

МИНИСТЕРСТВО ОБРАЗОВАНИЯ И НАУКИ РОССИЙСКОЙ ФЕДЕРАЦИИ

ФЕДЕРАЛЬНОЕ ГОСУДАРСТВЕННОЕ АВТОНОМНОЕ
ОБРАЗОВАТЕЛЬНОЕ УЧРЕЖДЕНИЕ
ВЫСШЕГО ОБРАЗОВАНИЯ
«САМАРСКИЙ НАЦИОНАЛЬНЫЙ ИССЛЕДОВАТЕЛЬСКИЙ
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(Самарский университет)

АНГЛИЙСКИЙ ЯЗЫК ДЛЯ СТУДЕНТОВ ИЗДАТЕЛЬСКОГО ДЕЛА

Рекомендовано редакционно-издательским советом федерального государственного автономного образовательного учреждения высшего образования «Самарский национальный исследовательский университет имени академика С.П. Королева» в качестве методических указаний

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Методические указания содержат аутентичный материал и комплекс упражнений, направленный на развитие разговорных навыков по пройденным темам.

Предназначены для подготовки студентов по данной специальности, призваны научить студентов определённой терминологии, навыкам перевода статей по специальности, а также реферированию текстов.

Разработано на кафедре иностранных языков.

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UNIT I

LETTERPRESS PRINTING

Pre-reading

Try to answer the questions before you read the text.

1. What methods of printing technology do you know?
2. What methods of printing are used nowadays?
3. What method of printing is the earliest one?

Reading

Read the text and find correct answers for the previous questions.

Look through the text and give definitions of:

- Relief printing
- Letterpress printing

Letterpress Printing

Letterpress printing is a technique of using a printing press, a process by which many copies are produced by repeated direct impression of an inked, raised surface against sheets or a continuous roll of paper. A worker composes and locks movable type into the "bed" or "chase" of a press, inks it, and presses paper against it to transfer the ink from the type which creates an impression on the paper.

In practice, letterpress also includes other forms of relief printing with printing presses, such as wood engravings, photo-etched zinc "cuts" (plates), and linoleum blocks, which can be used alongside metal type, or wood type, in a single operation, as well as stereotypes and electrotypes of type and blocks. With certain letterpress units it is also possible to join movable type with slugs cast using hot metal typesetting. In theory, anything that is "type high" or .918 inches can be printed using letterpress.

Letterpress printing was the normal form of printing text from its invention by Johannes Gutenberg in the mid-15th century until the 19th century and remained in wide use for books and other uses until the second half of the 20th century. Letterpress printing remained the primary way to print and distribute information until the twentieth century, when offset

printing was developed, which largely supplanted its role in printing books and newspapers. All forms of data collection were affected by the invention of letterpress printing, as were many careers such as teachers, preachers, physicians and surgeons and artist-engineers. More recently, letterpress printing has seen a revival in an artisanal form.

Post Reading

I. a) Find English equivalents to the following words and word combinations from the text:

- Рельефная печать
- Ручная форма
- Выпуклая поверхность
- Сбор данных
- Основной способ
- Распространять информацию
- Офсетная печать
- Деревянная гравировка
- Линогравюра
- Горячий набор
- Подвижный шрифт
- Литая строка

b) Reproduce the text in which they were used.

II. Match the terms and their definitions:

hot metal typesetting	is a chemical method for forming metal parts that exactly reproduce a model.
stereotype	is a <u>printmaking</u> and <u>letterpress printing</u> technique, in which the artist works the image or <i>matrix</i> of images into a block of wood.
ink	is a commonly used technique in which the <u>inked</u> image is transferred (or “offset”) from a plate to a rubber blanket, then to the printing surface.

electrotype	this method injects molten <u>type metal</u> into <u>amold</u> that has the shape of one or more <u>glyphs</u> .
wood engraving	is the system of <u>printing</u> and <u>typography</u> that uses movable <u>components</u> to reproduce the elements of a document (usually individual letters or punctuation).
offset printing	is a <u>liquid</u> or paste that contains <u>pigments</u> or <u>dyes</u> and is used to <u>color</u> a surface to produce an <u>image</u> , <u>text</u> , or <u>design</u> .
movable type	is a solid plate type metal taken from a surface of a forme of type used for printing instead of the <u>original</u> .

III. Complete the following sentences using the ideas from the text.

1. Letterpress also includes other forms of relief printing with printing presses, such as ...
2. Letterpress printing is a technique of using a printing press, a process by which ...
3. With certain letterpress units it is also possible to join movable type with slugs cast using ...
4. Letterpress printing was the normal form of printing text from its invention by Johannes Gutenberg in the mid-15th century until ...
5. All forms of data collection were affected by the invention of ...

IV. Say if the statements are true or false.

1. Letterpress printing is a technique of using a printing press, a process by which many copies are produced by single-shot direct impression of an inked, flat surface against sheets or a continuous roll of paper.
2. A worker composes and locks movable type into the "bed" or "chase" of a press, glue it, and presses paper against it.

3. Letterpress also includes other forms of relief printing with printing presses, such as metal engravings, photo-etched zinc "cuts" (plates), and plastic blocks.
4. Letterpress printing was the normal form of printing text from its invention by Johannes Gutenberg in the mid-13th century until the 15th century.
5. Letterpress printing remained the primary way to print and distribute information until the twenty-first century.

V. Answer the following questions according to the content of the text.

1. What is letterpress printing?
2. What are the steps of the letterpress printing process?
3. What forms of printing does letterpress include?
4. What can be printed using letterpress?
5. Who invented letterpress and when?
6. What type of printing supplanted letterpress?

Use of English

I. Match words with similar meanings.

1) technique	a) rebirth
2) impression	b) acquisition
3) operation	c) contrivance
4) invention	d) performance
5) collection	e) imprint
6) revival	f) technology

II. a) Match words with opposite meanings.

1) movable	a) irreceptive
2) direct	b) fixed
3) raised	c) indirect
4) smooth	d) concave
5) receptive	e) irregular

b) Read and translate the text, fill in the gaps with the appropriate adjectives from the previous table according to the content.

