

МІЖРЕГІОНАЛЬНА
АКАДЕМІЯ УПРАВЛІННЯ ПЕРСОНАЛОМ



МАУП



**МЕТОДИЧНІ МАТЕРІАЛИ
ЩОДО ЗАБЕЗПЕЧЕННЯ САМОСТІЙНОЇ
РОБОТИ СТУДЕНТІВ
з дисципліни
“ЛІНГВОКРАЇНОЗНАВСТВО ПЕРШОЇ
ІНОЗЕМНОЇ МОВИ”
(для бакалаврів, IV курс)**

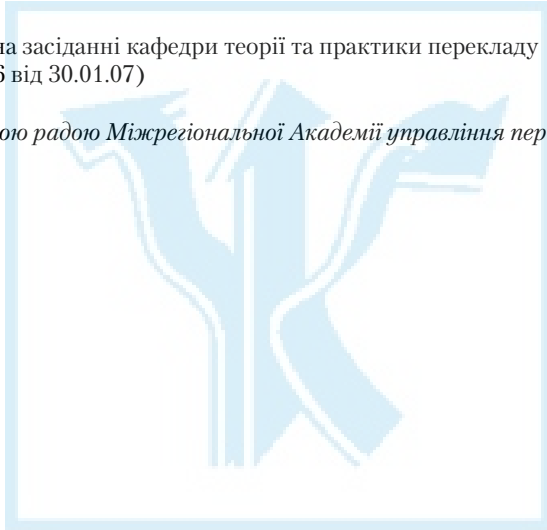
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Підготовлено доцентом кафедри теорії та практики перекладу
О. В. Харченком

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Схвалено Вченою радою Міжрегіональної Академії управління персоналом



Харченко О. В. Методичні матеріали щодо забезпечення самостійної роботи студентів з дисципліни “Лінгвокраїнознавство першої іноземної мови” (для бакалаврів, IV курс) – К.: МАУП, 2007. – 34 с.

Методичні матеріали містять пояснювальну записку, методичні матеріали для аудиторної та позааудиторної самостійної роботи, рекомендовані теми для доповідей і рефератів, а також список літератури.

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ПОЯСНЮВАЛЬНА ЗАПИСКА

Сучасна реформа вищої освіти — це насамперед перехід від парадигми навчання до парадигми освіти та самоосвіти, що передбачає орієнтацію на активні методи опанування знань, розвиток творчих здібностей студентів, перехід від поточного до індивідуалізованого навчання з урахуванням потреб і можливостей кожного студента. Тому крім лекційних і практичних занять важливою формою навчального процесу є самостійна робота студентів.

Мета самостійної роботи студентів з дисципліни “Лінгвокраїнознавство” — поглибити знання лінгвокраїнознавчого характеру (зокрема, з мовленнєвої ситуації, різних аспектів сучасного життя, історії та культури країн США, Великобританії та їх регіонів), а також закріпити знання, отримані на лекціях.

Основні завдання самостійної роботи:

- підвищення ефективності навчання за рахунок додаткової системи вправ;
- забезпечення фонових знань, необхідних перекладачеві для роботи з текстами лінгвокраїнознавчого характеру;
- розвиток власне перекладацьких навичок і вмінь.

Організація позааудиторної самостійної роботи студентів полягає у необхідності більш широкого огляду тематики курсу з використанням основної та додаткової літератури, аналітичного осмислення теоретичного матеріалу, формуванні узагальнюючих висновків.

Оскільки самостійна робота повинна сприяти розвитку творчого потенціалу студента та реалізації професійних навичок, завдання мають як індивідуальний, так і груповий характер. Передбачено такі форми самостійної роботи, як виконання додаткових завдань і тестів для закріплення у студентів певного обсягу лінгвокраїнознавчих термінів, топонімів і регіональних паремій; аналітичний огляд науково-популярних публікацій; підготовка доповіді з певної теми лінгвокраїнознавства; переклад додаткових текстів лінгвокраїнознавчого характеру.

Основна мета викладача — навчити майбутніх спеціалістів з перекладознавства працювати професійно, самостійно, швидко і якісно удосконалювати свою кваліфікацію. Таким є соціальне замовлення суспільства системі освіти сьогодні. Воно продиктоване не тільки повсякденними потребами в постійному підвищенні якості підготовки спеціаліста, а й глобальнішим соціальним завданням — привести

стан освіти у відповідність із новими цілями удосконалення суспільства, всебічним розвитком особистості.

Методичні матеріали розраховані на 20 годин практичних занять (аудиторної самостійної роботи) та 22 години самостійної роботи (позааудиторної самостійної роботи) студентів-перекладачів.

МЕТОДИЧНІ МАТЕРІАЛИ ДЛЯ АУДИТОРНОЇ САМОСТІЙНОЇ РОБОТИ

Система вправ сприятиме формуванню у студента: 1) відповідних фонових лінгвокраїнознавчих знань; 2) термінологічних еквівалентів з лінгвокраїнознавчої проблематики; 3) здатності виконувати перекладацькі дії на автоматизмі; 4) відповідних знань щодо перекладу безеквівалентної, національно специфічної лексики.

1. Вправи та хрестоматійні тексти для аудиторної самостійної роботи з дисципліни.

Вправа 1. Перекладіть текст лінгвокраїнознавчого характеру про видатного політика Великобританії.

Tony Blair

Anthony Charles Lynton Blair (born 6 May 1953)[1] is the Prime Minister of the United Kingdom, First Lord of the Treasury, Minister for the Civil Service, Leader of the Labour Party, and Member of Parliament for the constituency of Sedgefield in North East England. As a member of the British Cabinet he is also a Privy Counsellor. As First Lord of the Treasury, his official residence is 10 Downing Street in London.

Blair became leader of the British Labour Party in July 1994 following the sudden death of his predecessor, John Smith. Under Blair's leadership, the party won a landslide victory in the 1997 general election, ending 18 years of government by the Conservative Party. Blair is the Labour Party's longest-serving prime minister, the only person to have led the party to three consecutive general election victories, and the only Labour prime minister to serve more than one full consecutive term.

Together with Gordon Brown and Peter Mandelson, Blair is both credited with and criticised for moving the Labour Party towards the centre of British politics, using the term "New Labour" to distinguish his pro-market policies from the more collectivist policies which the party had espoused in the past. In his statements for the public record Blair has

sought to brand his political philosophy as “modern social democracy” and “the third way”.

In domestic government policy, Blair has significantly increased public spending on health and education while also introducing controversial market-based reforms in these areas. Blair’s tenure has also seen the introduction of a minimum wage, tuition fees for higher education, constitutional reform such as devolution in Scotland and Wales, and progress in the Northern Ireland peace process. The British economy has performed well, and Blair has kept to Conservative commitments not to increase income tax.

Since the start of the War on Terror in 2001, Blair has strongly supported US foreign policy, notably by participating in the invasions of Afghanistan in 2001 and Iraq in 2003. He has encountered fierce criticism as a result, over the policy itself and the circumstances in which it was decided upon.

On 7 September 2006 Blair publicly stated he would step down as party leader by the time of the TUC conference in September 2007, but has not yet given a date for his departure.

