

ПРАКТИЧНА РОБОТА № 1

1. Складіть анотацію до тексту українською мовою.

PUBLISHING

Publishing is the process of production and dissemination of literature or information – the activity of making information available for public view. In some cases authors may be their own publishers, meaning: originators and developers of content also provide media to deliver and display the content.

Traditionally, the term refers to the distribution of printed works such as books (the "book trade") and newspapers. With the advent of digital information systems and the Internet, the scope of publishing has expanded to include electronic resources, such as the electronic versions of books and periodicals, as well as websites, blogs, video games and the like.

Publishing includes: the stages of the development, acquisition, copy editing, graphic design, production – printing (and its electronic equivalents), and marketing and distribution of newspapers, magazines, books, literary works, musical works, software and other works dealing with information, including the electronic media.

Publication is also important as a legal concept: as the process of giving formal notice to the world of a significant intention, for example, to marry or enter bankruptcy; as the essential precondition of being able to claim defamation; that is, the alleged libel must have been published, and for copyright purposes, where there is a difference in the protection of published and unpublished works. Book and magazine publishers spend a lot of their time buying or commissioning copy. At a small press, it is possible to survive by relying entirely on commissioned material. But as activity increases, the need for works may outstrip the publisher's established circle of writers.

Writers often first submit a query letter or proposal directly to a publisher according to submission guidelines or to a literary agent. Submissions sent directly to a publisher are referred to as unsolicited submissions. The majority of unsolicited submissions come from previously unpublished authors. When such manuscripts are unsolicited, they must go through the slush pile, which publisher's readers sift through to identify manuscripts of sufficient quality or revenue potential to be referred to acquisitions editors, who in turn refer their choices to the editorial staff. This process is dependent on the size of the publishing company, with larger companies having more degrees of assessment between unsolicited submission and publication. Unsolicited submissions have a very low rate of acceptance. Many book publishing companies around the world maintain a strict "no unsolicited submissions" policy and will only accept submissions via a literary agent. This shifts the burden on assessing and developing writers out of the publishing company and onto the literary agents.

Established authors are often represented by a literary agent to market their work to publishers and negotiate contracts. Literary agents take a percentage of author earnings (varying between 10 - 15 per cent) to pay for their services.

Some writers follow a non-standard route to publication. For example, this may include bloggers who have attracted large readerships producing a book based around their website, books based on internet memes, instant "celebrities" such as Joe the Plumber, retiring sports figures and in general anyone whom a publisher feels could produce a marketable book. Such books often employ the services of a ghost-writer.

For a submission to reach publication it must be championed by an editor or publisher who must work to convince other staff of the need to publish a particular title. An editor who discovers or champions a book which subsequently becomes a best-seller may find their own reputation enhanced as a result of their success.

2. Поставте 5 питань до тексту.

3. Поясніть зміст цитати англійською мовою.

Knowledge is power. Information is liberating. Education is the premise of progress, in every society, in every family.

Kofi Annan, Ghanaian diplomat

ПРАКТИЧНА РОБОТА № 2

1. Складіть анотацію до тексту українською мовою.

ENGLISH AS THE WORLD LANGUAGE OF RESEARCH AND EDUCATION

English belongs to the Teutonic or Germanic branch of the Indo-European family of the languages. It is only in the course of the last hundred years that English has become a world language. In Shakespeare's time it was a provincial language of secondary importance with only 6 million native speakers. Nowadays English has become the world's most important language in politics, science. In a number of speakers (over a billion) it is second only to Chinese. It is the official language of the United Kingdom of Great Britain and Northern Ireland, the United States of America, Australia and New Zealand. English is used as one of the official languages in Canada, the Republic of South Africa and the Irish Republic. It is also spoken as a second language by many people in India, Pakistan. The number of second-language speakers may soon exceed the number of native speakers, if it has not done so already.

The working languages of the United Nations Organization (UNO) are English and French. All documents are written only in the working languages. English has become now the language of international communication. At present no other language on Earth is better suited to play the role of the world language.

People who speak English fall into one of the three groups: those who have learnt it as their native language, those who have learnt it as a second language in a society which is mainly bilingual and those who are forced to use it for a practical purpose – professional or educational.

