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**ПРАКТИЧЕСКИЙ КУРС
ОСНОВНОГО ИНОСТРАННОГО ЯЗЫКА**

АНГЛИЙСКИЙ ЯЗЫК

ДОМАШНЕЕ ЧТЕНИЕ

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ДОМАШНЕЕ ЧТЕНИЕ**

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СОВРЕМЕННЫЙ ГУМАНИТАРНЫЙ УНИВЕРСИТЕТ

ПРОГРАММА КУРСА

English as a world language Basic Characteristics of English. Simplicity of form. Flexibility. Openness of vocabulary. The fine distinctions of speech. Received pronunciation. Regional accents.

The Media: press, radio and television. The British press. National newspapers. National dailies. National Sunday. Broadsheets and tabloids. The BBC. The Broadcasting Act. TV programmes.

Transport. The threat of Paralysis Rail. Roads.

The need for infrastructure. Greater London. The Channel Tunnel.

Health. The National Health Service. General practioners.

English cooking. The British pub.

LESSON 1

YPOK 1

ENGLISH AS A WORLD LANGUAGE

Today, when English is one of the major languages in the world, it requires an effort of the imagination to realize that this is a relatively recent thing – that in Shakespeare's time, for example, only a few million people spoke English, and the language was not thought to be very important by the other nations of Europe, and was unknown to the rest of the world.

English has become a world language because of its establishment as a mother tongue outside England, in all the continents of the world. This exporting of English began in the seventeenth century, with the first settlements in North America. Above all, it is the great growth of population in the United States, assisted by massive immigration in the nineteenth and twentieth centuries, that has given the English language its present standing in the world.

People who speak English fall into one of three groups: those who have learned it as their native language; those who have learned it as a second language in a society that is mainly bilingual; and those who are forced to use it for a practical purpose – administrative, professional or educational. One person in seven of the world's entire population belongs to one of these three groups. Incredibly enough, 75% of the world's mail and 60% of the world's telephone calls are in English.

BASIC CHARACTERISTICS

SIMPLICITY OF FORM. Old English, like modern German, French, Russian and Greek, had many inflections to show singular and plural, tense, person, etc., but over the centuries words have been simplified. Verbs now have very few inflections, and adjectives do not change according to the noun.

FLEXIBILITY. As a result of the loss of inflections, English has become, over the past five centuries, a very flexible language. Without inflections, the same word can operate as many different parts of speech. Many nouns and verbs have the same form, for example **swim, drink, walk, kiss, look, and smile**. We can talk about **water** to drink and **to water** the flowers; **time** to go and **to time** a race; **a paper** to read and **to paper** a bedroom. Adjectives can be used as verbs. We **warm** our hands in front of a fire; if clothes are **dirty**, they need to be **cleaned** and **dried**. Prepositions too are flexible. A sixty-year old man is **nearing** retirement; we can talk about a **round of golf, cards, or drinks**.

OPENNESS OF VOCABULARY. This involves the free admissions of words from other languages and the easy creation of compounds and derivatives. Most world languages have contributed some words to English at some time, and the process is now being reversed. Purists of the French, Russian, and Japanese languages are resisting the arrival of English in their vocabulary.

THE FUTURE OF ENGLISH. Geographically, English is the most widespread language on Earth, second only to Mandarin Chinese in the number of people who speak it. It is the language of business, technology, sport, and aviation. This will no doubt continue, although the proposition that all other languages will die *out* is absurd.

Exercises

Exercise 1. Reading

Pre-reading task

Work in pairs.

Do you think the following statements are true or false? Write [T] or [F] in the boxes.

1. ☐ English was already an important world language four hundred years ago.
2. ☐ It is mainly because of the United States that English has become a world language.
3. ☐ One person out of seven in the world speaks perfect English.
4. ☐ There are few inflections in modern English.
5. ☐ In English, many verbs can be used as nouns.
6. ☐ English has borrowed words from many other languages.
7. ☐ In the future, all other languages will probably die out.

Skim reading

Read the article on *English as a world language*. Find out the answers to the true/false statements. There is one statement for each paragraph. Discuss your answers in pairs. Then read the article in more depth.

Exercise 2. Comprehension check/Language work

Here are the answers to some questions. Work out the questions.

1. A few million.
2. Because it is the mother tongue of many countries outside England.
3. In the seventeenth century.

4. 75%.
5. 60%.
6. Yes, it had a lot of inflections.
7. Simplicity of form flexibility and openness of vocabulary.
8. Mandarin Chinese.

What do you think?

1. Does the text come from
 - a brochure for an English language school?
 - a preface to a book on modern language teachings?
 - a dictionary?
 - an encyclopaedia?
2. The text says that it is because of the United States that English is a world language. Why?
3. Which of the three groups of English speakers do you belong to? What is your reason for learning ?
4. What words are there in your language that have been borrowed from other languages?

THE FINE DISTINCTIONS OF SPEECH

A picture of the British as both individualist and yet community-minded is a cosy one, and in many respects the British have a deep sense of cultural cohesion and unity. Yet, in the words of a leading educationist, “The trouble with the British is that they accept and enjoy the nice distinctions of social class. They love hierarchy and see nothing wrong in the deferential attitude that it breeds.” Nowhere is this clearer than in the question of speech. For the way English is spoken gives away not only regional identity but to some extent class status too. It is, for one sociologist, “the snobbery which brands the tongue of every “British child”.

Since the days of Shakespeare, the English of south east England has been considered the ‘standard’, for no better reason than that the south east is the region of economic and political power. The emergence of an upper and upper-middle-class mode of speech, ‘received pronunciation’ (RP), was systematically established through the public (in fact private) school system attended by the boys of wealthier families. RP persists as the accepted dialect of the national elite.

Broadly speaking, there are two kinds of RP. One is ‘unmarked’ RP, which suggests no more than that the speaker is well-educated (although of course many equally well-educated people speak with a regional accent). This is the dialect of the BBC, and thus it has a kind of authority. Through radio and television unmarked RP is becoming a more widely spoken accent. Then there is ‘marked’ RP, which indicates high social class and is spoken, for

example, by many army officers who come from upper-class families. At the time of the Falklands War, marked RP was very fashionable, since it suggested leadership and authority at a time of national crisis. Although spoken by less than 5 per cent of the population, RP has immense influence. Those who speak it enjoy a social authority that contradicts democratic ideals. As long as RP remains suggestive of authority, some job advertisements will demand 'well spokenness', and some ambitious politicians will hide their regional accents with RP.

Regional accents exist, in class status terms, below RP. But even they have a hierarchy. Scottish, Welsh and Irish are generally the more popular regional accents. Then come northern, Yorkshire and west country accents, and at the bottom of the list come the least popular ones of the great conurbations, London, Liverpool, Glasgow and the West Midlands. Significantly the television news is read by RP speakers, while the weather forecast following the news is often read by someone with a regional accent. Is there an implicit difference in the importance and status of news and weather?

Do dialect (a matter of grammar and vocabulary) and accent enrich or impoverish? This is a continuing matter for debate among linguists. Some argue that regional accents enhance the sense of local community, and that to abandon them is to give way to the accents of the ruling class. Others argue that regional dialects, given their class associations, are socially divisive. Dialect is unlikely to disappear and the debate is likely to continue.

Exercises

Exercise 1. Section analysis.