In a 2003 poll of the 100 worst Britons Blair was voted number one.

Вправа 2. Перекладіть текст лінгвокраїнознавчого характеру про телебачення Великобританії.

British television

Before the advent of digital television in the UK, five main television channels dominated British television. With the increasing popularity of digital television, all are expanding and offering a portfolio of digital-only channels to viewers.

BBC

The BBC is the world’s oldest and biggest broadcaster, and is the country’s first and largest public service broadcaster. The BBC is funded by a television licence fee that all households with a television must pay. Its analogue channels are BBC One and BBC Two. The BBC first began a television service, initially serving London only, in 1936. BBC Television was closed during World War II but reopened in 1946. The second station, BBC Two, was launched in 1964. As well as these two analogue services, the British Broadcasting Corporation now also offers digital services BBC Three, BBC Four, BBC News 24, BBC Parliament, CBBC Channel, CBeebies, BBCi and has trialled BBC HD.

ITV

ITV (Independent Television) was the name given to the original commercial British television broadcasters, set up on a regional basis in 1955 to provide competition to the BBC. Almost all of these companies have now merged into a single business. Unlike the BBC, ITV funds itself by showing television commercials. Despite the proliferation of channels, ITV is still the UK's biggest commercial broadcaster in the country. Its flagship analogue channel is ITV1, though it also now runs digital-only television channels ITV2, ITV3, ITV4, ITV Play, CITV and Men & Motors.

Channel 4 (originally only England, Scotland and Northern Ireland) and **S4C** (originally only Wales).

These channels were launched in 1982, and although state owned, Channel 4 is funded by its commercial activities (including advertising). The situation is more complex with S4C, as the BBC produces some programming, and the channel also has Welsh language obligations. Channel 4 has expanded into digital television, now offering E4, More 4 and Film4 on all digital platforms. S4C has also expanded, offering S4C2 in Wales. S4C now also has to compete with Channel 4 in many areas of Wales, even though both channels carry many of the same programmes.

Five

Five (previously known as Channel 5) was the final analogue broadcaster to be launched, in 1997. Its coverage is less than that of the other analogue broadcasters. RTL Group, Europe's largest television broadcaster, took full control of the channel in August 2005. Five launched two new channels, Five US and Five Life in October 2006.

All of these channels are also carried on satellite television, cable television and digital terrestrial television services.

Вправа 3. Перекладіть текст лінгвокраїнознавчого характеру про “серйозні” газети Великобританії.

Serious or broadsheet newspapers of the UK

Traditionally newspapers could be split into “quality”, “serious-minded” newspapers (usually referred to as broadsheets due to their large size) and tabloid, less serious newspapers. However, due to considerations of convenience of reading, particularly in cafés and on trains etc., The Independent and The Times have both recently switched to a ‘compact’-sized format, traditionally used by tabloids. The Guardian switched in

September 2005 to a Berliner format, a few centimetres wider than a compact, and about 10 centimetres (4 inches) taller.

Sunday “serious-minded” newspapers have tended to keep the broadsheet format due to considerations of size, as to maintain the same level of content in a tabloid paper would result in a single section many would find too thick, heavy and cumbersome. Conveniently fewer people read their Sunday newspaper on a crowded train. This is beginning to change, however, and the Independent on Sunday is now printed in compact format and The Observer in Berliner.

The Daily Telegraph was founded in 1855, and is one of only two remaining daily British newspapers that still uses the traditional broadsheet layout, along with the Financial Times, as rival broadsheet publications have converted to the smaller compact or Berliner formats. Its sister paper, The Sunday Telegraph, was founded in 1961. In November 2006, the Telegraph was the highest selling British broadsheet, with a certified average daily circulation of 901,238. This compared with a circulation of 653,780 for The Times, 253,737 for The Independent, and 382,393 for The Guardian. According to a MORI survey conducted in 2004, 61% of Telegraph readers were Conservative Party supporters compared with 31% of the general population.

The Financial Times (FT) is an international business newspaper printed on distinctive salmon pink broadsheet paper. The periodical is printed in 23 cities: London, Leeds, Dublin, Paris, Frankfurt, Stockholm, Milan, Madrid, New York, Chicago, Los Angeles, San Francisco, Dallas, Atlanta, Miami, Washington DC, Tokyo, Hong Kong, Singapore, Seoul, Dubai, Johannesburg and Istanbul.

The Financial Times is normally seen as centre-right/liberal, although to the left of its principal competitor, The Wall Street Journal. It advocates free markets and is generally in favour of globalisation. During the 1980s it supported Margaret Thatcher and Ronald Reagan’s monetarist policies. However, it has recently seemed to align itself with Labour in the UK. It also has been quite supportive, until recently, of Gordon Brown, the current British Chancellor of the Exchequer. FT editorials have tended to be pro-European Union, though often taking a critical view.

The Sunday Times is a Sunday broadsheet newspaper distributed in the United Kingdom and Republic of Ireland, published by Times Newspapers Ltd, a subsidiary of News International which is in turn owned by News Corporation. Times Newspapers also owns The Times, but the two papers were founded independently and only came under common

ownership in 1966. Rupert Murdoch's News International acquired the papers in 1981.

Вправа 4. Перекладіть текст лінгвокраїнознавчого характеру про табloidні газети Великобританії.

The Daily Star is a British tabloid newspaper. Its editor is Dawn Neesom. She joined the paper in December 2003 after the previous editor, Peter Hill, moved to the Daily Express.

The Star was first published on November 2, 1978, and was the first new national paper to be launched since the Daily Mirror in 1903. For many years it published Monday to Saturday, however in September 2002 it expanded to bring out a Sunday edition, the Daily Star Sunday, which is edited by Gareth Morgan.

The Daily Star is published by Express Newspapers, who also publish the Daily Express and Sunday Express. The group is owned by Richard Desmond's Northern and Shell company. The paper is best known for focusing on stories which largely revolve around celebrities, sport, and news and gossip about popular television programmes, such as soap operas and reality TV shows. The editorial stance of the Star's hard news articles is predominantly right wing, tackling such issues as asylum seekers and anti-social behavior.

It features a photograph of a topless model on weekdays (a copy of The Sun's Page 3 feature) and has "discovered" some well known models, most notably Rachel Ter Horst in 1993, and Lucy Pinder on a Bournemouth beach in Summer 2003. These women are known in the paper as "Starbabes". The paper's glamour photographer is Jeany Savage.

The paper includes columns by Dominik Diamond and Vanessa Feltz, and a Forum page devoted to readers' text messages, which are apparently printed verbatim.

The People, known as the Sunday People from 1972–2002, is a British tabloid Sunday-only newspaper, owned by the Trinity Mirror Group.

It is a competitor to The News Of The World, although with a circulation slightly less than one million, The People lags somewhat behind its rival and its sister paper The Sunday Mirror. It usually features scandals about celebrities.

The newspaper has been affected by cost-cutting during 2006, including fourteen journalists being made redundant.

The Daily Mirror, often referred to simply as The Mirror, is a British tabloid daily newspaper.

During a couple of periods in its history — 1985 to 1987 and 1997 to 2002 — the front-page masthead was changed to The Mirror.

