

МИНИСТЕРСТВО ОБРАЗОВАНИЯ РЕСПУБЛИКИ
БЕЛАРУСЬ
Учреждение образования
"Гомельский государственный университет
имени Франциска Скорины"

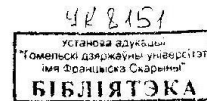
С.И. СОКОРЕВА

АНГЛИЙСКИЙ ЯЗЫК

Практическое пособие по внеаудиторному чтению
для студентов 1 курса естественных факультетов

ПРАВЕРАНА

2011



Гомель 2005

РЕПОЗИТОРИЙ ГГУ

УДК 802.0 (075.8)
ББК 81.432.1 - 923.5
С 592

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Рекомендовано к печати научно-методическим советом учреждения образования "Гомельский государственный университет имени Франциска Скорины".

Сокорева С.И.
Английский язык: практ. пособие / С.И. Сокорева; Мин. обл. РБ, УО "ГГУ им. Ф. Скорины". - Гомель, 2005. - 59 с.

Практическое пособие состоит из шести разделов и включает аутентичные тексты из оригинальных источников, организованных по тематическому принципу. Целью пособия является развитие навыков чтения, формирования умения оценивать информацию, выражать собственные суждения.

Предназначено для самостоятельной работы студентов I курса неязыковых факультетов.

ВВЕДЕНИЕ

Практическое пособие предназначено для студентов I курса неязыковых факультетов, владеющих основами грамматического строя английского языка, лексическим минимумом в объеме школьной программы и некоторыми навыками разговорной речи. Пособие построено на основе ситуативно-коммуникативного принципа обучения иностранному языку. Тематика текстов, а также система заданий к ним, позволяет научить студентов рассмотрению темы, ее обсуждению, доказательству своей точки зрения.

Пособие состоит из шести разделов, каждый из которых содержит основной текст и дополнительные тематические материалы. Тексты разнообразны по тематике, лексико-структурному оформлению и имеют разную степень трудности, что позволяет использовать их выборочно в соответствии с уровнем языковой подготовки студентов. Тексты снабжены заданиями, нацеливающими студентов на более точное понимание прочитанного и извлечение нужной информации. Задания к текстам имеют и вторую цель – служат способом контроля при проверке преподавателем понимания прочитанного. Пособие ставит перед собой задачу продолжить формирование речевых навыков и получение информации в процессе самостоятельной внеаудиторной работы студентов.

Unit 1 About Britain

1. Read the text. Match these titles with the sections.

Accommodation, Differences, The Weather, Eating Out, Money, Telephones, Travel

Britain Today

(1) Don't **expect** to see red phone boxes everywhere - there aren't many left nowadays! Some phones take cash (£1, 50p, 20p and 10p coins) and some take phone-cards - we **suggest** having both. Phone after 6 p.m. - it's cheaper! Useful numbers: Emergencies 999, International Operator 155.

(2) There are £50, £20, £10 and £5 notes, and coins worth £2, £1, 50p, 20p, 10p, 5p, 2p and 1p. **Avoid** getting £50 notes if you can - some places might **refuse** to change them. If you don't **want** to **risk** carrying a lot of cash, get some traveller's cheques before your holiday. Banks are usually open from 9.30 to 4.30, but most of them are closed on Saturdays. If the bank is closed, use your own cash or credit card from home in a cash machine or 'hole-in-the-wall', as the British call them - the machine will give you British currency.

(3) Most pubs offer a good variety of food at reasonable prices. If you can **afford** to pay for something more special, there are many international restaurants. If you see 'service included' on a restaurant bill, you don't **need** to tip. If it says 'service not included' a 10 % tip is expected.

(4) Hotels are expensive in Britain but there are some cheaper alternatives. 'Bed and Breakfasts' are private houses which offer accommodation and breakfast. Many of them give excellent value for money. Youth hostels are even cheaper, if you **don't mind** sharing with other people. Hostels vary greatly, but all those belonging to the Youth Hostel Association (YHA) guarantee certain standards of comfort and cleanliness.

(5) Wherever you **decide** to stay in Britain, we **advise** you to take a plug adaptor if you **plan** to use any electrical appliance like a hairdryer. Plugs in Britain (like a lot of other things!) are different from the rest of Europe.

(6) Buses are probably the cheapest way to travel. If you

can't stand going on long bus journeys, you can always go by train. Trains in Britain are expensive but 'return' tickets (especially 'day returns') are a lot cheaper than singles. If you are staying in London, you can save a lot of money by getting a travel card for one day or for a week to go on the Tube and buses.

(7) We **can't promise** to provide good weather for your trip - British weather is very changeable. If you **enjoy** sitting in the hot sun all day, you should **consider** going somewhere else for your holidays! During the main- tourist season, June-August, the weather is mild, usually between 20°C and 25°C.

2. Are these sentences true (T) or False (F).

1. In Britain, phone calls are more expensive in the evening.
2. £50 is the largest note.
3. You don't always need to leave a tip after a meal in a restaurant.
4. Youth hostels are cheap but very uncomfortable.
5. You can't take electrical appliances to Britain and use them without an adaptor.
6. UK buses are cheaper than trains.
7. You can use travel cards when you travel around Britain by bus or train.
8. Britain is usually hot and sunny in the summer.

3. Look at the bold-type verbs in the text and classify the verbs below into the correct columns.

Promise, expect, plan, risk, refuse, can't stand, avoid, not mind, advise, suggest, need, enjoy, consider, decide, afford, want

Verbs + infinitive	Verbs + -ing form
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4. Complete the table with the verbs below. Then complete the sentences with the verbs in brackets in the correct form (-ing or to infinitive).

avoid, enjoy, want, consider, hope, plan

Verbs + -ing	Verb + to infinitive
Suggest, can't stand, miss, dislike, not mind, recommend	Decide, afford, promise, expect, refuse, need, continue

1. I promised (get) ... home by ten but the bus was late.
2. We only had twenty pounds, so we couldn't afford (go) ... anywhere expensive.
3. The tourists expected (leave) ... at three o'clock.
4. I suggested (wait) ... for a bus but they wanted (walk) ...
5. Mr Johnson enjoyed (learn) ... German at school and continued (study) ... the language when he was older.
6. I hoped (do) ... well in the exam, so I suggested (ask) ... David to help us.
7. Laura dislikes (be) ... with children so she doesn't plan (be) ... a primary school teacher.
8. We can't stand (wait) ... in queues but we don't mind (visit) ... places where there are lots of tourists.

5. Read the Tour of London. Complete the text with the verbs in brackets in the correct form (-ing or to infinitive).

Tour of London

Start at Baker Street Station.

Sherlock Holmes lived at 221 B Baker Street but don't (1) expect (see) ... him there now. While you are in the area you will (2) want (visit) ... Madame Tussaud's Waxworks. You should (3) expect (be) ... amazed at the Planetarium next door, where you can see the stars indoors. If you (4) like (watch) ... animals, you're in the right place because you aren't far from London Zoo, in Regent's Park. If you (5) decide (go) ... to the zoo, we (6) recommend (walk) ... across the beautiful park first. And (7) don't miss (feed) ... the animals at the zoo. You can buy animal food to give them. From the zoo, you can (8) avoid (take) ... the underground or (9) (catch) ... a bus a little while longer and

still do something interesting. We (10) suggest (go) ... to Great Portland Street next, where you can go up the 188 metre Telecom Tower for a great view of London, but we don't (11) recommend (eat) ... up there as it's very expensive. After that it's back on the underground again at Goudge Street Station. You (12) need (change) ... trains at Embankment Station to get to Westminster Station. From there you can visit the Houses of Parliament - which are still there even though Guy Fawkes (13) hoped (blow them up) ... in 1605. There's a lot to do in London but you won't (14) be able (see) ... everything in one day.

Eating in Britain

6. Do you know anything about British food? What kinds of British food do you know? Read on...

Years ago a Frenchman said that the only way to eat well in Britain was to eat breakfast three times a day. And, let's be honest, most British food was terrible - overcooked vegetables, greasy sausages, boring sandwiches. For a lot of people, eating was something you had to do to survive; it was certainly not an enjoyable experience. But things have changed ...

Food has become very important in Britain. TV cooks are more famous than writers and their recipe books are bestsellers.

More of us eat out regularly and we can get excellent food in lots of different kinds of restaurants - French, Indian, Italian, Greek, Thai, Indonesian ... even British!

Traditional British pubs serve surprisingly good meals at good prices.

British supermarkets are now full of exotic cooking ingredients, sauces, pasta, cheese, fruit and vegetables.

The British love all kinds of "international" food. The most popular is now pizza and, according to a recent survey, 40 % of British families have a curry for Sunday lunch, instead of traditional dishes like roast beef.

We eat less meat and more fresh fruit and vegetables. A growing number of people are becoming vegetarians. Even children

know about sugar-free sweets.

That is the good news. Unfortunately, there is also some bad news. As we work harder and have less time, we are eating more and more fast food and doing less exercise. For lunch, many of us have a hamburger or sandwich and when we come home in the evening we put our ready-made dinner into the microwave before sitting down in front of the TV.

Meals are no longer family occasions.

7. Find the Key Words in the text and try to guess their meanings. Then match them with their definitions.

Key Words

cook, dish, food, lunch, meal, recipe, curry

- 1 general word for things you eat
- 2 food you eat at a specific time of the day, e.g. breakfast, dinner
- 3 ingredients and instructions for making a particular meal
- 4 a person who prepares food
- 5 the food you eat between 12.00 and 2.00 p.m. in Britain
- 6 an Indian dish of meat or vegetables with lots of spices
- 7 specific type of prepared or cooked food, e.g. beef stroganoff, spaghetti bolognese

8. Read the article. List three 'good' changes and three 'bad' changes in British eating habits.

9. List some differences between eating habits in Britain and your country.

Example Curries are not popular in my country.

