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АНГЛИЙСКИЙ ЯЗЫК. READING AND DISCUSSION

УЧЕБНОЕ ПОСОБИЕ ДЛЯ ВУЗОВ

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Серия «Университеты России» позволит высшим учебным заведениям нашей страны использовать в образовательном процессе учебники и учебные пособия по различным дисциплинам, подготовленные преподавателями лучших отечественных вузов и впервые опубликованные в издательствах университетов. Все представленные в этой серии учебники прошли экспертную оценку учебно-методического отдела издательства и публикуются в оригинальной редакции.

В учебном пособии представлены тексты и разнообразные упражнения, направленные на развитие навыков профессионально ориентированной речи. Тексты пособия взяты из современных англоязычных источников без адаптации и раскрывают актуальные темы. Упражнения направлены на развитие навыков чтения (с извлечением полезной информации из текста) и говорения (в форме монологической и диалогической речи). Особое внимание уделяется активным и интерактивным заданиям: групповым дискуссиям, мини-конференциям, а также заданиям творческого характера. Даны дополнительные тексты и задания, которые могут использоваться для самостоятельной работы, а также словарь наиболее употребительных терминов.

Учебное пособие предназначено студентам высших учебных заведений, аспирантам и преподавателям, а также всем интересующимся.

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ПРЕДИСЛОВИЕ

Целью пособия является формирование навыков профессионально ориентированной речи у студентов, которым предстоит использовать английский язык как средство общения в разнообразных ситуациях профессиональной деятельности.

Тексты взяты из современных английских и американских источников без адаптации, но с сокращением. Они подобраны с учетом познавательной ценности, актуальности и информативности.

Задача подготовки студентов к восприятию текстового материала и снятию возможных трудностей понимания решается с помощью предтекстовых упражнений на интернациональную лексику, словообразование, умение работать с микроконтекстом.

Основная цель послетекстовых упражнений – проверить понимание прочитанного с помощью заданий, направленных на смысловой анализ текста, а также активизировать навыки устной и письменной речи и подготовить студентов к дискуссии по проблемам изучаемых текстов.

Словарь наиболее употребительных терминов поможет студентам самостоятельно усвоить некоторые понятия будущей специальности и расширить запас слов.

В приложении даны дополнительные тексты, которые могут быть использованы для совершенствования навыков самостоятельного чтения и расширения профессионального кругозора студентов, а также тесты для самостоятельной проверки знаний и умения правильно употреблять лексические единицы, выражающие ключевые понятия по пройденным темам.

Unit 1. Language and Communication

Pre-text Exercises

Exercise 1. Memorize the following key terms:

mass media – средства массовой информации
communication – общение
interaction – взаимодействие
to influence – оказывать влияние, влиять
public opinion – общественное мнение
vehicle – средство
to advertise – помещать рекламу, рекламировать
to persuade – убеждать
body language – язык телодвижения

Exercise 2. Mind the likeness of the following English words to those in Russian. Read and translate them.

human	propaganda
unique	stimuli
symbol	nation
sociologist	idea
object	culture
information	

Exercise 3. Mind and remember the following words that can mislead you, while reading the text:

public – народ, общественность
person – личность, человек
generation – поколение
general – общий
universal – всеобщий, всемирный
literate – грамотный, образованный
magazine – журнал
manipulate – воздействовать, влиять
population – население

individual (n) – личность, человек

Exercise 4. Here is a list of words and phrases from the text you are to read in this unit. How many words do you know? Compare your results with the results of other students.

- | | |
|--------------------------------|----------------------------|
| 1) Human communication | 14) Visual impact |
| 2) Language | 15) To persuade |
| 3) To influence public opinion | 16) Mediated communication |
| 4) Mass media | 17) Symbol |
| 5) To advertise | 18) Capability |
| 6) Literate | 19) Body |
| 7) An advantage | 20) Direct |
| 8) An issue | 21) To employ |
| 9) Audience | 22) Vehicle |
| 10) Gesture | 23) Speech |
| 11) To publish | 24) Effective |
| 12) Propaganda | 25) Information |
| 13) To attract attention | 26) Mental activity |

Exercise 5. In each sentence there is a word, which you probably don't know. Read the sentences and try to guess the meaning of the italicized words, choosing among the prompts, given in the brackets.