Letterpress printing is a term for printing text with ... type, in which the ... surface of the type is inked and then pressed against a ... substance to obtain an image in reverse. In addition to the ... impression of inked movable type onto paper or another ... surface, the term letterpress can also refer to the direct impression of inked media such as zinc "cuts" (plates) or linoleum blocks onto a receptive surface.

III. Use the prepositions below to complete the sentences in the text.

Mind, there is one extra preposition!

Into; of (3); at; to; by (3); on; for; in

The rise of 'craft' letterpress.

Fine letterpress work is crisper than offset litho because ... its impression ... the paper, giving greater visual definition ... the type and artwork. Today, many ... these letterpress shops survive ... printing fine editions ... books or ... printing upscale invitations and stationery, often using presses that require the press operator to feed paper one sheet ... a time ... hand. They are just as likely to use old printing methods as new, ... instance by printing photopolymer plates (used modern rotary letterpress) ... restored 19th century presses.

Translation

Translate the text for 30 minutes.

Text B

Revival and Rise of "craft" Letterpress

Letterpress started to become largely out-of-date in the 1980s because of the rise of computers and new self-publishing print and publishing methods. Many printing establishments went out of business from the 1980s to 1990's and sold their equipment after computers replaced letterpress's abilities more efficiently. These commercial print shops

discarded presses, making them affordable and available to artisans throughout the country. Popular presses are, in particular, Vandercook cylinder proof presses and Chandler & Price platen presses. In the UK there is particular affection for the Arab press, built by Josiah Wade in Halifax. Letterpress recently has had a rebirth in popularity because of the “allure of hand-set type” and the differences today between traditional letterpress and computerized printed text. Letterpress is unique and different from standard printing formats that we are currently used to. Letterpress commonly features a relief impression of the type, although this was considered bad printing in traditional letterpress. Letterpress's goal before the recent revival of letterpress was to not show any impression. The type touched the paper slightly to leave a transfer of ink, but did not leave an impression. An example of this former technique would be newspapers. Contemporary letterpress has a distinct goal of showing the impression of type, to distinctly note that it is letterpress. Since its revival letterpress is largely has been used for fine art and stationary as its traditional use for newspaper printing is no longer relevant for use.

UNIT II



Pre-reading

I. Answer the questions:

1. Who was lithography invented by?
2. What is it used for?

II. Brainstorm all possible terms related to the topic.

Lithography	nitric acid

Reading

Read the text and match the English words with their Russian counterparts.

A	B
1) compatible	a) скипидар
2) pid	b) прилипать, приставать
3) to adhere	c) лак
4) to reject	d) сходный, совместимый
5) turpentine	e) насыщать
6) varnish	f) отбрасывать, отбраковывать
7) to load	g) жирный

Text A

Lithography

A. Lithography was invented by a German author and actor Alois Senefelder in 1796 as a cheap method of publishing theatrical works. Lithography can be used to print text or artwork onto paper or other suitable material.

B. In the early days of lithography, a smooth piece of limestone was used. After the oil-based image was put on the surface, a solution of gum arabic in water was applied, the gum sticking only to the non-oily surface. During printing, water adhered to the gum arabic surfaces and avoided the oily parts, while the oily ink used for printing did the opposite.

C. Lithography is a method for printing on a smooth surface. It uses simple chemical processes to create an image. For instance, the positive part of an image is a hydrophobic chemical, while the negative image would be water-retaining (hydrophilic). Thus, when the plate is introduced to a compatible printing ink and water mixture, the ink will adhere to the positive image and the water will clean the negative image. This allows a flat print plate to be used, enabling much longer and more detailed print runs than the older physical methods of printing (e.g., intaglio printing, letterpress printing).

D. Lithography works because of the mutual repulsion of oil and water. The image is drawn on the surface of the print plate with a fat or oil-based medium (hydrophobic). A wide range of oil-based media is available, but the durability of the image on the stone depends on the lipid content of the material being used, and its ability to withstand water and

acid. After the drawing of the image, an aqueous solution of gum arabic, weakly acidified with nitric acid is applied to the stone. The function of this solution is to create a hydrophilic layer of calcium nitrate salt, and gum arabic on all non-image surfaces. The gum solution penetrates into the pores of the stone, completely surrounding the original image with a hydrophilic layer that will not accept the printing ink. Using lithographic turpentine, the printer then removes any excess of the greasy drawing material, but a hydrophobic molecular film of it remains tightly bonded to the surface of the stone, rejecting the gum arabic and water, but ready to accept the oily ink. When printing, the stone is kept wet with water. Naturally the water is attracted to the layer of gum and salt created by the acid wash. Printing ink based on drying oils such as linseed oil and varnish loaded with pigment is then rolled over the surface. The water repels the greasy ink but the hydrophobic areas left by the original drawing material accept it. When the hydrophobic image is loaded with ink, the stone and paper are run through a press that applies even pressure over the surface, transferring the ink to the paper and off the stone.

Post-reading

1. Say if the statements are true or false.

1. It was Alois Senfelder who invented lithography in 1799.
2. In the process of printing, water adhered to the gum arabic surfaces and avoided the oily parts, so did the oily ink.
3. When the plate is introduced to a compatible printing ink and water mixture, the ink will adhere to the positive image and the water will clean the negative image.
4. The durability of the image on the stone depends on the lipid content of the material being used, and its ability to accept water and acid.
5. The gum solution penetrates into the pores of the stone, completely surrounding the original image with a hydrophilic layer that will accept the printing ink.
6. Using lithographic turpentine, the printer then removes any excess of the greasy drawing material.

