МИНИСТЕРСТВО ОБРАЗОВАНИЯ И НАУКИ РОССИЙСКОЙ ФЕДЕРАЦИИ

Нижегородский государственный университет им. Н.И. Лобачевского

Издательское дело
Сборник текстов и заданий по английскому языку

Практикум

Нижний Новгород
2018

И36 ИЗДАТЕЛЬСКОЕ ДЕЛО: сборник текстов и заданий по английскому языку. Практикум / составители: М. В. Золотова, О. А. Демина, А. О. Савицкая. – Нижний Новгород: Изд-во ННГУ, 2018. – 34 с.

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Настоящее пособие предназначено для студентов 2 курса дневного отделения ИФиЖ, обучающихся по специальности «Издательское дело».

Пособие содержит 3 раздела, каждый из которых содержит тематические тексты, а также предлагает комплекс заданий, направленных на работу с новыми лексическими единицами по предлагаемой тематике. На текстовом материале отрабатывается необходимая терминология по специальности. Задания направлены на закрепление материала, использование лексики в устной и письменной речи и интерпретацию прочитанного.

Разнообразие предложенных в практикуме заданий даёт возможность выполнять их в группах с разным уровнем владения английским языком.

Ответственный за выпуск:
зам. директора ИФИЖ ННГУ по методической работе
к.ф.н, доцент И.В. Кузьмин

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Unit 1. The history of publishing

Exercise 1.
Reading drills:

[ai]	[ei]	[ŋ]	[Ө]	[k]	[ð]
type	paper	printing	thing	characterize	this
strike	gate	writing	fourth	technical	that
time	mate	publishing	eleventh	could	they
climate	name	promoting	third	block	the
life	tape	using	through	copy	with
hide	way	attributing	mouth	accompany	there

Proper names:

Sumerians [ˈsjuːmiəriənz] – шумеры (*древние народы, населявшие Южное Двуречье, территория современного Ирака*)

BC=Before Christ – до нашей эры

AD=Anno Domini – наша эра

China [ˈtʃainə], Chinese [tʃaiˈniːz]

the Arabs [ǽrəbs]

Europe [ˈjuərəp]

Germany [ˈʤəːməni]

Johannes [ʤəˈhænəs] Guttenberg [ˈgutənbəːg] – Иоганн Гуттенберг

Renaissance [riˈneisəns] – эпоха Возрождения (*период в истории культуры Европы 14-16 вв характеризовавшийся интересом к человеку, его деятельности, античной культуре*)

Reformation [refəˈmeiʃən] – эпоха Реформации (*широкое общественно-политическое и религиозное движение в Западной и Центральной Европе 16в. носившее в своей основе антифеодальный характер и борьбу против католической церкви*)

Active vocabulary:

interplay (n) [ˈintəplei] – взаимодействие

technical [ˈteknikəl] innovation – техническое новшество

social [ˈsəuʃəl] change – изменение в общественном развитии

publishing (n) [ˈpʌbliʃiŋ] – издание, публикация, печать

invention (n) [inˈvenʃən] – изобретение

printing (n) [ˈprintiŋ] – печать, печатание

crucial (adj.) [ˈkruːʃəl] – значимый, ключевой

social development – социальное развитие, явление

spread (of) [spred] – распространение

word of mouth – устно

commit to (v) – поручать, передавать к-л.

disseminate (v) [di′semineit] – распространять (учение, взгляды)

movable type – подвижная, сменная литера

achievement (n) [ə′tʃi:vment] – достижение

carry through (v) [Θru:] – осуществлять, доводить до конца

craft (n) [kra: ft] – ремесло, дело

press (n) – *зд.* пресс для печатания, печатный станок (*также* a printing press, a mint)

mass-producing (n) – массовое производство

means [mi:nz] – средство (*ед.ч.*); means [mi:nz] (*мн.ч.*) – средства, способы

Exercise 2. Read the text.

The history of publishing is characterized by a close interplay of technical innovation and social change, each promoting the other. Publishing as it is known today depends on a series of three major inventions-writing, paper and printing-and one crucial social development-the spread of literacy. Before the invention of printing, perhaps by the Sumerians in the 4th millennium BC, information could be spread only by a word of mouth, with all accompanying limitations of place and time.

Writing was originally regarded not as a means of disseminating information but as a way to fix religious formulations or to secure codes of law and other socially important matters which had previously been committed to memory.

Publishing could begin only after the monopoly of letters had been broken, probably in connection with the development of the value of writing in commerce.

The invention of printing transformed the possibilities of the written word. It seems that printing was first invented in China in the 6th century AD in the form of block printing and they also invented movable types in the 11th century AD. Other Chinese invention-paper- was passed on to Europe by the Arabs in 105 AD. But the invention of printing in Europe is usually attributed to Johannes Guttenberg in Germany about 1440-1450. Gutenberg's achievement was not a single invention but a whole new craft involving movable metal type, ink, paper and press. In less than 50 years it had been carried through most of Europe.

Printing in Europe is inseparable from the Renaissance and Reformation. It grew from the climate and needs of the first and it fought in the battles of the second. At first printing was thought of as a means of avoiding copying errors but later, its possibilities for mass-producing written matter soon became evident.

Exercise 3. Give English equivalents for:

характеризовать, коммерция, ограничения, зависеть от, очевидный, социальное изменение, религиозные правила, главный, отдельный, распространение, печатание

Exercise 4. Give Russian equivalents for:

be attributed to, close, accompanying, to secure, monopoly, codes of law, written word, crucial, achievement, to commit, publishing

*Exercise 5. Say whether these statements are **true** or **false** (if it's false give the correct answer):*

1. Publishing could begin after the monopoly of letters had been broken.
2. Nowadays information can be spread only by a word of mouth.
3. Printing was first invented in Germany.
4. The invention of printing in Europe is attributed to Karl Marx.
5. Printing did not exist in the period of Reformation.

Exercise 6. Change one word to make a correct sentence:

1. The history of publishing started in the 4th millennium AD.
2. In less than 500 years printing had been carried through most of Europe.
3. Printing involved metal type, glass, paper and press.
4. It fought in the battles of Renaissance.
5. Publishing appeared after the monopoly of letters had been started.

Exercise 7. Finish the sentences:

1. People could spread information only by a word of mouth because…
2. We can characterize the history of publishing by…
3. Writing in commerce became…
4. ……………………….started using printing for…
5. It is impossible to separate printing in Europe from the periods…

Exercise 8. Answer the questions:

1. What factors is the history of publishing characterized by?
2. Who is supposed to invent printing?
3. Had the monopoly of letters been broken before publishing began?
4. Printing was thought as a means of avoiding copying errors, wasn't it?
5. Was printing invented in China or Japan? When?
6. Why was Gutenberg's achievement so important?

Unit 2. Famous Publishers

Johannes Gensfleisch zur Laden zum Gutenberg
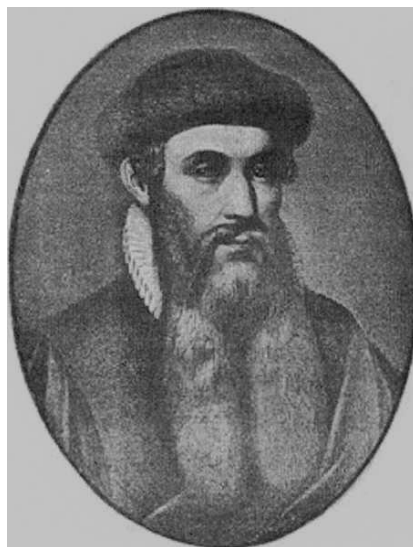
Person data

NAME	Gutenberg, Johannes
ALTERNATIVE NAMES	Gutenberg, Johannes Gensfleisch zur Laden zum
SHORT DESCRIPTION	German inventor who invented movable type
DATE OF BIRTH	1398
PLACE OF BIRTH	Mainz, Germany
DATE OF DEATH	3 February 1468
PLACE OF DEATH	Mainz, Germany

Exercise 1. Look through the text and answer the questions after it:
Text 1

Johannes Gensfleisch zur Laden zum Gutenberg (1398-February 3, 1468) was a German goldsmith and printer who is considered to be the first European to use movable type printing, in around 1439, and the global inventor of the mechanical printing press. His major work, the Gutenberg Bible (also known as the 42-line Bible), has been acclaimed for its high aesthetic and technical quality.