1. The *infant's* earliest communication is on the reflexive level. (king, child, animal)
2. A symbol is a *shorthand* representation of persons, acts, feelings. (small, useful, brief)
3. When communications on the state, national and international levels are considered, we can see how the problems of social interaction *multiply*. (decide, increase, ruin)
4. Speech is a unique *capability* of man. (knowledge, part, ability)
5. *Non-literates* seeing their first plane have no word for it except "big bird". (authors, designers, noneducated people)
6. No doubt that television and radio is a tremendous instrument of *persuasion*. (experience, opportunity, influence)
7. Language is not *luxury*, it is the basis for being human. (pleasure, toy, movement)
8. Radio and television is *frequently* more convincing than the written word alone. (often, never, seldom)
9. Speech sets a man apart from the animal *kingdom*. (village, world,

apartment)

10. With the increase in mass communication propaganda can now be used *to appeal* to various population. (to address, to change, to explain)

11. Language is the key to child learning his own culture and those in disadvantaged homes are often greatly *handicapped* by language problems. (interested in, written, put into difficult position)

12. Smiles and other pleased expressions show a friendly *spirit*. (mood, position, influence)

13. With all our *sophistication* in communication, we still use gestures. (vocabulary, language, experience)

14. Mass communication can play a very important part in *encouraging* discussion. (ending, beginning, explaining)

15. Television has the advantage of *conveying* the human voice, face expression and a manner of the speaker. (improving, choosing, demonstrating)

16. In a rapidly changing society the average man is constantly reading or hearing about events and *issues* which are not easily understood. (countries, problems, people)

17. The word "man" may stand for an individual or for a whole class of people. For the *adult* it stands for many kinds of people. For the young child it means his dad. (baby, grown-up, woman)

Exercise 6. Arrange the following words into pairs of synonyms:

- | | |
|-----------------|------------------|
| 1) literate | a) ability |
| 2) to persuade | b) tongue |
| 3) capability | c) data |
| 4) language | d) question |
| 5) an issue | e) to enlarge |
| 6) to expand | f) aim |
| 7) impact | g) point of view |
| 8) purpose | h) to convince |
| 9) opinion | i) educated |
| 10) information | j) influence |

Exercise 7. Arrange the following words into pairs of antonyms:

- | | |
|-----------|------------|
| mental | decrease |
| direct | impossible |
| advantage | complex |

possible	physical
concrete	external
simple	disadvantage
educated	indirect
multiply	non-literate
internal	abstract

Exercise 8. Find the equivalents:

- | | |
|--|-----------------------------------|
| 1) to influence public opinion | 1) умственная деятельность |
| 2) to gain understanding | 2) расширять воображение |
| 3) to expand imagination | 3) использовать жесты |
| 4) mental activity | 4) выражение лица |
| 5) to use gestures | 5) сильное средство убеждения |
| 6) facial expression | 6) традиционные методы пропаганды |
| 7) the visual impact | 7) зрительное воздействие |
| 8) tremendous instrument of persuasion | 8) добиться понимания |
| 9) human interaction | 9) взаимодействие людей |
| 10) traditional propaganda techniques | 10) влиять на общественное мнение |

Text Study Section

Text A. Types of Communication: Direct and Indirect

Much of the interaction between individuals and nations takes place by means of speech and gesture or through the media – radio, television and newspaper. The sociologist studies these different methods of communicating to gain understanding of important aspects of human interaction.

Social interaction takes place through communication on various levels. There are two types of communication: (a) direct, or face to face, and (b) indirect, or that through various media which, bridges the gap between persons or groups.

Direct communication is considered the most effective, for it permits the transmission of emotions through body gestures and facial expressions along with word symbols.

Symbols in human communication

All human communication begins with simple animal gestures. The infant's earliest communication is on the reflexive level – in response to hunger, cold. The crucial step is learning to connect a word symbol with a person, object or act. Until this connection is made, symbolic communication cannot take place.

A symbol is a shorthand representation of persons, things, acts, feelings, qualities, in fact of all the internal and external experiences of man. The word "man" may stand for an individual or for a whole class of people. In certain usages it means mankind. For the young child it means his dad. For the adult it stands for many kinds of people – black and white, tall and short, young and old. A symbol may stand for a single act or a whole series of acts, for very abstract qualities, for feelings, liberty, justice, and truth are all symbols, which stand for very complex ideas, but are meaningful in cultures where the terms are used.

Symbols are the vehicle for thought. By manipulating symbols man can work out elaborate actions, or buildings, or system of ideas without doing it by action.

An engineer need not build a little bridge to plan a bridge. He does it by symbols. The astronomer understands the space as he can use symbols in calculating how stars and planets behave. Symbols expand imagination because man does much of his trial and error in the mind, testing alternatives by use of symbols. He tries to imagine before he acts, thus saving risk and effort.

Indirect communication

By indirect communication we mean any communication which is not face to face. It is also called mediated communication. Reading a book or writing a letter are forms of indirect communication. Radio, television, magazines, and other mass media are also forms of indirect communication.