7. Lithography is used to print text or artwork onto paper or other suitable material.

II. a) Find English equivalents to the following words and word combinations.

- a) гуммиарабики водоотталкивающее вещество скипидар
тираж издания глубокая печать высокая печать
водный раствор водовмещающее вещество
- b) применять создавать притягивать отталкивать
прилипать перемещать

b) Reproduce the context where they are used.

III. a) The text has 4 parts. Think of a heading for each part and write it down in the proper box.

A	B	C	D
----------	----------	----------	----------

b) Now choose about 5-9 phrases that could cover main ideas of each part, write them down in your notebook.

c) Speak about the text, using your notes and the blocks above.

Use of English

I. a. Match the verbs and their definitions

A	B
1) adhere	a) take something away from a place
2) withstand	b) not to reject

3) apply	c) refuse to accept
4) accept	d) to stick to something
5) avoid	e) to use a particular method, process, etc
6) remove	f) keep out of the way of something
7) reject	g) offer resistance to something

b. Mark the stress in each word and practice saying the words aloud.

c. Complete the sentences using the correct form of the verbs above.

1. He tried to _____ answering my questions.
2. Did she _____ your reason of being late?
3. _____ you hat.
4. He was _____ for the army because of his bad eyesight.
5. This building has _____ the test of time.
6. We are going to _____ the new method in our research.
7. Ink can _____ to a clean and non-greasy surface.

II. Fill in the gaps using the words from the oval. Mind, there is one extra word!

Press
process
medium
featured
received
entire
reproduce
used
chemical

Since lithography is based on a chemical principle, Senefelder preferred to call the process _____ printing. From the invention of lithography on, the _____ life of Senefelder was devoted to the lithographic process. In 1817, he designed a _____ that _____ automatic

dampening and inking of the plate. He was well recognized by his contemporaries, _____ many prizes and medals, and died very comfortably as the Bavarian Royal Inspector of Lithography.

Lithography was a very easy _____ for the artist. He simply drew one picture on the stone which was then used to _____ many copies of the identical image on paper. That is why the _____ became popular throughout the world.

III. Use the prepositions below to complete the sentences in the text. Mind, there is one extra preposition!

<i>of(2), to, at, in, onto(2), by, from</i>

In another of Senefelder's experiments, he found an additional attribute of lithography: a drawing or writing done _____ special ink on special paper could be transferred _____ the paper to the lithographic stone where it became the printing image. This allowed the artist to draw the original *reading right* instead _____ backwards, which was necessary when drawing directly _____ the stone. The same process could be used to transfer an image printed by other printing processes _____ the stone. This allowed several identical images to be placed on the same stone, thus increasing productivity. It also helped increase the popularity _____ lithography as a copying process because previously printed images could be transferred _____ the stone to be reproduced.

Translation

Translate the text for 30 minutes.

Text B

Modern lithographic process

Many innovations and technical refinements have been made in printing processes and presses over the years, including the development of presses with multiple units (each containing one printing plate) that can

print multi-color images in one pass on both sides of the sheet, and presses that accommodate continuous rolls (webs) of paper, known as web presses. Another innovation was the continuous dampening system first introduced by Dahlgren instead of the old method which is still used on older presses (conventional dampening), which are rollers covered with molleton (cloth) that absorbs the water. This increased control of the water flow to the plate and allowed for better ink and water balance. Current dampening systems include a "delta effect or vario," which slows the roller in contact with the plate, thus creating a sweeping movement over the ink image to clean impurities known as "hickies".

The advent of desktop publishing made it possible for type and images to be modified easily on personal computers for eventual printing by desktop or commercial presses. The development of digital imagesetters enabled print shops to produce negatives for platemaking directly from digital input, skipping the intermediate step of photographing an actual page layout. The development of the digital platesetter during the late 20th century eliminated film negatives altogether by exposing printing plates directly from digital input, a process known as computer to plate printing.

NIT III



Pre-reading

I. Read the passage below and say:

a) what the term “flexography” means,

b) what flexography can be used for.

Flexography (often abbreviated to flexo) is a form of printing process which utilizes a flexible relief plate. It is essentially a modern version of letterpress which can be used for printing on almost any type of substrate, including plastic, metallic films, cellophane, and paper. It is widely used for printing on the non-porous substrates required for various types of food packaging (it is also well suited for printing large areas of solid colour).

II. Name 7 words related to the topic.

Reading

Scan the text and try to guess the meaning of the words in bold from the context.

Text A

Flexography

A. In 1890, the first such **patented** press was built in Liverpool, England by Bibby, Baron and Sons. The water-based ink smeared easily, leading the device to be known as "Bibby's Folly". In the

early 1900s, other European presses using rubber **printing plates** and aniline oil-based ink were developed. This led to the process being called "aniline printing". By the 1920s, most presses were made in Germany, where the process was called "gummidruck," or rubber printing. In modern-day Germany, they continue to call the process "gummidruck."

B. During the early part of the 20th century, the **technique** was used extensively in food packaging in the United States. However, in the 1940s, the Food and Drug Administration classified aniline dyes as unsuitable for food packaging. Printing sales plummeted. Individual firms tried using new names for the process, such as "Lustro Printing" and "Transglo Printing," but met with limited success. Even after the Food and Drug Administration approved the aniline process in 1949 using new, **safe inks**, sales continued to decline as some food manufacturers still refused to consider aniline printing. Worried about the image of the industry, packaging representatives decided the process needed to be renamed.

C. In 1951 Franklin Moss, then the president of the Mosstype Corporation, conducted a poll among the readers of his journal *The Mosstyper* to submit new names for the printing process. Over 200 names were submitted, and a subcommittee of the Packaging Institute's Printed Packaging Committee narrowed the selection to three possibilities: "permatone process", "rotopake process", and "flexographic process". Postal ballots from readers of *The Mosstyper* overwhelmingly chose the last of these, and "flexographic process" was chosen.

D. Originally, flexographic printing was rudimentary in quality. Labels requiring high quality have generally been printed using the **offset process** until recently. Since 1990, great advances have been made to the quality of flexographic printing presses, printing plates and printing inks.