Among the specific contributions to printing that attributed to Gutenberg are the invention of a process for mass-producing movable type, the use of oil-based ink, and the use of a wooden printing press similar to the screw olive and wine presses of the period. His truly epochal invention was the combination of these elements into a practical system. Gutenberg's method for making type is traditionally considered to have included a type metal alloy and a hand mould for casting type. It should be noted that new research may indicate that the moveable type was a complex evolutionary process.

The use of movable type was a marked improvement on the handwritten manuscript, which was the existing method of book production in Europe, and upon

woodblock printing, and revolutionized European book-making. Gutenberg's printing technology spread rapidly throughout Europe and is considered a key factor in the European Renaissance. Gutenberg remains a towering figure in the popular image.

1. Where and when was Johannes born?
2. What were his parents?
3. What was Johannes's profession?
4. What method of printing did he create?
5. Why was his invention a great improvement?

Exercise 2. Read the text "Guttenberg's early life" quickly and say what happened in:

1411   1419   1427   1434   1436   1437

Text 2

Gutenberg was born in the German city of Mainz, the youngest son of the upper-class merchant Friele Gensfleisch zur Laden, and his second wife Else Wyrich, who was the daughter of a shopkeeper. According to some accounts Friele was a goldsmith for the bishop at Mainz.

The house of Gansfleisch was one of the aristocratic families of the town, tracing its lineage back to the thirteenth century. Aristocrats in Mainz were often named after houses they owned. Around 1427, the name zu Gutenberg, after the family house in Mainz, is documented to have been used for the first time.

In 1411 there was an uprising in Mainz against the patricians, and more than a hundred families were forced to leave. As a result, the Gutenbergs are thought to have moved to Eltville am Rhein (Alta Villa), where his mother had an inherited estate. It is presumed that he migrated for political reasons to Strasburg, where the family probably had connections." He studied at the University of Erfurt, where there is a record of a student, in 1419, named Johannes de Alta villa.

Nothing is now known of Gutenberg's life for the next fifteen years, but in March 1434, a letter by him indicates that he was living in Strasbourg, where he had some relatives on his mother's side. In 1436/37 his name also comes up in court in connection with a broken promise of marriage to a woman from Strasbourg, Ennelin. Whether the marriage actually took place is not recorded.

Exercise 3. Read and formulate the main idea of the text "Printing Press":
Text 3

Around 1439, Gutenberg was involved in a financial misadventure making polished metal mirrors (which were believed to capture holy light from religious relics) for sale to pilgrims to Aachen: in 1439 the city was planning to exhibit its collection of relics from Emperor Charlemagne but the event was delayed by one year and the capital already spent could not be repaid. When the question of satisfying the investors came up, Gutenberg is said to have promised to share a "secret". It has been widely speculated that this secret may have been the idea of printing with movable type. Legend has it that the idea came to him "like a ray of light».

It was in Strasbourg in 1440 that Gutenberg perfected and unveiled the secret of printing based on his research, mysteriously entitled **Kunst unci Aventur** (Art and Enterprise). It is not clear what work he was engaged in, or whether some early trials with printing from movable type may have been conducted there. After this, there is a gap of four years in the record. In 1448, he was back in Mainz, where he took out a loan from his brother-in-law Arnold Gelthus, presumably for a printing press.

By 1450, the press was in operation, and a German poem had been printed, possibly the first item to be printed there. Gutenberg was able to convince the wealthy moneylender Johann Furst for a loan of 800 guilders. Peter Schoffer, who became Furst's son-in-law, also joined the enterprise. Schoffer had worked as a scribe in Paris and designed some of the first typefaces.

Gutenberg's workshop was set up at a property belonging to a distant relative. It is not clear when Gutenberg conceived the Bible project, but for this he borrowed another 800 guilders from Furst, and work commenced in 1452. At the same time, the press was also printing other, more lucrative texts (possibly Latin grammars). There is also some speculation that there may have been two presses, one for the pedestrian texts, and one for the Bible. One of the profit-making enterprises of the new press was the printing of thousands of indulgences for the church, documented from 1454-1455.

In 1455 Gutenberg published his 42-line Bible, commonly known as the Gutenberg Bible. About 180 books were printed, most on paper and some on vellum.

Exercise 4. Read the text and say whether the statements below the text are true or false?

Text 4

In 1455, there was a dispute between Gutenberg and Furst, and Furst demanded his money back, accusing Gutenberg of embezzling funds. Meanwhile the expenses of the Bible project had proliferated, and Gutenberg's debt now exceeded 2,000 guilders. Furst sued at the archbishop's court. A November 1455 legal document records that there was a partnership for a "project of the books," the funds for which Gutenberg had used for other purposes, according to Furst. The court decided in favour of Furst, giving him control over the Bible printing workshop and half of all printed Bibles.

Thus Gutenberg was effectively bankrupt, but he re-started a small printing shop, and participated in the printing of a bible in the town of Bamberg around 1459, for which he at least supplied the type. But since that time his printed books never carried his name or a date. It is also possible that the large Catholicon dictionary, 300 copies of 744 pages, printed in Mainz in 1460, may have been executed in his workshop.

Meanwhile, the Furst-Schoffer shop was the first in Europe to bring out a book with the printer's name and date, the Mainz Psalter of August 1457, and while proudly proclaiming the mechanical process by which it had been produced, it made no mention of Gutenberg.

1. J. Guttenberg was involved in a court case in 1466.

2. The reason for that lawsuit was the embezzling the funds.

3. Guttenberg was found guilty.

4. J. Guttenberg managed to restart his business.

5. He lived in Frankfurt around 1459.

6. It was common to bring out a book with the printer's name and date on it in the 15th century.

Exercise 5. Give English equivalents for:

самый младший сын, родственники со стороны матери, нарушенное обещание, финансовые махинации, раскрывать секрет, заём, выполнять, быть вовлечённым в работу, официальные документы, банкрот, банкротство.

Exercise 6. Give Russian equivalents for:

printing press, movable type, printing shop, to conduct, to participate in, enterprise, upper-class merchant, shopkeeper, embezzle money, to speculate ,to bring out.

*Exercise 7. Say whether these statements are **true** or **false**:*

1. Gutenberg was the son of a shopkeeper.

2. He studied at the University of Frankfurt in 1419

3. Gutenberg lived in Strasbourg with his relatives on his father's side.

4. He made polished mirrors for sale to palmers.

5. His business partners sued him.

6. The first German poem was printed in 1450 by Gutenberg.

Exercise 8. Change 1 word/2 words to make a correct sentence:

1. In 1411 there was an uprising in Mainz against the factory workers, and more than a hundred families were forced to leave.

2. It is presumed that he migrated for family reasons to Strasburg, where the family probably had connections.

3. It was in Vienna in 1440 that Gutenberg perfected and unveiled the secret of printing based on his research

4. The court decided in favour of Gutenberg, giving him control over the Bible printing workshop and half of all printed Bibles.