The Sun is a tabloid daily newspaper published in the United Kingdom and the Republic of Ireland with the highest circulation of any daily English-language newspaper in the world, standing at 3,107,412 copies daily in the first half of 2006 [1], (cf USA Today, the best-selling US newspaper at 2,270,000 [2]). The daily readership is just over 7,800,000 and it has more than twice as many readers in the ABC1 demographic as its upmarket stablemate The Times, although much less as a proportion of total sales. It is published by News Group Newspapers of News International, itself a subsidiary of Rupert Murdoch's News Corporation

Вправа 5. Перекладіть текст лінгвокраїнознавчого характеру про видатного політика США.

George Walker Bush

George Walker Bush (born July 6, 1946) is the 43rd and current President of the United States, inaugurated on January 20, 2001 and re-elected in the 2004 U.S. presidential election.

The Bush family has a significant history in the Republican Party and U.S. politics. Bush is the eldest son of the 41st U.S. President, George H. W. Bush, grandson to Prescott Bush, the former U.S. Senator from Connecticut, and older brother to Jeb Bush, former Governor of Florida. George W. Bush became the 46th Governor of Texas in January 1995, resigning in December 2000, after being elected president.

Bush was first elected in 2000, becoming the fourth president in U.S. history to be elected without a plurality of the popular vote after the 1824, 1876 and 1888 elections. The 2000 election was one of the most controversial of presidential elections, not being decided until after a month of ballot recounts and court challenges in Florida ended with the United States Supreme Court reversing a Florida Supreme Court ruling and stopping the recounting of ballots. Florida then certified Bush the winner in that State by a margin of 537 votes out of 6 million cast, thus giving him one Electoral College vote more than the 270 necessary for election. Running as a self-described war president in the midst of the Iraq war, Bush won re-election in 2004 after an intense and heated general election campaign against Senator John Kerry in which President Bush's prosecution of the War on Terror and the Iraq war became central issues [citation needed].

Eight months into Bush's presidency in 2001, nineteen hijackers sponsored by al Qaeda carried out the September 11, 2001 attacks. President Bush responded by declaring a global War on Terrorism, which would become one of the central issues of his presidency. In early October 2001 he ordered the invasion of Afghanistan to overthrow the Taliban and attempt to destroy al-Qaeda. In March 2003, Bush ordered the invasion of Iraq, asserting that Iraq was in violation of UN Resolution 1441 regarding weapons of mass destruction and had to be disarmed by force in order (1) to adequately protect the United States from what he asserted was "a continuing threat from Iraq", and (2) to take the "necessary actions against international terrorists and terrorist organizations, including those nations, organizations, or persons who planned, authorized, committed, or aided the terrorist attacks that occurred on September 11, 2001". Following the overthrow of Saddam Hussein's Iraq regime, Bush stated his policy of attempting to establish democracy in the Middle East, starting with Afghanistan and Iraq.

President Bush's declaration and prosecution of the War on Terror as he defined it would become the most enduringly controversial aspect of his presidency, including issues surrounding the Iraq War, the Guantánamo Bay and Abu Ghraib torture and prisoner abuse scandals, and related domestic controversies such as NSA warrantless surveillance activities and the Plame affair. After his re-election in 2004 in particular, Bush received increasingly heated criticism, even from former allies, on those issues as well as other domestic issues such as his first ever use of the veto power to veto federal funding of stem cell research, and the federal government's response to Hurricane Katrina. According to polls of job approval rating, his popularity reached record heights after the September 11, 2001 attacks, but later significantly declined, due to his perceived poor handling of the Iraq War. It was one of the major reasons for what Bush called the "thumping" of the Republican Party in November 2006 mid-term elections.

Вправа 6. Перекладіть текст лінгвокраїнознавчого характеру про найвпливовіші газети США.

The New York Times is a newspaper published in New York City by Arthur Ochs Sulzberger Jr. and distributed internationally. It is owned by The New York Times Company, which publishes 15 other newspapers, including the International Herald Tribune and the Boston Globe. It is

the largest metropolitan newspaper in the United States. Nicknamed the “Gray Lady” for its staid appearance and style, it is often regarded as a newspaper of record in the United States. The name is often abbreviated to the Times, but should not be confused with The Times, which is published in the United Kingdom.

The largest national newspaper, **USA Today**, has a claimed daily circulation of approximately 2 million, making it the most widely distributed general newspaper in the country. However, the validity of USA Today’s circulation figures are disputed by some in the newspaper community. This is because of the paper’s contracts with hotels as many of its papers are delivered to hotel guests who don’t realize they are being charged for it.

The major general newspaper outside New York is **the Washington Post**, the largest and oldest newspaper in DC. It gained worldwide fame in the early 1970s for its Watergate investigation by Bob Woodward and Carl Bernstein which played a major role in the downfall of the Nixon presidency. It is generally considered second only to The New York Times in stature among American daily newspapers. The Post has a reputation for being especially good at coverage of American national politics.

Вправа 7. Перекладіть текст лінгвокраїнознавчого характеру про телебачення США.

CBS (an abbreviation for **Columbia Broadcasting System**, its former legal name) is one of the largest television networks, and formerly one of the largest radio networks, in the United States. One of the pioneer radio networks, from its earliest days CBS established a reputation for quality; prior to the fracturing of the market under cable television, CBS’s television network was one of three which dominated broadcasting in the United States and is also shown on basic cable in Canada.

It is sometimes referred to as the **Tiffany Network**; the nickname is either a reference to the perceived classiness of CBS programming, or an allusion to some of the first demonstrations of color television, held by CBS in a former Tiffany building in New York City, in 1950. It is also sometimes referred to as the *Eye Network* after its “eye” logo.

Les Moonves is chairman of CBS and president of CBS Corporation. Prior to 1998, Moonves was president of CBS Entertainment.

CBS can trace its origins to the creation, on January 27, 1927, of the “United Independent Broadcasters” network. Established by New York

talent agent Arthur Judson, United soon looked for additional investors; the Columbia Phonographic Manufacturing Company (also owners of Columbia Records), rescued the company in April 1927, and as a result, the network was renamed “Columbia Phonographic Broadcasting System”. Columbia Phonographic went on the air on September 18, 1927, from flagship station WOR in Newark, New Jersey, and 15 affiliates.

NBC (an abbreviation for **National Broadcasting Company**, its former corporate name) is an American television network headquartered in the GE Building in New York City’s Rockefeller Center. It is sometimes referred to as the *Peacock Network* due to its stylized peacock logo. The network is now part of the media company NBC Universal and supplies programming to more than 200 affiliated U.S. stations. NBC Universal is a unit of General Electric (GE).

Formed in 1926 by RCA, control of NBC passed to GE in 1986 following GE’s \$6.4 billion purchase of RCA. Since this acquisition, the chief executive of NBC (now NBC Universal) has been Bob Wright.

NBC and rival CBS have both abandoned the name behind their abbreviations; the Peacock Network’s corporate name was shrunk from “National Broadcasting Company, Inc.” to “NBC Universal, Inc.” following the merger with French Vivendi Universal’s Entertainment division, then-owner of Universal Studios, in May 2004. NBC still uses the full name during official and occasional broadcasts, such as its coverage of the National Emergency Activation Notification and Macy’s Thanksgiving Day Parade [1].

