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# Предисловие

Данное методическое пособие предназначено для студентов филологического факультета, изучающих английский язык. По окончании изучения дисциплины студенты должны освоить пороговый уровень владения иностранным языком (B1, Pre-Intermediate) и обладать следующими навыками и умениями:

- понимать основные идеи четких сообщений, сделанных на литературном языке на разные типичные темы, связанные с работой, учебой, досугом и т. д.;

- общаться в ситуациях, которые могут возникнуть во время пребывания в стране изучаемого языка;

- составлять связное сообщение на известные или особо интересные темы;

- описывать впечатления, события, надежды, стремления, излагать и обосновывать свое мнение и планы на будущее.

Материал пособия представлен в виде четырех тематических разделов: средства массовой информации Великобритании; экологические проблемы; поиск работы; моя научно-исследовательская работа.

В пособии используются тексты из аутентичных учебников, а также материалы из современной прессы. Упражнения и задания позволяют раскрыть основные идеи текстов и выводят на дискуссии по предложенным проблемам.

Тексты и иллюстрации взяты из следующих учебных пособий:

*Kirschner L. G.* The Concise Wadsworth Handbook / L. G. Kirschner, S. R. Mandell. 2nd ed. Thomson Advantage Books. "Thomson". UK, US. 2008.

*O'Driscoll J.* Britain for learners of English / J. O'Driscoll. 2nd ed. Oxford : Oxford univ. press, 2009. 224 p.

*Gryca D.* Oxford Exam Excellence / D. Gryca, J. Sosnowska, R. Whitehead. Oxford : Oxford univ. press, 2006. 200 p.

*Taylor-Knowles S.* Laser. Pre-FCE. Student's Book / S. Taylor-Knowles. MacMillan, 2008.

*Burgess S.* FCE Gold Plus Exam Maximiser / S. Burgess, J. Newbrook, J. Wilson. Pearson Longman, 2008.

*Watcyn-Jones P.* Start Testing Your Vocabulary : Pearson Education Limited / P. Watcyn-Jones. 1996. 96 p.

# **Section 1**

## **BRITISH MEDIA**

### **BRITISH PRESS**

Britain's first newspapers appeared over 300 years ago. Now, as then, newspapers receive no government subsidy, unlike in many European countries today. Advertising has always been a vital source of income.

Today more newspapers are sold in Great Britain than almost any other country. But, as in many other European countries, Britain's main newspapers and main TV channels are both in long-term decline; fewer and fewer people are reading the former or watching the latter. In the last quarter of the twentieth century, people became richer, so that they were able to pursue alternative forms of leisure activity. In addition, cheaper means of production and distribution meant that the main papers and the main channels found themselves with more rivals. More recently, there is the internet, which gives people not only a further form of leisure activity but also an alternative source for news. Nevertheless, the main papers and channels remain a central part of everyday national life.

Newspaper publication in the country is dominated by the national press. There are more than seventy local and regional daily papers, but the total circulation of all of them together is less than the combined circulation of the handful of national 'dailies'.

The way politics is presented in the national newspapers is an example of the fact that British political parties are

essentially parliamentary organizations, not countrywide ones. Although different papers have differing political outlooks, none of the large newspapers is an organ of a political party. Many are often obviously in favour of the policies of this or that party (and even more obviously against the policies of another party) but none of them would ever use 'we' or 'us' to refer to a certain party.

### **The Two Types of National Newspaper**

Conventionally, the national papers are divided into two distinct types. The quality papers cater for the better educated readers. The popular papers sell to a much larger readership. They contain far less print than the 'qualities' and far more pictures. They use larger headlines and write in a simpler style of English. While the qualities devote much space to politics and other 'serious' news, the popular papers concentrate on 'human interest' stories, which often means sex and scandal.

In the words of one ex-editor of *The Times*: 'The values of mass journalism are the traditional romantic values of energy, intuition, personality, sexuality, excitement and myth. The romantic element in the mass mind responds instinctively to the energy in the mass newspaper. Readers are presented with an exciting world of demons and temptresses, a flickering and exotic fairy tale... By contrast the values of the serious press are those of analysis, rationality, truth, lucidity, balance, reality and, I would hope, compassion'.

The two types have also been known by other names: the broadsheets and the tabloids. Not so long ago in Britain, if you saw someone reading a newspaper, you could tell what kind it was without even checking the title. This was because the quality newspapers were all printed on terribly large-sized paper known as broadsheet. The popular papers, on the other hand, were all tabloids; that is, they were printed on much smaller pages (which were therefore much easier to turn). But in 2004, two quality newspapers, *The Times* and *The Independent*, successfully adopted the tabloid format. And then, a year later, another quality, *The Guardian*, broke with tradition even more radically by adopting the Berliner format, which is halfway

between broadsheet and tabloid and often used in continental Europe but never before in Britain. Again, the move was a success. And so, the tabloid/broadsheet distinction no longer fits the facts. However, it is still often used, in order to avoid the snobbery of the other method of distinction.