10. A look at these texts. Are they from a newspaper, a letter, or a guidebook?

A la carte

Maxim Chinese 153-5 Northfield Ave, W13 08-567 1719

A large menu specialising in Peking cuisine is offered at this large restaurant, which seats about 100 and stays open late. Vegetarian meals are included in the choice, and there are some interesting set

meals. Diners with limited experience of Chinese food can ask the helpful young Oriental staff for help in choosing their meals. Service is cheerful and willing.

Tuttons 11-2 Russell St. WC 2 071-836 4141

This large, bright brasserie next to Covent Garden Market serves everything from a cup of coffee to a full meal. Popular snacks such as chicken liver pate appear on the menu, and there are some unusual British regional specialities. Vegetarian meals are also available. Alternatively, customers can choose to have a drink in the Spanish-style bar downstairs, where spicy snacks are also served. Service is by cheerful young waitresses.

The Stockpot 6 Basil St, SW3 071-589 6827

This cheap and cheerful restaurant is very popular at lunch-times with tourists, shoppers and local office workers. The menu has something for everyone; omelettes, pasta, dishes, salads, roast beer - and lots more. Few main dishes cost more than £2. To start, there is a short list of popular items like soups, pate, and melon, and, to finish, good home-made sweets such as crumble and sponge puddings, costing well under £1. For quick, simple daytime eating at very moderate cost, the Stockpot is ideal.

11.a. Which of these is the writer trying to do? Choose one.

- recommend and give information.
- say that none of the restaurants is any good.
- say that some of the restaurants are better than others.

b. Which restaurants would you recommend to these people? Why?

- someone in a hurry
- someone who doesn't eat meat or fish
- someone who doesn't have much money

c. Which restaurant would you go to yourself?

12. Using a dictionary

a. Match the adjectives below with the kinds of food.

Example stale - bread

fresh, mouldy, raw, ripe, rotten, sour, stale

bread, cheese, milk, meat, fruit, eggs

Now say which foods you would/wouldn't like to eat.

b. Look at this list of foods.

banana, cocoa, coconut, black coffee, cheese, lemon, potato
crisps, sugar, vinegar

Make a chart with the heading *sweet, sour, salty and bitter*. Now decide which flavour goes with which food. Can you think of other foods to write under the headings?

Unit II The price of progress

I. Read the text

I was listening sleepily to my digital clock radio, the other morning, when I half-heard one of those items that infects your day. It was about a new invention. A genius has decided that we wait too long at supermarket check-outs, and so he has developed a considerate computer to let the brain take the strain. It all involves weighing, and tearing off special little tags from each item you buy, and feeding them into a machine and weighing again. Now I can recall a time when there were a few long queues in supermarkets, because the companies ploughed their profits into employing *two* people at each check-out: one to ring up and the other to help you speedily pack. Remember? It was also when every garage was staffed by friendly men who filled the car up, checked the oil and even did the tyres, before an infernal machine encased a solitary soul in glass by the till, reading off the digits and charging you accordingly. It meant jobs for them; and for you . . . *people who* had the time to be jolly, grouchy, helpful or saucy.

Maybe you believe in that sort of progress. But I would like to smash the dreadful machines. I simply cannot understand why otherwise intelligent humans have gone computer-mad. It starts early: teachers despair of time-telling when all the kids sport hideous digital watches that peep, play tunes, start and stop, even show firework displays, but instil no sense of the hands moving majestically round a clock face. No more 'Happy Families'; computer toys bark at them in Americanese and cost a fortune in batteries. Instead of learning mental arithmetic they grow up thinking that calculators are their right.

As adults, they drivel on about Space Invaders, and learn a dead vocabulary that owes nothing to Shakespeare or Milton. Boring, mindless, boring. As for thinking, our computers will do it for us.

Computers breed laziness and discontent. A couple came to my house and gazed in disbelief at the battered old Olympia on which I'm typing this. 'Gosh, we'd have thought you would have a

word processor by now.' I go to a library and see my beloved dusty manuscripts and old newspaper cuttings replaced by gleaming terminals, so you cannot actually handle the stuff. Then I hear from a friend that he is actually contemplating spending money on a cosy 'home computer', so that all the little details of his life can be stored in its nasty cold brain. As for organising, our computers will do it for us.

All the science fiction fantasies of computers taking over the world, or being used to plot some devious overthrow of government are not far from the truth I see all around me. Myths are rooted in a need to explain to ourselves the workings of the universe, and of human nature. That modern myth foretells the insidious corruption of man by his own dinky little invention.

The computer generation (God help them) assumes that it is *better* to calculate, buy petrol, tell the time, work out your holiday plans, pay your bills, and even shop, with the aid of a computer. After all, our civilisation is founded, now, on the certainty that we can kill by remote control, and a computer error could unleash Armageddon. The age of the computer is the age of dehumanisation. Significantly in my old (c. 1969) Oxford dictionary the word does not exist except as a subheading — a *person who* computes or calculates. Now the person has gone. As for feeling, our computers won't do that for us.

II. Answer the questions.

1. What does the phrase "ingenious contraption" mean?
2. What does the writer mean by an item 'that infects your day'?
3. How effective does the writer seem to think the new invention will be, and why?
4. What is wrong with the service which the writer receives at garages these days?
5. What does 'It' in Line 13 refer to?
6. Explain in other words why teachers disapprove of digital watches.
7. What might 'Happy Families' have been?

8. Why does the writer think that the new vocabulary, learnt by adults, is 'dead'?

9. In what way do computers 'breed laziness and discontent'?

10. What are the 'gleaming terminals' at the library?

11. Explain 'to plot some devious overthrow of government'.

12. Explain the phrase 'rooted in'.

13. What is 'that modern myth'?

14. Why does the writer see the dictionary definition of a computer as significant?

III. Read the following text.

Trouble with Everyday Things

Jane couldn't watch her favorite TV programs because she worked in a restaurant at night. She decided to buy a VCR so that the VCR could record the TV programs while she worked. Then, she could watch them when she came home.

Jane was excited the day she bought her VCR. She hurried home from the store and, after an hour's work, finally succeeded in connecting the VCR to the TV. Then she tried to program the VCR to record a TV program. Two hours later she was still trying. Jane didn't figure out how to program her VCR that day, or the next day. In fact, she never figured out how to program her VCR. "I'm just not good with machines," she thought.

Jane blamed herself when she couldn't program her VCR. Donald Norman says she shouldn't have. He has a degree in electrical engineering and uses a multimillion dollar computer at work, and he can't figure out his VCR either. He is the author of *The Design of Everyday Things*. In his book Dr. Norman says that if people have trouble with the things they use every day - VCRs, stoves, watches, doors - they shouldn't blame themselves. Instead, they should blame the design of these "everyday things."

The modern stove, for example, is an everyday thing with a poor design. Most stoves in the United States look like this:

The four burners form a square, but the knobs form a line. That's a bad design, says Dr. Norman. That's why people often turn on the

wrong burner, even though the knobs are labeled.

Another everyday thing with a confusing design is the digital watch. In the past, watches simply told the time; now watches often have as many as 15 different features. They beep on the hour and show the day and date; some even tell the temperature. Can people really figure out how to use all those features? Dr. Norman says that a lot of people can't. The problem, he says, is that generally only three buttons control all the features on a digital watch. That design means trouble.

Simple things like doors sometimes have confusing designs, too. Have you ever had trouble opening a door? Have you ever pushed on a door that pulls open, or pulled on a door that pushes open? When you have trouble opening a door, it's probably because the door is poorly designed. Well-designed doors tell people exactly what to do. A door with a handle tells people to pull; a door with a bar tells people to push. If you're pulling at a door that pushes open, the door probably has a handle on it. The door is giving you the wrong signal. It has a bad design.

What should people do about all these everyday things that are poorly designed? "Don't buy them!" Dr. Norman says. If you're shopping for a VCR, ask the salesperson if you can try to program it right in the store. If you can't program that VCR, keep shopping until you find one you can program. And don't buy something just because it looks good. Washing machines, for example, often look impressive. Their control panels have a dozen buttons to push and dials to turn; they look like they came from a spaceship. The washing machines look great, but can you figure out how to work them? If people continue to buy poorly designed products, Dr. Norman says, companies will continue to make them - and people will continue to have trouble with everyday things.

IV. Read the sentences. Circle the letter of the correct answer.

1. To "figure out" means to
 - a. cut
 - b. understand.
2. When she blamed herself, Jane thought,

- a. "I'm not good with machines. I'm responsible for this problem."
- b. "I understand machines very well. I can solve this problem."

3. A multi-million-dollar computer costs

- a. less than a million dollars.
- b. more than a million dollars.

4. an author is a person who

- a. writes books
- b. paints pictures.

5. A knob is something you find on

- a. machines and doors

You turn it, and something happens.

b. books and magazines.

You read it, and something happens.

6. A label tells people

- a. what something is
- b. what time it is.

7. "Confusing" means

- a. easy to understand
- b. difficult to understand.

5. Read the article. Do you think it is humorous? Discuss why you do or don't.

Ever since e-mail came into my life, things have been getting progressively worse at the office. Sure e-mail makes it more convenient, but convenient for whom exactly? Certainly not me. My former identity as a one-thing-at-a-time goof-off is gradually being replaced by a multi-tasking fiend.