Nowadays when science and technology are progressing so fast all kinds of specialists need English in their work.

But still, “English is likely to remain one of the world’s most important languages for the foreseeable future, but its future is more problematic — and complex — than most people appreciate,” said a language researcher David Graddol. He sees English language as likely to become the “first among equals” rather than having the global field to itself.

“Monolingual speakers of any variety of English — American or British — will experience increasing difficulty in employment and political life, and are likely to become bewildered by many aspects of society and culture around them,” Graddol said. The share of the world’s population that speaks English as a native language is falling, Graddol reports in a paper in Friday’s issue of the journal *Science*.

The idea of English becoming the world language to the exclusion of others “is past its sell-by date,” Graddol says. “Instead, its major contribution will be in creating new generations of bilingual and multilingual speakers,” he reports.

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3. Поясніть зміст цитати англійською мовою.

Information is the oxygen of the modern age. It seeps through the walls topped by barbed wire, it wafts across the electrified borders.

Ronald Reagan, American politician and actor

ПРАКТИЧНА РОБОТА № 3

1. Складіть анотацію до тексту українською мовою.

LIBRARIES AND THE INFORMATION SOCIETY

Information needs and information usage are basic elements in the Information Society, regardless of the technological level of the social community. People everywhere realize their need for information; an aspiring entrepreneur would like to register his new invention with the patent office and needs to consult a law book; a fresh university graduate joining the business world wants to learn to write an effective CV; a newlywed couple deciding to start a family starts to research the procedures of adopting a baby. Libraries are the foundations existing to answer these kind of questions. They are specialized to serve typical social needs on the individual level.

Traditionally, libraries are known as promoters of research and reading, or more broadly, intellectual activity. An indirect, but vital factor to intellectual activity is culture and the involvement and creativity of its participants. However, it is impossible to imagine how people's creative powers could be fully activated without the impact of culture, which extends into the depths of the mind.

In most societies, libraries are an existing structure. Libraries throughout the world provide citizens public access to the networked information. In the rural areas of developing countries the importance of libraries is vital. Libraries advance social development by facilitating access to information, showcasing the use and training of information technologies, and providing remote communication for the remote people.

Developing this resource offers large potentials in building up the Information Society on a local level. The basic education of the library staff, the existing collections and the library structure form a good foundation to improve citizen's access to information and culture. Here, the new ICT has created enormous possibilities to improve library services for the benefit of their communities. Building on the existing foundation, a modest investment in libraries and information services would:

- 1 provide an extensive web of internet access points, each supported with advice and training
- 2 offer relevant information in appropriate formats and languages
- 3 develop literacies and capacity
- 4 support health and education
- 5 advance the position of women
- 6 provide opportunity and choice for children and the benefits of lifelong learning
- 7 promote innovation and economic development
- 8 ensure the preservation and promotion of cultural heritage and diversity
- 9 foster respect and understanding between peoples.

Many of these potentials have already been put into effect in active and properly resourced libraries. This event will present some best practices from libraries around the world. Through these examples we want to make visible the versatile potential of the libraries in fulfilling the goals of the World Summit of the Information Society (WSIS) endorsed by United Nations (UN), as well as their contribution to achieving the Millennium Development Goals of the UN.

2. Поставте 5 питань до тексту.

3. Поясніть зміст цитати англійською мовою.

The more we can organize, find and manage information, the more effectively we can function in our modern world.

Vint Cerf, American Internet pioneer, who is recognized as one of "the fathers of the Internet"

ПРАКТИЧНА РОБОТА № 4

1. Складіть анотацію до тексту українською мовою.

NEWS AGENCY

A news agency is an organization of journalists established to supply news reports to news organizations: newspapers, magazines, and radio and television broadcasters. Such an agency may also be referred to as a wire service, newswire or news service.

The oldest news agency is Agence France-Presse (AFP). It was founded in 1835 by a Parisian translator and advertising agent, Charles-Louis Havas as Agence Havas. Two of his employees, Paul Julius Reuter and Bernhard Wolff, later set up rival news agencies in London and Berlin respectively. In 1853, in Turin, Guglielmo Stefani founded the Agenzia Stefani, that became the most important agency in the Kingdom of Italy, and took international relevance with Manlio Morgagni.