1. Community and the individual: List eight examples of the type of voluntary activities in which many ordinary British people engage.
2. The fine distinctions of speech: Some people want to encourage different dialects of English because they admire their richness. Other people think they are socially divisive and should be abandoned. What is your opinion?
3. The culture of violence: Has Britain got a violent culture? Give arguments for and against.
4. The rural ideal: Is Britain's nostalgia for life in the countryside harmless, or damaging? State your opinion and support it with evidence from the text.
5. Dress codes: The British are perhaps less fashion-conscious than other Europeans. Why?
6. Nostalgia and modernity: "Tradition and creativity are in conflict [in Britain]." Give examples from the text to support this view.
7. Urban sub-cultures: Why do young British people join sub-cultures?

- What sub-cultures exist in your own country?
8. The culture of sport: In what ways has the character of football as a national sport changed in the last thirty years?
 9. The arts: Why are many of the best British theatrical productions to be found in the smallest theatres?
 10. Culture for the community: What is distinctive about artistic life in Britain?

Exercise 2. Speaking.

How do you learn languages?

1. Discuss the following questions with your fellow students.
 - What are the differences between the ways a baby learns its first language and the ways an adult learns a second language?
 - What advantages does the baby have?
 - What advantages does the adult have?

2. Work alone.

What is most important for you in learning a language? Put the list in order of importance, 1 being the most important.

- ☐ learning grammar
- ☐ learning vocabulary
- ☐ speaking and being corrected
- ☐ speaking and not being corrected all the time
- ☐ listening
- ☐ reading
- ☐ writing
- ☐ pronunciation practice

3. Work in groups.

Compare your lists.

Justify your order, but remember that different people learn in different ways.

Try to agree as a class on an order of importance.

4. Can you think of some suggestions for effective language learning?

Example:

Practise as much as possible.

Read books and newspapers.

Exercise 3. TEST: What makes a good language learner?

Quiz

TEST YOUR APTITUDE FOR LEARNING A FOREIGN LANGUAGE

Test your aptitude for language learning by doing this quiz, adapted from *The Sunday Times Magazine*. Write your answers on a piece of paper, then add up your scores to find out how good a language learner you are.

1) Learn the following Samoan words (Samoa is in the South Pacific):

toalua	husband
tamaloa	man
tamaitiiti	child
taulealea	youth
loomatua	old woman

Did you find this task

- a) easy and fascinating?
- b) very difficult?
- c) not easy, the words look the same?
- d) so boring you didn't even try?

2) Exhausted after swimming the river, Fred decided to get some sleep, but the boolles made it impossible, and even the smoke from his camp fire didn't keep them away.

What is a *boolle*?

- a) a wild animal
- b) a giant mosquito
- c) a kind of noise
- d) don't know

3) Someone asks you the way in very bad English. When he/she doesn't understand your reply, do you

- a) say it again but louder?
- b) get irritated and give up?
- c) draw him/her a map?
- d) find out if he/she speaks another language you know?

4) Here is a new language:

ek kum chuchu	– the train is coming
ek namas chuchu	– the train is very big
nek kum niva chuchu	– the train isn't coming
ek chuchu	– it's a train

How would you say “It’s not a train”?

- a) nek chuchu niva
- b) ek niva chuchu
- c) nek niva chuchu
- d) don't know

5) How many foreign languages can you greet someone in?

6) Your boss tells you that you have been chosen to go on a six-month course to learn a completely new language. Do you

- a) look for another job?
- b) say they’ve chosen the wrong person?
- c) worry a bit but reckon you’ll cope?
- d) long to get started?

7) You go to an evening class to learn a language. The class lasts two hours a week. List the sorts of practice you might do on your own at home.

8) How good are you at expressing yourself in your own language, both in speaking and in writing?

- a) I can always put into words exactly what I want to say
- b) I don't know
- c) It depends on the situation
- d) People sometimes say I am not clear

9) When did you last read a book for pleasure (in any language)?

- a) yesterday
- b) I can't remember.
- c) last week
- d) last month

10) Have you got

- a) a bilingual dictionary (English into your language)?
- b) a monolingual dictionary (English-English)?
- c) both a bilingual and a monolingual dictionary?
- d) no dictionary at all?

11) Read through this list of words, then write down as many of them as you can without looking.

pin church identify luxury accelerate
carefully miscalculate occasional anxious
knot daffodil impertinent

12) In one minute write a list of things you could do with a cabbage (apart from cooking or eating it).

13) In one minute write down as many reasons as you can why it might be useful to learn Eskimo.

14) Fill in the blank with one of the words below.

Shakucomespiteare isos wonone ovofef tehe wororolid's grematerest's writerners. Hehe wasis onin Staratarafoorrd-inon-Aravont.

- | | |
|-------------|---------------|
| a) borotone | c) shororit |
| b) born | d) don't know |

15) What is your attitude to learning about British culture (arts, institutions, way of life)?

- a) I'm not interested in the slightest, I just need to learn the language.
- b) I'm interested a little bit, but only out of curiosity.
- c) I'm very interested to find out about the people behind the language.

16) What do the following words in Samoan mean?

loomatua tamaitilti tamaloa taulealea toalua

17) Are you male or female?

ANSWERS

1) a: score 10 points, b: 4 c: 8 d: 0

Good language learners find words fairly easy, and aren't put off by the way they look.

2) a: 5 b: 10 c: 0 d: 0

Good language learners are able to make imaginative guesses about the meaning of words.

3) a: 0 b: 0 c: 10 d: 8

Good language learners make the most of their skills, and manage to communicate in all sorts of unlikely situations.

4) a: 2 b: 2 c: 10 d: 0

Good language learners are quick at seeing patterns in a foreign language. (Negative sentences in this language begin with 'nek'. The last word is always 'chuchu'.)

- 5)** Two points for each language (maximum 10 points).
This question shows how interested you are in languages and communication.
- 6)** a: 0 b: 3 c: 7 d: 10
Being scared stiff is obviously a bad sign.
- 7)** Good language learners practise a lot on their own. Give yourself two points for each different activity you listed (e.g. listening to cassettes while driving, watching foreign language films on TV), Maximum 10 points.
- 8)** a: 4 b: 0 c: 10 d: 7
Good language learners think a lot about how they use language.
- 9)** a: 10 b: 0 c: 5 d: 2
Good language learners seem to read a lot. (It's a good way of increasing your vocabulary.)
- 10)** a: 5 b: 8 c: 10 d: 0
Good language learners have reference books and consult them regularly.
- 11)** Less than 5, score 0, 6–8, score 5. More than 8, score 10. This test measures your short- term memory. Most people can remember 5 or 6 words out of the list.
- 12)** A point for each idea (maximum 10). People who are very rigid in the way they see things tend not to be very good at learning languages. This is probably because they don't like being in situations they can't control.
- 13)** Two points for each idea (maximum 10). An important factor in learning a language is motivation.
- 14)** a: 10 b: 2 c: 7 d: 0
This question assesses how willing you are to take risks in a language you don't know well.
- 15)** a: 0 b: 5 c: 10
It is impossible to separate a language from its culture. Good language learners are open to other cultures and individuals, and this creates more opportunities for progress.
- 16)** Two points for each word you got right. This question tests your memory again.
- 17)** Females score ten. On the whole, women are better at languages.