The National Broadcasting Company (NBC) radio network went on the air with twenty-four affiliated stations on November 15, 1926. After the World War II ended, development of television soared ahead and the NBC television network grew from its debut on June 27, 1947, with four stations. Stations were gradually connected by coaxial cable until September 1951, when the first transcontinental telecasts took place.

The **American Broadcasting Company (ABC)** operates television and radio networks in the United States and is also shown on basic cable in Canada. Created in 1943 from the former NBC Blue radio network, ABC is now owned by The Walt Disney Company and is part of Disney-ABC Television Group. It first broadcast on television in 1948. Corporate headquarters are in New York, while programming offices are in Burbank, California, adjacent to the Walt Disney Studios and the Walt Disney Company corporate headquarters. ABC is among the most successful networks as of 2006.

The network is sometimes referred to as the *Alphabet Network*, due to the letters “ABC” being the first three letters of the Latin alphabet.

In 1996, The Walt Disney Company acquired Capital Cities/ABC, and renamed the broadcasting group ABC, Inc., although the network continues to also use American Broadcasting Companies, such as on TV productions it owns.

ABC’s relationship with Disney dates back to 1953, when Leonard Goldenson pledged enough money so that the “Disneyland” theme park could be completed. With this new relationship came an attempt at cross-promotion, with attractions based on ABC shows at Disney parks and an annual soap festival at Walt Disney World. The former president of ABC, Inc., Robert Iger, now heads Disney.

Вправа 8. Дайте відповіді на наступні лінгвокраїнознавчі питання щодо телебачення США та Великобританії.

- 1) What’s the nickname of NBC?
- 2) What are the major terrestrial TV channels of the UK?
- 3) What’s the nickname of CBS?
- 4) Who is the founder of BSkyB?
- 5) Which company acquired ABC in 1996?
- 6) When and where BBC company was founded?
- 7) What do you know about the digital television in the UK?
- 8) Where are the headquarters of NBC located?
- 9) Who is the chairman of CBS?

Вправа 9. Зробіть повідомлення лінгвокраїнознавчого характеру, що стосуються мистецтва та культури Великобританії.

- 1) The main trends of the development of English literature in the twentieth and twenty-first centuries.
- 2) The leading theatres of the United Kingdom.
- 3) The main festivals of the UK.
- 4) The British cinematography in the XXth and XXIst centuries.
- 5) The contemporary British music.
- 6) The main trends in modern British painting.
- 7) The main art and science museums of the UK.
- 8) My favorite representative of British culture and arts.

Вправа 10. Зробіть повідомлення лінгвокраїнознавчого характеру, що стосуються мистецтва та культури США.

- 1) The main trends of the development of American literature in the twentieth and twenty-first centuries.
- 2) The leading theatres of the USA.
- 3) The main festivals of the USA.
- 4) The American cinematography in the XXth and XXIst centuries.
- 5) The contemporary American music.
- 6) The main trends in modern American painting.
- 7) The main art and science museums of the USA.
- 8) My favorite representative of American culture and arts.

Вправа 11. Підготуйтеся до дискусій з наступних питань.

- 1) Position of the US in the world: Advantages and Disadvantages.
- 2) Position of the UK in the world: Advantages and Disadvantages.
- 3) Ukrainian- British relations today.
- 4) Ukrainian- American relations today.
- 5) My image of the Briton's character.
- 6) What is the stereotypical American today?
- 7) How could you define "American dream" and "Ukrainian dream"?

МЕТОДИЧНІ МАТЕРІАЛИ ДЛЯ ПОЗААУДИТОРНОЇ САМОСТІЙНОЇ РОБОТИ

1. Питання для самостійного опрацювання.

- 1) Canada. The linguistic situation in Canada.
- 2) Australia. The linguistic situation in Australia.
- 3) New Zealand. The linguistic situation in New Zealand.
- 4) The most significant dialects of the UK.
- 5) The new tendencies in the development of the mass media of the UK.
- 6) The new tendencies in the development of the mass media of the UK.
- 7) National personalities of the USA.
- 8) National personalities of the UK.
- 9) The regional linguistic differences in the USA.
- 10) The history of the UK.
- 11) Native Americans of the USA.

2. Вправи та хрестоматійні тексти для позааудиторної самостійної роботи з дисципліни.

Вправа 1. Заповніть пропуски в реченнях лінгвокраїнознавчого характеру, що стосуються Великобританії, правильними словами з поданого списку.

(historically, make up, slopes, rocky, broken, sandy, estuaries, conveniently, chalk, Pennine, peninsula, sheltered, cradle, sparsely, volcanic, indented, agrarian, graze.)

1. Wales is a _____ washed by the sea on three sides.
2. The rivers form deep _____, well protected from the sea.
3. Cattle _____ in large meadows.
4. The greatly _____ coastline of Northern Ireland is abundant in rocks and cliffs.
5. The territory of the United Kingdom is _____ divided into four parts.
6. The territory of Northern England is mostly taken up by the low _____ Mountains.
7. The Southern Uplands are _____ populated.
8. The land in England gradually _____ down from west to east.
9. Northern Ireland is mostly an _____ district.
10. Of all the four countries which _____ the United Kingdom, England is the largest.
11. On the east coast the land is low and _____.
12. The white _____ cliffs of the south coast are washed by the English Channel.
13. The Central Lowlands are the _____ of the Scottish nation.
14. Almost all the area of Northern Ireland is a plain of _____ origin.
15. The port of London is _____ situated in the Thames estuary.
16. The Atlantic Ocean washes the _____ and _____ west coasts of England, Wales and Scotland.
17. The valleys are _____ by the high mountains from the cold east winds.

Вправа 2. Заповніть пропуски в реченнях лінгвокраїнознавчого характеру, що стосуються Великобританії, правильними словами з поданого списку.

(superior, interprets, legislative, existed, peers, inherit, laws, approved, veto, executive, majority, Cabinet, administer, confirmed, justice, guaranteed, power, undergone, absolute, descendant, reigning hereditary, parliamentary).

1. The British Parliament has ____ since 1265.
2. The judicial branch ____ laws.
3. Great Britain is a ____ monarchy.
4. If a bill is ____ by the House of Commons, it is sent to the House of Lords.
5. The Bill of Rights ____ certain rights of the people.
6. It is often said that English law is _____ to the law of most other countries.
7. The monarchy in Great Britain is founded on ____ principle.
8. The most important ministers of the government form the ____.
9. According to tradition, the Prime Minister is the leader of the party which has the ____ in the House of Commons.
10. The children of life peers do not ____ their titles.
11. Habeas Corpus Act _____ to a person arrested the right to appear in court of ____.
12. The ____ monarch Queen Elizabeth II is a _____ of the Saxon king Egbert.
13. The main function of the executive branch is to ____ laws.
14. Many leading principles, conventions and laws have ____ modifications in agreement with the advance of civilization.
15. The power of the queen of England is not ____.
16. The ____ branch of power is represented by Parliament.
17. The House of Lords consists of more than 1000 _____.
18. Magna Charta set certain limits on royal _____.
19. The ____ branch of power is headed by the Prime Minister.
20. Parliament's main function is to make ____.
21. The House of Lords has the right to ____ a bill for one year.