In order to reduce overhead and develop the lucrative advertising side of the business, Havas's sons, who had succeeded him in 1852, signed agreements with Reuter and Wolff, giving each news agency an exclusive reporting zone in different parts of Europe.

News agencies can be corporations that sell news (e.g. Press Association, Thomson Reuters, AHN). Other agencies work cooperatively with large media companies, generating their news centrally and sharing local news stories the major news agencies may chose to pick up and redistribute (i.e. AP, Agence France-Presse (AFP), MYOP). Commercial newswire services charge businesses to distribute their news (e.g. Business Wire, the Hugin Group, Marketwire, PR Newswire, and ABN Newswire). Governments may also control news agencies: China (Xinhua), Canada, Russia (ITAR-TASS) and other countries also have government-funded news agencies which also use information from other agencies well.

The major news agencies generally prepare hard news stories and feature articles that can be used by other news organizations with little or no modification, and then sell them to other news organizations. They provide these articles in bulk electronically through wire services (originally they used telegraphy; today they frequently use the Internet). Corporations, individuals, analysts and intelligence agencies may also subscribe.

News sources collectively described as alternative media provide reporting which emphasizes a self-defined "non-corporate view" as a contrast to the points of view expressed in corporate media and government-generated news releases. Internet-based alternative news agencies form one component of these sources.

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3. Поясніть зміст цитати англійською мовою.

As a general rule, the most successful man in life is the man who has the best information.

Benjamin Disraeli, British politician and writer

ПРАКТИЧНА РОБОТА № 5

1. Складіть анотацію до тексту українською мовою.

A new language is a new world

Proverb

It is a common knowledge that there are lots of languages in the world, and some of them fall into category of international languages or languages of wider communication group, such as English, French, German, Spanish, Arabic, and Italian. All these languages are the official languages of the UNO.

Geographically, English is the most widespread language on Earth and a official language in many countries, and the major one of five – Great Britain, the USA, Canada, Australia and New Zealand.

English is now considered to be the world language of science, technology, and education. The knowledge of English allows professionals and researches to get access to the latest information in their fields and to effectively communicate with their colleagues throughout the world.

English is the lingua franca in computing and on the Internet, and the computing vocabulary of many languages is borrowed from English.

In many languages, Greek and Latin roots constitute an important part of the scientific vocabulary. This is especially true for the terms referring to fields of science. For example, the equivalent words for *mathematics*, *physics*, *chemistry*, *geology*, and *genealogy* are roughly the same in many languages. As for computer science, numerous words in many languages are from American English, and the vocabulary can evolve very quickly. An exception to this trend is the word referring to computer science itself, which in many European languages is roughly the same as the English informatics.

English is the predominant language on the World Wide Web — content and English-language users — has fueled the rise of the web as a means of communication, information exchange, dissemination and entertainment.

Generally speaking, English is the universal language on the Internet, but it has no official status, and it will never have. The reasons for the position of English are the imperialism and economical and political importance of English-speaking countries. Linguistically, English is extremely unsuitable for international communication. A national language carries with it the history of the nation. For instance, words and phrases have got, in addition to their dictionary meanings, connotations, colours and associations. This is an important cultural phenomenon which helps in keeping the nation a nation, but in international communication it is a burden. The actual wide use of English tends to polarize the world into Internet users and Internet illiterates.

The position of English can only be altered by major world-scale political and economical changes, such as increasing importance of the European Union or a coalition between Japan and China. Such powers might wish and be able to promote a

language other than English, possibly a constructed language, for international communication.

Alternatively, or in addition to this, the technology of machine translation may allow people to use their own language in international communication. Machine translation and constructed international languages are alternative but not mutually exclusive solutions to the problem of communication between people with different native languages. They can be combined in several ways.

2. Поставте 5 питань до тексту.

3. Поясніть зміст цитати англійською мовою.

Information is a source of learning. But unless it is organized, processed, and available to the right people in a format for decision making, it is a burden, not a benefit.

William Pollard, physicist and an Episcopal priest