5. Gutenberg became a bankrupt, but he re-started a small confectionery.

Exercise 9. Answer the questions:

1. Was Gutenberg's family well-off?

2. Why did they leave their home-town Mainz?

3. When did his name come up in court? Why?

4. What financial misadventure was Gutenberg involved in around 1439?

5. Why did he borrow all that money from wealthy moneylenders in 1440s and 1450s?

6. Why were there two presses in his workshop?

7. What was one of his profit - making enterprises of the new press?
8. How many copies of his 42-line Bible were printed?
9. What material did he use for printing?
10. What was Johann Furst?
11. What was the reason for a dispute between Gutenberg and Furst in 1455?

Exercise 10. Fill each gap with one word only. If you aren't sure what the missing word is, try to decide what kind of word is missing.

Later life

In 1462 during a conflict (1) _____ two archbishops, Mainz was sacked by Archbishop Adolph von Nassau, and Gutenberg was exiled. An old man by (2) _____, he moved to Eltville where he may have initiated and supervised a new (3) _____ press belonging to the brothers Bechtermunze.

In January 1465, Gutenberg's (4) _____ were recognized and he was given the title **Hofmann** (gentleman of the court) by von Nassau. This (5) _____ included a stipend, an annual court outfit, as well as 2180 liters of grain and 2000 liters of wine tax-free. It is believed he may have (6) _____ back to Mainz around this time, but this is not (7) _____.

Gutenberg died in 1468 and was (8) _____ in the Franciscan church at Mainz. This church and the cemetery were later destroyed, and Gutenberg's (9) _____ is lost.

In 1504, he was mentioned as the (10) _____ of typography in a book by Professor Ivo Wittig. It was not until 1567 that the first (11) _____ of Gutenberg, almost certainly an imaginary reconstruction, appeared in Heinrich Pantaleon's biography of (12) _____ Germans.

Exercise 11. Read and translate the text without a dictionary:
Text 5

Censorship by the Royal Crown

While it has been said that American copyright law is rooted in English royal censorship, that notion is more romantic than accurate. The British crown did not invent censorship. Government control of words dates to ancient times, long before any semblance of a copyright. It manifested itself as the punishment for the person who dared speak critically or threateningly against the governmental or religious authority. The punishment of censorship took various forms, including death and the burning of all the transgressor's writing.

In 456 AD primarily to suppress heresy, Pope Gelasius issued the first catalogue of forbidden books. Later, in 1231, to punish and deter heretical words and deeds in all their manifestations, Pope Gregory 1X instituted the Inquisition, which persisted as an agency of religious censorship for almost 500 years.

The publishing advances of the 15th century not only made broad publication and increased readership possible, it also ushered in the concept of prepublication censorship. In 1487 Pope Innocent V111 decreed that printers must submit all manuscripts to church authorities before publication and that work could be printed only after it had been officially approved. In 1542, Pope Paul 111 established the

Congregation of the Holy Office to examine and condemn heretical or immoral works. In 1559, Pope Paul 1V first issued the Index of Forbidden Books, which was supplemented by his successors until approximately 5000 books were listed and banned.

Exercise 12. Read the text:
Text 6

Printed Books

Between 1450 and 1455, Gutenberg printed several texts, but details are not known; his texts did not bear the printer's name or date, so attribution is possible only through external references. Certainly several church documents including a papal letter and two indulgences were printed. Some printed editions of Ars Minor, a schoolbook on Latin grammar by Aelius Donatus may have been printed by Gutenberg; these have been dated either 1451-52 or 1455.

In 1455 (possibly starting 1454), Gutenberg brought out copies of a beautifully executed folio Bible (Biblia Sacra), with 42 lines on each page. The pages of the books were not bound, and the date 1455 is documented on the spine by the binder for a copy bound in Paris.

The Bible sold for 30 florins each which was roughly three years' wages for an average clerk. Nonetheless, it was significantly cheaper than a handwritten Bible that could take a single scribe over a year to prepare. After printing the text portions, each book was hand illustrated in the same elegant way as manuscript Bibles from the same period written by scribes. 48 substantially complete copies are known to exist, including two at the British Library. The text lacks modern features such as pagination, indentations, and paragraph breaks.

Another, 36-line edition of the Bible was also printed, some years after the first edition, and in large part set from a copy of it, thus disproving earlier speculation that this may have been the first Bible of the two.

Exercise 13. Match the words with their definitions:

edition	a. characteristic, prominent quality
external	b. bank space left between a margin and the beginning of a printed (or written) book
scribe (n)	c. to tie, to cover
pagination	d. cover used for holding sheets of paper / a person who works in a bindery shop
feature	e. coming from outside, outer
attribution	f. the system of numbering the pages
indentation	g. assigning some quality or character to a person or thing, reference
bring out	h. copyist, copier of manuscripts
bind (v)	i. to produce smth, to print
binder	j. a form on which a book is published; total number of copies printed at the same time

Exercise14. Read and translate the texts with the help of a dictionary.
Text 7.

7A. **Printing method with movable type**

Gutenberg's early printing process, and what tests he may have made with movable type, are not known in great detail. His later Bibles were printed six pages at a time, and would have required 100,000 pieces of type0making the type alone would take years. Setting each page would take at least half a day and considering all the work in loading the press, inking the type, hanging up the sheets etc., it is thought that the Gutenberg-Furst shop might have employed about 25 craftsmen.

Picture #2. Movable metal type, and composing stick

Gutenberg's technique of making movable type remains unclear. In the following decades, punches and copper matrices became standardized in the rapidly disseminating printing presses across Europe. Whether Gutenberg used this sophisticated technique or a somewhat primitive version has been the subject of considerable debate.

In the standard process of making type, a hard metal punch (with the letter carved back to front) is hammered into the soft metal copper, creating a mould or matrix *(Picture #2.)* This is then placed into a holder, and cast by filing with hot type-metal, which cooled down to create a piece of type. The matrix can now be reused to create hundreds of identical letters, so that the same type appearing anywhere in the book will appear similar, giving rise to the growth of fonts. Subsequently, these letters are placed on a rack and inked; using a press, many hundred copies can be made. The letters can be reused in any combination, earning the process the name of "movable type."

7B. **Was the type produced by punches and copper matrices?**

Such is the process that has been widely attributed to have been Gutenberg's invention, but it appears from recent evidence that Gutenberg's actual process was somewhat different. If he used the punch and matrix approach, all his letters should have been identical, within some variation possibly due to inking. However, the types used in Gutenberg's printed Bibles were quite irregular.

In 2001 the physicist Blaise Aguera y Areas and Princeton librarian Paul Needham, used digital scans of the Guttenberg Bible in the Scheide Library, Princeton, to compare the same letters (types) appearing in different parts of the Gutenberg 42-line Bible. The irregularities in Gutenberg's type, particularly in simple characters such as the hyphen, made it clear that the variations could not have come from either ink smear or any other similar reasons.

Exercise 15. Retell the texts A and B using the key words and key phrases:
- early printing process
- movable type

- to set the type
- punches and matrices become standardized
- the process of making types
- hammer
- carved
- to place on a rank
- invention
- irregular types
- irregularities
- to make smth clear
- to come from
- ink smear

Exercise 16. Put the paragraphs in the correct order:
Text 8

Early grants of printing rights or privileges

A - These developments were the primary driving force behind printers, authors and their heirs petitioning for grants of exclusive printing privileges. The 1496 petition of Bernardino Rasma is a good example, "*For when a printer-publisher shall have set himself to produce a book of rare beauty - which entails the absorption of all his capital in it - should his brother merchants come to hear of it, they use every cunning device to steal the proofs the new work…and set to...print the book before the original designer of the book can finish his edition, which, when it is ready for issue, finds the market spoiled by the pirated edition*".

B - In another example from 1497, Gabriel of Brasichella and his partners petitioned for a grant, stating that they had "*…spent a great deal of money in this admirable and most useful enterprise [efforts to bring Greek and Latin texts to print] and because the debt was heavier than their own resources could bear*".

