go you going you went

22. Why didn't you tell me? You ____ angry if I had.

were were to be had been would have been

23. Here is your J5 back. Thanks, but I don't remember ____ it to you.

to lend lending my lend me to lend

24. Is he coming to the meeting? Well, I asked him ____.

if he will come will he come if he was coming would he come

25. I'm fine, it's only a little cut. ____ you better see a doctor.

wouldn't shouldn't won't hadn't

26. Do I have to get ready now? Yes, it's time we ____.

went would go will go go

27. Do you like your new flat? Yes, it's small but it ____ my needs perfectly.

settles meets supplies fills

28. I suppose tomorrow's bus strike means ____ the start of cla

have delayed delay to delay delaying

29. I wrote to the manager ____ to getting my money refund

in the hope on the question with the aim with a view

30. Did you know everybody at the party? No, nobody ____ the host except apart other rather

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