Ever since the beeping red light started announcing "you've got mail," I have been learning more about company policy and issues; I have been working longer hours; I've been staying, later at the office; and dam it, I have become more efficient. This may be good for the company, but it sure does take a lot out of me.

E-mail means my superiors can send me memos in seconds, and they can prove that I received them. E-mail means I have to think up creative new ways of pretending that I have not gotten instructions

or documents that I should have read before a certain meeting. "Sorry, my computer crashed" will only work so many times. And not only do my various bosses have better lines of communication with me, but I am also expected to respond to them in grammatical English. I miss the old days of the phone call when I could get through a conversation without having to worry about where I'm putting my commas.

E-mail has also severely diminished gossip time at the water cooler. I used to enjoy hearing about my colleagues' misadventures in boardroom meetings and out in the field, but now my colleagues keep larger bottles of water on their desks, and all personal information comes electronically. However, due to the public nature of e-mail, I no longer get the juicy bits. Instead, I receive cautiously worded announcements. But, once in a while, I would like to laugh the way I did when Rita from Accounting told the story of the executive who showed up at an important presentation wearing two different-colored shoes.

6. Read the following statements and write A if you agree and D if you disagree. Then give some reasons to support your choice. Share your responses with the class.

EXAMPLE: People have been shopping on the Internet more and more.

(A) It is easier to compare prices.
People don't leave home.

1. People have been spending more money on technology and related services in recent years.

2. Office workers have been accomplishing more in less time, due to new technology.

3. The time that families spend together has been increasing because of new developments in technology.

7. Read a magazine article about a robot exhibition.

1. Most of the robots in the Robodex exhibition in Yokohama, Japan can talk, climb stairs or pick up objects but Posy, the little girl robot, doesn't do any of these things. She is designed to look loveable. Posy is one of a new generation of robots. Their designers don't want them to seem frightening to human beings.

2. There are still many technological problems to solve before people start buying robots to have in their homes, but scientists realise there is a psychological problem as well. Machines that look like humans make many of us feel anxious.

3. 'The theme of Robodex is robots that co-exist with humans,' said Toshi Dot. Toshi is the designer of Aibo, the robot pet and SDR-4X, a singing, dancing machine and one of the most impressive robots at the show. Another is Honda's new robot called Asimo. The company hopes it will one day be able to do household tasks.

4. Japan is already home to half the world's industrial robots and 90% of robot pets. 'I don't think we feel uncomfortable with robots and we also love technology,' said Kazuo Hirai of Honda.

5. The robots that appeal most to humans at the moment, however, are those that don't have a human form. Paro, a furry creature a bit like a seal, is used in children's hospitals all over the world because the pleasant sensation of holding him helps the children recover more quickly.

6. Not all robots are designed to be appealing however. For example, there's the robot guard dog TTS Type 2. He has a camera and a mobile phone and can be guided by voice commands so that if you are away on holiday, you can phone him and tell him what to do.

8. Scan the text. For each question, choose the correct answer A, B, C or D.

1. Why is Posy different from other robots?

- A She can climb stairs.
- B She doesn't do anything.
- C She can talk.
- D She is feminine.

2. Why would someone read the text?

- A To find out more about robots.

- B To find out how to get to Robodex.
 - C To learn about how robots are built.
 - D To find out whether people like robots.
3. Why haven't robots become popular yet?
- A They don't look enough like real people.
 - B They don't work properly.
 - C People find them strange and frightening.
 - D They are too ugly.

4. What is Paro?

- A A robot pet.
- B A robot nurse.
- C A robot child.
- D A robot doctor.

5. What is the writer trying to do in the text?

- A Persuade people to buy robots.
- B Explain how robots work.
- C Criticise robots.
- D Describe some robots.

9. Find adjectives in the text to fill in the gaps in these dictionary definitions.

- 1 If something is it is nice and easy to love.
- 2 If something is , it makes you feel afraid.
- 3 If you feel , you feel very worried.
- 4 If something is , it is very good and you admire it.
- 5 If you feel , you feel embarrassed or worried.
- 6 If something is , it is nice and enjoyable.
- 7 If something is , it is attractive or interesting.

10. Use the adjectives from exercise 9 to complete these sentences.

- 1 I don't find the idea of going skiing very
- 2 I felt very when my friend gave me such an expensive present.
- 3 Their new home cinema centre is really
- 4 Fluffy is not a very intelligent cat but he certainly is
- 5 She had a very experience walking home alone one

night.

6. Did you have a time with Jill and Dave?

7. He was so ... about his exams that he couldn't sleep.

11. Complete these sentences using a preposition from the box.

To with in to at
of on of from

0. Learning to design websites interests me.

I'm interested learning to design websites.

1. I design things really well.

I'm very good designing things.

2. I've always liked technology too.

I've always been keen technology.

3. Technology frightens a lot of girls.

A lot of girls are afraid technology.

4. I'm not really like any of my friends.

I'm completely different my friends.

5. I don't know why they behave in the way they do.

I don't know what's wrong them.

6. They don't seem to know about things like the Internet.

They don't seem to be aware things like the Internet.

7. They're like girls from the last century.

They're similar girls from the last century.

8. But if I criticise them they get really upset.

They're very sensitive criticism.

12. Read the text above and underline examples of the following tenses.

- 1 Future Perfect
- 2 Future Simple
- 3 Present Continuous with future reference
- 4 'going to' future
- 5 Future Continuous

13. Read the text.

House of Glass

Believe it or not, Tom Hardy is having a house built entirely of glass! Yes, the external and internal walls, the roof, the floor, everything, will be glass. And it is for him, not his tropical plants.

"As soon as I saw the architect's model, I said 'I'll take it!' I knew it was for me."

Tom has a plot of land and the builders arrive next Monday - they will have finished the construction by the end of August. Until the house is ready, Tom is living in a tent on the site so that he can watch the builders at work.

"In just six months' time I'll be living in one of the most futuristic houses in the world," says Tom. "I can hardly wait. People are going to be really amazed, I'm sure of that. Journalists are coming round to see me all the time. I'll get visitors from all over the world. Once it's finished, I'll be moving in straight away."

Of course, it's no ordinary glass. It won't break if you throw stones at it because it is thick and flexible. And you won't be able to see in because this glass automatically goes dark when night falls - there is no need for curtains. What's more, the glass can conduct electricity in such a way that pockets of gas within the glass change shape and colour to create a visual display. You can 'redecorate' at the flick of a switch! No need to use a paint brush ever again. Even better, this glass repels dust so there is no need to clean.

One wall will function as a television and computer screen. You'll be able to download famous paintings from the Internet and turn your house into an art gallery. It may even be possible for one wall to contain tropical fish - even sharks and octopuses! Because the glass provides good insulation, there is no heating system. All the heat comes from the sun.

By the end of the decade, the architect, Shigeru Kawabata, will have designed ten houses of this type. It could be the house of the future.

14. Are these sentences true or false?

1. The house is built of an ordinary glass.
2. The glass goes dark when night falls.
3. The glass attracts dust so there is need to clean.
4. All walls in the house function as television and computer screens.
5. There is no heating system as the heat comes from the sun.
6. If you throw stones at the house it won't break because the glass is thick and flexible.
7. The architect is going to design ten houses of this type.

Unit III Travelling

1. Read the text. What is it about? Choose the best answer (1-3)

- 1 Travelling alone compared with travelling with another person.
- 2 Advice about travelling alone.
- 3 Advice about travelling with another person.

THE ART OF TRAVEL

Why do so many backpackers travel alone? Is it finding the right travelling companion is nearly impossible? In normal life people don't spend as much time together or have to make as many decisions (often based on **very** little information) as they do when they travel together. This can cause real stress between people. There would probably be fewer divorces if people travelled together for a few months before tying the knot because they would really get to know each other first! Just because someone is a good friend doesn't mean he or she will automatically make a good travelling companion. If you haven't fully discussed goals, money and even personal habits before you go, then you might destroy your relationship on a backpacking trip from hell! As someone wrote: "Finding you're hopelessly, completely, absolutely incompatible in a tent at 8,000 feet when it's freezing outside is not a good situation."

The three basic categories of travel problems are: 1 One has an hourly itinerary, the other doesn't own a watch. 2 One prefers first class, the other prefers the back of a bus. 3 One's make-up case is heavier than the other's backpack. **Don't underestimate these differences!**

If you find that problems are beginning between you, take it in turns to be the decision-maker. For example, first one of you chooses the itinerary, then the other - me chief today, you chief tomorrow. Give each other time to explore alone, perhaps meeting for dinner - or next week in Paris. But always have a fallback plan for meeting (e.g., the same place but the next day) so that if your original plan doesn't work you don't lose each other forever!

Both travellers must understand that a good travel relationship needs compromise from both sides. Constant whining is usually the result of one partner feeling he or she isn't being treated fairly.

Listening is the most important and most abused skill between people and travelling is all about people.

2. Find words / phrases in the text for the definitions (1-7).

- 1 used as a starting point to develop a plan or idea (v, two words)
- 2 getting married (three words)
- 3 too different to be able to live together (adj)
- 4 think something is less important than it is (v)
- 5 alternative arrangement (two words)
- 6 agreement after negotiation (n)
- 7 complaining in an irritating voice (n)

3. Think of a place in your country that you know well and think is beautiful. Say why.

4. Read below about the holiday plans of three people traveling to Turkey

Holidays in Turkey

Planning your trip

1. Selim

We're going for a winter holiday to Istanbul. We prefer not to go on holiday in the summer because of the crowds and I'd like to visit family I have there. We'll probably go skiing for a few days. Not many people know this, but you can go skiing in the Uludag National Park which is about sixty miles south of Istanbul. We might also do some shopping in some of Istanbul's markets and buy a kilim, you know, a Turkish carpet.