C - In 1476 William Caxton established a movable type printing press at Westminster. This effectively brought the printing trade to England and English printers began seeking the grant of privileges for exclusive printing rights for the same financial reasons as their counterparts throughout Europe. The first privilege was granted in 1518 to Richard Pynson, the King's printer and successor to Caxton, for a term of 2 years.

D - The advent of relatively quick and inexpensive book printing and the birth of bookselling to Europe fueled the need to satisfy the demands of a large, new market of readers and to emphasize the need to protect authors, publishers and booksellers from pirates.

E - Henry V111 granted a royal charter to Cambridge University in July 1534 for the perpetual right *"...to print there all manner of books approved or hereafter to be approved".* This grant illustrates the importance placed on protecting the investment of the printers and the early grants of copyrights. Similar grants of that time prohibited, for example, publication of an author's work without proof of the

author's permission. Though none of these grants were related to censorship, but this soon would change.

F - The first grants were issued by the Senate of Venice in 1469 to a German printer Johannes de Spira to print the letters of Cicero and Pliny for 5 years. In 1486 author Antonio Sabellico the historian to the republic was given the sole right to publish his *Decade of Venetian affairs* with a fine for infringement set at 500 ducats and no term set for the duration of the right. In 1491 the Senate gave a similar right to Peter of Ravenna to print and sell his work *The Phoenix*. Heirs were also granted exclusive printing rights. In 1528, Albrecht Durer's widow obtained an exclusive right to publish his works. In 1493 Daniele Barbaro was granted a 10-year privilege by The College of Venice to publish a work written by his deceased brother, Hermolao.

Exercise 17. Read the text and answer the questions:
Text 9
Printing and language development

From the 13th century, English was used more and more in official papers, and also in literature. The greatest writer of this time was Geoffrey Chaucer (1343/4-1400).

Later that century an invention was brought to England which had an enormous effect on the language. This was the printing machine, which William Caxton brought to London in 1476. Suddenly it was possible to produce thousands of copies of books. But what words and spelling should be used?

Caxton wrote:

"And that comyn englysshe that is spoken in one shyre varyeth from a nother….certaynly it is harde to playse every man by cause of … chaunge of language" ("And the common English that is hard to please every man because of the change in the language").

On the whole, Caxton and other printers used the East Midlands dialect, mainly because it was spoken in London and used by government officials. The printers did not make their decisions in a particularly organized or orderly way, and variations in spelling continued into the 18th century.

However, the variations they chose influenced the final spelling that developed. Some words are still spelt in the way that they were pronounced in Caxton's time. For example, the "k" in "knee" and the "l" in" would" were pronounced at that time.

By the end of the 15th century English was starting to be read by thousands of people. In the next century it was read by many more, and used by the great star of English literature-William Shakespeare.

1. What language did people of the 13th century start to use in their official papers?

2. What invention of that time influenced the development of the language most of all?

3. Who brought it to England?

4. What was the main problem he had to face with while starting his work?

5. Why had East Midlands dialect been chosen for printing?

6. Was spelling in printing well-organized?

7. How can you explain the spelling of "silent" letters in modern English words?

8. What language did Shakespeare write his plays in?

Exercise 18. Read the text, think of its title.

Text 10

Although printing had introduced some regularity in spelling, in the 16ᵗʰ century spelling remained very varied, even for personal names. For example, there are six known examples of Shakespeare's name that he wrote himself, and in each one he spelt his name differently.

In the 17ᵗʰ century, the appearance of the first English dictionaries slowly brought about more regularity in spelling. During the 18ᵗʰ century, ways of spelling that differed from these dictionaries were seen to be incorrect and a sign of stupidity or bad education. Even today, many people don't like making spelling mistakes, and often use the spell-check tool on their computers.

Dictionaries were not unknown in the 17th century, but they were Latin-English ones. The first English-English dictionary, which appeared in 1604, was a collection of about three thousand "hard English words".

In 1755 Samuel Johnson produced "A Dictionary of the English language" and it was an immediate success. Johnson's choice of words was wide, and he showed how each word was used by giving examples from literature.

Exercise 19. Retell the text using key phrases:

- 1604/1755/the16th century/the17th century
- regularity in spelling
- to remain varied
- to spell differently
- appearance of the first dictionaries
- ways of incorrect spelling
- to consider
- a sign of stupidity or bad education
- computer spell-check tools
- Latin-English dictionaries/ English-English dictionaries
- immediate success
- choice of words
- give examples

Unit 3. Typography

Exercise 1. Pre-reading task:
1. Can you give a definition of "typography"?
2. Match the words with their definitions:

typesetter, compositor, typographer, graphic artist, art director, books artist, clerical worker

наборщик, конторский служащий, печатник, наборщик, художник-оформитель книг, главный художник, график дизайнер

Exercise 2. Read the text:
Text 1

Typography (from Greek words typos - to strike and graphia - to write) is the art and techniques of arranging type, type design, and modifying type glyphs. Type glyphs are created and modified using a variety of illustration techniques. The arrangement of type involves the selection of typefaces, point size, line length, leading (line spacing), adjusting the spaces between groups of letters (tracking) and (kerning) adjusting the space between pairs of letters.

Typography is performed by typesetters, compositors, typographers, graphic artists, art directors, books artists, and clerical worker. Until the Digital Age, typography was a specialized occupation. Digitization opened up typography to new generations of visual designers and lay users.

Typography traces its origins to the first punches and dies used to make seals and currency in ancient times. Typography with movable type was separately invented in the 11th century China. Modular metal type was first invented in Korea during the Goryeo Dynasty around 1230.

It was independently developed in mid-15th century Europe.

In contemporary use, the practice and study of typography is very broad, covering all aspects of letter design and application. These include:
- typesetting and type design;
- handwriting and calligraphy;
- graffiti;
- inscriptional and architectural lettering;
- poster design and other large scale lettering such as signage and billboards;
- business communications and promotional collateral;
- advertising;
- word marks and typographic logos (logotypes);
- apparel (clothing);
- labels on maps;
- vehicle instrument panels;
- kinetic typography in motion picture films and television;

- as a component of industrial design- type on household appliances, pens and wristwatches, for example.
- and as a component in modern poetry

Since digitization, typography has spread to a wider ranger of applications, appearing on web pages, LCD mobile phone screens, and hand-held video games. The ubiquity of type has led typographers to coin the phrase "Type is everywhere".

Exercise 3. How can you define every notion?

Traditional typography follows four principles: repetition, contrast, proximity and alignment**.**

Exercise 4. Read the text.

Text 2

In traditional typography, text is composed to create a readable, coherent, and visually satisfying whole that works invisibly, without the awareness of the reader. Even distribution with a minimum of distractions and anomalies are aimed at producing clarity and transparency.

Choice of font(s) is perhaps the primary aspect of text typography- prose fiction, non-fiction, editorial, educational, religious, scientific, spiritual and commercial writing all have differing characteristics and requirements. For historic material, established text typefaces are frequently chosen according to a scheme of historical genre acquired by a long process of accretion, with considerable overlap between historical periods.

Contemporary books are more likely to be set with state-of-the-art seriffed "text romans" or "book romans" with design values echoing present-day design arts, which are closely based on traditional models such as those of Nicolas Jenson, Francesco Griffo (a punch cutter who created the model for Aldine typefaces) and Claude Garamond. With their more specialized requirements, newspapers and magazines rely on impact, tightly –fitted text romans specially designed for the task, which offer maximum flexibility, readability and efficient use of page space. Sans serif text fonts are often used for introductory paragraphs, incidental text and whole short articles. A current fashion is to pair sans serif type for headings with a high-performance seriffed font of matching style for the text of an article.