Вправа 3. Заповніть пропуски в реченнях лінгвокраїнознавчого характеру, що стосуються історії Великобританії, правильними словами з поданого списку.

(accepted, off, discrimination, Wales, Ulster, Commonwealth, inherited, historically, Eire, Germanic, geographical).

1. Northern Ireland is sometimes called _____.
2. Great Britain is _____ divided into three parts.
3. The British Isles is the _____ name that refers to all the islands situated _____ the north-west coast of Europe.
4. _____ is the name of the Republic of Southern Ireland.

5. In 1536 Henry VIII united England and _____ under one Parliament.
6. After the death of Elizabeth I King James VI of Scotland the crown of England.
7. English is a language of the__ group, as standard English
8. The southern accent is generally _____.
9. Many immigrants came to Britain from different countries of the ____ _____.
10. Today British society faces an important task of settling the _____ problem.

Вправа 4. Заповніть пропуски в реченнях лінгвокраїнознавчого характеру, що стосуються культури США, правильними словами з поданого списку.

(ability, preached, comprehensive, recent, inclinations, anti-racist, enormous, trend, tolerant, blamed).

1. In _____ years there have been changes in family life.
2. Society is now more _____ of unmarried couples and single parents.
3. Rock-n-Roll has had an _____ effect on people's lives.
4. The Hippies _____ a philosophy of peace and love.
5. The Skinheads _____ immigrants for the unemployment in the country.
6. New Wave is a new _____ in music.
7. Many New Wave bands have organized _____ concerts.
8. _____ schools are the most modern development in secondary schools.
9. Comprehensive schools are open to children all types of _____.
10. Teenagers can choose a course of studies according to their individual _____ and abilities.

Вправа 5. Заповніть пропуски в реченнях лінгвокраїнознавчого характеру, що стосуються історії Великобританії, правильними словами з поданого списку.

(influence, represent, reforms, townspeople, avoiding, contradictions, recognition, force, conservative, enclosed, social, feared, property, to expand, ocean, People's Charter).

1. Britain was glad that Russia's _____ in Europe was limited by Prussia, Austria and Turkey.
2. Britain kept ships of its navy in almost every _____ of the world.
3. Britain did not want Russia _____ southwards.
4. The _____ between the rich and the poor were growing.
5. Almost all the woods were _____ by the local landlords.
6. The workhouses were _____ and hated.
7. Between 1815 and 1835 Britain changed from a nation of country people to a nation mainly of _____ .
8. It was necessary to reform the law in order to improve _____ conditions.
9. The Whigs believed that the country could avoid revolution only by introducing _____.
10. There were serious contradictions between the _____ Tories and the radicals.
11. The Tories believed that Parliament should represent _____ owners.
12. The radicals believed that Parliament should _____ the people.
13. The 1832 Reform Bill was a political _____ that Britain had become an urban society.
14. The workers' unions worked out a document called a _____ .
15. Robert Peel established a regular police _____ in London.
16. The aristocracy in Europe admired Britain's success in _____ the storm of revolution in 1848.

Вправа 6. Заповніть пропуски в реченнях лінгвокраїнознавчого характеру, що стосуються історії Великобританії, правильними словами з даного списку.

(opinion, pretext, waged, self-made, cloth, suburbs, liberalism, health officers, exported, goods, sewerage, independence, hard, orthodox, middle, power, regular, liberation, pride, outbreak).

1. Britain's _____ was cheap and was _____ to other countries.
2. The _____ of Britain and a great example of its industrial _____ was its railway system.
3. The first trains were _____ trains.
4. With the introduction of the railway system many people began to live in _____.
5. In the 19th century the number of people belonging to the _____ class greatly increased.
6. Typical of the middle class in the 19th century were _____ men who believed in _____ work and a _____ style of life.
7. In 1832 an _____ of cholera killed 31,000 people.
8. In the middle of the century the administration of many towns began appointing _____ and to provide _____ and clean water.
9. Britain welcomed the _____ movement led by Simon Bolivar.
10. Britain helped the Greeks in their struggle for _____ from the Turkish Empire.
11. Russia and Greece were _____ Christian countries.
12. Palmerton was known for _____ in his foreign policy.
13. The growth of the newspaper industry strengthened the importance of public _____.
14. Britain _____ two so-called Opium Wars against China.
15. The governments of Europe rushed to Africa under the _____ of bringing civilization to the people.

Вправа 7. Заповніть пропуски в реченнях лінгвокраїнознавчого характеру, що стосуються історії Великобританії, правильними словами з поданого списку.

(county councils, fog, alliance, Salvation, interfere, football, improved, technology, misery, dirt, observation, to spread, personal, cricket, redbrick, slavery, science, abolished).

1. Between 1875 and 1914 the conditions of the poor in Britain greatly _____.

2. In the new industrial cities they started building _____ universities.
3. Unlike Oxford and Cambridge, the new universities taught more _____ and _____.
4. Power in the countryside gradually moved from the country squire to new _____.
5. By the end of the 19th century two sports, _____ and _____, had become very popular with the British public.
6. Adam Smith expressed the idea that everyone had the right to _____ freedom.
7. Several economists declared that government should not _____ in trade and industry at all.

Вправа 8. Знайдіть відповідники наступним пареміям США та зазначте, з яких вони штатів.

1. Big hat no cattle. 2. Never drop your gun to hug a grizzly. 3. Don't dig up more snakes than you can kill. 4. The worse the man the better the soldier. 5. The worm was punished for early rising. 6. The yapping dog never bites. 7. Either fish or cut bait. 8. Don't bite off more than you can chew. 9. Don't let the tail wag the dog. 10. Better to fail in a high aim than to succeed in a low one. 11. He who forgives ends the quarrel. 12. He who sleeps thinks not of eating.

Вправа 9. З якими історичними подіями США пов'язані наступні імена видатних людей.

Christopher Columbus, Amerigo Vespucci, George Washington, Benjamin Franklin, Thomas Jefferson, Abraham Lincoln, General Robert E. Lee, General Ulysses S. Grant, Theodore Roosevelt, Franklin Roosevelt, Al Capone, Harry S. Truman, Joseph McCarthy, Richard Nixon, Ronald Reagan, Noah Webster, the Warner Brothers, Eric Clapton, Frank Sinatra, Elvis Presley, Marilyn Monroe, John F. Kennedy, Martin Luther King Jr, Bill Clinton, George Bush Jr.

Вправа 10. Знайдіть у другій колонці відповідники культурним реаліям США з першої колонки.

Stars and stripes	Old name for the US flag
Medallion Taxi	The western edge of settlement of the US before the Pacific settlement
White House	The City of New York
Reconstruction	A secret society that used violence against blacks
The Ku Klux Klan	The result of a terrible drought on the western Great Plains
Abolitionists	The US Department of Defense headquarters
Cold War	A political scandal and constitutional crisis of the 1970s
Trail of Tears	A group of English Protestants who sailed to North America in 1620
The Pilgrims	The flag of the United States of America
The Dust Bowl	The eight most famous American Universities.
The Big Apple	George Washington, James Madison, Alexander Hamilton, Benjamin Franklin
Ivy League	The struggle between the American-led non-Communist nations and the USSR and its Communist Allies
Watergate	The process through which the South returned following the war
The Founding Fathers	Yellow taxis of New York
Old Glory	The route of forced migration of Native Americans onto western reservations
The Pentagon	Typical rock formation in the US southwest
The Frontier	Those who demanded an end to slavery
Mesa	The President's Administration

Вправа 11. Перекладіть текст лінгвокраїнознавчого характеру, що стосується кабельного телебачення США. Зверніть увагу на трансформації при цьому.

