

МІЖРЕГІОНАЛЬНА
АКАДЕМІЯ УПРАВЛІННЯ ПЕРСОНАЛОМ



МАУП

**МЕТОДИЧНІ МАТЕРІАЛИ
ЩОДО ЗАБЕЗПЕЧЕННЯ САМОСТІЙНОЇ
РОБОТИ СТУДЕНТІВ
з дисципліни
“ЛІНГВОКРАЇНОЗНАВСТВО (США)”
(для бакалаврів)**

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Підготовлено доцентом кафедри теорії та практики перекладу
УПАІПЛЛ МАУП *О. В. Харченком*

Затверджено на засіданні кафедри теорії та практики перекладу
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Схвалено Вченою радою Міжрегіональної Академії управління персоналом

Харченко О. В. Методичні матеріали щодо забезпечення самостійної роботи студентів з дисципліни “Лінгвокраїнознавство (США)” (для бакалаврів). — К.: ДП «Видавничий дім «Персонал», 2009. — 26 с.

Методичні рекомендації містять пояснювальну записку, методичні поради щодо організації самостійної роботи студентів у позааудиторний час, рекомендовані теми для доповідей та рефератів, 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 окремого студента. Тому окрім лекційних та практичних занять важливою формою навчального процесу стає самостійна робота студентів.

Мета самостійної роботи студентів при вивченні дисципліни “Лінгвокраїнознавство першої іноземної мови” полягає в розширенні знань лінгвокраїнознавчого характеру (це мовленнєва ситуація, різні аспекти сучасного життя, історії та культури цих країн, їх регіонів), а також закріплення набутих знань.

Основними завданнями самостійної роботи студентів є:

- підвищення ефективності навчання шляхом виконання додаткової системи вправ;
- забезпечення фонових знань, необхідних перекладачеві для роботи з текстами лінгвоукраїнознавчого характеру;
- розвиток власне перекладацьких навичок та умінь.

Організація позааудиторної самостійної роботи студентів полягає у значно ширшому огляді тематики курсу з використанням основної та допоміжної літератури, аналітичному осмисленні теоретичного матеріалу, формуванні узагальнюючих висновків.

Оскільки самостійна робота повинна сприяти розвитку творчого потенціалу студента та реалізації професійних навичок, завдання мають індивідуальний і груповий характер. Практикуються такі форми самостійної роботи: виконання додаткових завдань та тестів, що сприяють закріпленню певного обсягу лінгвоукраїнознавчих термінів, топонімів та регіональних паремій; аналітичному розгляді науково-популярних публікацій; підготовці доповідей на певну тему лінгвоукраїнознавства; перекладу додаткових текстів лінгвоукраїнознавчого характеру.

Викладач повинен привчати 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, але й більш глобальним соціальним завданням — при-

вести стан освіти у відповідність до нових цілей удосконалення суспільства, всебічному розвитку особистості.

МЕТОДИЧНІ МАТЕРІАЛИ ДЛЯ АУДИТОРНОЇ САМОСТІЙНОЇ РОБОТИ

Система вправ має допомогти студенту: 1) отримати відповідні фонові лінгвокраїнознавчі знання; 2) орієнтувати у термінологічних еквівалентах з лінгвокраїнознавчої проблематики; 3) сформувати здатність виконувати перекладацькі дії на рівні автоматизму; 4) здобути відповідні знання стосовно перекладу безеквівалентної, національно-специфічної лексики.

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

Вправа 1. Перекладіть текст лінгвокраїнознавчого характеру про видатного політика США. Прокоментуйте цей текст.

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 reelected 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 reelection 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.

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 2. Перекладіть текст лінгвокраїнознавчого характеру про найвпливовіші газети США. Зробіть доповідь про одну з газет 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.¹ 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 3. 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.

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 4. Дайте відповіді на наступні лінгвокраїнознавчі питання стосовно телебачення США та Великобританії.

1. What’s the nickname of NBC?
2. What are the major terrestrial TV channels of the USA?
3. What’s the nickname of CBS?
4. Who is the founder of FOX and BskyB?
5. Which company acquired ABC in 1996?
7. When and where CNN company was founded?
8. What do you know about the digital television in the USA?
9. Where are the headquarters of NBC located?
10. Who is the chairman of CBS?
11. What famous American journalists do you know?

Вправа 5. 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 6. Перекладіть текст про кінофестиваль “Оскар” та задайте сім питань до нього.

In Los Angeles, Oscar Statues Become a Popular Export

By DAVID CARR Published: February 26, 2008.

LOS ANGELES — The morning after the Academy Awards dawned here with a realization: There will be a lot of gold leaving Los Angeles in the next few days. Javier Bardem, Marion Cotillard, Daniel Day-Lewis and Tilda Swinton are each taking statues across the Atlantic. Oscars for art direction, makeup and costume design all went to people for whom the United States is a passport stamp.