2. Greta

Kas is my dream. I've visited it once before and I'm going again this summer with friends. The town is set between the mountains and the sea. There are no beaches to speak of but most of the hotels have platforms where you can go into the sea. We're going camping at Kas because it has a swimming platform and we can sunbathe at the campsite. The town comes alive at night. The harbour is lit up and the bars play music. There are great views of the Greek island of Meis and there are lots of boat trips from Kas. I think I'll take one to Limonaza, it's a beautiful island and it's just twenty minutes away.

3. Ben

I used to teach ancient history at school so my wife and I are going on an archaeological tour around Turkey. After a few days in Istanbul, we're going to visit the ancient city of Troy which is famous for the Trojan Horse. It was discovered by archaeologists in the nineteenth century but, unfortunately, not much of the city survives today. I'm sure we'll visit the defence wall, the palaces and Roman theatre as part of the tour. We won't, of course, be able to see the legendary wooden horse but there's a modern replica.

5. Read the text again and answer the questions.

1 What will Selim do in the Uludag National Park?

- A go shopping
- B go skiing
- C visit family
- D fly

2 What is Selim going to buy at the market?

- A a typical plate
- B a Turkish carpet
- C Turkish sweets
- D fabrics

3 Where is Greta going to sunbathe in Kas?

- A on a boat
- B on an island
- C at the campsite
- D on the beach

4 Where will Greta take a boat to?

- A the cafes and bars
- B the island of Meis
- C the island of Limonaza
- D Kas

5 Which of the following will Ben and his wife not see?

- A ancient city of Troy
- B palaces and the Roman theatre
- C ancient walls
- D original Trojan horse

VOCABULARY

6. What do you think each person is going to buy? There is one extra gift.

Turkish slippers, Turkish delight, blue and white plate, carpet, leather belt, jewellery box, pipe

1 Selim is going to buy acarpet..... for his new flat and a..... for his father because he enjoys smoking.

2 Greta is going to buy a for herself because she loves earrings and for her friend because she likes sweets.

3 Ben is going to buy a for his wife because she loves ceramics and a for himself because the one he has is quite old.

The future of tourism

7. Match the sentence halves to form predictions about the future of tourism in Central and Eastern Europe.

1 The next twenty years are going to be ...

2 The Russian Federation and Croatia, in particular, will...

3 Forecasters agree that the region will become ...

4 They say the region is going to ...

5 This means that one in every three tourists to Europe will...

6 Popular destinations will include ...

a) city breaks in Moscow and St Petersburg.

b) Attract more than 220 million foreign tourists by 2020.

c) Benefit most from a tourism boom.

d) An exciting time for Central and Eastern Europe.

e) Head for Central and Eastern Europe.

f) One of the world's fastest growing tourism centres.

Giving a presentation

8. Complete the presentation with phrases from the box.

Today I'm going to then I'll but first of all good morning finally first of all I'd like to

..., my name is Lisa Barton and ... talk to you about the growth of tourism in Central and Eastern Europe. ... show you some figures

from the World Tourism Organisation and ... talk about some of the predictions for the region. ... I'll tell you about some of the popular destinations for city breaks. ... some interesting facts. Did you know that one in every three tourists to Europe will head for Central and Eastern Europe by the year 2020?

Why people travel

9. Read the text and answer the questions.

Market Intelligence

You may find it surprising but travel and tourism is not just about going on holiday. There are other forms of tourism which create revenue for the travel industry. Business travel, for example, is an increasingly important sector since it is often of high value and earns significant income for tour operators, hoteliers, caterers and transport operators. Many city-based travel agencies have a separate department that caters for the needs of business clients. Visiting friends and relatives (VFR) is also an important contributor to tourism revenue. Although the visitor enjoys free accommodation he or she is likely to spend money on other goods and services in the locality such as food, entertainment and transport and, in so doing, contribute to the local economy. Indeed, the fact that he or she is not paying for accommodation may well be an incentive to spend more on such things as eating out and entertainment. Official statistics show that twenty-three million people visited the UK in 2001. The chart shows a breakdown of these visitors according to reason for travel.

1 What is the main purpose of the text?

- a) to promote tourism to the UK
- b) to show why people travel
- c) to show the importance of tourism in the UK
- d) to analyse the economics of tourism

2 Which of the following is not mentioned?

- a) travelling on business
- b) the work of travel agencies

- c) how much money people spend on holiday
- d) the work of tourist boards

3 According to the article

- a) more people visit family than travel on business.
- b) fewer people travel to visit friends and relatives than previously.
- c) business travel is the most profitable form of tourism.
- d) more is spent on entertainment than on accommodation.

4 Who was this passage written for?

- a) hotel managers
- b) tour operators
- c) holidaymakers
- d) students of tourism

10 Read the article and complete the table.

	When to visit	What to see/do
Australia		Sidney Outdoor life Water sports
South Africa		
India		
Canada	November	
Ireland		

Dream Holiday.

I've got five months to travel before I write!

I'm going to explore countries where I can speak English.

Where am I going to start?

Australia

Australia is particularly hot from November to March. I love hot weather so I'm going to arrive in Sydney in December. There's a lot of outdoor life, and water sports to keep you cool.

South Africa

South Africa offers luxury safaris and the chance to see lots of exotic

animals. It also has a wonderful coastline so, after the safari, I'm going to find a beach and swim. I like the sun so I'm going to go in February.

India

Rajasthan is the perfect India for beginners with its colours, views and monuments. There are also exciting markets to visit with beautiful clothes and jewellery. I'm going to spend a month there in January. That's when they say the weather is really good.

Canada

It's the Rockies for me in November! There are mountains and beautiful lakes everywhere. I'd like to visit the Inuits in the north of Canada, but unfortunately I'm not going to get there... there is not enough time.

Ireland

In March I'm going to take part in the St. Patrick's Day festivities but I know it can be called. I'm going to buy a beautiful Irish sweater to take back home. Dublin is a great city and there's fantastic countryside too, so Ireland should be fun.

11. Read and think

- 1 Who do you identify with, Catherine or her friend?
- 2 Would you be upset if you were in Catherine's position?
- 3 Do you think Catherine was selfish?

DON'T GO ON HOLIDAY WITH YOUR BEST FRIEND!

It may seem like a good idea but all too often it ends in disaster. We spoke to some people whose friends turned their holidays into a nightmare.

She was selfish all the time!

It was September and I went with a friend to one of the quieter islands in the Aegean sea for two weeks. It was a sun, sea and sand holiday and we were staying in a small apartment. From the first day I realised I had made a huge mistake! It was a very hot summer, which suited Catherine fine. She's dark-skinned, so she'd cover herself in oil then just lie in the sun all day. If I did that, I'd be in hospital suffering from sunstroke.

As it was, after three days I got really bad heat rash. I was hot, uncomfortable and bored out of my mind. So I'd sit all day in one of the local cafes reading. In the evening, when Catherine and I went out for a meal, I would sulk because I felt Catherine was being selfish and wasn't considering what I wanted to do on the holiday. By about nine o'clock Catherine and I would be barely talking, and as she was also exhausted from frying herself all day, she'd want to go to bed. That made me even more bad tempered. Catherine and I are still friends but I should never have gone on a summer holiday with her, and I certainly won't again.

12. Talk about it.

Who do you think makes the best holiday companion and why?

13. Read the extract from a health shop leaflet and find out which activity is the most dangerous.

SUN. FRIEND OR FOE?

Nowadays, everybody is aware of the importance of a healthy life. We know all about healthy eating, healthy drinking, exercise and looking good. And after our holidays it's nice to go back to work or school with a 'healthy' suntan. But is it? Modern scientists now believe that out of all holiday activities, sunbathing is the most dangerous to our health.

Unit IV The History of Beauty.

1 You're going to read an article about the things people have done through history in the name of beauty. Before you read, discuss what different things people do / have done to their bodies to improve / change their appearance.

2 a) Sentences 1-5 are the first sentences from paragraphs a-e in the article. Read the sentences. Then read the article quickly and match the sentences to the paragraphs. Fill in the boxes with the sentence number (1-5).

1 At the beginning of the last millennium, baths were not considered healthy, because of the cold and often dirty water.

2 There was a revolution when we realised we could use underwear to change the shape of the body.

3 In Tudor days, black rotting teeth were a big problem.

4 Suntans first became popular in the twentieth century.

5 Hairstyles have had their ups and downs through the ages.

b) In pairs. Answer the questions.

1 Which historical periods are mentioned?

2 Paragraph a): Which two dangerous ingredients were used in make up?

3 Paragraph b): Find the word that means *protective tooth covering*. What happened to this protective covering when people cleaned their teeth with pumice stone?

4 Paragraph c): Why are mice mentioned twice?

6 Paragraph d): Apart from water, what liquids were used for washing?

7 Paragraph e): Find words that mean *paying no attention to (v)* and *a bad effect (n)*.

8 Paragraph e): What do you think were the bad effects of the platform shoes? corsets?

3 In pairs. Which of the methods in the article do you find the strangest? the funniest? the most disgusting? What do you think of the law that was passed in 1770?