In any case, the differences between the two types can be exaggerated. The 'qualities' do not completely ignore sex and scandal or any other aspect of public life. Both types of paper devote equal amounts of attention to sport. Moreover, some people make a three-way distinction (*The Daily Mail* and *The Express* being in the middle). The differences are in the treatments of the topics covered and in which topics are given the most prominence.

### **The Rest of the Press**

If you go into any well-stocked newsagent in Britain, you will not find only newspapers. You will also see rows and rows of magazines catering for almost every imaginable taste and specializing in almost every imaginable pastime. There are around 3000 consumer magazines published in the country and about four million copies are sold every month. The vast majority of those sales are of 'women's interest' magazines and (even more so) magazines which list all the TV and radio programmes for the coming week. The best known of these is the *Radio Times*, which also contains some fifty pages of articles. (The magazine was first produced before television existed and has never felt compelled to update its title.)

There are also a few publications dealing with news and current affairs. Some of these periodicals, such as the *New Statesman* and *The Spectator*, are quite widely read. In terms of sales, two of them in particular stand out. One is the *Economist*, which is of the same type as *Time*, *Newsweek*, *Der Spiegel* and *L'Express*. It is fairly obviously right of centre in its views, but the writing is very high quality and that is why it has the reputation of being one of the best weeklies in the world. (In fact, it sells five times as many copies abroad as it does in Britain itself.)

The other is very different. *Private Eye* is a satirical magazine which makes fun of all parties and politicians, and

also makes fun of the mainstream press. It also has a serious side, unearthing corruption in public life. Because of this combination of, often rather 'schoolboyish, humour and investigative journalism, it is forever defending itself in legal actions.

**Task 1.** Explain and translate the following words and expressions from the text:

- |                                     |                                    |
|-------------------------------------|------------------------------------|
| 1) to receive no government subsidy | 9) to cater for                    |
| 2) a vital source of income         | 10) tabloid/broadsheet distinction |
| 3) to be in long-term decline       | 11) to exaggerate                  |
| 4) rival                            | 12) to cover the topics            |
| 5) an alternative source (for)      | 13) to feel compelled              |
| 6) circulation                      | 14) to update the title            |
| 7) outlook                          | 15) mainstream (press)             |
| 8) to be in favour of               | 16) to unearth                     |

**Task 2.** Answer the questions:

- 1) What role does the press play in Great Britain today?
- 2) What are the two types of national newspapers? Give examples.
- 3) What is the size of British newspapers today?
- 4) Look at the chart (fig. 1). How can it characterize British press and British people?
- 5) What 'other' newspapers and magazines are mentioned in the text? Are they widely read?

**Task 3.** Find Internet versions of the newspapers mentioned in the text. Characterise them. What sort of information can we find on the sites of these newspapers?

**Task 4.** Speak about Russian newspapers and magazines. Which of them do you read? Why?

**Task 5.** Make up a dialogue. One of you reads only quality press, the other prefers tabloids. Discuss your favourite newspapers and magazines.

**Task 6.** Be ready to speak on the topic 'British Press'.

### How many do they sell?

As you can see, the 'popular' papers sell about four times as many copies as the 'qualities'. The gap, however, is much narrower than in past decades. In 1950, for example, they sold twenty times as many. But their sales have fallen greatly since that time. Overall, newspaper circulation has declined

by a third. It has declined especially sharply in the twenty-first century, probably, because of the internet, as well as the increasing number of free newspapers (which get their money from advertising).

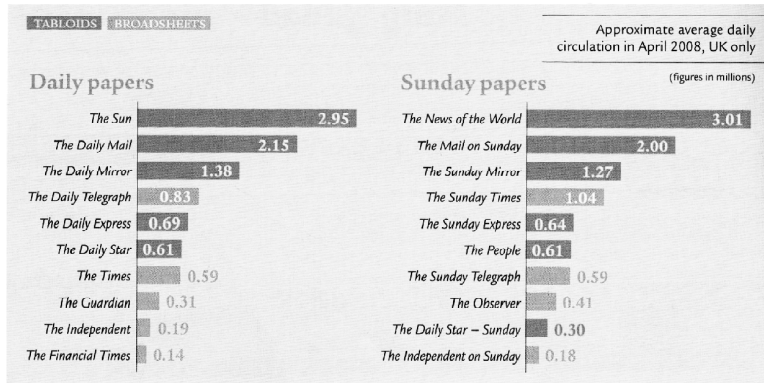


Fig. 1

## BRITISH RADIO AND TELEVISION

### The BBC

In 1936 the government established the British Broadcasting Corporation (BBC) to provide a public service in radio. Since then the BBC has been most affected by the invention of television, which changed the entertainment habits of the nation, and the establishment of independent and commercial radio and television, which removed the BBC's broadcasting monopoly. In spite of its much reduced evening audience, BBC radio still provides an important service. Its five radio stations provide non-stop pop music, light entertainment, minority interests (e.g. classical music, arts programmes and academic material, cricket commentating in the summer months), news and comment and discussion programmes, sport and education.



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