In nonliterate societies the natives could use simple devices for indirect communication such as the smoke signal and drum or tom-tom.

As groups increase in size, new problems in communication arise. The office manager in a large corporation is expected to follow rigid communication procedures before his recommendations reach the president. In large democratic countries indirect communication is a particularly difficult problem. When communications on the state, national, and international levels are considered, we can see how the problems of social interaction multiply.

Exercise 9. Answer the following questions.

1. What are two types of communication?
2. Distinguish between direct and indirect communication. Which is more effective? Why?
3. What are symbols?
4. What role do symbols play in communication?
5. What is mediated communication?

Exercise 10. Agree or disagree.

1. Indirect communication is considered the most effective.
2. We interact only with the help of language.
3. By indirect communication we mean any communication which is face to face.
4. Radio, television, and other mass media are forms of indirect communication.
5. As groups increase in size, new problems in communication decrease.

Text B. The Role of Language in Communication

Most often human communication employs language, that is, written or spoken words.

Speech is a unique capability of man, setting him apart from the animal kingdom. Language is no luxury; it is the basis for being human. Through language, members of the group understand each other and carry on their joint life.

Man progresses in large part because by means of language each generation teaches the next. Each person has the capacity not only to communicate his feelings to others, but also through language to describe objects and ways of doing things.

A people's language is a key to its cultural patterns and achievements. Language influences what people pay attention to and what they see.

Language expands as a culture becomes more complex, or as new elements are introduced from outside. Nonliterate people seeing their first plane have no word for it except "big bird". Later they get more descriptive words.

The native language of a country expresses its unique culture patterns and is rich in emotional meanings to its citizens. Foreigners have dif-

difficulty in understanding people and culture of a country until they have learned the language's subtle distinctions in meaning. In English, for example, the French word "chou" means "cabbage". Yet the French expression "mon chou" means "my-darling" and is used only to express affection. In the assimilation of a people, perhaps the most important step is learning the language of the adopted culture. Language not only shapes people's ideas and mental activity, but also expresses the uniqueness of their world and their experience with it.

Immigrants to the U.S. were encouraged to study and learn language of this country. They could not understand it fully until they could speak the language. Language is each people's own cultural development of their capacity to speak.

Language is the key to the child learning his own culture, and those in disadvantaged homes are often greatly handicapped by language problems.

The most elementary form of direct communication is the display of feelings by facial expressions and gestures. Looks of hate, disgust, aversion, and envy show antagonism. Smiles and other pleased expressions show a friendly spirit.

Nonliterate tribesmen found their hands convenient as means of expressing themselves. Even now, however, speech has not entirely replaced gestures and expressions. An orator strikes his desk a blow with his fist for emphasis or in talking of the vast plains spreads his arms for emphasis. Though we have developed a highly advanced vocabulary, we don't depend on it alone. A simple expression such as "thank you" can show indifference, gratitude, or represent a cutting insult depending upon the manner and tone of voice. Men use their eyebrows in speech more than women do. There are at least twenty-three meaningful positions. With all our sophistication in communication we still use gestures. Do you catch yourself making motions with your hands and arms when on telephone, or assuming facial expressions as though the other person were watching?

Exercise 11. Complete the following sentences using the text:

1. ...is a unique capability of man, setting him apart from the animal kingdom.
2. Language expands as a culture...
3. The native language of a country...
4. ... is the display of feelings by facial expressions and gestures.

5. With all our sophistication in communication...
6. Language is...

Exercise 12. Arrange the following points according to their order in the text:

1. Body language.
2. Language and culture pattern.
3. Language in cultural transmission.
4. Speech is a unique capability of man.

Exercise 13. Find topical sentences in each part of text B.

Exercise 14. Explain why:

1. Language is not luxury.
2. Man progresses in large part because of means of communication.
3. A people's language is a key to its cultural patterns and achievements.
4. Language expands as a culture become more complex.
5. Foreigners have difficulty in understanding the people and culture of a country until they learned the language's distinctions in meaning.

Exercise 15. Answer the following questions:

1. How does language reflect cultural patterns?
2. What is the most important capacity of language?
3. How does language expand as culture changes? Give examples.
4. What function does language play in the transmission of culture?
5. What is the most elementary form of direct communication? Demonstrate some examples.

Exercise 16. Read text C and give it a title.

Text C

There are many who dream of a common world tongue. The need increases as man moves over the planet and as messages become worldwide and practically momentary. Banking, commercial, and financial transactions are already taking place on an international level. As communications and transportation make the world seem smaller, a common language will become more necessary.

Artificial languages such as Esperanto do not seem to have worked

well thus far. It is far more likely that a natural language such as English, French, or Russian will be learned by more and more people.