The History of Beauty

What would you do to have "Marilyn Monroe" looks? Just how far would you go? Well, you'd be amazed at some of the weird (not to mention deadly!) things people have done throughout history in the name of beauty.

a. Until then, only peasants who worked the land had tanned skins – not the kind of image aristocrats wanted! In the sixteenth century the idea was to look as pale as possible. Women including Elizabeth I (1533-1603), covered their faces in chalky powders to make them look very pale – almost white. Unfortunately, these powders often contained lead and if it got into your mouth you would be pale ... and dead. In eighteenth-century Italy more than 600 men died from getting too close to wives wearing arsenic make up.

b. Toothbrushes didn't exist until the seventeenth century so a piece of cloth was used with a bit of pumice stone. It eventually removed the tooth enamel completely! It was customary (if you could afford it) to rinse your mouth with wine to make the breath smell sweeter, but that only made the decay worse.

c. However, nothing has ever compared to the two-metre high wigs of the 1770s that were held up with a wire frame and smoothed in place with pig fat. This attracted mice, which the servants had to deal with on a weekly basis. In Britain in those days, women didn't shave their legs – but they did shave their eyebrows. They then stuck on new ones cut from the skins of mice.

d. In the sixteenth century Elizabeth I only took four baths a year! Mary Queen of Scots chose to bathe in wine. Milk was recommended for a pale skin. In the next century water was still considered unhealthy and the wife of Samuel Pepys (1633-1703) preferred to wash her face in puppy's urine.

e. It was the Georgians who developed the corset to make the waist smaller, push out the chest and straighten the back – completely ignoring the damage to their health. And how did women stop their dresses dragging in the mud of medieval Britain when they weren't even allowed to show their ankles? By wearing platform

shoes, of course. They were uncomfortable and completely impractical, as any modern wearer of platform shoes knows. However, given the terrible conditions of the roads they were also very dangerous.

f. In 1770, the British government passed a law that said that a woman who tricked her husband with make-up was as bad as a witch. If he married her and found that she was ugly underneath all the powder and paint, then he could be "unmarried" any time he wanted.

g. Only time will tell what future generations will think of our techniques for achieving physical perfection and keeping our youthful looks. In the meantime, keep taking those vitamins and stay young and beautiful!

2. Read the text.

BEAUTY ... is in the eye of the beholder

WHAT'S YOUR IDEA of an attractive person? Someone with long, flowing hair? Or someone with a perfectly smooth, hairless head? Do you find pierced ears attractive? What about pierced noses? If you ask ten people these questions, you could get ten different answers.

The idea of beauty varies a lot from person to person and, even more so, from society to society. The male Kayapo Indians from the Amazon have their lower lips stretched. They have a round plate fitted inside. This may seem horrible to you, but to the Kayapo it is a sign of beauty. In some parts of Myanmar, where long necks are desirable, women have necklets — decorated metal rings — fixed round their necks to make them longer.

Some fashions develop from religious beliefs. Rastafarians have their long hair twisted into thick strands. These are called dreadlocks. The lion is an important symbol in their religion and the dreadlocks symbolise a lion's mane. Many other people, black and white, have adopted this hairstyle simply because they find it attractive.

The search for beauty is not a modern phenomenon. In ancient Egypt people had their nails, palms and soles of their feet

stained with henna, a red vegetable dye. They also highlighted the veins on their temples with blue paint. Women had their skin lightened with ochre, a reddish-yellow colouring; men had their darkened with orange paint. Both men and women used to line their eyes heavily with a black powder called kohl.

We may disagree on what is beautiful but that makes the world a more interesting place. Imagine how boring it would be if we all looked the same or had the same opinions! Variety, after all, is the spice of life.

3. Answer the questions.

1. What is the sign of beauty for Indians from the Amazon?
2. What do women do to make their necks longer?
3. What fashions developed from religious beliefs?
4. Why did women lighten their skin?

4. Reading and vocabulary.

You're gorgeous!

For many is the 1990s, supermodel Cindy Crawford was the perfect American dream girl: slim, tanned and natural-looking with long, shiny hair. People have described her as "The Face of the Decade".

But people have not always had the same ideas about beauty. Until 1920s, suntans were for poor people, "ladies" stayed out of the sun to keep their faces as pale as possible. In the time of Queen Elizabeth I of England, fashionable ladies even painted their faces with lead to make them whiter — a very dangerous habit, since lead is poisonous!

And people in the eighteenth century would not have thought much of Cindy Crawford's hair! Ladies in those days never went out without their wigs, which were so enormous (and dirty) that it was quite common to find mice living in them. As for the "perfect beauties" painted by Rubens in the seventeenth century, if they wanted to be supermodels today, they would need to spend months on a diet!

Ideas of beauty can be very different according to where you live in the world, too. For the Paduang tribe in South East Asia, traditionally, the most important sign of female beauty was a long neck. So at the age of five or six, girls received their first neck ring, and each year they added new rings. By the time they were old enough to marry, their necks were about twenty-five centimetres long!

And what about the ideal man? If you asked people today to name an attractive man, most of them would mention someone like James Bond, Harrison Ford, or Denzel Washington: someone tall and athletic, brave and "manly".

In the eighteenth century however, "manliness" was very different from what it is today. As well as wearing wigs, perfume and lots of make-up, a true gentleman showed that he had feelings by crying frequently in public. According to one story, when the British Prime Minister, Lord Spencer Percival, came to give King George IV some bad news, both men sat down and cried!

And even now, James Bond might not find it so easy to attract women if he visited the Dinka tribe of Sudan. They have always believed in the saying that "big is beautiful". Traditionally, each year, men compete to win the title of "the fattest man". The winner is sure to find a wife quickly: for a Dinka woman, if a man is fat, it is also a sign that he is rich and powerful!

5. Answer the questions.

- Who do you think is the most attractive man/woman in the world? Why?
- Which is the best explanation of the saying below? Do you think it is true?

Beauty is in the eye of the beholder.

It is important to have beautiful eyes.

Everyone has their own idea about beauty.

Everyone wants to look at a beautiful person.

6. Which of these statements do we know are true?

Explain your answers.

- Pale skin was more popular than tanned skin until the twentieth century.
- Elizabethan make-up was not very safe.
- In the eighteenth century most fashionable ladies liked mice.
- Ladies in Rubens' times probably never went on diets.
- If Paduang women didn't have a long neck, they couldn't get married.
- People in the eighteenth century thought that it was OK for men to cry.
- Dinka women from Sudan think that thin men are very ugly.

7. Answer these questions.

- What colour do you like wearing best? Why?
- Do you usually buy clothes (and bags, phone, etc.) in the same colour or lots of different colours? Why?

8. Read paragraph 1 of the article *Winning Colours* and discuss the highlighted questions.

Now read the whole article quickly and answer the two highlighted questions. (You don't need to understand every word at this stage.)

Winning colours

1 You are getting ready to play a football match and you want to win. What colour should you wear to help you win? You are getting ready to go to an interview and you want to succeed. What colour should you wear to help you succeed? Strange questions, perhaps, but colour could be the key to your success. Read on and find out how.

School and work - black or blue?

2 The most popular colour in Britain is black. Wearing black makes people *feel* more confident, but can often make you *look* reserved. This may be why people sometimes think that British people don't want to make a strong impression. Although black is common in Britain, most people agree that in fact blue is the world's favourite colour. School uniforms and business suits are often blue.

Wearing blue will show that you are an efficient and hard-working person.

Sport - red or yellow?

3 Sometimes people mistakenly think that red makes you look strong, assertive and successful. Often, however, you will be seen as aggressive if you choose red clothes. New information now says that yellow, not red, is the colour of winning. Australia and Brazil are both very successful in the sporting world, and the sports kit of both countries is yellow. Strangely enough, athletes who wear yellow glasses during a race can improve their time by up to half a second. Tests show that the yellow colour makes them feel positive and energetic and could be the difference between a medal and no medal.

4 So, next time you have an important event in your life - a race, a match, an exam or an interview - think about your *clothes*. The colour of your clothes can change your life!

10. Look at the statements below. Read the text again to decide if each statement is true or false.

- 1 Many people in Britain like wearing black.
- 2 Black makes British people feel sure about themselves.
- 3 The most universally popular colour is black.
- 4 Business people often wear blue.
- 5 Red is a good colour to wear for an interview.
- 6 Red and yellow are both colours for success.
- 7 The sports clothes of both Australia and Brazil are yellow.
- 8 Wearing yellow glasses can make people run faster.

11. Paragraphs 2 and 3 of the text contain some adjectives which describe personality. Look at the following sentences and find a word in paragraphs 2 or 3 to complete each one.

Example: People who are *reserved*; don't like talking about their feelings.

- 1 people are sure that they can do things well.
- 2 An person works well, without wasting time or energy.
- 3 A person puts a lot of effort into their work.

4 Someone who is physically powerful is

5 If you are you say what you think in a confident way.

6 Someone who is behaves angrily.

12 Discuss these questions.

1 Look around the classroom. What is/are the most popular colour(s) that the students are wearing? Why?

2 What colours would you never wear? Why?

3 What colour are the walls of your classroom? Do you like them? Why?/Why not?

Unit V Love and Relationship.

1. Read the text and make a list of the important dates and events.

2. Match sentences A-E with the gaps in the text (1-5).

A Edward had long had a poor relationship with his parents who considered him to be immature and easily bored.

B For eight years she had been bedridden and cared for day and night by a team of nurses.

C This caused great bitterness.

D Public opinion would not let a twice-divorced American woman become Queen.

E She spent the next couple of years hopping from city to city and spent some happy months in Peking.