INTERPRET YOUR SCORE

- 0–30:** You think you are useless at languages, and can't see the point in trying. Don't give up! Keep at it!
- 30–70:** Learning a language is hard work for you, but you get there in the end. You probably had a bad experience at school. Just remember that most people in the world speak at least two languages, and lots speak four or five, so it can't be all that difficult, can it?
- 70–100:** You're an average sort of learner, not brilliant, but you manage. You're always willing to have a go. Surprisingly, it usually works, too! Add some systematic study to this, and a bit of practice, and you'll be able to cope in most situations.
- 100–140:** You can probably get by in one or two languages already, and learning a new language holds no terror for you. Don't give up when you feel you're not making progress. A bit more confidence, and some concentrated practice, and you could easily start feeling really at home in your foreign language.
- 140–170:** You are an outstanding language learner. You enjoy using words, and language is a constant source of delight for you. You don't learn a language to go on holiday - you enjoy going abroad because it gives you an excuse to learn another language!

Adapted from a quiz by Dr Paul Meara of Birkbeck College, London.

Exercise 3. Translate sentences from Russian into English.

1. На что был бы похож мир, если бы все говорили на одном **языке**?
2. Видите ли вы какие-либо преимущества у эсперанто, как у **мирового языка**?
3. Один человек из семи в мире **говорит на английском**.
4. Многие люди **изучают иностранные языки** для практических целей, но есть и другие, которые получают удовольствие от самого процесса обучения.
5. Многие языки, включая русский, **заимствовали** слова из английского.
6. Эсперанто – искусственный язык, изобретенный в 1887, довольно **легок для изучения**.
7. При таком количестве **официальных языков на устные и письменные переводы** уходит более 50% административного бюджета ЕС.

8. Иногда мне трудно **выразить словами** то, что я чувствую.
9. Чтение – хороший способ **расширения своего словарного запаса**.
10. **Изучение языка** – это тяжелая работа для вас, но не сдавайтесь. Помните, что вы уже овладели своим **родным языком**.
11. С XVI века английский язык юго-востока Англии считался **стандартным**.
12. Многие хорошо образованные люди **говорят с местным акцентом**.
13. Благодаря влиянию радио и телевидения RP становится **широко распространенным акцентом**.
14. В русском языке существует множество **окончаний** для выражения таких **грамматических категорий**, как единственное и множественное число, время, лицо, род и т.д.
15. Английский – очень **гибкий** язык, и многие слова могут являться разными **частями речи**.
16. В моем блокноте есть грамматические странички, где я записываю **неправильные глаголы** и **предлоги**. Я думаю, что **предлоги** очень сложны для изучения.
17. Те, кто хорошо изучают язык, имеют **справочную литературу** и регулярно ее используют. Я думаю, что каждый изучающий английский язык должен иметь как **двуязычный**, так и **одноязычный** словарь.
18. Гораздо проще **овладеть языком** в **двуязычном** обществе.
19. **Словари** не только помогают понять значение, но также сообщают информацию о **произношении, грамматике и стиле**.
20. Невозможно отделить **язык** от его культуры, и мне очень интересно узнавать о британцах и их образе жизни.

LESSON 2

УРОК 2

THE MEDIA: PRESS, RADIO AND TELEVISION

The press

Britain's first newspapers appeared over 300 years ago. Now, as then, newspapers receive no government subsidy, unlike in many other European countries today. Advertising has always been a vital source of income. As long ago as 1660, King Charles II advertised for his lost dog. Today, income

from advertising is as crucial as income from sales.

Nevertheless, there are approximately 130 daily and Sunday papers, 1,800 weekly papers and over 7,000 periodical publications. More newspapers, proportionately, are sold in Britain than almost any other country. On average, two out of three persons over the age of fifteen read a national morning newspaper. Three out of four read a Sunday paper. National newspapers have a circulation of about 13.6 million on weekdays and 16.4 million on Sundays, but the readership is twice this figure. At first glance, therefore, the British press seems in good health.

The national newspapers, both on weekdays and on Sundays, fall into two broad categories: the 'popular' and 'quality' press.

Ownership of the press, as can be seen, is in the hands of a few large press publishing groups. The most significant of these – both of which increased their hold during the 1980s – are News International, owned by the Australian-born press tycoon Rupert Murdoch, and the Mirror Group Newspapers, owned by the family of the late Robert Maxwell. Although the law provides safeguards against undue concentration of control in one company, the acquisitions of News International have caused concern. In particular, its purchase of *The Times* marked the beginning of a shift in that paper from an establishment view, politically slightly right of centre but independent, to a more right wing position, in line with the right wing flavour of the Conservative governments in the 1980s. In 1989 News International entered the television market by launching a satellite TV network, Sky Television.

As the table above shows, private ownership affects the political viewpoint of most newspapers. Most proprietors, or owners, are more sympathetic to the Conservative Party than to Labour. Only the *Daily* and *Sunday Mirror*, and the *Sunday People*, express a view sympathetic to Labour, while among the quality papers, Labour's most sympathetic paper is *The Guardian*, which reflects a moderate left of centre view.

The table above categorises newspapers as either popular or quality. All the popular papers, with the exception of the *Sunday Express*, are 'tabloid' in format. The tabloids are essentially mass entertainment. They are smaller format than other papers, and are distinguished by large illustrations, bold captions and a sensational prose style. In the words of one ex-editor of *The Times*:

"The values of mass journalism are the traditional romantic values of energy, intuition, personality, sexuality, excitement and myth. The romantic element in the mass mind responds instinctively to the energy in the mass newspaper. Readers are presented with an exciting world of demons and temptresses, a flickering and exotic fairy tale.... By contrast the values of the serious press are those of analysis, rationality, truth, lucidity, balance, reality and, would hope, compassion."

National newspapers						
Title		Owner		Political tendency		Circulation 1991 (000s)
National dailies						
Populars						
Daily Mirror		Mirror Group Newspapers		Lab	Lab	2,920
Daily Star		United Newspapers		Con	Con	860
The Sun		News International		Con	Con	3,700
Daily Sport		Sport Newspapers Ltd.		–	–	228
Today		News International		Con	Con	470
Daily Express		United Newspapers		Con	Con	1,560
Daily Mail		Associated Newspapers Ltd.		Con	Con	1,700
Qualities						
Financial Times		The Pearson Group		Centre	Centre	180
The Daily Telegraph		The Daily Telegraph		Con	Con	1,070
The Guardian		Guardian and Manchester Evening News		Lab	Lab	410
The Independent		Newspaper Publishing plc.		Centre	Centre	380
The Times		News International		Con	Con	390
National Sunday						
Populars						
News of the World		News International		Con	Con	4,800
Sunday Express		United Newspapers		Con	Con	1,660
Sunday Mirror		Mirror Group Newspapers		Lab	Lab	2,760
Sunday Sport		Sport Newspapers Ltd.		–	–	360
The Mail On Sunday		Associated Newspapers		Con	Con	1,910
Sunday People		Mirror Group Newspapers		Lab	Lab	2,270
Qualities						
The Sunday Telegraph		The Daily Telegraph		Con	Con	580
The Observer		Lonrho International		Lab/Lib/Dem		550
The Sunday Times		News International		Con	Con	1,100
The independent on Sunday		Newspaper Publishing pie.		Centre	Centre	370

The result is that the tabloids' news content is minimal and their emphasis is on gossip, emotion and scandal. By contrast quality newspapers, known as 'broadsheets' on account of their larger, rather cumbersome format, emphasise news coverage, political and economic analysis and social and cultural issues.

Since 1971 there has been a massive desertion of 5 million readers from the middle market popular papers. Although there has been an increase

of nearly 2 million for the tabloids and 700,000 for the quality papers, 2.3 million readers have been lost. A fundamental reason for the change lies with television becoming the main medium for news. Consequently all newspapers now give more attention to sports results, city finance and entertainment, but this has failed to halt the decline in readership.