The **Cable News Network**, commonly known as **CNN**, is a major cable television network founded in 1980 by Ted Turner. It is a division of the Turner Broadcasting System, owned by Time Warner. CNN introduced

the idea of 24-hour television news coverage, and celebrated its 25th anniversary on June 1, 2005.

In terms of cumulative (Cume) Nielsen ratings, CNN rates as America's #1 cable news network; however, it is surpassed by the Fox News Channel in long-term viewers (Nielsen's Points ratings). CNN broadcasts primarily from its headquarters at the CNN Center in Atlanta, and from studios in New York City and Washington, DC. As of December 2004, it is available in 88.2 million U.S. households and more than 890,000 American hotel rooms. The U.S version of CNN is also shown in Canada. Globally, the network airs through CNN International and has combined branded networks and services that are available to more than 1.5 billion

Since CNN's launch on June 1, 1980, the network has expanded its reach to a number of cable and satellite television networks (such as CNN Headline News), 12 web sites, two private place-based networks (such as CNN Airport Network), and two radio networks. The network has 42 bureaus around the world and more than 900 affiliates worldwide. CNN has launched many regional and foreign-language networks around the world. CNN debuted its news website CNN.com (then referred to as *CNN Interactive*) on August 30, 1995.

CNN is still, however, second in world rankings when it comes to international news coverage, getting just over half of the audience the BBC does, perhaps due to its relative youth compared to the oldest largest news and broadcasting institution in the world. The BBC, known for its impartiality and unbiased reporting, differs from CNN International which uses local reporters in many of its news-gathering centers, although they cover stories from an international (some would still say U.S.) perspective

The **Fox News Channel** (FNC) is an American cable and satellite news channel. It is owned by the Fox Entertainment Group, and is a subsidiary of Rupert Murdoch's News Corporation. As of January 2005, it is available to 85 million households in the U.S. and to further viewers internationally, broadcasting primarily out of its New York City studios.

The network was launched on October 7, 1996 to 17 million cable subscribers under the guidance of Roger Ailes. The network slowly rose to prominence in the late 1990s as it started chipping away at the ratings of competitor CNN. In the United States, Fox News Channel is the top rated cable news channel.

The channel was created by Australian-American media magnate Rupert Murdoch, who hired Roger Ailes as its founding CEO. Fox News

is seen by some critics and observers as advocating conservative political positions. The channel denies allegations of bias in their news reporting.

Rupert Murdoch established Fox News to fill what he saw as a niche in the market for news that, according to Murdoch, was “fair and balanced”. In the opinion of Ken Auletta of *The New Yorker*, it was to counter a news media that Murdoch believed was predominantly liberal. A 2004 survey of journalists by the Project for Excellence in Journalism found that Fox was “the single news outlet that strikes most journalists as taking a particular ideological stance”, with 56% of National journalists citing Fox News as being especially conservative in its coverage of news. Further research has shown that there is a correlation between the presence of the Fox News Channel in cable markets and increases in Republican votes in those markets. Fox News has consistently denied any bias in their news reporting.

News Corp had gained significant experience of rolling news when its BSkyB subsidiary started Europe’s first 24 hour news channel, Sky News, in the United Kingdom back in 1989.

Вправа 12. Перекладіть текст лінгвокраїнознавчого характеру, що стосується індіанців США.

Native Americans in the XIX century

In the nineteenth century, the incessant Westward expansion of the United States incrementally compelled large numbers of Native Americans to resettle further west, often by force, almost always reluctantly. Under President Andrew Jackson, Congress passed the Indian Removal Act of 1830, which authorized the President to conduct treaties to exchange Native American land east of the Mississippi River for lands west of the river. As many as 100,000 Native Americans eventually relocated in the West as a result of this Indian Removal policy. In theory, relocation was supposed to be voluntary (and many Native Americans did remain in the East), but in practice great pressure was put on Native American leaders to sign removal treaties. Arguably the most egregious violation of the stated intention of the removal policy was the Treaty of New Echota, which was signed by a dissident faction of Cherokees, but not the elected leadership. The treaty was brutally enforced by President Martin Van Buren, which resulted in the deaths of an estimated four thousand Cherokees (mostly from disease) on the Trail of Tears.

The explicit policy of Indian Removal forced or coerced the relocation of major Native American groups in both the Southeast and the Northeast

United States, resulting directly and indirectly in the deaths of tens of thousands. The subsequent process of assimilations, though a less active means of an ethnic cleansing, was no less devastating to Native American peoples. Tribes were generally located to reservations on which they could more easily be separated from traditional life and pushed into European-American society. Some Southern states additionally enacted laws in the 19th century forbidding non-Indian settlement on Indian lands, intending to prevent sympathetic white missionaries from aiding the scattered Indian resistance.

Conflicts, generally known as “Indian Wars”, broke out between U.S. forces and many different tribes. U.S. government authorities entered numerous treaties during this period, but later abrogated many for various reasons. Well-known military engagements include the Native American victory at the Battle of Little Bighorn in 1876, and the massacre of Native Americans at Wounded Knee in 1890. On January 31, 1876, the United States government ordered all remaining Native Americans to move into reservations or reserves, together with the near-extinction of the American Bison that many tribes had lived on, set about the downturn of Prairie Culture that had developed around the use of the horse for hunting, travel and trading.

American policy toward Native Americans has been an evolving process. In the late nineteenth century, reformers, in efforts to “civilize” or otherwise assimilate Indians (as opposed to relegating them to reservations), adapted the practice of educating native children in Indian Boarding Schools. These schools, which were primarily run by Christian missionaries, often proved traumatic to Native American children, who were forbidden to speak their native languages, taught Christianity instead of their native religions and in numerous other ways forced to abandon their various Native American identities and adopt European-American culture. There are also many documented cases of sexual, physical and mental abuses occurring at these schools.

The Indian Citizenship Act of 1924 gave United States citizenship to Native Americans, in part because of an interest by many to see them merged with the American mainstream, and also because of the heroic service of many Native American veterans in World War I.

Вправа 13. Перекладіть текст лінгвокраїнознавчого характеру, що стосується Йоркширських графств Великобританії.

The Normandy-Yorkshire by *Barrie M. Rhodes*

What springs to mind when we think of Normandy? Holidays in a landscape of orchards, hedgerows and contented brown and white cows? Cider, Calvados, seafood and creamy cuisine? The birthplace of a certain Duke William, the victor at Hastings in 1066, and the home of the Bayeux Tapestry? Or, for those of us who are old enough to remember, perhaps the Allied landings of 6th June 1944 in a first step towards the liberation of Nazi-occupied Europe?