E. The greatest advances in flexographic printing have been in the area of photopolymer printing plates, including improvements to the plate material and the method of plate creation. Digital direct to plate systems have been a good **improvement** in the industry recently. Companies like Asahi Photoproducts, AV Flexologic, Dupont,

MacDermid, Kodak and Esko have pioneered the latest technologies, with advances in fast washout and the latest screening technology. Laser-etched ceramic anilox rolls also play a part in the improvement of print quality. **Full-color picture printing** is now possible, and some of the finer presses available today, in combination with a skilled operator, allow quality that **rivals** the lithographic process. One ongoing improvement has been the increasing ability to reproduce highlight tonal values, thereby providing a workaround for the very high dot gain associated with flexographic printing.

Post-reading

I. Match parts of sentences in columns A and B.

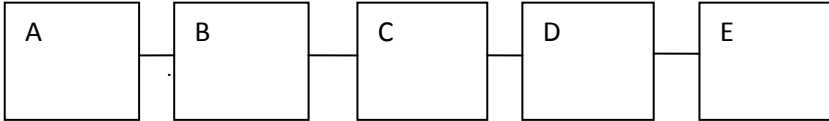
A	B
1. The device was known as "Bibby's Folly",	a) packaging representatives decided the process needed to be renamed.
2. The development of aniline oil-based ink led to	b) the word "flexographic" as the new name for the process.
3. To increase printing sales	c) improvements to the plate material and the method of plate creation.
4. Most readers of "The Mosstype" chose	d) resulted in the quality that rivals the lithographic process.
5. Advances in the area of photopolymer printing plates included	e) for the water-based ink smeared easily.
6. Use of some finer presses existing today and work of a skilled operator	f) the process being called aniline printing.

II. Fill in the table, using information from the text.

Year(s)	Event
1890	
the early 1900s	
1920s	
1940s	

1949	
1951	
1990	

III. a) The text contains 5 parts. Think of a heading for each part and write it down in the proper box.



b. Now choose about 5-9 phrases that could cover main ideas of each part, write them down in your notebook.

c. Speak about the text, using your notes, the blocks and the table above.

Use of English

I. Match English and Russian equivalents.

roll screening relief plate aniline printing photopolymer
 printing plate washout tonal value dot gain offset process
 full-colour picture printing

растрирование фотополимерная печатная форма градиент
 контраста **СМЫВАНИЕ** **АНИЛОВАЯ ПЕЧАТЬ** увеличение
 размера растровой точки валик процесс офсетной печати
 форма высокой печати многокрасочное печатание

II. a. Find the right preposition for each verb. Mind, there may be more than one combination.

b. Explain their meaning.

c. Quote the sentences from the text to illustrate their use.

d. For the rest of the combinations give your own examples.

meet	out
worry	to
lead	for
narrow	about
play	down
part	off
provide	on
submit	in
submit	with

III. Rearrange the words to get a meaningful sentence. Mind, the first word is the beginning of the sentence!

1. Flexography / to/ materials/ major/ the/ used/ packaging / print/ is/process.

2. In/ press/ flexo/ is/ from/ a/ fed/ typical/ the/ printing/ sequence/the / substrate/ into/ the/ roll.

3. Finishing/ operations/ such/ include/ cutting/ as/ folding/ may/ and/ coating/ binding.

4. Some/ roller/ a/ use/ roller/ third/ as/ fountain/ a/ presses.

5. Flexographic / to/ gravure/ inks/ similar/ printing/ very/ are/ inks/ packaging.

Translation

Translate the text for 15 minutes.

Text B

Flexographic printing inks

The nature and demands of the printing process and the application of the printed product determine the fundamental properties required of flexographic inks. Measuring the physical properties of inks and understanding how these are affected by the choice of ingredients is a large part of ink technology. Formulation of inks requires a detailed knowledge of the physical and chemical properties of the raw materials composing the

inks, and how these ingredients affect or react with each other as well as with the environment. Flexographic printing inks are primarily formulated to remain compatible with the wide variety of substrates used in the process. Each formulation component individually fulfills a special function and the proportion and composition will vary according to the substrate.

There are five types of inks that can be used in flexography: solvent-based inks, water-based inks, electron beam (EB) curing inks, ultraviolet (UV) curing inks and two-part chemically-curing inks (usually based on polyurethane isocyanate reactions), although these are uncommon at the moment. Water based flexo inks with particle sizes below 5 μm may cause problems when deinking recycled paper.

UNIT IV

Pre-reading

I. Have a look at the picture below and answer the questions.

1. Who are the people in the photo?
2. Where are they?
3. What are they doing?



II. Read the passage below and say what items are going to be discussed in this unit. To prove your answer refer to the text.

During much of the letterpress era, movable type was composed by hand for each page. Cast metal sorts were composed into words, then lines, then paragraphs, then pages of text and tightly bound together to make up a form, with all letter faces exactly the same “height to paper”, creating an even surface of type. The form was placed in a press, inked, and an impression made on paper.

In order to extend the working life of type, and to account for the finite sorts in a case of type, copies of forms were cast when anticipating subsequent printings of a text, freeing the costly type for other work.

Advances such as the typewriter and computer would push the state of the art even farther ahead. Still, hand composition and letterpress printing have not fallen completely out of use, and since the introduction

of digital typesetting, it has seen a revival as an artisanal pursuit. However, it is a very small niche within the larger typesetting market.

Reading

I. Quickly look through the text and explain in your own words what is:

- ❖ typesetting
- ❖ hot metal typesetting
- ❖ cold metal typesetting

II. While reading the text, write out the words and word combinations you don't know. Try to guess their meaning from the context.

Text A

* * *

Typesetting is the composition of text by means of arranging physical types or the digital equivalents. Stored letters and other symbols (called sorts in mechanical systems and glyphs in digital systems) are retrieved and ordered according to a language's orthography for visual display. Typesetting requires the prior process of designing a font (also called a typeface).