The text layout, tone or color of set matter and the interplay of text with white space of the page and other graphic elements combine to impart a "feel" or "resonance" to the subject matter. With printed media typographers are also concerned with binding margins, paper selection and printing methods.

Typography is modulated by orthography and linguistics, word structures, word frequencies, morphology, phonetic constructs and linguistic syntax. Typography also is a subject to specific cultural conventions. For example, in French it is customary to insert a non- breaking space before a colon (:) or semicolon (;) in a sentence, while in English it is not.

Exercise 5. Decide whether these statements are true or false:
1. The arrangement of type involves the selection of typefaces
2. First punches and dies are the predecessors of typography.
3. Nowadays digital typography exists.
4. Choice of fonts is not very important for typography.
5. Traditional typography follows more than twenty main principles.
6. Orthography, word structures, morphology strongly influence typography.

Exercise 6. Make up a plan for the text and retell it.

Exercise 7. Pre-reading task.
Proper names:
William Randolph Hearst [hə:st] – a famous American publisher of the end of the 19th century-the beginning of the 20th century, the founder of the New York Journal.
Active Vocabulary:
printing press [′printiŋ pres] – печатный станок
movable type [′mu:vəbl taip] – подвижная литера
oil-based ink – маслосодержащие чернила
egg-based tempera [′tempərə] – краска на яичной основе
olive oil [′ɔliv ɔil – оливковое масло
wine [wain] press – виноградный давильный пресс
block-print technology [tek′nɔlədʒi] – технология производства оттиска, эстампа
block printing – ксилография
mass production [prə′dʌkʃən] paper-making techniques – массовое производство бумаги
vellum [′veləm] – тонгий пергамент. Пергамен (кожа)
vellum paper – веленевая бумага
durable (adj.) [′dju:ərəbl] – долговечный, прочный
flimsy [′flimzi] – непрочный, тонкий, хрупкий
printing with type – печать подвижными литерами, наборная печать
punch [pʌntʃ] – перфорирующая игла
mould [məuld] – матрица, форма
type tray – типографский лоток
print(ing) shop – печатный цех, типография
printing business – издательское дело
distribution of books – распространение книг, торговля книгами
content – содержание
literacy [′litərəsi] rate – уровень грамотности
non-reading audience [′ɔ:diəns] – неграмотные люди
print medium (n., sg.) [′mi:diəm] – печатное средство массовой информации

media (n., pl.) ['mi:diə] – средства
title [taitl] – наименование, название
copy – экземпляр, копия

Exercise 8. Read the text.
Text 3
The Development of Print Technology

In the Mid-15th Century, things begin to change with the advent of the printing press. In 1452, Gutenberg conceives of the idea for movable type. In his workshop, he brings together the technologies of paper, oil-based ink and the wine-press to print books. The printing press is not a single invention. It is the aggregation in one place, of technologies known for centuries before Gutenberg.

One thing to remember is that Gutenberg gets credit for an invention that is thought to have been developed simultaneously in Holland and in Prague.

The other inventions brought together by Gutenberg in his pursuit of a printing press were:

The adaptation for printing, of the wine or olive oil, screw-type press that had been in use for hundreds of years, throughout Europe and Asia.

The adaptation of block-print technology - known in Europe since the return of Marco Polo from Asia at the end of the 13th century.

The development of mass production paper-making techniques. Paper was brought from China to Italy in the 12th C but was thought too flimsy for books.

Before the invention of the printing press, books were made of vellum (calf or lamb skin) because of its durability. Vellum is extremely durable. In San Simeon (also known as Hearst's Castle), there are lampshades that William Randolph Hearst had made from 15th century Gregorian prayer books and the vellum is still in excellent condition. For books that took more than a year to produce, paper was too flimsy.

However, for print books, vellum was too costly to produce.

The development of oil-based inks. These had been around since the 10th century, but smeared on the vellum used to make books. The religious manuscripts used an egg-based tempera. This was unsuitable for printing with type.

Gutenberg's contribution to printing was the development of a punch and mold system which allowed the mass production of the movable type used to reproduce a page of text. These letters would be put together in a type tray which was then used to print a page of text. If a letter broke down, it could be replaced. When the printing of the copies of one page was finished, the type could be reused for the next page or the next book.

These technological improvements stretch across five centuries. They do not cluster around Gutenberg's time.

But the advent of the printing press did not bring about a great shift in the social organization of learning in Europe.

The first books to show up in print shops were bibles and religious tracts. The next books to attract publishers were the "humanist" texts brought back from

Byzantium by the Crusades, and other texts of antiquity but there was little or no printing of new ideas.

Many people went into the printing business and went right back out again. The reason was that the distribution of books was poorly organized. The market was there, and the potential for filling the demand, but the transport and control and "advertising" mechanisms were not in place.

In addition, there was still a low literacy rate in Europe. Most people did not know how to read at all. But non-literates were still affected by the book trade because the elites, who controlled society, were affected by books. And people who could not read still had access to book culture because there were traveling raconteurs who stood in the market and read from books as a means of making a living as entertainers.

The situation was improved by the introduction of the Frankfort Book Faire. Cities in Europe held yearly fairs, featuring whatever kinds of things the city and surrounding area was good at producing. (The county fair of today is the descendant of these early commerce fairs).

Frankfort was an early center for printing and so it sponsored a book fair which drew publishers, booksellers, collectors, scholars, who could find what they needed for their livelihoods. This helped coordinate supply and demand.

None of this is to say that new book printing posed much of a challenge to the power and prestige of the church.

Early print books were conservative in content, and were filled with medieval images and ideas.

Picture 1

A lot of the artifacts of printing were for a non-reading audience. This is "Queen of the Wild Men". It was created by the Master of Playing Cards in the early years of the print era.

Picture 2

One thing that can be seen in these images is a better sense of realism and perspective. These are less icons than images.

Picture 3

Some of the images are quite fanciful. This is a detail of the letter "K".

Along with these simpler images you also get some of the great masters of the age. Albrect Durer tried to turn the print medium into a serious space for art. He worked out a visual language that could show the intricate details of a scene. While he used a kind of Renaissance perspective in the construction of his

images, he is also interested in anatomy and detail, all the while maintaining a medieval quality to the content of the drawing.

The printed book quickly becomes a regular object in the world. By 1501 there were 1000 printing shops in Europe, which had produced 35,000 titles and 20 million copies.

Exercise 9. Find words with the opposite meaning to the following examples from the text:

1. single	a. deteriorate
2. flimsy	b. cheap
3. excellent condition	c. secular
4. costly	d. numerous
5. religious	e. bad condition
6. poorly-organized	f. antecedent
7. conservative	g. well-organized
8. fanciful	h. advanced, new
9. descendant	i. firm, solid
10. improve	j. ordinary, common

Exercise 10. Say whether these statements are true or false.
1. The block-printing technology was known in Europe since the13th century.
2. Calf or lamb skin was perfect for book production.
3. The first printed books were bibles and religious tracts.
4. The distribution of books was very well-organized.
5. Frankfort Book Fair improved the situation in the book market of the 15-16th centuries.
6. Frankfort Book Fair was a yearly fair.
7. The rich were fond of books.
8. In the 15-16-17th centuries the level of literacy in Europe was quite high.
9. Many early print books were produced especially for a non-reading audience.
10. Great artists of that time tried to turn the print into a serious space of art.

Exercise 11. Read the text and answer the questions after it.
Text 4

Readability and Legibility

*Readability and legibility are often confused. **Legibility** is the quality of the typeface design and **readability** is the design of the printed page. Designers aim to achieve excellence in both.*

The typeface chosen should be legible, that is, it should be read without effort. Sometimes legibility is simply a matter of type size; more often, however, it is a matter of typeface design. Generally speaking, typefaces that are true to the basic letterforms are more legible than typefaces that have been condensed, expanded, embellished, or abstracted.