But would we be likely to think immediately of *Yorkshire dialects*? The Normans — they speak French don't they? Well, yes, in much the same way that most people in the United Kingdom speak something approaching Standard English. However, just as in England there are local dialects, so the Normans also have their own nonstandard speech variety. Nothing particularly surprising in that. But what may be a surprise is that the Norman *dialecte* shares quite a number of lexical features with the north of England, Yorkshire dialects. This is readily understandable when we recall that both Normandy and Yorkshire were at one time ruled over and settled by Vikings. Indeed, the name Normandy (or Normandie in modern French) is derived from *terra Normannorum or Northmannia*, “the land of the Northmen”.

In the 10th century the Viking chief Rollo acquired dominion of land around the Seine estuary, by agreement with Charles the Simple it is said, though the precise political circumstances are unknown. A larger area was conquered by campaigns in AD 924 and AD 933 and further Viking settlement took place as new Scandinavian bands arrived looking for land and booty.

Following the earlier pattern in Yorkshire and elsewhere, the Viking settlers found partners from the indigenous population of Normandy and, as in Yorkshire, physical and cultural assimilation took place, including the pidginisation and amalgamation of languages. The common factor in both Yorkshire and Normandy was, of course, the Old Norse tongue and this has left a legacy of nonstandard words which often have cognates or close-cognates in both the Norman *dialect* and the dialects of Yorkshire.

Вправа 14. Перекладіть діалектизми Йоркширу та складіть рецення з ними.

Yorkshire dialect word	Generally accepted meaning	Old Norse source word	Notes and comments
flit	to move house	flytja	A more generalised meaning is found in Standard English, where “to flit about” is to move quickly from one place to another (cf, also German “fledermaus” an archaic English name for a bat was flittermouse).
foss, force	waterfalls, rapids (e.g. Thornton Force, Janet’s Foss, etc)	fors	Found usually in the names of landscape features only
blake	sallow, yellow (usually in relation to someone’s complexion)	bleikr	
bleck	thick and dirty grease (as on axles and bearings)	blek	
boose	division or partition in a cowshed	bas	Probably related to the Standard English box (cf, e.g., loose box, horse box, etc)
brig, brigg	bridge	briggja	May also occur in landscape terminology, with the meaning rocky headland, promontory, as in Filey Brigg
glocken	to start to thaw; when snow begins to clear away	?	cf, Icelandic glöggur, etc (= to make clear, become clear)
ice-shog-gles	icicles	isjukel	Appears to be related to Standard English icicles
ing(s), eng(s)	meadow(s), especially water meadow near a river	eng	Now usually found only as an element in place names, such as Fairburn Ings, Bean Ings, etc

Вправа 15. Перекладіть текст лінгвокраїнознавчого характеру, що стосується кабельного та супутникового телебачення Великобританії.

Cable and Satellite Television of the UK

The major competitors to the old free-to-air analogue broadcasters are the subscription-based services of the regional cable companies NTL and Telewest, and the satellite broadcaster BSkyB, whose Sky Digital system is available nationwide, as well as in Ireland.

BSkyB (British Sky Broadcasting) operates a satellite television service and numerous television channels e.g. Sky One, Sky Two, Sky Three, Sky Movies, Sky Sports etc. It is owned by News Corporation.

In 2005, NTL announced the purchase of its rival Telewest, establishing a single dominant company offering telephone, digital television, and high-speed broadband in the UK.

Flextech. Owned by the cable provider NTL and operates several channels, e.g., LIVINGtv, Bravo, Trouble, etc. It also owns 50% of the UKTV company (The other 50% is owned by the BBC).

The merger is widely rumoured to be intended to create an effective competitor to BSkyB. Sky have now reacted to this move, with the purchase of Easynet, in a bid to match NTL's "triple-play" offering.

Freesat from Sky, a satellite-based free-to-air service similar to Freeview, is available from BSkyB for an initial installation charge of £150, and includes receiver, dish, viewing card, with access to all FTA and FTV1 channels in the UK.

Alternatively, existing Sky customers can end their ongoing subscriptions, and opt for the Free-To-View viewing card, which is inserted into the Sky Viewing Card slot; effectively giving them the FreeSat from Sky service.

Вправа 16. Перекладіть текст лінгвокраїнознавчого характеру про одну з найвпливовіших леді США.

Hillary Rodham Clinton

During the 1992 presidential campaign, Hillary Rodham Clinton observed, "Our lives are a mixture of different roles. Most of us are doing the best we can to find whatever the right balance is ... For me, that balance is family, work, and service".

Hillary Diane Rodham, Dorothy and Hugh Rodham's first child, was born on October 26, 1947. Two brothers, Hugh and Tony, soon followed. Hillary's childhood in Park Ridge, Illinois, was happy and disciplined. She

loved sports and her church, and was a member of the National Honor Society, and a student leader. Her parents encouraged her to study hard and to pursue any career that interested her.

In 1969, Hillary entered Yale Law School, where she served on the Board of Editors of Yale Law Review and Social Action, interned with children's advocate Marian Wright Edelman, and met Bill Clinton. The President often recalls how they met in the library when she strode up to him and said, "If you're going to keep staring at me, I might as well introduce myself". The two were soon inseparable-partners in moot court, political campaigns, and matters of the heart.

After graduation, Hillary advised the Children's Defense Fund in Cambridge and joined the impeachment inquiry staff advising the Judiciary Committee of the House of Representatives. After completing those responsibilities, she "followed her heart to Arkansas", where Bill had begun his political career.

They married in 1975. She joined the faculty of the University of Arkansas Law School in 1975 and the Rose Law Firm in 1976. In 1978, President Jimmy Carter appointed her to the board of the Legal Services Corporation, and Bill Clinton became governor of Arkansas. Their daughter, Chelsea, was born in 1980.

Hillary served as Arkansas's First Lady for 12 years, balancing family, law, and public service. She chaired the Arkansas Educational Standards Committee, co-founded the Arkansas Advocates for Children and Families, and served on the boards of the Arkansas Children's Hospital, Legal Services, and the Children's Defense Fund.

As the nation's First Lady, Hillary continued to balance public service with private life. Her active role began in 1993 when the President asked her to chair the Task Force on National Health Care Reform. She continued to be a leading advocate for expanding health insurance coverage, ensuring children are properly immunized, and raising public awareness of health issues. She wrote a weekly newspaper column entitled "Talking It Over", which focused on her experiences as First Lady and her observations of women, children, and families she has met around the world. Her 1996 book *It Takes a Village and Other Lessons Children Teach Us* was a best seller, and she received a Grammy Award for her recording of it.

As First Lady, her public involvement with many activities sometimes led to controversy. Undeterred by critics, Hillary won many admirers for her staunch support for women around the world and her commitment to children's issues. She was elected United States Senator from New York

on November 7, 2000. She is the first Lady elected to the United States Senate and the first woman elected statewide in New York.

Вправа 17. Перекладіть текст лінгвокраїнознавчого характеру про одну з найвпливовіших леді США.

CONDOLEEZZA RICE

She is the first African-American woman to become the U.S. secretary of state. She advises the leader of the world's largest superpower and has an unparalleled level of trust with and access to the president. And she has served two other U.S. presidents, George H.W. Bush and Ronald Reagan. For all of these reasons, and more, Rice, 50, is the most powerful woman in the world.