Typesetting changed drastically during the last 40 years of the twentieth century. For hundreds of years, type was set with metal printing elements, which was called "hot type" because molten lead was used to manufacture individual letters, which were then set into complete words, sentences, and paragraphs. At first, the molten lead letters were set by hand, one letter or space at a time. The letters were mirror images of actual letters so that, when printed, they would be read correctly. The set type was locked into a frame and ink applied to it, and the paper was printed directly from the type.

In 1886, Ottmar Mergenthaler invented a typesetting machine, which became known as a Linotype machine. This was also a hot type method, but it sped up typesetting considerably. Typesetting machines became faster and more sophisticated over the next 80 to 90 years, but

operated on the same principle as the press Johann Gutenberg used in the 1400s when he invented movable type.

Unlike hot type, which is three-dimensional, "cold type" is two-dimensional. Cold type is generally regarded as any of a variety of methods in which photographic principles are used to create an image on specially treated paper. It came into widespread use in the 1970s. As a typesetter keyed in the letters, the machine made photographic images of them and reproduced those images on photosensitive paper or film. The images were arranged on a layout sheet and the printer photographed it to make a film negative from which a printing plate was then made.

Cold type has undergone several generations of change in both data storage and output. They all begin with keying in the text on a keyboard like that of a typewriter. That data input may be done by a typesetter, but it is generally done by authors as they compose with word processors.

The first phototypesetting equipment stored the text on paper tape. The tape was punched using a special keyboard, and this specially-punched encoded tape drove the typesetting equipment, sending instructions about typeface, size, and appearance of the set type.

The next development in phototypesetting brought equipment with powerful software, photo fonts, and magnetic data storage. This was actually the first true phototypesetting machinery, and in the 1990s, was still in use in many typesetting operations.

Cold type's next generation created characters from digital information instead of a photo negative. Output was produced on photosensitive paper or film. This equipment became the standard in the 1980s. Subsequent generations of equipment employed various laser technologies for output. This is not considered "phototypesetting," however, since it does not employ photographic technology. Output is placed on regular paper rather than photosensitive paper.

The application of electronics and computers moved the industry to digitized imaging, in which material is printed directly from the computer to paper or a printing plate. More typesetting companies offered

extensive preprinting services, including digital color scanning with electronic dot generation, electronic color page composition, electronic page layout, and off-press color proofing. Although many typesetting shops were still using traditional phototypesetting equipment in the early 1990s, digital typesetting was destined to render such methodologies obsolete.

Post-reading

I. Choose a suitable title for the text from the list below. If neither of them suits you, give your own. Explain your choice.

1. Typesetting background
2. Hot metal typesetting versus cold metal typesetting
3. Typesetting
4. Manual typesetting

II. Answer the following questions.

1. What is typesetting?
2. Why did “hot typesetting” get such a name?
3. What invention led to speeding up typesetting?
4. What kind of typesetting method got its name as “cold type”?
5. What kind of changes has “cold type” undergone?
6. What equipment was the standard in 1980-s?
7. How did the use of electronic influence the development of typesetting?

III. a) Find the English equivalents of the following word combinations.

визуальное отображение, специально обработанная бумага, макет страницы, печатная форма, вывод данных, бумажная лента, сет шрифта, светочувствительная бумага, набор текста/верстка, цифровая обработка изображений, пробный многокрасочный оттиск

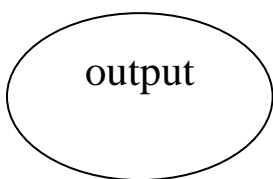
b) Reproduce the context.

Use of English

I. Fill in the table below. Write down synonyms for the words in column **B** that are used in the text (if there are any). Think about your own examples for column **C** and their Russian equivalents for column **D**.

A	B	C	D
1) drastically			
2) apply			
3) invent			
4) font			
5) actually			
6) produce			

II. a. Form word combinations from the word in the oval and the nouns in the table.



phototype-setter
profile
data
book
film
tape

b. Give their Russian equivalents.

c. Make up 3-5 sentences with them.

III. a. Fill in the gaps with a suitable form of derivatives of the words given in brackets. Use the table below as the reference material.

Suffixes used for **verbs**: -ize/ise.

Suffixes used for **nouns**: -er/or, -ness, -ist, -ship, -ing, -sion/tion, -ance/ence, -ment, -ity.

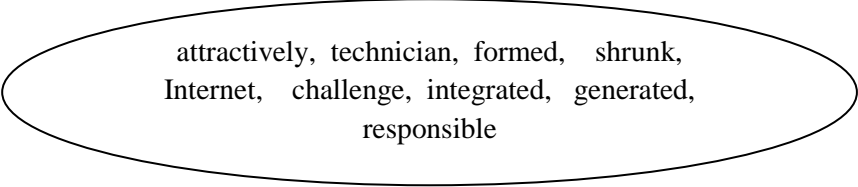
Suffixes used for **adjectives**: -y, -ic, -l, -al, -ly, -ian/an,-ing, -ous, --ible/able, -less, -ive.

Suffixes used for **adverbs**: -ly.

The role of typesetting expanded to include some layout or "paste-up" work as well. Desktop _____ (publish) systems offered this capability, and its use in commercial typesetting grew. Prior to this, typeset copy was passed on to an artist who arranged the _____ (vary) graphic and _____ (text) components on the page and then pasted them onto a layout sheet. This changed, allowing components to be arranged on the computer screen and _____ (correct) made before anything was printed out on paper or film. Even photographs or illustrations could be inserted on screen by use of digital _____ (scan). Once the layout was complete, it could be transmitted for _____ (reproduce) onto paper, film, or even _____ (direct) onto a plate for printing.

b) *Define the main idea of the text in 2 sentences.*

IV. Insert the words from the oval. Mind, there is one extra word!



attractively, technician, formed, shrunk,
Internet, challenge, integrated, generated,
responsible

Before the 1980s, most typesetting for publishers and advertisers was performed by typesetting companies. These companies _____ a large part of the graphic arts industry. However, this industry segment had _____ by the early 2000s. Publishers more often _____ their typesetting with graphic design on their own computers. Typesetters were replaced by people who could do more than just type. According to an article in *Quick Printing*, more than 50 percent of work sent to typesetters in 2005 was customer-created. In other words, a customer typed the document on his or her own computer and sent it in as an electronic file.