Forbidden love

In 1986 the Duchess of Windsor died in Paris, a lonely old woman. 1 Yet fifty years earlier, as Mrs Wallis Simpson, she had been at the centre of the abdication of Edward VIII. Her father had been a wealthy American businessman but his sudden death meant she was brought up in relatively poor circumstances. Her mother remained socially ambitious and Wallis took after her. In 1916 she married for the first time, her husband was the dashing airman, Winfield Spencer. Sadly, he turned out to be a drunkard and Wallis left him. 2 She returned to New York where she met Ernest Simpson, an Anglo-American who had come into a family fortune. They married in London in 1929 and Wallis soon established herself as a successful high-society hostess. She first met the Prince of Wales on 10th July 1931 and they soon received an invitation to be his guests. She soon became bored with Ernest, and a firm friendship developed between her and Edward, the heir to the throne.

They went on a skiing holiday to Austria which was extended to include visits to Budapest and Vienna. This meant calling off several official engagements which made King George V absolutely furious. 3 Out of loyalty to the Royal Family, the British press kept the story of the relationship a secret and any foreign papers which

reported it were kept out of Britain. On January 20th 1936 King George died and from that moment Edward became king and the final crisis was near. Edward's mother, Queen Mary, looked down on Wallis and was completely against any idea of marriage. She and the Prime Minister tried to make Edward end the relationship. For his part Edward neglected his duties.

The story finally became public when the Bishop of Bradford publicly denounced the affair. Wallis ran away to France. 4 The King would have to choose between Wallis and the throne. On 11th December 1936, he abdicated, and left England for a life of exile with the woman he loved.

With the new title of the Duke of Windsor he eventually married Wallis in France. No members of his family were present. As the ultimate insult, Edward received a message from his brother saying although Wallis could call herself the Duchess of Windsor the title of "Your Royal Highness" would be denied to her. 5 In the period before the Second World War the Duke damaged his reputation by flirting with fascism and meeting Adolf Hitler in Germany. When war broke out he became governor of Bermuda but was viewed with suspicion by those who believed he would be prepared to re-occupy the throne if Germany was victorious. The years which followed the war were empty ones and the Duke was consistently denied a role by his family. In 1953, shortly before the coronation of the Duke's niece, Queen Elizabeth II, the couple moved to a magnificent chateau in the Bois de Boulogne in Paris. His health rapidly declined as he entered his seventies and in 1972 he died. His body was buried in St George's Chapel, Windsor.

6. Answer the following questions about the text.

1 What do you imagine Wallis's childhood was like?

2 When she went to London, how did Wallis become popular so quickly?

3 Why did so few people know about the relationship between Wallis and Edward?

4 What happened after Edward's abdication?

7. a) You are going to read an article about the changing state

of the family. Look at the following statements and check the meaning of the words in bold in your dictionary

More young people are **moving away** from home and leaving their family roots.

Marriage is becoming less important to many young people.

Families are spending less time together.

The **divorce rate** is rising.

More parents are **bringing up** their children alone without a partner.

More women are having **careers** rather than starting families.

The **average** family is getting smaller as the **birthrate** falls.

b) In groups, discuss which of these things are happening in your country and why.

5. Read the article and tick (v) the topics above if they are mentioned.

6. Read the article again. Which one of the following statements is not true according to the information in the main text?

a Although there is not very much divorce in Japan there is more than before.

b Although Ireland is strongly Catholic, quite a lot of Irish people are now having children without getting married.

c Although families in Spain and Italy were often big in the past, these days they are becoming smaller.

d Although a lot of people in France have children without getting married, marriage is becoming more popular there again now.

e Although there are a lot of divorces in the United States, there are not as many as there were fifteen or twenty years ago.

A quiet revolution?

As divorce rates rise and fewer couples bother with marriage, we ask if the traditional nuclear family is becoming a thing of the past.

While you are reading this article, somewhere in the United States two couples will get divorced. One in three American children now live with only one parent, and the United States is not alone in

this: in Canada and France the divorce rate has doubled in the last twenty-five years, and in Hungary and Greece it has increased by 50 per cent. Even in Japan, where the traditional family is still strong, divorce went up by 15 per cent between 1980 and 1995.

What is more, the nature of the family is changing. In Sweden and Denmark, around half of all babies are now born to unmarried parents, and in the United Kingdom and France more than a third. Even in Ireland, traditionally the most Catholic country in Europe, the rate of births outside marriage is 20 per cent.

Families are also getting smaller. The average Turkish family had seven members in 1970; today it has only five. And in Spain and Italy, where families were always traditionally large, the birthrate was the lowest in the developed world in 1995. This fall in the birthrate is due in part to the fact that, as more women have careers, they are waiting longer and longer to start a family. The age at which the average woman has her first baby is now 28 in Western Europe, and it is getting later.

So the nuclear family is clearly changing, but is it in danger of disappearing completely?

The truth is that it is still too early to tell. In some countries these patterns are actually reversing. In the United States, Scandinavia and the United Kingdom, the birthrate is rising once more; and in Denmark, for example, marriage is becoming more popular again. In the United States, the divorce rate in fact fell by 10 per cent between 1980 and 1990, and it is continuing to fall.

Perhaps a new revolution is beginning?

7. For each question, scan the texts to find the relevant information. Choose your answers from the list of dating services. Where more than one answer is required, these may be given in any order.

Dating Services.

- A Dating agencies
- Dateline International
- B Voicemail Personal Advertisements:

- Advanced Telecom
Services Personals
- C Dating websites:
www.swoon.com
- D Dating devices:
Smart Heart

According to the article which dating service:

1. is the oldest?
2. does not assume all users are looking for a partner?
3. may bring its creator substantial profits?
4. is a spoken version of an earlier concept that people had come to dislike?
5. may change its registrations procedure?
6. is rather old-fashioned in its approach?
7. provides a source of income for two organizations?
8. may succeed because the British now feel more positive about those who are unattached?
9. ensures that others do not know who you are until you want them to?
10. may not be suitable for users in the UK?
11. involves sending a postal application?
12. can only be used outside?
13. has been copied only in its country of origin?
14. costs users nothing?
15. has made advertising for a partner seem an attractive and fashionable thing to do?
16. does not offer users an unlimited number of potential partners?

Looking For Mr Or Ms Right?

In the UK there are at least eight million single people between the ages of eighteen and sixty-four. If you are one of them and are not too happy about it perhaps you should try a dating service. Rada Petrovic tells you what's on offer.

A. Dating Agencies: Dateline International

Dateline International UK, the country's first national

introductions agency, was launched in 1966. Dateline claim to have successfully matched thousands of couples since then and still boast thousands of members nationwide who are regularly informed of potential partners. They emphasise that since they are the longest established agency potential customers can rely on their integrity in preserving privacy and offering good value for money. £150 buys you a year's membership and six initial dates. They cater for people who are seeking 'friendship, love, marriage, or just want to get out and meet some new people'.

To join you fill in a rather traditional questionnaire where you tick boxes in answer to questions about your hobbies, likes and dislikes. For example, the following are the possible 'interests' Dateline customers might have: listening to music, reading, watching TV, watching sport, listening to the radio, being with children, cooking/entertaining, gardening and animals.

Dateline is now moving into the 21st century and have a website on which you can fill in a questionnaire to find out how 'mature' and 'self-aware' you are, input partner preferences (non-smoker, over/under a certain age etc.) and search a database. However, to join you still have to go the tiresome pen and paper route. Marketing director Peter Bennelt says that this is largely for security reasons.

B Voicemail Personal Advertisements: Advanced Telecom Services

Up until recently, the only alternative to joining a regional or national dating agency was to place an ad in a 'lonely hearts' column - personal advertisements in a newspaper inviting respondents to write to a box number. The phrase 'lonely hearts', which only completely disappeared in the early 1990s, was heavily stigmatised.

Lonely hearts are still around, but they come in the guise of voicemail personal advertisements. They work by tapping the market at no cost to the advertiser. The single person - the advertiser - places an ad in a paper for free, and interested punters call up a premium rate number, hear more information and leave a message. Charge bands range from 25 p to £1.50 per minute. More and longer messages mean more revenue for the service provider, a proportion

of which goes into a publisher's classified ads revenue. The three companies that provide telephone based dating services for all the British national and regional papers are all American. Every national paper except the Daily Mail now carries voicemail personals. Cosmopolitan and Esquire - two leading national magazines that target readers in their twenties - have launched voicemail personals too.

'Previously, Cosmopolitan and Esquire wouldn't have touched personal ads, they were beneath them,' says Cindy Asplande of Advanced Telecom Services. 'But these days personals look much more professional in print.' The answer also lies in the recent change in British cultural attitudes towards being single.

C Dating Websites: www.swoon.com

Swoon is a dating website, based in the USA, that offers a free personals service. It currently holds 100,000 people on its database - that is, advertisers who have posted an online personal - and that figure is constantly growing.

Look at the site (www.swoon.com) and it's easy to understand why Swoon works. Advertisers fill in an online form which is tailor-made for the modern single. While Dateline asks clients coyly whether they like 'pop, rock, jazz or folk', Swoon tells you to list what's in your CD player. You can respond via e-mail to as many ads as you like, or wait for responses to drop into your mailbox.

With its clever design, and editorial tone, Swoon does the hitherto impossible - it makes lonely hearts cool. 'We're a cool site editorially and artistically. And it really is for the users,' says editor-in-chief Melissa Weiner. 'Unlike other dating sites, you can search the database without having to register. We don't force people to place ads. And we're free.'