After a four-year role as national security adviser, Rice assumed the mantle of secretary of state in January. Rice has played a key, behind-the-scenes role in all of President George W. Bush's major decisions. "During the last four years, I've relied on her counsel, benefited from her great experience and appreciated her sound and steady judgment", the president said when announcing Rice's promotion. Bush needs her now more than ever, as his approval ratings and credibility sag, his domestic agenda is stalled, and the country grows more bitterly divided over the war in Iraq.

With her steely nerve and delicate manners (she has been called the "Warrior Princess"), Rice lately has reinvigorated her position with diplomatic activism, whether it's promoting Israel's withdrawal from the Gaza Strip to ease the Palestinian conflict, or encouraging six-party talks to get North Korea to stop its pursuit of nuclear weapons, or trying to stop Sudan's genocide-to the point where her diplomatic party was recently roughed up by Sudan's strongmen. Rice also has close relationships with world leaders, having accompanied the president on numerous trips to Europe and Iraq. Rice has visited 31 countries and logged in over 119,000 miles by midyear. An unofficial Web site proclaims, "Condoleezza Rice for President 2008", which might be a long-shot idea. But a run by Rice for the presidency would make history in the U.S.

Вправа 18. Перекладіть текст лінгвокраїнознавчого характеру про радіо США.

National Public Radio (NPR) is an independent, private, non-profit membership organization of public radio stations in the United States. NPR was created in 1970, following the passage of the Public Broadcasting Act of 1967 which established the Corporation for Public Broadcast-

ing and also led to the creation of the Public Broadcasting Service. The network was founded on February 26, 1970, headed by Robert Conley with a partnership of journalists, with 30 employees and 90 public radio stations as charter members.

Like its fellow public radio networks American Public Media and Public Radio International, NPR produces and distributes news and cultural programming. Its member stations are not required to broadcast all of these programs and most public radio stations broadcast programs from all three providers. Its flagship programs are two drive time news broadcasts, *Morning Edition* and the afternoon *All Things Considered*; both are carried by nearly all NPR affiliates and in 2002 were the second- and third-most popular radio programs in the country. *Morning Edition* has been the network's most popular program since 1979, but recently it has been overtaken by the automotive Q & A show *Car Talk*. In a Harris poll conducted in 2005, NPR was voted the most trusted news source in the US.

NPR was incorporated in 1970, taking over the National Educational Radio Network. NPR hit the airwaves in April, 1971 with coverage of the United States Senate hearings on the Vietnam War. The next month, *All Things Considered* debuted, hosted by NPR founder Robert Conley. NPR was merely a production and distribution organization until 1977, when it merged with the Association of Public Radio Stations. As a membership organization, NPR was now charged with providing stations with training, program promotion, and management; representing public radio before Congress; and providing content delivery mechanisms such as satellite delivery.

NPR's major production facilities have been based in Washington, D.C. since its creation. On November 2, 2002, a West Coast production facility, dubbed NPR West, opened in Culver City, California. NPR opened NPR West to improve its coverage of the western United States, to expand its production capabilities (shows produced there include *News & Notes and Day to Day*), and to create a fully functional backup production facility capable of keeping NPR on the air in the event of a catastrophe in Washington, D.C.

According to a 2003 *Washington Monthly* story, about 20 million listeners tune into NPR each week. On average they are 50 years old and earn an annual income of \$78,000. Its audience is predominantly white; only about 10% are either African American or Hispanic. Many of its listeners consider NPR to be at the apex of journalistic integrity, while

critics argue that it is not fully representative of the nation's diversity. While Arbitron does track public radio listenership, they do not include public radio in their published rankings of radio stations.

From 1999 through 2004, listenership has increased by about 66%. This increase may have been the result of any of a number of factors, including audience interest in coverage of the September 11 attacks and the subsequent military actions, a general lack of interest in other terrestrial radio outlets, and an increase in NPR news and talk programming (instead of jazz music). NPR attracted these new listeners at the same time that the size of the overall radio audience in the United States was decreasing rapidly as people abandoned the medium in favor of mp3 players and satellite radio.

In recent years, NPR has made some changes to appeal to younger listeners and to minority groups. From 2002 until 2004, Tavis Smiley hosted a show targeted towards African Americans, but left the network, claiming that the organization did not provide enough support to make his production truly successful. (Smiley returned to public radio in April 2005 with a weekly show distributed by PRI.) NPR stations have long been known for carrying classical music, but the amount of classical programming carried on NPR stations and other public radio outlets in the U.S. has been declining. Many stations have shifted toward carrying more news, while others have shifted to feature more contemporary music that attracts a younger audience.

РЕКОМЕНДОВАНІ ТЕМИ ДЛЯ ДОПОВІДЕЙ І РЕФЕРАТІВ

1. Your favorite Hollywood movie and its place in the history of cinematography.
2. Your favorite American musician or trend in music.
3. Your favorite American sportsperson.
4. The president of the USA who played the most important role in the history of this country.
5. Some breaking news from the USA.
6. Your favorite British author and his place in the history of the world literature.
7. Your favorite British musician or trend in music.
8. The prime minister of Great Britain who you believe have left a serious impact on the British history.

9. Some breaking news from Great Britain.
10. Some soft news from the USA or Great Britain.
11. The cable and satellite TV of the UK.
12. The cable and satellite TV of the USA.
13. Yorkshire and the linguistic situation in it.
14. Lancashire and the linguistic situation in it.
15. A national celebrity in the USA.
16. A national celebrity in the UK.
17. Canada. Canadian English.
18. Australia. Australian English.
19. New Zealand. The linguistic situation in this country.
20. Native Americans and their history.

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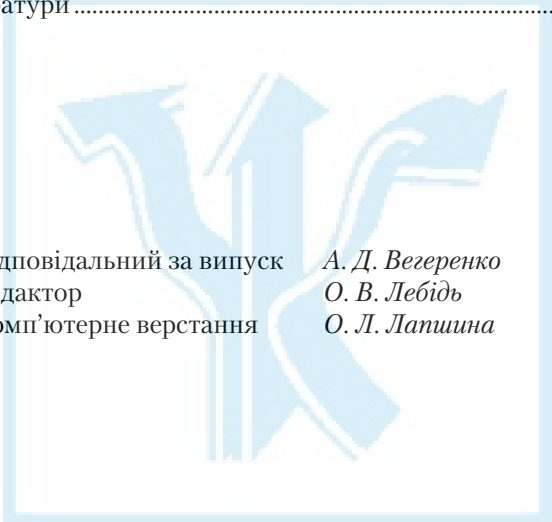
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ЗМІСТ

Пояснювальна записка.....	3
Методичні матеріали для аудиторної самостійної роботи	4
Методичні матеріали для позааудиторної самостійної роботи	14
Рекомендовані теми для доповідей і рефератів.....	31
Список літератури	32



Відповідальний за випуск *А. Д. Вегеренко*
Редактор *О. В. Лебідь*
Комп'ютерне верстання *О. Л. Лашина*

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Міжрегіональна Академія управління персоналом (МАУП)
03039 Київ-39, вул. Фрометівська, 2, МАУП