In these cases, the _____ for the typesetter was not to typeset the material, but rather to format the text _____ and prepare it for print. Often these workers were also _____ for formatting a document for placement on a CD or on the _____, a task that required knowledge of

special codes and SGML or XML tagging. The need for this kind of "typesetting _____" continued to grow with the introduction of newer technology and tools.

Translation

Translate the text for 20 minutes.

Text B

Research and Technology

Digitized typesetting opened a world of possibilities for interface technology with the ability of two computers to communicate with one another. Data may be transferred through direct or remote interfacing. Direct interface includes a cable connection with other computers, optical character recognition by means of scanners, media conversion (conversion of word processing program on disk to typesetting software), or reading magnetic or paper tape. Remote interfacing refers to telecommunication through a modem.

Interfacing, regardless of the method, however, requires appropriate software for conversion from word processing to typesetting equipment. Not all word processing programs and typesetting equipment are compatible, requiring client and typesetter to coordinate their work in advance of transmission. Typesetters do not ordinarily have the capability to convert all of the hundreds of word processing programs to their typesetting programs. However, a third-party service bureau can handle most conversions. Such varied technological advances allowed publishers to transmit manuscripts to keyboarders or typesetters in other countries with lower wages, thereby cutting publishing costs.

UNIT V

Text Typography

Pre-reading

- I. Answer the questions.
 - a. What components does the process of publishing consist of?
 - b. What do publishers do to involve readers' interest?
- II. Brainstorm all possible ideas related to the topic "Preparing for printing".

Reading

- I. Skim the text and try to explain the meaning of marked words from the content of the text.
- II. While reading the text define which paragraph A, B, C, D, E, F tells you about the following:
 1. Contemporary newspaper and magazine texts requirements.
 2. The strategy of text composition in typography.
 3. The main aspects of type arrangement.
 4. Typefaces choice criteria.
 5. Typography performers.
 6. Set of studies that modulates typography.

Text A

Typography

A. Typography is the art and technique of arranging type to make written language readable and appealing. The arrangement of type involves selecting typefaces, point size, line length, line-spacing (leading), letter-spacing (tracking). Type design is a closely related craft, sometimes considered part of typography.

B. Typography is performed by typesetters, compositors, typographers, graphic designers, art directors, manga artists, comic book artists, graffiti artists, clerical workers, and everyone else who arranges

type for a product. Until the Digital Age, typography was a specialized occupation. Digitization opened up typography to new generations of visual designers and lay users, and David Jury, Head of Graphic Design at Colchester Institute in England, states that "typography is now something everybody does".

C. 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 of typeset material, with a minimum of distractions and anomalies, is aimed at producing clarity and transparency.

D. Choice of typeface(s) is the primary aspect of text typography—prose fiction, non-fiction, editorial, educational, religious, scientific, spiritual and commercial writing all have differing characteristics and requirements of appropriate typefaces and fonts. 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.

E. Contemporary books are more likely to be set with state-of-the-art seriffed texts with design values echoing present-day design arts, which are closely based on traditional models. With their more specialized requirements, newspapers and magazines rely on compact, tightly fitted seriffed text fonts 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.

F. Typography is modulated by orthography and linguistics, word structures, word frequencies, morphology, phonetic constructs and linguistic syntax. Typography is also 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.

Post Reading

I. a. Find English equivalents to the following words and word combinations from the text:

- график;
- художественный редактор;
- художник чёрно-белых эскизов;
- формат строки; ширина колонки;
- междустрочный пробел;
- пробел между буквами;
- тип шрифта;
- наборщик;
- наборный автомат;
- вызывающий интерес;
- типографический шрифт;
- точечный размер; кегль в пунктах;
- последнее слова техники;
- шрифт с дополнительными графическими элементами;
- рубленный шрифт.

b. Reproduce the context in which they were used.

II. Complete the following sentences using the ideas from the text.

1. Typography is the art and technique of
2. Typography is performed by
3. Digitization opened up typography to
4. Text is *composed* to create
5. The primary aspect of text typography is
6. Newspapers and magazines rely on compact, tightly fitted seriffed text fonts specially designed for the task, which
7. Typography is modulated by

- III. Say if the statement is true or false. Correct the false one.
1. Typography is the art and technique of arranging type to make pictures appealing.
 2. The arrangement of type involves selecting typefaces only.
 3. Until the 20th century, typography was a specialized occupation.
 4. Proper location of typeset material, with a minimum of distractions and anomalies, is aimed at producing clarity and transparency.
 5. Choice of letter spacing is the primary aspect of text typography.
 6. Newspapers and magazines rely on compact, tightly fitted sans seriffed text fonts specially designed for the task.
 7. Serif text fonts are often used for introductory paragraphs, incidental text and whole short articles.
- IV. Answer the following question according to the content of the text.
1. What is typography?
 2. Who is typography performed by?
 3. What opened up typography to new generations of visual designers?
 4. What is text composed to in traditional typography?
 5. What is the primary aspect of text typography?
 6. What are seriffed text fronts designed for?
 7. What text front types are in fashion nowadays?

Use of English

- I. a. Match the following words to make meaningful collocations. Translate the word combinations into Russian.

1) specialized	a) whole
2) new	b) books
3) satisfying	c) requirements
4) primary	d) texts
5) contemporary	e) paragraph
6) state-of-the-art	f) convention
7) specialized	g) occupation
8) introductory	h) fashion
9) current	i) generation
10) cultural	j) aspect

b. Make up sentences with these collocations.