When Greek tourists, Russian sailors, and German businessmen meet in Yokohama, the transactions probably are in English. No other language has served a greater variety of needs, or come closer to being a world tongue. As the language of civil aviation, it has reached the far corners of the earth. Half the world's newspapers and scientific journals are published in English. This adaptable language has even touched the Stone-Age innocents of New Guinea, who use pidgin English.

About 300,000,000 persons speak English, making it second only to Chinese. Hindi comes next, yet India, its homeland, has English as an official language.

The international appeal of English is its flexibility. While precise enough to be a tool of science, it possesses the delicate shades of meaning required for literary purposes. Foreign speakers appreciate the abundance of short, punchy words.

Exercise 17. Give a summary of text C in English.

Exercise 18. Read the title and subtitles of text D and say what information you could get from it.

Text D. Mass Communications in Modern Life

Mass communications have made more information available to the ordinary citizens than was ever possible in the past. Radio, television and magazines have become opinion-makers.

Influencing public opinion through mass media

Public opinion consists of the views and attitudes held in common by a group. Discussion of public issues crystallizes into public opinion and is reflected in election outcomes and public-opinion polls.

Mass communications can play a very important part in encouraging discussion. The media influence the kind of information upon which opinions are based. The local newspaper is likely to give an analysis of an issue which differs somewhat from that of a paper with national circulation.

In a rapidly changing society the average man is constantly reading or hearing about events and issues which are not easily understood. The development of nuclear weapons, widespread drug addiction have raised

many new questions for society. The mass media help to bring these issues to the attention of the public.

Language and face-to-face communication are the basis of social interaction in the small group. Mass communications through the shaping of public opinion are equally important to the society as a whole.

Radio and television in public opinion

A part of television's power lies in the fact that it reaches most of the homes, even those in the remote rural sections, which do not often see newspapers. It has the advantage of conveying the human voice, face expression, and a manner of the speaker. These are frequently more convincing than the written word alone. The visual impact of television makes it the most powerful means of persuasion. No doubt that television is a tremendous instrument of persuasion.

The newspaper's part in public opinion

The newspaper has been the most powerful factor in formulating and expressing public opinion.

Newspapers present news and express views. They have made and unmade candidates for office. They have exposed dishonesty and publicized incompetency.

Tremendous growth of weekly news magazines makes narrowness a matter of reader choice rather than a necessity.

Newspaper readers can alert themselves to the attempts of editors to influence opinion. In some papers opinion is kept almost entirely to the editorial page.

In others the editor reveals his biases in a number of ways:

1. Only one side of an issue is presented.
2. The headlines, and often the treatment of the news itself, reveal the editor's prejudices.
3. Editorials and political cartoons get front-page space.
4. Letters from readers who express agreement with the paper are printed more frequently than the letters of disagreement.

The press continues to be a major factor in the making public opinion, although its influence has been rivaled in recent years by radio and television.

Education and propaganda through the media

Mass communications play an important part in modern education.

In many countries educational television and many radio-visual techniques are changing the duties of the teacher and the school curriculum.

Propaganda is the form of communication, which attempts to spread particular beliefs and to persuade others to accept them. With the increase in mass communications, propaganda can now be used to appeal to a diverse population.

Propaganda may emphasize the immediate interests, fears, or desires of its audience. It may do so by using emotionally charged language symbols. In America in recent years members of extremist groups have used such traditional propaganda techniques:

Glittering generalities – the association of something with virtues or symbols respected by the audience. Words such as truth, justice and such symbols as the flag or George Washington are often used.

Name-calling means giving an idea a bad label, and to make us reject the idea without considering facts and evidence. (My opponent has green hair).

Plain folks is the technique used by a person to show his audience that he is good and has good ideas because he is "a common man" or "from the people".

Testimonial is having some well-known person say that a certain idea, product or program is good or bad.

Bandwagon involves using the idea that "everyone is doing it and, therefore, so should you".

These techniques are widely used to influence opinion. Professionals have experimented with them to find powerful ways of selling products.

To attract attention from the mass media, student protesters have used "body language" from the sit-in to the clenched fist and V-for-victory sign to publicize an issue. Signs and symbols can also be a form of non-verbal propaganda.

Propaganda has many peacetime purposes. It is also used extensively in time of war. Propaganda may be good or bad. It depends upon the situation.

Advertising and communications

Advertising is the form of propaganda that usually attempts to influence the individual rather than encourage group action or reaction. It most often seeks to shape the listener's opinion in order to influence his purchasing habits.

Advertisers today made communication into a science. Radio and television advertisers have studied the effect of certain sounds, music, and tones of voice on their listeners. They know the facial types and the man-