Sunday readers have also declined. Since 1971 the number of papers read on a Sunday has dropped from 61 million to 44 million, largely in the tabloid market. Sunday quality papers have become fatter as the market competition increased during the 1980s. No Sunday quality paper can afford a circulation of less than about 400,000 without serious difficulty in attracting enough advertising. Although the *Sunday Times* is easily the market leader, the launch of *The Sunday Correspondent* (1989) and *The Independent on Sunday* (1990) led to fierce competition which drove *The Sunday Correspondent* out of business in 1990. In 1991 *The Independent on Sunday* was integrated with the daily *Independent* in order to reduce production costs.

During the 1980s virtually every paper was radically affected by new printing technology. Bitter conflicts were fought between management and the unions as the new technology was introduced. Hardly any newspaper was unaffected, but the most serious conflict was between News International and the typesetters and printers of *The Times* in Wapping in 1986. News International won and now has more than 500 computer terminals, one of the largest systems anywhere in the world.

Almost every newspaper left its historic home in Fleet Street, the centre of the British press for over a century. Some went to new sites in the London Docklands redevelopment, while others moved elsewhere. The arrival of the new technology increased the profitability of the press, and this in turn allowed the creation of new newspapers. Some of these flopped. The most important of the new papers was *The Independent*. Established in 1986, it rapidly seized the centre ground vacated by *The Times*, which had moved to the right following its purchase by Murdoch's News International in 1981. *The Independent's* general outlook was politically independent, with a slightly right of centre economic outlook and a slightly left of centre social one. It attracted journalists of the highest calibre, including many abandoning *The Times*. By 1990 its circulation was only slightly behind its two main competitors, *The Times* and *The Guardian*, and it rivalled *The Times* as 'the newspaper of the establishment'.

Britain has a substantial number of regional newspapers also. Of these the two Scottish ones, *The Scotsman* and *The Glasgow Herald* are the most important. But others with a large circulation include the *Birmingham Evening Mail* (220,000), the *Wolverhampton Express and Star* (230,000), the *Birmingham Sunday Mercury* (150,000), and the *Leeds Yorkshire Post* (90,000).

Britain's ethnic minority communities also produce their own papers, both in English and in the vernacular languages. The oldest of these is the *Jewish Chronicle*, founded in 1841 and serving a community of 300,000 Jews. But there are Asian, Caribbean and even Arabic newspapers published in Britain.

Finally, there are over 900 free newspapers, popularly known as 'freebies', almost all of them weekly and financed entirely by advertising. They achieve a weekly circulation of over 40 million. They function as local noticeboards, where local events are advertised, and anyone can advertise in the 'for sale' or 'wanted' columns.

Among Britain's best selling periodicals, the favourites are the *Radio Times* and the *TV Times*, which provide detailed information concerning forthcoming programmes on BBC and independent television. Their popularity is evidence of the dominant place of television in national life (see below). Second to them in popularity are the women's magazines, *Woman's Weekly*, *Woman's Own*, *Woman*, *Woman's Realm*. The leading opinion journals are *The Economist*, a slightly right of centre political and economic weekly, the *New Statesman and Society*, a left of centre political and social weekly, the *Spectator*, a right of centre political weekly, and *Private Eye*, a satirical fortnightly with a reputation for devastating attacks on leading personalities, and some libel suits against it in the law courts.

With almost 900 correspondents in over 80 countries, no newspaper anywhere can compete with Britain's formidable news agency, Reuters. Across the world its name has become an assurance of objectivity, accuracy and reliability. Although run from London, Reuters deliberately avoids any image of being a British institution with English news values. As the day progresses, its world news file is edited from three different cities, switching time zones from Hong Kong to London to New York. Its reports are filed in French, German, Japanese, Arabic and Spanish, as well as English. It is read in the Kremlin, the White House and the Chancellery in Bonn.

Radio and Television

In 1936 the government established the British Broadcasting Corporation (BBC) to provide a public service in radio. Since then the BBC has been most affected by the invention of television, which changed the entertainment habits of the nation, and the establishment of independent and commercial radio and television, which removed the BBC's broadcasting monopoly.

In spite of its much reduced evening audience, BBC radio still provides an important service. Its five radio stations provide (1) non-stop pop music; (2) light entertainment; (3) minority interests, e.g. classical music, arts

programmes and academic material (some for Open University courses), cricket commentating in the summer months; (4) news and comment and discussion programmes; (5) sport and education. The BBC additionally runs thirty-seven local radio stations, providing material of local interest. There are also seventy independent local radio stations which provide news, information, music and other entertainment, coverage of local events, sports commentary, chat shows and 'phone-in' programmes. The latter provides an important counselling service to isolated, aggrieved or perplexed people.

An important but separate part of the BBC's work is its external services, essentially the BBC World Service and its broadcasts in thirty-five vernacular languages. These are funded separately from the rest of the BBC, by money from the Foreign Office. In other words, although the BBC has freedom in the content of what it broadcasts, the government decides in which foreign languages it should broadcast, and the amount of funding it should receive. In this way the service is a promotional part of British foreign policy. In 1990 research showed that the BBC World Service enjoyed an audience of approximately 120 million listeners, who were predominantly young (aged between 25 and 35) and male. The strength of the BBC's external services has been the provision of relatively objective and impartial news and comment to listeners in countries where local censorship exists. With the steady ascendancy of television news in many countries and liberalisation in Eastern Europe, BBC world services face falling audiences. For this reason, in 1991 the BBC World Service commenced television services to Europe, on a subscription channel, and to Asia, as a channel of Star Television, Hong Kong. The World Service has also begun to market its programmes via national broadcasters. On account of its high reputation for quality news and comment, it has negotiated the provision of programmes to both Polish Radio and Japan Satellite TV. It has already supplied re-broadcast output to over 200 radio stations around the world free of charge since 1987.

Television is the single most popular form of entertainment in Britain. In the late 1980s the average adult spent twenty-five hours, and children eighteen hours, in front of the television set each week. They had four channels to choose from: BBC1 and BBC2, ITV (Independent Television) and Channel Four. Channel Four, which was established in 1982, specialises in minority interest programmes, but has proved highly successful. BBC television derives its income from the annual licence fee for television, while ITV and Channel Four are financed solely through advertising. *Coronation Street*, ITV's most watched show, attracts advertising worth ten times the cost of making the programme.

ITV has been governed through the Independent Television Authority, which was empowered to give regional franchises to a number of different companies. In 1990 there were fifteen such companies, providing high quality

programmes many of which were sold or broadcast on other regional networks. Five major companies accounted for 85 per cent of evening network output – Granada, Thames, London Weekend Television (LWT), Central and Yorkshire. When ITV commenced in 1963 there had been fears that advertising would erode the high quality standards already set by the BBC. In fact ITV became fiercely competitive with the BBC in the production of high quality programmes which, like the BBC's, were sold profitably to many foreign networks.

The strength of British television lies in its high quality. "Go anywhere in the world," one leading political journalist has written, "and British television is an object of envy and admiration.... The foundation of Britain's excellence in the field of television is the tradition of public service broadcasting as upheld by the BBC." Many involved in television, including foreigners living in Britain, claim that British television is the best in the world. Its export record and high audience ratings certainly suggest it is among the best. The reason lies in the quality of its innovation and its willingness to experiment. For example, British television enthusiastically took the *Muppet Show*, when its creator, Jim Henson, had been rejected by the American networks. In the fields of TV documentary, comedy and satire, or drama, British television is a world leader.