However, even a legible typeface can become unreadable through poor setting and placement, just as a less legible typeface can be made more readable through good design.

Studies of legibility have examined a wide range of factors including type size and type design. For example, comparing **italic type** vs. roman type, line length, line spacing, color contrast, the design of right-hand edge (for example, justification, straight right hand edge) vs. ranged left, and whether text is hyphenated.

Legibility research was published from the late nineteenth century on, but the overall finding has been that the reading process is remarkably robust, and that significant differences are hard to find. So comparative studies of seriffed vs. sans serif type have failed to settle the argument over which is best.

Legibility is usually measured through speed of reading, with comprehension scores used to check for effectiveness (that is, not a rushed or careless read). For example, Miles Tinker, who published numerous studies from the 1930s to the 1960s, used a speed of reading test that required participants to spot incongruous words as an effectiveness filter.

These days, legibility research tends to be limited to critical issues, or the testing of specific design solutions (for example, when new typefaces are developed). Examples of critical issues include typefaces (also called fonts) for people with visual impairment, and typefaces for highway signs, or for other conditions where legibility may make a key difference.

Much of the legibility research literature is somewhat atheoretical — various factors were tested individually or in combination (inevitably so, as the different factors are interdependent), but many tests were carried out in the absence of a model of reading or visual perception. Some typographers believe that the overall word shape (Bouma) is very important in readability, and that the theory of parallel letterwise recognition is either wrong, less important, or not the entire picture.

Studies distinguishing between Bouma recognition and parallel letterwise recognition with regard to how people actually recognize words when they read, have favored parallel letterwise recognition, which is widely accepted by cognitive psychologists.

Some commonly agreed findings of legibility research include:

- Text set in lower case is more legible than text set all in upper case (capitals), presumably because lower case letter structures and word shapes are more distinctive.
- Extenders (ascenders, descenders and other projecting parts) increase salience (prominence).
- Regular upright type (roman type) is found to be more legible than italics.
- Contrast, without dazzling brightness, has also been found to be important, with black on yellow/cream being most effective.
- Positive images (e.g. black on white) are easier to read than negative or reversed (e.g. white on black).

• The upper portions of letters play a stronger part than the lower portions in the recognition process.

Legibility can also be compromised by letter spacing, word spacing, or leading that is too tight or too loose. It can be improved when generous vertical space separates lines of text, making it easier for the eye to distinguish one line from the next or previous line.

Poorly designed fonts and those that are too tightly or loosely fitted can also result in poor legibility.

Typography is an element of all printed material. Periodical publications, especially newspapers and magazines, use typographical elements to achieve an attractive, distinctive appearance, to aid readers in navigating the publication, and in some cases for dramatic effect. By formulating a style guide, a periodical standardizes on a relatively small collection of typefaces, each used for specific elements, within the publication, and makes consistent use of type sizes, italic, boldface, large and small capital letters, colors, and other typographic features. Some publications, such as **The Guardian** and **The Economist,** go so far as to commission a type designer to create bespoke (custom tailored) typefaces for their exclusive use.

Different periodical publications design their publications, including their typography, to achieve a particular tone or style. For example, **USA Today** uses a bold, colorful, and comparatively modern style through their use of a variety of typefaces and colors; type sizes vary widely, and the newspaper's name is placed on a colored background. In contrast, the **New York Times** uses a more traditional approach, with fewer colors, less typeface variation, and more columns.

Especially on the front page of newspapers and on magazine covers, headlines are often set in larger display typefaces to attract attention, and are placed near the masthead.

Exercise 12. Answer the questions:
1. What do we call the quality of the typeface design?
2. What typefaces are more legible?
3. Is it possible to make a poor legible typeface more readable?
4. How is legibility usually measured?
5. What is another name for "typeface"?
6. Is Roman type more legible than *italics*?
7. In which situations may legibility have an important difference?
8. What way of arranging of the page is very important in readability?
9. What do psychologists think about it?
10. What kind of typefaces do typographers use on the front page of newspapers and magazines? Why?

Exercise 13. Read the text.
Text 5
Monopolies & the Suppression of Literature
In 1533, Henry VIII banned the importation of foreign publications into

England and, to exercise further domestic control, on November 16, 1538, he ordered that all new books to be printed in England had to be approved by the Privy Council before publication.

Following the tradition of the Crown to grant monopolies to various trades in exchange for some form of "loyalty" to the Crown, on May 4, 1557, King Philip and Queen Mary granted a royal charter to the Stationers' Company.

The royal charter granted a printing monopoly that mandated that only printers who were members of and licensed by the Stationers could print books, and that all books had to be registered with the Stationers as well. The charter also gave the Stationers the authority to search out, seize and destroy any offending works. The Stationers' charter was confirmed and extended by Queen Elizabeth I on November 14, 1559.

While it has been suggested that this charter was the precursor to copyright law, its purpose was not the protection of the author.

Parliament's 1624 enactment of the Statute of Monopolies, abolished most monopolies in England, but allowed for some exceptions from the general ban, including an exception for existing patents for inventors "…*for the Term of one and twenty Years only.*»

During and after the era of privileges, grants and monopolies, writers and scholars began to raise their voices against the exclusivity available to all but the creators of written works, and the censorship inherent in the monopoly created by the Crown. In 1577, John Wolfe demanded that he be able to print what he pleased. He was imprisoned twice. John Milton, in pursuit of free speech and in opposition to censorship, wrote *Areopagitica* in 1644 to argue against a proposal in Parliament that would require licenses to print books.

In time, several laws were enacted to trim some of the powers of the Stationers, only to have the Licensing Act enacted to restore those powers primarily for censorship purposes. The term of the Licensing Act was limited time, but as it expired, it was renewed.

The notion that the true owner of printing rights was the author was also gaining momentum at this time and, indeed, an order was issued by the House of Commons to that effect in 1640. The order stated:

"…*the Masters and Wardens of the Company of Stationers shall be required to take especial Order that the printers do neither print nor reprint anything without the name and consent of the Author. And that if any Printer shall notwithstanding print or reprint anything without the consent and name of the Author that he then shall be proceeded against as both Printer and Author thereof, and their names to be certified to this House.*"

John Locke, whose *Second Treatise of Government* strongly influenced the framers of the United States Constitution, was an important force in the ultimate defeat of the Licensing Act and dissolution of the Stationers' printing monopoly:

"That any person or company should have patents for the sole printing of ancient authors is very unreasonable and injurious to learning; and for those who purchase copies from authors that now live and write, it may be reasonable to limit

their property to a certain number of years after the death of the author, or the first printing of the book, as, suppose, fifty or seventy years."

Some people have characterized the Stationers' monopoly as the "beginnings of copyright," because a copyright is essentially an individual monopoly with the same attributes of the Stationers' charter. This is, of course, untrue, as eloquently observed by James Appleton Morgan in 1875 in addressing the relationship between monopolies and copyrights:

"The privilege of an author to the exclusive sale of his works for a limited number of years, although practically in the nature of a monopoly, is not a monopoly in the odious meaning of the term. A monopoly proper is a right given to one individual to produce or traffic in a commodity which others are fully as able to produce or traffic in as he, if permitted to do so. A monopoly is a rule against competition.

But there can be no competition in the productions of a man's brain. A man has, by natural law, a right to the exclusive power of first disposing of his own productions or manufactures; and the pursuit and enjoyment of that exclusive right can never be a monopoly. The author only has given him, by law, what in morality, equity, and good conscience he had before. Or, to speak more accurately, the law gives him a method of asserting and protecting his right."