And even some of the Americans were from far away: Joel and Ethan Coen, who generally come here only under duress, will be going back to their home in New York with three Oscars for their “No Country for Old Men,” which won for best picture, best director and best adapted screenplay. So will one of the movie’s producers, Scott Rudin, who joined them for his own victory lap onstage.

The libretto for Sunday night’s Academy Awards was written in many tongues, and even the melody that went with it carried a faraway tone. The lustrous industrial pedigree of Alan Mencken and Disney had three songs from “Enchanted” in the running, but all were trumped by a pair of footloose buskers, Glen Hansard and Marketa Irglova, one Irish, one Czech, for “Falling Slowly” from “Once,” an Irish film that was made on a budget that might pay the craft services bill on a studio picture for a week.

On Monday, as it watched all the loot leave town, the industry that bestows it could not be blamed for asking the same question that Butch Cassidy put to the Sundance Kid about their relentless pursuers: “Who are these guys?” It was a decent-to-good evening inside the Kodak Theater: the academy and Jon Stewart shook off the conflict of the writers’ strike and were game to put on a conservative show. But a huge, throbbing mechanism of Los Angeles agents, producers, and corner-office folk went mostly unthanked and unrewarded.

For the last couple of years, Hollywood has managed to fend off several attempted kidnappings. Two years ago it looked as if a posse of small movies from the East Coast would leave town with their hands full, but “Crash” passed them all on the freeway: a Hollywood movie about Angeleno concerns. Last year, same thing: “The Departed” did exactly what you’d expect of a movie with Big Stars and Big Box Office, winning four Oscars, including best picture.

Not so this year. For the first time since 1964, when Rex Harrison, Julie Andrews, Peter Ustinov and Lila Kedrova captured all four best actor slots, American actors couldn’t get a seat at their own table. In a more curious twist – from which Ms. Cotillard was exempt in her twirl as Édith Piaf in “La Vie en Rose” – foreigners were awarded for inhabiting particularly American archetypes. Mr. Day-Lewis did not portray just a rising titan in “There Will Be Blood,” after all: his role was early American capitalism itself. Ms. Swinton was more contemporary in “Michael Clayton,” but it was an equally dark-hearted version of same. And Mr. Bardem won for a role in a movie based on a novel by Cormac McCarthy, the Boswell of the American soul.

Вправа 7. Перекладіть текст про кінофестиваль “Оскар” та задайте сім питань до нього.

Oscar Statues

American actresses who were raised to think that impossible glamour and demure comportment were the surest routes to the top must have watched in amazement as Ms. Swinton was handed the crown. With a shock of spiky red hair; a rich, complicated private life; and a heavy dress that looked snipped from the stage curtain, Ms. Swinton, a consistently brilliant actress, seemed more like an ancient Druid than a movie star.

“It was a huge victory for the Celts,” she said, cradling her statue at the Governors Ball after the ceremony. “Spain, France, England, we all served as a reminder that it was Europeans that invented Hollywood in the first place.”

The Governors Ball after the Oscars ceremony is a gigantic industry tree house. No one comes for the food, although it was lavish and abundant. You show up, instead, to claim a place in the hierarchy and to check status. A quick walk around the room showed a democratic dispersal of hardware and congratulations given and received in all manner of accents and idioms.

Some of that international hegemony — or absence of parochialism, depending on your perspective — goes all the way to the top. Daniel Battsek, chief executive of Miramax, and Peter Rice, president of Fox Searchlight, are both British and both in the thick of things. This year Miramax had a piece of “No Country,” “There Will Be Blood,” and “Diving Bell and the Butterfly.” And Fox Searchlight may not have won the ultimate prize, but in each of the last two years it came up with movies — “Juno” and “Little Miss Sunshine” — that have made a lot of money and were also around for the Oscar dance.

At the Governors Ball, Sid Ganis, the president of the academy, seemed thrilled that he and his crew had acquitted themselves against the tough circumstance of a recently settled writers’ strike. He said he wasn’t about to overanalyze the results.

“It was a great reminder that we are an international organization, that we want to reflect the best in cinema from all over the world,” he said. “It would be nice to have a few Americans in there, but we are extremely proud of the academy’s choices.”

Which is interesting in itself. The academy has long been accused of a provincialism woven with leaden taste, but its members proved this year that they will vote for what they perceive to be great work, regardless of its lineage or commercial impact.

(Indeed, major studios really only hit it big in the tech categories, with “The Bourne Ultimatum” winning for sound editing and mixing, and film editing.)

The version of Hollywood that we all think of when we think of the Oscar show was mostly relegated to those who served as presenters. George Clooney — crown prince and class clown alike — was up for best actor but focused on his presenter duties, presenting 80 years of Oscar glory.

“I’m not going up there for an award today,” Mr. Clooney said on the red carpet before the show. “This is Daniel’s year.”

Вправа 8. Перекладіть жарти південних штатів США. Прокоментуйте їх.