In 1990 the government passed the Broadcasting Act, which promised to change the basis of television from 1992 onwards. This act was inspired by two factors: the Conservative government's free market ideology and the reality that satellite television would make it possible for viewers to receive programmes transmitted from outside Britain. This effectively destroys the regulatory controls previously applied by government. In order to prepare Britain's own commercial television for the 'white heat' of competing with satellite television for audiences, and thus for advertisers, the intention of the Act was to open British commercial television to genuine and open competition. In 1992, an Independent Television Commission (ITC) replaced the Independent Television Authority and auctioned television transmission licences. It had the authority to use its discretion in awarding franchises on the basis of high quality, not merely to the top financial bidders. It is a recognition that there cannot be a wholly free market in television. As a result of the auction two major networks, Thames Television and also the morning service, TV-am, both lost their franchises. The ITC also planned for a fifth television channel. But the danger remains that a larger number of channels will not, as is argued, provide greater choice. The greater the number of transmitting channels, the smaller the audiences will be for each individual channel. The smaller the audience, the less will be the advertising revenue possible, and if less advertising revenue is expected the production budget will be proportionately smaller. This is bound to hit hard a wide range of programmes, particularly minority ones.

It remains to be seen how this affects television in the 1990s. It will almost certainly be a turbulent period, in which unsuccessful rich bidders may seek to buy smaller, successful, high quality ones. It is also uncertain whether companies will still be willing to invest heavily in the origination of expensive new programmes unless they are assured they will enjoy a franchise long enough to recoup their investment. Television is still unquestionably something Britain does really well. It remains to be seen whether the Broadcasting Act supports Britain's leading position, or weakens it.

Considerable fear has been expressed concerning pornographic and violent programmes. The Broadcasting Act provides for increased censorship. Any policeman of superintendent rank or above may demand access to any untransmitted material under the obscenity or public order laws. In addition, the Broadcasting Standards Council, created in 1989, is empowered to veto transmission of any programme it considers indecent. It is also empowered to censor imported material, although this is made meaningless by the high number of joint ventures in which British television is now engaged. Many parents have expressed considerable concern at the amount of sex and violence portrayed on television, particularly before 9 p.m., the time when younger children are expected to have gone to bed. On the other hand many journalists are suspicious of the government's intentions and, in the words of one of them, "find it hard to separate zeal for marketled reform from a desire to destabilise a system capable of delivering tough and challenging programmes".

Exercises

Exercise 1. Section analysis.

1. The press: Consider this list of the characteristics of British newspapers:

- a) Depend on advertising revenue
- b) Separate Sunday papers
- c) Format divided between quality broadsheets and popular tabloids
- d) Ownership in the hands of a few large publishing groups
- e) Variety of types of paper: national, regional, ethnic and local free ('freebie') papers

Now check this list against what you consider the essential characteristics of your own country's press. List the differences.

2. Radio and television: What were the two basic reasons why the Conservative government introduced a new Broadcasting Act in 1990, and what were the provisions of that Act?

3. Government and the media: In your opinion, should the media
- a) represent the national interest or the public interest?
 - b) be permitted to reveal embarrassing facts about the government which might jeopardise commercial or political interests?
 - c) publish information gained secretly from politicians?
- Privacy and self-regulation: What is the essential dilemma faced by the press concerning the respect of privacy?

Exercise 2. Chapter analysis and discussion.

1. Is the British press predominantly left or right of centre on the political scale? Do you think this balance truly reflects the balance of political views among the British people?
2. Do you agree or disagree with the following statements?
 - a) The BBC World Service broadcasts the views of the British government.
 - b) The media in Britain has to defend its independence in the face of pressure from the government.
3. Make predictions about the future. Do you think
 - a) that newspaper readership in Britain will increase or continue to decline?
 - b) that British television will maintain its world reputation for excellence?
 - c) that the British media will become more or less subject to government interference?
4. Make comparisons between the British media and the media in your country:
 - a) Which newspapers are comparable to the main British tabloids and broadsheets?
 - b) To what extent are newspapers, radio and television funded by advertising?
 - c) Are there any limits to press freedom?

BBC 1

- 6.30 Breakfast Time:** Today's presenters are Selina Scott and Frank Bough. News headlines at 6.30, 7.00, 7.30, 8.00 and 8.30. Headlines on the quarter hours, and regional news and traffic at 6.45, 7.15, 7.45 and 8.15. Today's guests, Peter Ustinov and Harold Macmillan, will be talking about the Soviet Union.
- 12.30 News After Noon:** and weather prospects, 12.57 **Financial Report.** And news headlines, with sub-titles.
- 1.00 Pebble Mill at One:** the conversation and music magazine from the studio foyer.
- 1.45 Postman Pat:** puppet story for the youngsters
- 2.00 American Gardens:** A non-commentary, pictures-and-music "filler" rather like the soothing potters wheel "fillers" of old.
- 2.15 Racing from Newbury:** Featuring the big race of the day - the Gainsborough Stud Fred Darling Stakes, at 3.00. We also see the 2.30 and 3.30 races. Commentary by Julian Wilson.
- 3.55 Play School:** (also on BBC 2, at 11.00am); **4.20 The New Schmoo:** cartoon; **4.40 The Unknown Enchantment:** by Rosemary Harris. The story of the casting of a spell.
- 5.10 Breakthrough:** New series begins. John Craven tells the story of Edward Jenner, the humble village doctor who made the first important discovery about smallpox. He visits Jenner's house at Berkeley
- 5.35 Roobarb (r).**

ITV/LONDON

- 9.30 Sesame Street:** learning things, with The Muppets;
- 10.30 Science International:** facts for Everyman, **10.35 The Poseidon Files:** The hunt for the humpback whale, **11.30 Film Fun:** Compilation of award-winning Warner Brothers cartoons, presented by Derek Griffiths (r)
- 12.00 Topper's Tales:** with Julian Orchard (r), **12.10 Rainbow:** with Gerry Marsden as guest; **12.30 Wild, Wild, World of Animals:** The clever tricks of the racoon's cousin, the Coati Mundi
- 1.00 News from ITN,**
- 2.00 A Plus:** The topic is middle age. A studio audience discuss it with writers Molly Parkin and Christopher Matthews.
- 2.30 Film: Too Many Crooks** (1958*) Engaging British comedy about a gang of bungling kidnappers. With Terry-Thomas, George Cole, Sidney James and Vera Day. Director Mario Zampi
- 4.00 Children's ITV: Rainbow (r); 4.20 Dangermouse:** the cartoon series that is now selling well in video form, **4.25 Animals in Action:** All sorts and conditions of frogs.
- 4.50 Freetime:** Youngsters perform songs they have written.
- 5.15 Make Me Laugh.** A chuckle-provoking contest
- 5.45 News; 6.00 The 6 o'clock Show:** The lighter side of the news, with Michael Aspel and Janet Street-Porter.
- 7.00 Family Fortunes:** Prize and cash quiz, with Bob Monkhouse. The Browns from Airdrie take on the Ladds from Romford, Essex.