So far, emulators have been confined to the United States, where the bulk of dating services users reside - and have a pretty good chance of meeting other users in their area. While web dating in theory has no geographical boundaries, long-distance virtual relationships rarely succeed. Nick, 29, an advertising sales executive

from London, dated Susie, a 24-year-old postgraduate student in Alabama, for six months. 'After endless e-mails and phone calls and three transatlantic trips I decided I really, really liked her, but didn't actually fancy her. End of story. It did leave a hole in my pocket, and it's not something I'd do again.'

D Dating Devices: Smart Heart

Rolf Olsson an unlikely contender to bring about a technological revolution in the dating industry. After all, he is a 71-year-old grandfather. But you have to give it to Rolf. This septuagenarian has - excuse the pun - his finger well-placed on the button of modern dating. He is also possibly about to make a killing of the most lucrative kind in what is a rapidly expanding industry.

Rolf is an inventor and his baby is the Smart Heart. This is an electronic dating device which will go on sale this month in the UK for about £50. For your fifty quid, you are guaranteed as many dating hits as chance will send you.

The Smart Heart works like a singles' radar, storing data and sending out signals to other devices in the area. You input the criteria of your perfect partner such as age, interests, profession, education, and assign each quality a level of importance. You also specify what type of relationship you're looking for, e.g. long-term or short fling. The device doesn't work inside so you need to get onto the streets, turn it on and hope that someone single and in possession of a Smart Heart matches your criteria. The Smart Heart vibrates and a phone number flashes on your screen.

Of course, the success of the Smart Heart as a dating service is based entirely on whether enough people will buy it - essentially, on whether it becomes a cult.

8. Find words or phrases in the text which mean the same as those in a)-i) below. In each case the section of the text in which the words or phrases occur is indicated in brackets.

- a) dismissing without considering carefully (A)
- b) outer appearance (B)
- c) users of products or services (B)

- d) sad condition or situation (B)
- e) until this time (C)
- f) cost a lot of money (C)
- g) make a lot of money suddenly (D)
- h) someone's special idea (D)
- i) pound(s) (D)

9. Fill in the blanks with the correct form of the words listed.

best honeymoon meet anniversary
engage go strangermarriage christen know
in to get fall wedding

Love at first sight

Last August, Tony and Julie were complete (1) ... They hadn't even heard of each other. They first (2) ... at Michael's twenty-first birthday party and they took (3) ... each other immediately. As they got to (4) ... each other, they realised they had many things (5) ... common. After the party they began (6) ... out together. Before long, they had (7) ... in love. They decided to get (8) ... and then if all went well (9) ... married a year later. Julie said she didn't believe (10) ... was a good idea before they had both found good jobs. In the end, the (11) ... took place in August, on the first (12) ... of their meeting at Michael's party. It was held in St Martin's Church, which was where Anthony had been (13) ... as a baby. Their (14) ... man was Michael, who had invited them to his party a year before. For their (15) ... they went on a two week cruise of the Aegean islands.

10. The text is about a Balinese marriage, but the paragraphs have been mixed up. Read the text and put the paragraphs in the correct order.

A Discovering what has happened, the girl's family then pretend to be very worried. The angry father is supposed to search the surrounding, asking everyone in the household who took his daughter. Of course, even a close friend who may have helped the daughter pack her clothes, innocently denies any knowledge of the

affair.

B First, the couple secretly decides to run away, usually to a friend's house a good distance from the girl's village. On the appointed day, the girl is suddenly carried off by her young man.

C No matter how couples are married, divorce is not difficult. A man merely reports to village authorities that his marriage is finished; or if it is a woman, she simply returns to her home and the children are cared for by the man's family. However, divorce does not often occur. If the situation arises, it is likely that a man takes a second wife, and the first remains as head of the household.

D In Bali, there is one form of marriage, the negerorod - marriage by elopement - which is considered exciting for it is preceded by the honeymoon and the man is considered heroic.

E Sometimes even a search party is organised, but the shock reaction is all in fun. Generally the family is well acquainted with the young man and understands that if the daughter took some clothes, she left by her own choice.

11. Read the article. What is a pre-nuptial agreement? Smart agreements 'Love me forever... or pay 5 million dollars!'

NO ONE with big money in California or New York these days gets married without a pre-nuptial agreement. This is particularly true for Hollywood actors, who agree, for example, that a husband or wife will receive \$5 million if their partner is unfaithful. But these agreements are also becoming popular in European countries such as Germany and the Netherlands. Australia, too, now accepts them. Bus driver Bruce Collins, from Perth, is delighted. His girlfriend Suzanne Taylor has asked him to marry her. Bruce has agreed but plans to sign a pre-nuptial agreement first.

'Suzanne mustn't cut her hair short and she mustn't stay out late,' he told us. 'Last year she forgot the anniversary of the day we met and then she lost her temper. She definitely mustn't do that again.'

Suzanne thinks he's making a fuss over nothing. 'He'll have a good life. I haven't got a job so I can stay at home all day. In the agreement it says that he doesn't have to do much housework. He doesn't have to do cooking. All he has to do is the washing up.'

But Bruce has a surprise for Suzanne. 'There's one thing in the agreement that she doesn't know about yet. Before I marry Suzanne, she has to ... get a job!'

12. Read the article again and answer true (T) or false (F).

Example: Only the rich make pre-nuptial agreements. *F*

- 1 Bruce asked his girlfriend to marry him.
- 2 Bruce likes short hair.
- 3 Suzanne sometimes loses her temper.
- 4 Suzanne wants Bruce to do the washing up.
- 5 Bruce wants his wife to get a job.

13. Think about your ideal partner and then answer Y (Yes) or N (No) to find out about yourself.

Perfect partners?

- 1 Would you prefer your partner to be quiet and sensible rather than loud and outgoing?
- 2 If a boyfriend/girlfriend said 'I love you' on your first date, would you run a mile?
- 3 If your partner flirted with someone at a party, would you be upset?
- 4 Would you expect your partner to cheer you up if you felt depressed?
- 5 Would you refuse to go out with someone very popular and good-looking if you didn't have the same interests?
- 6 If your boyfriend/girlfriend wanted to kiss you on your first date, would you refuse?
- 7 Would you be upset if you had a row with your partner?
- 8 If your partner told you that he/she didn't like your friends, would

you finish with him/her?

9 Would you prefer your partner to be your 'best' friend rather than someone who you just like going out with?

10 If your partner told a lie about something unimportant, would you forgive them?

Key

If you answered 'Yes' more than 7 times:

You are very sensible about the people you choose to go out with. You are quite romantic but you like to get to know someone before you get serious about them. Sometimes you may be too serious.

If you answered 'Yes' 5-7 times:

You are very sociable and friendly. You are emotional when you need to be but you don't let your feelings run away with you. However, you may sometimes do things you regret later on.

If you answered mostly 'No':

You are very sociable and you change partners quite frequently. You don't take relationships very seriously. This may cause you problems in the future.

Unit VI Advertising

1. Reading Point

Advertising: How to Present the Product

Advertising is often quite obvious to the general public: persuading you to vote for John Doe or to drink more milk. The problem for the advertiser is to keep the name of the "product" in front of the public without creating hostility and sales resistance. A lot of social analysis and market research is done before an advertising campaign is launched.

All of us, whether we are aware of it or not, are affected by advertising. Its influence extends over practically every area of life, from the clothes we wear and the food we eat, to the movies we go to see and the vacations we take.

The advertising industry is always on the lookout for new ideas and ways of presenting the product. Account executives tend to move from agency to agency, always on the move. The loss of an account can mean ruin to a small agency. A new account can bring great rewards to the advertiser. It is an extremely demanding, competitive business where large profits are at stake, and only the most talented and ambitious executives survive.

2. Answer the questions.

1. What bad effects can hostility from the public have?
 2. What must be done before an advertising campaign is started?
 3. How does advertising affect our lives?
 4. Why is advertising a competitive business?
3. What's the word?
1. You don't have to think about the answer. It is quite _____.
 2. I didn't _____ for the president in the last election.
 3. I am taking a _____ in Europe this summer.
 4. She asks a lot from me. She is a very _____ boss.
 5. I bought it for a dollar and sold it for ten. Nine dollars _____.

4. Read the text and write short answers to the following questions.

1. Who is Jacko? What does he show about international advertising?
2. What problem do advertisers have when they try to translate ads directly from one language to another?
3. What must a global advertiser understand in order to avoid having problems?
4. Why should a company offer different products in different countries?

Advertising All Over the World

How can a rabbit be stronger than a football hero? How can a rabbit be more than a big, strong man? In the world of advertising, this is quite possible. Consider the example of Jacko. This great Australian football hero recently appeared on TV and yelled at the audience to buy products. Jacko's angry campaign worked well in Australia so Energizer batteries invited him north to sell their product in the United States. But Jacko's yelling did not convince the American audience to buy batteries. So good-bye, Jacko. Hello, Energizer Bunny the little toy rabbit that has sold far more batteries than Jacko.

In the world of advertising, selling products is the most important goal. As companies are becoming more global, they are looking for new ways to sell their products all over the world. It is true that because of global communication the world is becoming smaller today.

But it is also true that the problems of global advertising - problems of language and culture - have become larger than ever. For example, Braniff Airlines wanted to advertise its fine leather seats. But when its advertisement was translated from English to Spanish, it told people that they could fly naked! Another example of wrong translation is when Chevrolet tried to market the Chevy Nova in Latin America. In English, the word nova refers to a star. But in

To avoid these problems of translation, most advertising are now beginning to write completely new ads. In writing new ads, global advertisers must consider different styles of communication in different countries. In some cultures the meaning of an advertisement is usually found in the exact words that are used to describe the product and to explain why it is better than the competition. This is true in such countries as the United States, Britain, and Germany. But in other such as Japan's, the message depends more on situations and feelings than it does on words. For this reason the goal of many TV commercials in Japan will be to show how good people feel in a party or some other social situation. The commercial will not say that a product is better than others. Instead its goal will be to create a positive mood or feeling about the product.