That sentiment was echoed by the Register of Copyrights in 1961:

"Copyright has sometimes been said to be a monopoly. This is true in the sense that the copyright owner is given exclusive control over the market for his work. And if his control was unlimited, it could become an undue restraint on the dissemination of the work. On the other hand, any one work will ordinarily be competing in the market with many others. And copyright, by preventing mere duplication, tends to encourage the independent creation of competitive works. The real danger of monopoly might arise when many works of the same kind are pooled and controlled together."

Exercise 14. Find synonyms to the following nouns from the text:
precursor, pursuit, momentum, duplication, monopoly, restraint, copyright, consent.

Exercise 15. Find synonyms to the following adjectives from the text:
gaining, ultimate, odious, undue, mere, untrue, foreign, offending, exclusive.

Exercise 16. Find synonyms to the following verbs from the text:
seize, search out, abolish, expire, renew, traffic, argue, license, ban.

Exercise 17. Speak on the events which happened in:
1553; 1538, November the 16th; 1557, May the 4th; 1559, November the 14th; 1577; 1624; 1640; 1644; 1875; 1961.

Exercise 18. Ask 10 questions of different types on the text.

*Exercise 19. Finish the sentences using your own words according to the idea of the text:*
1. In the 16th century the King of England prohibited...
2. The Royal Charter gave a printing monopoly…
3. In time, several laws were enacted…
4. The term of the Licensing Act was limited time but…
5. Some people characterized the Stationers' monopoly as…
6. (By James Appleton Morgan) *"The law gives the author…"*
7. (By the Register of Copyrights) *"The copyright owner is given…*

Exercise 20. Fill in the omitted words:
During and (1) _____ the era of privileges, grants and (2) _____, writers and (3) _____ began to raise their voices (4) _____ the exclusivity available to all but the creators of written works, and the censorship inherent in the monopoly (5) _____ by the Crown. In 1577, John Wolfe demanded that he be able to print what he (6) _____. He was imprisoned twice. John Milton, in (7) _____ of free speech and in (8) _____ to censorship, wrote *Areopagitica* in 1644 to argue against a proposal in Parliament that would (9) _____ licenses to print (10) _____.

Exercise 21. Answer the clues to complete the word puzzle:
1. Printed characters, graphic symbols.
2. Plan of a design of a page, arrangement.
3. Tool for making holes (usually circular).
4. Profession. Principal activity in a person's life.
5. Person who creates plans to be used in making something.
6. Technique of setting a pair of letters closer together than is usual by reducing the space between them.
7. Act of forming into a line, act of placement and direction to the margins of the document.
8. Typesetter.
9. Plan, system, design.
10. Symbol usually carved or incised in relief.

Crossword grid (numbered 1–10):

		1			
2					
		3			
		4							
5					
		6			
		7						
8						
		9				
	10				
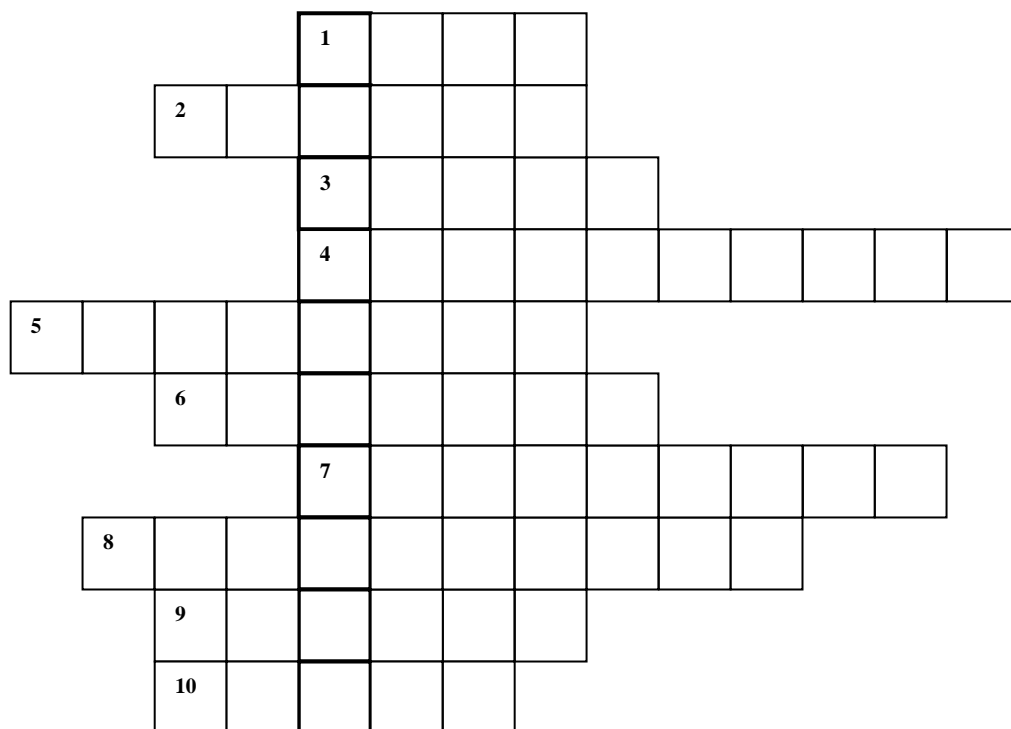
Exercise 22. Read the text and answer the questions after it:

Text 6

Oxford and Cambridge University Press

William Caxton established the first printing press in England in 1476, following the invention of the printing press by Johann Gutenberg in 1450 and the subsequent spread of the technology across Europe. Two years later, in 1478, the first book was printed in the city of Oxford.

In 1586 a decree from the Star Chamber granted the privilege to print books to Joseph Barnes, an Oxford printer who claimed to have the favor of the university; this was at that time one of only two such licenses issued to a press outside London.

Cambridge had been granted a charter by Henry VIII in 1534 and since that time The Cambridge University Press started its unbroken record of publishing every year until the present.

King Charles I increased the independence and latitude of the Oxford University Press when he entitled the University to print "all manner of books" by granting a Great Charter to the University in 1632

The University of Cambridge received a similar charter at the same time.

The licence to print the Bibles had been granted on paper to the King's Printers in London and by the two universities of Oxford and Cambridge.

However, the Delegates of the Press at Oxford University soon found that catering to the enormous demand for the Bibles was too exhausting for a group of scholars donating voluntary labour, and the privilege was leased out. In 1780, the Delegates of the Press created forty two shares in the Bible privilege and farmed them out to a set of commercial printers in London. Much permutation and combination followed as the shares were subdivided and inherited by this motley

crew, until in the 1880s the shares were once again brought under the university's control.

Both the publishing houses specialize in all sorts of books but their academic books and teaching/learning courses are well-known all over the world.

1. According to the text what was the first printing press in England?

A. The printing press by Johann Gutenberg

B. The printing press by Joseph Barnes

C. The printing press by William Caxton

D. The printing press by King Charles 1

2. When was the first book published in Oxford?

A. 1450

B. 1478

C. 1487

D. 1586

3. How many shares did the delegates of the Press create in the Bible privilege?

A. 32

B. 42

C. 100

D. 13

4. What kind of books do these publishing houses (Oxford and Cambridge University Presses) specialize in?

A. Religious literature

B. Dictionaries and encyclopedias

C. Teaching/learning courses

D. All sorts of books

Exercise 23. Read the following text and put it in the right order. Then answer the questions.

Text 7

History of Pearson Longman

A - In *1935* Longman published the first English learner's dictionary which used a special defining vocabulary convenient for non-native speakers who wanted to learn the language. It was The New Method English Dictionary. Since then Longman has been working on mastering the concept and construction of dictionaries in order to make language learning easier, faster and more effective. All Pearson Longman dictionaries use a defining vocabulary of *2000* words which means that the explanations are clear and comprehensible. In addition to this, each entry includes a short grammatical explanation, collocations and phrases. Longman was acquired by the media conglomerate Pearson in 1968.