<p>5.40 News: and weather prospects; 6.00 South East at Six, 6.22 Nationwide: including Sportswide at 6.45.</p> <p>7.00 Film: A Gathering of Eagles (1962) Drama about the United States's Strategic Air Command in the nuclear age, with Rock Hudson as the efficiency-obsessed colonel who gives others at his command base a very trying time</p> <p>9.00 News: and weekend weather prospects.</p> <p>9.25 Cagney and Lacey: American-made drama series about two policewomen. Tonight, the authorities allow a master jewel thief to slip through their fingers. He is an elderly gentleman, arrested on a minor charge and released on bail.</p> <p>10.15 Happy Endings: Another view of life composed by Peter Skellern in a blend of music and comedy The last in the present repeated series (r)</p> <p>10.45 News headlines: and weather prospects for the weekend.</p> <p>10.50 Film: Valdez is Coming (1971) Conventional Western about a Mexican lawman who kills a suspect and tries to make amends by caring for the widow.</p>	<p>7.30 Hawaii Five-O: Steve Garrett suspects that a doctor is illegally supplying drugs to addicts</p> <p>8.30 Pig in the Middle: Susan embraces her new-found freedom and Barty begins to feel trapped</p> <p>9.00 Death of an Expert Witness: Episode 2 of Robin Chapman's dramatization of the P D James murder story reveals the private, poetic side of Adam Dalgliesh of the Yard (Roy Marsden) And Maxim Howarth (Barry Foster) starts work as the new director of the scientific team at Hoggatt's forensic laboratory.</p> <p>10.00 News at Ten.</p> <p>10.30 The London Programme: Islington Council has earned for itself the name of "the Bananas Republic" because of the odd subjects that end up on the agenda for debate by its left-wing members We learn tonight why the council has rivalled the GLC for the column inches it has won in the newspapers.</p> <p>11.00 Shoot Pool! The second match in the John Bull Bitter London Pool Championships has Charlie Nolan competing against Raymond Farrbrother.</p>
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BBC 2

- 6.05 Open University.** Until 8 10. Maths Methods linear equations, **6.30 Beneath Scotland,** **6.55 Engineering Statics,** **7.20 Quantum Theory** and atomic structure, **7.45 Molluscan evolution**
- 11.00 Play School:** also on BBC 1, at 3 55. Closedown at 11.25.
- 5.10 ABC in Kansas City:** The last of four films on ABC's coverage of the 1976 Republican Convention in Kansas City
- 5.35 Weekend Outlook.** Open University preview
- 5.40 Film: A Date with the Falcon (1941*)** Modestly made thriller starring George Sanders at his immaculate best. It is the story of a famous scientist who disappears. Co-starring Wendy Barrie
- 6.40 Cameo:** a short pictorial essay
- 6.50 Madhur Jaffrey's Indian Cookery:** Rogan Josh
- 7.15 News summary.** With subtitles
- 7.20 Headingley Test:** How a cricket wicket is made. The story of Keith Boyce, head groundsman at Headingley whose job is to prepare all 20 wickets on the square. But much of his skill and energy is reserved for wicket number 12 – the Test wicket. We learn how, in the summer of 1981, wicket 12 went badly wrong.

CHANNEL 4

- 5.15 Acting with Anna:** The disciplined play techniques that are perfected at Anna Scher's children's theatre in Islington are demonstrated in this, the first of six films about a remarkable school devoted to what Miss Scher calls 'fact-finding'
- 5.30 Countdown:** Word quiz game, presented by Richard Whiteley and Kenneth Williams
- 6.00 Switch:** The show that is aimed directly at the pop music generation. Includes a location report by Marc Issue, and music from Alison (Alf) Moyet and Orange Juice
- 7.00 Channel Four News:** News and comment
- 7.30 The Friday Alternative:** Sharp focus on Asians and blacks in Leicester – their feelings about the white community in the city in general and why they think that, in some respects, (culture and business success) they are sometimes superior to the local whites
- 8.00 What a Picture:** First in new series intended to help the amateur photographer to take better pictures. The tutor is John Hedgecoe, Professor of Photography at the Royal College of Art.

7.50 Did You See . . . ? A panel (Margaret Jay, Bernard Ashley and Yusuf Hassa) discuss Tucker's Luck, 20-20 Vision (the Channel 4 programme about punters) and Village Earth. And Miles Kington talks about doctors and nurses on television. The presenter Iain Johnstone

8.35 Gardeners' World: Kenneth and Gillian Beckett write books and their garden at Stanhoe, Norfolk not only gives them interest and pleasure but also provides them with living reference material. Roy Lancaster and Geoff Hamilton visit the garden

9.00 Entertainment USA: Jonathan King, in New York City, looks at life and entertainment in America. Items include star interviews, a review of American television, and a report on local radio, American-style. First in a new eight-week series.

9.30 Guests of the Nation: Maurice Leitch's adaptation of Frank O'Connor's classic Irish short story set in County Cork in 1920. Starring Timothy Spall and Tim Woodward (See Choice)

10.25 Newsnight: comment and news bulletins

11.15 The Old Grey Whistle Test: Recorded in Dortmund, Germany, this 'rock-pop in' concert features Gary Moore and R.E.O. Speedwagon. Can be seen again on April 19. Ends at midnight

8.30 Jazz on Four: Joint recital at the Royal Albert Hall by three masters of the guitar: John McLaughlin, Larry Coryell and Paco de Lucia

9.30 Capstick Capers: Jokes and stories from the comedian and singer Tony Capstick. He is supported by the Carleton Main Frickley Colliery Band. The setting is a club where Mr Capstick's 'twin brother' also works

10.00 Cheers: A timid young priest-to-be makes amorous advances towards Diane, the girl in the American saloon bar

10.30 Predicaments: Mavis Nicholson encourages a group of ordinary people to discuss their feelings about the prospect of impending death. This is the ninth programme in what has become a compelling series which has gained much from Miss Nicholson's committed interviewing technique

11.15 Film: The Big Shot (1942) Modestly budgeted thriller with Humphrey Bogart as the gangster who tries to go straight but is then caught up in a criminal enterprise masterminded by a lawyer. It was Bogart's last B-movie for Warner Brothers, the company for whom he made his best films and it was made in the same year that he appeared in Casablanca. The film co-stars Irene Manning, Richard Travis, Susan Peters, and Stanley Ridges (as the lawyer). Directed by Lewis Seiler. Ends at 12.45

СОВРЕМЕННЫЙ ГИМАНАТИЧЕСКИЙ УНИВЕРСИТЕТ

Exercises

Exercise 1. Work in pairs.

You are going to look at a page from a British newspaper which gives the television programmes for one day.

Answer the questions as quickly as possible. This is a competition. See who can finish first.

1. How many films are on?
2. Which film would you recommend to someone who likes westerns?
3. If you like taking photographs, which programme should you watch?
4. What music programmes are on? Which channel?
5. Are there any cartoons?
6. Is there a comedy programme on between 9.00 and 10.00?
7. How many times can you see the news?
8. If you like gardening or cooking, which channel should you watch?
9. What sort of programme is the Friday Alternative, Channel 4 at 7.30?
10. Which channel ends first? Which channel ends last?

Exercise 2. Pairwork.

You live in the same house, and there is only one television. Talk together and decide what to watch tonight.

III. Speaking.

Discussion

How important is television to you? Answer these questions honestly!

1. On average, how many hours a week do you watch television?
2. 'Television is chewing-gum for the eyes.' Do you sometimes watch television because you have nothing better to do?
3. Do you watch television selectively? Or do you often turn off the television only when you go to bed?

Group work

What are the good points and bad points about television? On a separate piece of paper draw two columns and add to this list:

Good points

It keeps you informed about the rest of the world.

Bad points

It stops people talking.

Can you think of any interest points, that is, neither good nor bad?

Interest points

In some countries there is no television for one or two days a week.