II. a. Make up adjectives or nouns from the following words with the help of special suffixes –able,-ous, -al, -tion

1) distinguish	
2) unambiguity	
3) text	
4) inform	
5) present	
6) pose	

b. Fill in the gaps with appropriate derivatives from the previous table according to the content of the text.

Principles of the craft

Legibility is primarily the concern of the typeface designer, to ensure that each individual character is a) ... and b) ... from all other characters in the font. Legibility is also in part the concern of the typographer to select a typeface with appropriate clarity of design for the intended use at the intended size. An example of a well-known design, Brush Script, contains a number of illegible letters, since many of the characters can be easily misread especially if seen out of c)...context.

Readability is primarily the concern of the typographer or d)... designer. It is the intended result of the complete process of presentation of textual material in order to communicate meaning as unambiguously as possible. A reader should be assisted in navigating around the e)... with

ease, by optimal inter-letter, inter-word and particularly inter-line spacing, coupled with appropriate line length and f)... on the page, careful editorial "chunking" and choice of the text architecture of titles, folios, and reference links.

- III. Use the prepositions below to complete the sentences in the text.

Mind, there is one extra preposition!

By; for; of; with (2); from; to (2); in

The design 1... typography has developed alongside the development of typesetting systems. Although typography has evolved significantly 2... its origins, it is a largely conservative art that tends to cleave closely 3... tradition. This is because legibility is paramount, and so the types that are the most readable are often retained. 4... addition, the evolution of typography is inextricably intertwined 5... lettering 6... hand and related art forms, especially formal styles, which thrived 7... centuries preceding typography, and so the evolution of typography must be discussed 8... reference 9... this relationship.

- IV. Rearrange the words to make a meaningful sentence according to the principles of word order in an English sentence. Translate the sentences.



1. Both mechanical and manual / is very broad / in contemporary use / the practice and study of typography / covering all aspects of letter design and application.

2. Has spread / since digitization / to a wider range of applications / typography / appearing on web pages, LCD mobile phone screens, and hand-held video games.
- V. Rearrange the order of the sentences to produce a logical text.
Translate the text.
1. For example: "woman, without her man, is nothing" (emphasizing the importance of men), and "woman: without her, man is nothing" (emphasizing the importance of women) have very different meanings; as do "eats shoots and leaves" (which means the subject consumes plant growths) and "eats, shoots, and leaves" (which means the subject eats first, then fires a weapon, and then leaves the scene).
 2. Tachygraphic language forms, such as those used in online chat and text messages, may have wildly different rules.
 3. In written English, punctuation is vital to disambiguate the meaning of sentences.
 4. Certain aspects of punctuation are stylistic and are thus the author's (or editor's) choice.
 5. The rules of punctuation vary with language, location, register and time and are constantly evolving.
 6. The sharp differences in meaning are produced by the simple differences in punctuation within the example pairs, especially the latter.
 7. Punctuation is "the use of spacing, conventional signs, and certain typographical devices as aids to the understanding and correct reading, both silently and aloud, of handwritten and printed texts."

Translation

Translate the text for 10 minutes.

Text B
Advertising

Typography has long been a vital part of promotional material and advertising. Designers often use typography to set a theme and mood in an advertisement; for example using bold, large text to convey a particular message to the reader. Type is often used to draw attention to a particular advertisement, combined with efficient use of color, shapes and images. Today, typography in advertising often reflects a company's brand. Fonts used in advertisements convey different messages to the reader, classical fonts are for a strong personality, while more modern fonts are for a cleaner, neutral look. Bold fonts are used for making statements and attracting attention. In communicating a message, a balance has to be achieved between the visual and the verbal aspects in design. Digital technology in the 20th and 21st centuries has enabled the creation of typefaces for advertising that are more experimental than traditional typefaces.

UNIT VI

Editing

Pre-Reading

- I. Have you ever met the term “Editing”? Can you suggest a definition? What sphere of application do you think it may concern?
- II. Brainstorm all possible terms related to the topic.

Editing

Reading

Editing

Editing is the process of selecting and preparing written , **visual**, **audible** and film media used to convey information. The editing process can involve correction, condensation, organization, and many other modifications performed with an intention of producing a **correct**, consistent, **accurate** and **complete** work.

The editing process often begins with the author's idea for the work itself, continuing as a collaboration between the author and the editor as the work is created. As such, editing can involve **creative** skills, human relations and a **precise** set of methods.

There are various editorial positions in publishing. Typically, one finds editorial assistants reporting to the senior-level editorial staff and directors who report to senior executive editors. Senior executive editors

are responsible for developing a product for its final release. The smaller the publication, the more these roles overlap.

The top editor at many publications may be known as the chief editor, executive editor, or simply the editor. A frequent and **highly regarded** contributor to a magazine may acquire the title of editor-at-large or contributing editor. Mid-level newspaper editors often manage or help to manage sections, such as business, sports and features. In U.S. newspapers, the level below the top editor is usually the managing editor.

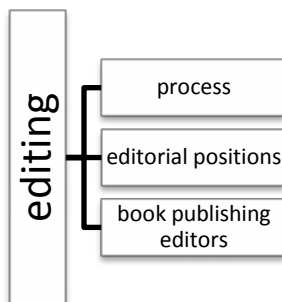
In the book publishing industry, editors may organize anthologies and other compilations, produce definitive editions of a classic author's works (scholarly editor), and organize and manage contributions to a multi-author book. Obtaining manuscripts or recruiting authors is the role of an *Acquisitions Editor* or a commissioning editor in a publishing house. Finding **marketable** ideas and presenting them to appropriate authors are the responsibilities of a sponsoring editor.

Copy editors correct spelling, grammar and align writings to house style. Changes to the publishing industry since the 1980s have resulted in nearly all copy editing of book manuscripts being outsourced to freelance copy editors.