Southern Jokes

Northerners visiting the South Information for Northerners Visiting the Southern States. If you are from the northern states and planning on

visiting or moving to the south, there are a few things you should know that will help you adapt to the difference in life styles:

1. If you run your car into a ditch, don't panic. Four men in a four-wheel-drive pickup truck with a 12-pack of beer and a towchain will be along shortly. Don't try to help them, just stay out of their way. This is what they live for.
2. Don't be surprised to find movie rentals and bait in the same store. Do not buy food at this store.
3. Remember: "Y'all" is singular, "All y'all" is plural, and "All y'alls" is plural possessive.
4. Get used to hearing "You ain't from around here, are ya?"
5. You may hear a Southerner say "Oughta!" to a dog or child. This is short for "Y'all oughta not do that!" and is the equivalent of saying "No!"
6. Don't be worried about not understanding what people are saying; they can't understand you, either.
7. The first Southern expression to creep into a transplanted Northerner's vocabulary is the adjective "big ol'," as in "big ol' truck " or "big ol' boy." Most Northerners begin their new Southern-influenced dialect this way. All of them are in denial about it.
8. The proper pronunciation you learned in school is no longer proper.
9. Be advised that "He needed killin'" is a valid defense here.
10. If you hear a Southerner exclaim "Hey, y'all, watch this," stay out of the way. These are likely to be the last words he'll ever say.
11. If there is the prediction of the slightest chance of even the smallest accumulation of snow, your presence is required at the local grocery store. It doesn't matter whether you need anything or not. You just have to go there.
12. When you come upon a person driving 15 mph down the middle of the road, remember that most folks here learn to drive on a John Deere, and that this is the proper speed and position for that vehicle.

Вправа 9. Прочитайте та перекладіть техаські прислів'я.

Знайдіть українські відповідники.

- So dry the trees are bribing the dogs.
- He's so country he thinks a seven-course meal is possum and a six-pack.
- If she crows, the sun is up.
- Don't squat on your spurs.

- She has short arms and deep pockets.
- He's riding a gravy train with biscuits wheels.
- Too poor to paint, too proud to whitewash.
- Cold as an ex-wife's heart.
- He looks like the cheese fell off his cracker.
- He can blow out the lamp and jump into bed before it gets dark.
- We've howdied but we haven't shook.
- Don't dig up more snakes than you can kill.
- Even a blind hog can find an acorn once in a while.
- He wasn't born, just squeezed out of bartender's rag.
- As welcome as an outhouse breeze.
- If brains were leather, he couldn't saddle a flea.
- He couldn't pour piss out of a boot with a hole in the toe and the directions on the heel.
- They planted their crop before they built their fence.
- Noisy as two skeletons dancing on a tin roof.
- I'd rather watch her walk than eat fried chicken.
- So ugly that his mama had to tie a pork chop around his neck so the dogs would play with him.
- He's like a blister — he doesn't show up till the work's all done.

Вправа 10. Підготуйтеся до дискусій з наступних питань.

1. Position of the US in the world: Advantages and Disadvantages.
2. Ukrainian- American relations today.
3. My image of the Texan character.
4. What is the stereotypical American today?
5. How could you define “American dream” and “Ukrainian dream”?

***МЕТОДИЧНІ МАТЕРАЛИ ДЛЯ ПОЗААУДИТОРНОЇ
САМОСТІЙНОЇ РОБОТИ***

1. Питання для самостійного опрацювання

1. Texas. The linguistic situation in Texas.
2. Louisiana. The linguistic situation in Louisiana.
3. New York. The linguistic situation in New York.
4. Ebonics. What do you know about it?
5. The new tendencies in the development of the mass media of the USA.
6. National icons of the USA.

7. National personalities of the USA.
8. Oscar winners in 2005-2008.
9. The regional linguistic differences in the USA.
10. The history of the USA.
11. Native Americans of the USA.

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

Вправа 1. Заповніть пропуски в реченнях лінгвокраїнознавчого характеру, що стосуються культури США, відповідниками з поданого списку.

(ability, preached, comprehensive, recent, inclinations, antiracist, 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 2. Знайдіть відповідники наступним пареміям США та виявіть, 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.
8. Don't let the tail wag the dog.
9. Better to fail in a high aim than

to succeed in a low one.10. He who forgives ends the quarrel. 11. He who sleeps thinks not of eating.

Вправа 3. 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 4. 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 5. 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 6. 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 7. Перекладіть текст лінгвокраїнознавчого характеру про одну з найбільш впливових леді США. Прокоментуйте цей текст.

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 8. Перекладіть текст лінгвокраїнознавчого характеру про одну з найбільш впливових 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 9. Перекладіть текст лінгвокраїнознавчого характеру про радіо США. Прокоментуйте цей текст.

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 Broadcasting 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 ТА РЕФЕРАТИВ

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 American author and his place in the history of the world literature.
7. Some soft news from the USA.
8. The cable and satellite TV of the USA.
9. A national celebrity in the USA.
10. Native Americans and their history.
11. Linguistic situation in one of the American states.
12. Free topic.

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