Exercise 4. Look at these descriptions of different types of TV programmes. What kinds of programmes are they? Match them with one of the words below.

1. ☐ Boxing from the Albert Hall and racing from York.
2. ☐ A new production of Shakespeare's Richard III at the Lyric Theatre London.
3. ☐ Cagney and Lacey as the American cops. In this week's episode they're chasing heroin dealers.
4. ☐ Geoff Hamilton is in the garden telling us what to do at this time of year.
5. ☐ This week's top twenty with disc jockey Mike Reid.
6. ☐ A laugh a minute as the northern comedian Les Dawson entertains.
7. ☐ More adventures from Disneyland with Donald Duck.
8. ☐ Superb filming in this programme about the disappearing forests of South America. Will the world continue to have oxygen?
9. ☐ More families try to answer the questions and win fabulous prizes with host Lesley Crowther.
10. ☐ Tern Wogans guests tonight belong to the sporting theatrical and business worlds.
11. ☐ Tomorrow's weather.
12. ☐ The Magnificent Seven 1960 classic western starring Yul Brunner, Steve McQueen, and Charles Bronson.

- a a music programme
- b a detective story
- c a cartoon

d	a sports programme
e	a him
f	a quiz
g	a play
h	a chat show
i	a comedy
j	weather forecast
k	a documentary
l	a gardening programme

Exercise 5. Translate sentences from Russian into English.

1. В Британии существует много ежедневных, воскресных и еженедельных газет и большое число периодических изданий.
2. Национальные газеты имеют тираж около 13,6 млн. по будням и 16,4 млн. по воскресеньям.
3. Национальные газеты разделяются на две большие категории: "популярная" и "серьезная" пресса.
4. "Серьезные" газеты, также известные как "широкоформатные", освещают новости, дают политический и экономический анализ и пишут о социальных и культурных вопросах.
5. Почти все "популярные" газеты меньшего формата, чем другие, и их отличают крупные иллюстрации и сенсационный стиль.
6. Флит Стрит была центром британской прессы более столетия.
7. Среди наиболее популярных британских периодических изданий фаворитами являются "Радио Таймс" и "ТВ Таймс", которые сообщают подробную информацию, касающуюся теле- и радиопередач.
8. Би-Би-Си дает большой объем информационных и развлекательных программ и ведет вещание на тридцати пяти иностранных языках.
9. Мировая Служба Би-Би-Си имеет аудиторию примерно 120 млн. слушателей в разных странах.
10. Телевидение – наиболее популярная форма развлечения в Британии.
11. Британские зрители могут выбирать из четырех каналов, и они проводят перед телевизором около 20-и часов в неделю.
12. В областях теледокументалистики, комедии и драмы британское телевидение является мировым лидером.
13. Спутниковое телевидение позволяет зрителям принимать передачи, транслируемые из-за пределов Британии.
14. Существует ли какая-либо разница между телеканалами в вашей стране?

15. Есть что-нибудь стоящее по другой программе? Я не хочу смотреть эту передачу о садоводстве.
16. – Что идет по Би-Би-Си-2 в 8 часов?
– Насколько я помню, там будет телевикторина.
17. Когда Элвис Пресли умер в августе 1977, средства массовой информации по всему миру передали известие о его смерти.
18. Телереклама не очень интересна и занимает слишком много времени, но реклама – единственный источник дохода для таких каналов как Ай-Ти-Ви и Четвертый канал.
19. Давай переключимся на другую программу. Я хотел бы посмотреть футбольный матч.
20. Я пытаюсь смотреть телевизор выборочно, но я могу забросить работу по дому, когда идет моя любимая передача.

LESSON 3

УРОК 3



TRANSPORT: THE THREAT OF PARALYSIS

“Major improvements in the movement of passengers and freight have resulted from the construction of a network of motorways, the extension of fast inter-city rail services (such as those operated by highspeed trains), the modernisation of many ports, the use by airlines of more efficient and quieter aircraft, and expansion schemes at many airports.”

This is the comfortable claim made in the official government handbook Britain 1990. In fact Britain faces a growing crisis as its roads, rail and air services fall further and further behind demand.

Rail

In the case of rail, the system operated by the national carrier, British Rail (BR), is still essentially a nineteenth-century one. It is slow, dirty and often unreliable, except on the main Intercity routes, and it compares poorly with the systems of its neighbours, Germany, the Netherlands, Belgium and France. By 1990 it was entering its most serious period of crisis since railways were first built, 160 years previously.

The failure to modernise the rail system is partly a failure to recognise its environmental advantages, and also a failure to invest adequately. A

particularly serious aspect is its shrinking freight business. By 1990 British Rail carried only 13 per cent of the country's freight, the remainder adding to the congestion on the road system.

During the 1980s it was part of the government's free market policy that the rail service should operate on increasingly commercial lines, rather than as a public service. As a result the government subsidy to British Rail was cut by 51 per cent during the years 1984-89, and a further cut of 25 per cent on the remaining subsidy was planned for the years 1990-93. By 1989 BR was the least subsidised rail system in Western Europe, receiving £605 million compared with £4.8 billion received by the West German system.

In order to survive this stringent policy, BR was forced to reduce its services and to increase fares substantially. This coincided with the biggest single increase in rail travel since the nineteenth century. Between 1984 and 1989 an extra 100,000 commuters started travelling into London by train, because of road congestion. As a result, travel on British Rail was not only less reliable and more crowded, but it was also twice as expensive per mile as, for example, in Belgium and a third more expensive than Germany, France and the Netherlands.

Without sufficient investment to respond to increased demand, BR introduced longer coaches so that the average train in the crowded south east sector carried 1,400 rather than 1,000 passengers. In spite of higher fares, the increase in capacity drew yet more commuters back to rail transport from the roads. BR is now unable to increase the load further without remodelling station platforms to allow for longer trains. Without substantial investment in the whole system further expansion is unrealistic.

Roads

The state of Britain's road system is hardly happier. During the 1970s the new motorway system was quickly filled by the new cars, as these became affordable to an increasing proportion of the population. Although the rate of car ownership is well below French or German levels, there are more cars than the road system of Britain can handle. In 1989 there were 23 million cars and lorries on 217,000 miles of road. If every vehicle was driven at the same moment, there would be less than 20 metres of road-space per vehicle. It is estimated that the number of cars will increase by 30 per cent during the 1990s, and may double by 2020. Yet only modest expansion in Britain's road system has been planned for the 1990s.

The need for infrastructure

In 1989 the Confederation of British Industry produced a report *Trade Routes to the Future* which, in its own words, "recognised that the nation's transport infrastructure is hopelessly inadequate. It is already costing £15 billion

a year, or in excess of £10 per week for every household.” The problem is not, of course, merely a matter of inconvenience or of added expense. Britain is already disadvantaged within the European Community because of the additional transport costs of an offshore island. If it fails to offer investors standards of transport communications at least comparable to the European mainland, it will simply lose foreign and British business investment. In the words of the Director General of the CBI, “We will force business to emigrate, especially to northern France where land is cheap, skills are available, and interest rates are lower; and where there is an excellent infrastructure into the rest of Europe.”

In order to avoid a flight of investment in the 1990s the CBI called for the investment of £21 billion in improving road, rail and air networks. A major concern with both the road and rail system is its inadequate service to the country’s peripheral regions. If the more distant parts of Britain are not to wither economically, it is vital that they are properly linked to the south east.