B - Pearson Longman is *a* publishing house with long traditions and one of the leading publishers in the field of education and professional development. Long ago, in 1724, *Thomas* Longman *I* printed the first book that was prepared for printing by Benjamin Franklin. The family ran the company until the death of Mark Longman in 1972.

C - Naturally, Pearson Longman has always followed contemporary technology. In *1994* it released the first interactive dictionary on CD-ROM. At the same year together with BBC and the British Council it launched a multimedia series of course books Look Ahead. By *2006* Pearson Longman developed the first interactive course for whiteboards - Cutting Edge Digital, and thus continued tradition of introducing innovation and technology into educational process.

D - Longman published Cyclopedia: A universal dictionary of arts and sciences by Ephraim Chambers who is considered the "father" of the modern encyclopedia throughout the world, including *Britannica*. Longman had another great publishing achievement in *1755*- A Dictionary of the English Language by Dr. Samuel Johnson - one of the most influential dictionaries in the history of the English language. Another work of greatest importance was released in 1852. It was Roget's Thesaurus which is even nowadays one of the leading dictionaries of the kind.

1. Who prepared the first book, published by Thomas Longman 1?
2. Who is called "the father" of modern encyclopedia? Why?
3. Why was the publishing of the Dictionary of the English Language so important?
4. What dictionary is still considered one of the leading ones?
5. What kind of dictionaries did they publish for non-native speakers?
6. What was the main purpose of this dictionary for non-native people?
7. How long did the family run the business?
8. Who/What company purchased Longman PH? When?
9. What are the peculiar traits of Pearson Dictionaries?
10. Give examples of Pearson Longman using of modern technology.

Exercise 24. Fill in the correct word derived from the words in brackets:

John Murray

A British publishing house, renowned for the roster of authors it has published in its history, including Jane Austen, Sir Arthur Conan Doyle, Lord Byron, Johann Wolfgang von Goethe and Charles Darwin.

The business was (1) _____ (found) in London in 1768 by John Murray I (1745-1793), an Edinburgh-born Royal Marines officer.

John Murray was one of the (2) _____ (found) sponsors of the London evening newspaper The Star in 1788.

He was succeeded by his son, John Murray II, who made the (3) _____ (publish) house one of the most important and (4) _____(influence) in Britain. He was **a** friend of many (5) _____ (lead) writers of that time - Jane Austen, Sir Walter Scott, Washington Irving. His home and office at 50 Albemarle Street in Mayfair was the centre of a (6) _____ (literature) circle, fostered by Murray**'s** tradition of "Four o'clock friends", afternoon tea with his (7) _____ (write).

Murray's most notable author was Lord Byron, who became his close friend and (8) _____ (correspond). Murray published many of his major works, paying him

over £20,000 in rights. On 10 March 1812 Murray published Byron**'s** second book, Childe Harold's Pilgrimage, which was sold out in five days.

On 17 May 1824 Murray participated in one of the most notorious acts in the annals of literature. Byron had given him the manuscript of his (9) _____ (person) memoirs to publish later on. Together with five of Byron's friends he decided to destroy Byron's manuscripts because he though the (10) _____ (scandal) details would damage Byron's reputation. And two volumes of memoirs were burnt in the fireplace at Murray's office. Unfortunately we do not know what was contained in the memoirs. They would have provided (11) _____ (value) information on how the poet thought and on his poetry in addition to his life.

John Murray III (1808-1892) continued the business and published Charles Darwin's Origin of Species (1859).

His (12) _____ (succeed) Sir John Murray IV (1851-1928) was publisher to Queen Victoria. Among other (13) _____ (work), he published Murray's Magazine from 1887 through 1891.

His son Sir John Murray V (1884-1967), John Murray VI and John Murray VII continued the business until it was taken over. John Murray is no longer an independent business, but the name survives as a subdivision of (14) _____ (publish) Hodder Headline.

Exercise 25. Fill in the correct word(s) from the list:
authors, founded, remaining, brain, subsidiary, ownership, independent, media, bought, vision, parent, leadership, Musicians, share, economy, literary, titles

Macmillan Publishers

Macmillan was (1) _____ in 1843 by Daniel and Alexander Macmillan, two brothers from Scotland. Daniel was the business (2) _____, while Alexander laid the (3) _____ foundations, publishing such great (4) _____ as Alfred Tennyson, Thomas Hardy and Rudyard Kipling.

Beyond literature, their (5) _____ led to the creation of such enduring (6) _____as *Nature* (1869), *the Grove Dictionary of Music and* (7) _____ (1877) and Sir Robert Palgrave's *Dictionary of Political* (8) _____ (1894-1899).

The company was one of the oldest (9) _____ publishing houses until 1995 when a 70% (10) _____of the company was (11) _____ by German (12) _____ giant Georg von Holtzbrinck Publishing Group. Holtzbrinck purchased the (13) _____ shares in 1999, ending the Macmillan family's (14) _____ of the company.

Macmillan in the United States of America

George Edward Brett opened the first Macmillan office in the USA in 1869 and Macmillan sold its US operations to the Brett family. It resulted in the creation of an American company, Macmillan Publishing, which was a (15) _____ of the company in England but later the American company separated from its (16) _____ company.

Under the (17) _____ of the Brett family, Macmillan served as the publisher of American writers – Margaret Mitchell, who wrote *"Gone with the wind"* and Jack London, the author of *"White Fang"* and *"Call of the Wind."*

Exercise 26. Do you know that...?

• The first known dispute over ownership rights to the printed word occurred in approximately 560 AD, resulting in what may be described as the first copyright adjudication and the first recognition that the ownership of creative work is akin to ownership of other types of property. This dispute arose in Ireland between Saint Columbia and Saint Finnian. The former secretly, and without the latter's permission, copied a Latin Psalter owned by Finnian, who placed considerable value on the book. When Finnian learned of what had occurred, he demanded the copy. Columbia refused to surrender it. Finnian then petitioned Dermott, the King of Ireland, who issued as edict in favour of Finnean stating, "…to every cow belongs its calf, so to ever book belongs its copy."

• The nineteenth century printer and type founder Fournier Le Jeune suggested that Gutenberg might not have been using type cast with reusable matrix, but possibly wooden types that were carved individually. However, this appears unlikely given the uniformity of the bulk of the type he used. It has also been questioned whether Gutenberg used movable types at all. In 2004, Italian professor Bruno Fabiani claimed that examination of the 42-lin Bible revealed an overlapping of letters, suggesting that Gutenberg did not in fact use movable type but rather used whole plates made from a system somewhat like a modern type writer. The letters were stamped successively into the plate and then printed. However, most specialists regard the occasional overlapping of type caused by paper movement over pieces of type of slightly unequal height.

• Phototypesetting. Louis Marius Moyroud and Rene Alphonse Higonnet developed the first practical phototypesetting machine. The phototypesetting that used a strobe light and a series of optics to project characters from a spinning disk onto photographic paper.

• Silk Screening or Serigraphy. In 1907, Samuel Simon of Manchester, England was awarded a patent for the process of using silk fabric as a printing screen. Using materials other than silk for screen printing has a long history that begins with the ancient art of stenciling used by the Egyptians and Greeks as early as 2500BC. A few years after Simon's patent, John Pilsworth of San Francisco developed a multicolor process of silk screening called screen printing. The term "Serigraphy" comes from the Latin word "Seri" (silk) and the Greek word "Graphein" (to write/to draw).

• Newspaper. One of the earliest newspapers was the Roman *Ada Diurna* said to have been started by Julius Caesar.

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Images: https://images.google.com.

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