Finally, there is the question of what to advertise. People around the world have different customs as well as different likes and dislikes. So the best advertisement in the world means nothing if the product is not right for the market. Even though some markets around the world are quite similar, companies such as McDonald's have found that it is very important to sell different products in different parts of the world. So when you go to a McDonald's in Hawaii, you'll find Chinese noodles on the menu. If you stop for a hamburger in Germany, you can order a beer with your meal. In Malaysia, you can try a milk shake that is flavored with a fruit that most people in other countries have never tasted.

All of these products must be sold with the right kind of message. It has never been an easy job for global advertisers to create this message. But no matter how difficult this job may be, it is very

5. Complete the sentences below with the most appropriate word. Make sure that the sentences are correct according to the information that you have read.

1. A battery _____ changed its campaign from Jacko to the Energizer Bunny.
- a. firm c. market
b. goal d. translator
2. There are many problems with _____, even with languages that are similar, such as English and Spanish.
- a. advertising c. translation
b. marketing d. competition
3. Different countries have different styles of _____, which involve different uses of words and feelings.
- a. writing c. advertising
b. communicating d. competing
4. Some countries do not allow _____ ads for children's products.
- a. newspaper c. magazine
b. TV d. radio
5. Drinking beer with a meal is an example of a _____.
- a. culture c. custom
b. style d. law
6. Many new products fail because there is a lot of _____ in the world today.
- a. advertising c. communication
b. Business d. competition
7. The Nova campaign failed in Latin America because of the _____ of the ads.
- a. goal c. style
b. cost d. message
8. Ads that show a group of people sharing good feelings are often

quite successful in _____.

- a. Germany
- b. Japan
- c. Malaysia
- d. Britain

6. Complete the following passage using a gerund or infinitive. Choose from the verbs in the boxes.

Coca-Cola and its advertising

John S. Pemberton invented Coca-Cola in 1886. His partner suggested 1..... an advertisement for the drink in the Atlanta Journal that very year. In 1888, Asa Candler bought the Coca-Cola business and decided 2..... the product known through signs, calendars and clocks. The company began 3..... its global network when Robert Woodruff was elected president of the company in 1923. He succeeded in ; 4..... Coca-Cola into a truly international product by 5..... a foreign department, which exported Coca-Cola to the Olympic Games in Amsterdam in 1928. During World War II, he promised 6..... Coca-Cola to every soldier in every part of the world.

- Build
- Set up
- 1 Run
- Bring
- Make
- Transform

Coca-Cola's advertising has always attempted 7..... changing contemporary lifestyles. 8..... an international advertising campaign requires the talents of professionals in many areas, and extensive testing and research are always done before 9..... which advertisements will finally be used. Celebrity endorsements have featured heavily - Cary Grant, Ray Charles and Whitney Houston are just three of the big name stars who have agreed 10..... in Coca-Cola commercials.

- Decide
- Reflect
- 2 Appear
- Create

After 11..... Diet Coke in 1982, the company saw its sales grow quickly. The drink is now the third most popular in the world. In 1985, the company tried 12..... the secret formula of Coca-Cola, but realised that Americans were very attached to the original recipe. The company listened to its consumers and quickly responded by 13..... the original formula to the market as 'Coca-Cola Classic'. Today, people in more than 160 countries around the globe enjoy 14..... Coca-Cola. It is asked for more than 524 million times a day in more than 80 languages. The company intends 15..... its global presence even further in the twenty-first century, particularly in developing markets.

- Return
- Change
- 3 Expand
- Launch
- Drink

7. Read the text.

**In Ads, US Stars Shine For Japanese Eyes Only
Top Dollar, and No Image Problems**

TOKYO - Dressed in a white tuxedo and red bow tie, Sylvester Stallone clearly has something important on his mind. But it's not Rockor Rambo.

"Ito Ham," the American movie megastar says in the Japanese television commercial. "O-kay."

In the print version, Mr Stallone is even more eloquent about Ito's processed meat: "It is so delicious that it is a gift of love."

Mr Stallone is only one of many movie *su-tah*, as the Japanese call stars, showing up in advertisements these days. With companies paying top dollar and promising to run the ads only within the confines of this insular nation. Hollywood stars are eagerly appearing in commercials that they wouldn't be caught dead doing in the United States.

Paul Newman, for instance, hums in an elevator before letting viewers know that Fuji Bank's credit card is his "main card." Arnold

Schwarzenegger, in excellent Japanese form, slurps up a mouthful of steaming Nissin instant noodles.

John McEnroe, the tennis player, and his actress wife, Tatum O'Neal, joke together in matching shirts while holding up a box of Assess toothpaste. James Coburn and Roger Moore both "Speak Lark,"

the slogan used in ads here for Lark cigarettes. Even

Woody Allen, the reclusive film director, once did a stint in Japanese advertising, appearing in a 1982 ad to promote the Seibu department store.

Movie stars rarely do commercials in the United States, lest it tarnish their image and their marketability. In the United States, getting into commercials is often a sign a career is on the way down.

But when it comes to Japan, said Irving Axelrad, a motion picture attorney, "I tell them to do it. They pay a lot of money and it's a couple of days."

Mr Axelrad and others protect their clients' American reputations by demanding that "Japan-only" clauses be written into advertising contracts. The clauses impose heavy penalties on Japanese companies if the ad somehow gets shown in the United States. Shinobu Ina, a casting manager at Dentsu Inc., Japan's largest advertising agency, said, "They want the money from appearing in the commercials but they don't want it known in the United States. They want to hide as much as possible that they are appearing in commercials in Japan."

Agents for several movie stars refused to comment, or never returned telephone calls. Japanese companies were equally leery of publicity. One company spokesman, after first demanding anonymity for himself and his firm would only say, "Our star hates to be mentioned."

Nobody would discuss the fees paid to specific celebrities, although ad executives in Tokyo said well-known American or European actors make between \$ 500,000 and \$ 1 million, with the heftiest pay going to only a few major stars, like Mr. Newman of the British rock star, Sting, who appears in ads on behalf of Kirin beer.

According to Mr Ina at Dentsu, American stars have been appearing

in Japanese commercials since the 1950s. At that time they were the ultimate status symbol, since only a few companies could afford them. Instead, most relied on Japanese actors and actresses, who routinely appear in commercials.

When we heard we needed \$ 1 million, well, we thought that is really a lot of money," he said.

But the world has changed. The dollar has plummeted in the last four years, and so American movie stars, like US golf courses and office buildings, have become quite reasonably priced in yen terms.

In fact, Mr Ina notes, the money is no longer a problem. The problem is finding enough stars.

8 Read the text in more detail and choose the best answer.

1 Which of the following statements is not one of the reasons why American stars are 'eagerly appearing' in Japanese commercials?

- a The stars are paid large sums of money.
- b The commercials are only run in Japan.
- c The stars are later asked to make films in Japan.

2 What do American stars endorse in Japanese commercials?

- a Both products and services.
- b Consumer products only.
- c Services only.

3 Which of the following statements does not explain why American stars rarely appear in commercials in the United States?

- a They are not paid enough.
- b They are afraid that appearing in a commercial will harm their image.
- c In the United States, appearing in a commercial is the sign of a declining career.

4 Which of the following statements is true?

- a All actors are paid the same fees for appearing in Japanese commercials.
- b British stars can earn as much as American stars for appearing in Japanese commercials.
- c Sports celebrities are paid more than movie

actors for appearing in Japanese commercials.
 5 Complete the following sentence with the best answer: In the 1950s ...
 a ... there were no commercials in Japan.
 b ... a few American stars appeared in Japanese commercials.
 c ... only Japanese actors appeared in Japanese commercials.

9. Find words in the text which correspond to the following definitions.

- 1 to publish an advertisement in the press or to show it on television (para. 4)
- 2 an advertisement on radio or television (para. 4)
- 3 people who watch television (para. 5)
- 4 a phrase used in advertising to attract attention to the product (para. 7)
- 5 to speak in favour of something; to try to sell something by advertising (para. 7)
- 6 the perception the public has of a person or organisation (para. 8)
- 7 a person legally appointed to act for another; a lawyer (para. 9)
- 8 a person who pays for professional services (para. 10)
- 9 special terms or conditions in a contract or agreement (para. 10)
- 10 a sum of money to be paid when a contract is broken (para. 10)
- 11 a person who speak as the representative of other people (para. 11)
- 12 a payment for professional or special services (para. 12)
- 13 a sign of wealth and importance in society (para. 13)
- 14 to fall suddenly and quickly (para. 15)

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РЕПОЗИТОРИЙ ГГУ

Практическое пособие

СОКОРЕВА Станислава Ивановна

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Редактор Е.Ф. Зайцева
Корректор В.В. Калугина

Лицензия №02330/0133208 от 30.04.04. Подписано в печать
09.06.05. Бумага писчая №1. Формат 60х84 1/16. Гарнитура Таймс.
Усл. пл. 3,43. Уч.-изд. л. 3,22. Тираж 160 экз. Заказ № 67.

487-00

Отпечатано на ризографе УО «Гомельский государственный университет
имени Франциска Скорины» Лицензия № 02330/0056611 от 16.02.04.
246019. г. Гомель, ул. Советская, 104

РЕПОЗИТОРИЙ ГГУ