At newspapers and wire services, copy editors write headlines and work on more **substantive** issues, such as ensuring accuracy, fairness, and taste. In some positions, they design pages and select news stories for inclusion. At U.K. and Australian newspapers, the term is sub-editor. They may choose the layout of the publication and communicate with the printer. These editors may have the title of layout or design editor or (more so in the past) makeup editor.

Post Reading

- I. a) Divide the text into logical parts and give the title for each one.
b) Fill in the diagram according to the content of the text.



II. a. Match English terms and their Russian equivalents.

1) chief editor	a) автор статей
2) executive editor	b) колумнист
3) contributor	c) ведущий (ответственный) редактор
4) editor-at-large	d) редактор, заказывающий автору книгу
5) contributing editor	e) рецензент издательства
6) managing editor	f) исполнительный редактор
7) commissioning editor	g) выпускающий редактор
8) sponsoring editor	h) редактор проекта
9) copy editor	i) пишущий редактор
10) design editor	j) главный редактор

b. Explain work responsibilities of each editor from the previous table.

III. a. Match the verbs with their explanations.

1) convey	a) obtain smth
2) involve	b) organize and control
3) manage	c) to communicate ideas or feelings indirectly
4) align	d) to include smth as a necessary part of an activity, event or situation
5) acquire	e) to organize activities or systems so that they fit or match well together

- b. Find the verbs from the previous table in the text and reproduce the context .

IV. Complete the following sentences using the ideas from the text.

1. Editing is the process of selecting and preparing ...
2. The editing process often begins with ...
3. Senior executive editors are responsible for ...
4. Mid-level newspaper editors often manage or ...
5. Obtaining manuscripts or recruiting authors is the role of ...
6. Changes to the publishing industry since the 1980s have resulted in ...
7. Copy editors design pages and select ...

V. Answer the questions according to the content of the text.

1. What is editing?
2. What can the editing process involve?
3. What is needed for creative editing?
4. What editorial positions are there in publishing?
5. May a highly-regarded contributor to a magazine acquire the title of editor-at-large?
6. What do editors do in book publishing?
7. Who has copy editing of book manuscripts been done since the 1980s?
8. What do copy editors at newspaper and wire services work on?

Use of English

- I. a) Find synonyms for these adjectives. Among the words in bold in the text.

1. Reputable
2. Ingenious
3. Phonic
4. Informative
5. Finished
6. True

7. Optical
 8. Exact
 9. Commercially successful
 10. Right
 - b) Make up sentences with the adjectives from part
- II. Fill in the gaps with appropriate prepositions from the table. Mind! There is one extra preposition!

<i>To; with(2); among; in(2); for</i>

Textual scholarship (or textual studies) is an umbrella term 1... disciplines that deal 2... describing, transcribing, editing or annotating texts and physical documents. Textual research is mainly historically oriented. Textual scholars study, 3... instance, how writing practices and printing technology has developed, how a certain writer has written and revised his or her texts, how literary documents have been edited, the history of reading culture, as well as censorship and the authenticity of texts. The subjects, methods and theoretical backgrounds of textual research vary widely, but what they have 4... common is an interest 5... the genesis and derivation of texts and textual variation in these practices.

The historical roots of textual scholarship date back 6... the 3rd century BCE, when the scholarly activities of copying, comparing, describing and archiving texts became professionalized in the Library of Alexandria.

- III. Fill in the gaps using the words from the table. Mind! There is one extra word!

<i>Precise; submitted; professional; acceptance; author; draft; to distinguish; a publisher</i>

An **authors' editor** is a language 1... who works "with authors to make 2... texts fit for purpose". He or she edits manuscripts that have been drafted by the author but have not yet been 3... to a publisher for publication. This type of editing is called *author editing*, 4... it from other

types of editing done for publishers on documents already accepted for publication: an authors' editor works "with (and, commonly, for) an author rather than for 5...". A term sometimes used synonymously with authors' editor is "manuscript editor" which, however, is less 6... as it also refers to editors employed by scholarly journals to edit manuscripts after 7... .

IV. Fill in the gaps with the suitable derivative of the word given in brackets. Translate the text.

Technical editing involves (to review) text written on a technical topic, (to identify) usage errors and (to ensure) adherence to a style guide.

Technical editing may include the (to correct) of grammatical mistakes, misspellings, mistyping, incorrect punctuation, inconsistencies in usage, poorly structured sentences, wrong (science) terms, wrong units and dimensions, inconsistency in significant figures, technical ambivalence, technical disambiguation, statements conflicting with general scientific knowledge, (to correct) of synopsis, content, index, headings and subheadings, correcting data and chart (to present) in a research paper or report, and correcting errors in citations.

Translation

Translate the text for 30 minutes.

Text B

Author editing and author' writing skills

The authors' editor is an optional figure in the publishing process. Authors are more likely to hire an authors' editor when they are not fluent in the language in which they wish to publish: this is particularly the case for non-anglophone academics and scientists who publish their research in English for international communication. Another reason for working with an authors' editor regards the author's writing skills, as some scientists and clinicians may face difficulties composing an adequate text in a reasonable amount of time despite being excellent researchers.

Skilled writers will not need to hire such an editor, instead finding sufficient the feedback of colleagues (prior to submitting a manuscript) and peer reviewers (after submission). Nonetheless, even skilled writers may benefit from author editing, especially when they are short of time and have ambitious publishing goals. In fact, since these editors can save researchers time, help them improve their writing, and maximize their chances of publication success, when a regular collaboration is established, authors' editors can become trusted allies of research teams.

Less skilled writers who are aware that editing will improve their manuscripts (or have been told to seek editing by a journal or publisher) also may not go to an authors' editor, but instead may use one of the many specialized editing firms (for convenience, greater availability, possibly lower costs). However, these firms, for their global nature, do not always permit the establishment of the collaborative relationship between editor and author-clients which is necessary for true author editing. Finally, novice writers may not realize how they can benefit by presubmission author editing; by submitting unedited manuscripts, they may find themselves in a situation of multiple rejections.

Учебное издание

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