There is also concern that Britain’s air system is failing to meet the rapidly growing demands placed upon it. There are 15 million international business trips each year from British airports. Although there are regional airports at Manchester, Glasgow, Birmingham, Belfast, Edinburgh, Aberdeen, Newcastle and in the East Midlands, the heaviest concentration is in the London area, at Heathrow, Gatwick, Stansted and Luton. Heathrow remains the largest international airport but there is pressure to expand it with a fifth terminal, to enlarge Gatwick with a second runway and to enlarge Stansted also. In 1988 a small new airport, City Airport, was opened in the heart of London’s Docklands for short-haul business travel to Paris, Brussels, Frankfurt and other close continental locations. By 1990 there was growing pressure for the runway to be extended in order to take larger carriers. While those living close to these airports oppose their expansion and the increased noise and pollution this would bring, the danger is that a failure to expand will lead to a loss of business opportunities.

A conjunction of failure in road, rail and air systems is a nightmare prospect. Yet this was the picture described by The Sunday Times on 28th August 1988:

“The really serious breakdown will come when the deficiencies of one sector, such as roads, start to interact with the inadequacies of another, such as rail, to magnify the already intractable problems of a third, such as air.

This is already happening on a not insubstantial scale, as anyone who regularly uses the main London airport at Heathrow can testify. Because there is still no effective rail link from central London, and the only recently available Underground line is not always convenient, more travellers are going there by car.

Because the main approach roads – the M1, the M40, the M4, the M3 and the M25 – are among the most notoriously clogged arteries in Europe, these motorists need to allow more and more time for their journey.

Because the longer-term car parks are so crowded and so distant from the four existing terminals, it can now take up to an hour to find a space and reach the check-in desk, which in turn is increasingly pressed to deal with the weight of last minute arrivals. A fifth terminal, which was supposed to relieve some of this pressure, may have to be shelved because the M25 cannot cope with the extra traffic it would attract.”

While this was possibly an exaggeration of the difficulties in 1988, it was an accurate description of the situation that would occur without the development of an integrated transport infrastructure.

Greater London

Nothing illustrates Britain's acute transport dilemma more sharply than the construction of London's three-lane orbital motorway, the M25. It was opened in 1986 and within two years was experiencing serious traffic jams almost daily. The obvious argument was that the M25 was simply inadequate for the amount of traffic, and steps were taken to provide a fourth lane in particularly heavily used sections. However, another argument was that bigger and better roads would merely draw more cars onto the roads and lead to worse jams.

Greater London and its outlying commuter areas place a very high demand on transport services, and it is the failure of one system that leads to the heavy use of another. While the resident population of London has declined, each year more commuters enter the capital. In 1988 there was a 2 per cent increase on the previous year. More than 1.5 million vehicles enter or leave central London every working day. As a result, the critics of plans to enlarge the M25 argue that the real way to reduce traffic congestion throughout the Greater London area is not to build new roads or enlarge old ones, but to improve the speed, capacity, and regularity of mainline and underground trains.

In fact 85 per cent of commuters already travel on public transport. British Rail carries almost 48 per cent of the 1 million commuters who work in central London. In 1984 it carried 386,000, and by 1989 this had increased to 470,000. Yet anyone who was using the system at the end of the 1980s found it exasperating, heavily overcrowded and with frequent cancellations of services because BR's wage levels did not attract a sufficient number of reliable employees.

The reason many people do not choose to drive to work is simple. By 1990 the average speed of traffic in London had fallen to 16km per hour,

equivalent to the speed of horse-drawn transport in the capital a century earlier. During the 1970s and early 1980s there was a progressive increase in the use of cars in London: a 25 per cent increase in daily peak travel hours between 1975 and 1985. Outside peak travel times there was a 37 per cent increase in traffic. The growth of road traffic slowed down as the roads reached saturation point and as people became fed up with the stress of traffic jams and crowded roads.

By 1989 the level of traffic reached a critical point where a major traffic holdup in Wandsworth, south of the Thames, could trigger a series of traffic jams right across central London. In fact that year there were six major 'gridlocks' or total jams in London. Yet, in spite of the acute crowding, the number of cars in the capital is set to increase from the 1989 level of 2.2 million to 2.8 million by 2001.

An increasing number of those who live in Greater London use the third main transport facility, the Underground, or 'Tube', train service, which was built from the mid nineteenth century onwards. Between the years 1948 and 1982 the number of passengers slowly fell, from 700 to 500 million annually, as more people used cars. Since then the numbers crowding onto these trains have increased dramatically, by 60 per cent in the period 1982-88. The number of users continues to climb, and this added pressure requires replacement and expansion of infrastructure. Yet in the years 1987-88 the government cut its subsidy to the Underground by 20 per cent. The stress placed upon the system is well illustrated by one of its busiest stations, Victoria. Eighty million people pass through Victoria Underground station each year. At peak hours over 300 enter it each minute, and at critical moments the entry barriers are closed to prevent the crush of users resulting in people being pushed off the platforms below.

In the absence of a coherent overall plan, local solutions must be sought. In London BR faces an increase in passenger load of about 35 per cent during the 1990s. It would like to lay two new cross-city tunnels under London, and upgrade a third. But these require heavy investment, and by 1990 it was unclear where the necessary funds would come from. By the end of the century congestion on the Underground will also become chronic without much greater efficiency at the main interchanges of the system, and without new lines being tunnelled through the capital.

There is a further problem concerning Greater London's transport system. The capital acts as a major obstacle to traffic wishing to pass through the area but not wishing to enter it. This has major implications for increased traffic with continental Europe. Systems need to be devised not only to facilitate movement within the region but also across or around it.

The abolition of the Greater London Council in 1986 removed the obvious strategic transport planning body for the capital. The policy of building

more roads to relieve congestion merely makes the road system more crowded unless it is part of a broader scheme. As The Independent argued at the end of 1988, "Only a master plan laying down a timetable for coordinated, coherent investment can give the capital the public transport system it requires. Without such an approach, and some judicious discouragement of the private motorist, London will surely choke to death."

Outside London ten cities, Birmingham (the largest city in Europe without a rapid transport system), Bristol, Sheffield, Cardiff, Edinburgh, Leeds, Portsmouth, Nottingham, Gloucester and Chester plan the introduction of a rapid light railway system during the 1990s as an economic and environmentally sensitive solution to congestion problems. Newcastle and Glasgow already have one. As in London, such local solutions are unlikely to solve fundamental problems unless they are part of much wider planning. Without an integrated national plan it is difficult to see how a national transport system in a modern economy can respond effectively and efficiently to the different demands placed upon it. In Britain the provision and implementation of such a plan has, for too long, been sacrificed to doctrinal arguments over free market and nationalised services.

The Channel Tunnel

The construction of the Channel Tunnel, due for completion in 1993, raises fresh and difficult questions. It had been assumed by Eurotunnel, the Anglo-French consortium promoting the tunnel, that a high-speed rail link would be in operation from 1998 onwards. It had reckoned that by 2003 the tunnel would be carrying over 17 million passengers and 800,000 tonnes of freight.

However, after much hesitation, the government in 1990 dismissed the idea of a high-speed railway from Dover to London, even though the Channel link will be served by high-speed rail on the French side. It had already dismissed the idea of high-speed rail from Dover beyond London, which would have ensured that the Midlands, Wales, the north and Scotland could benefit from the new Channel Tunnel link, despite the fact that between 17 and 30 per cent of trade with Europe (other than oil shipments) will in due course pass through the tunnel.

Quite apart from the question of high-speed rail links, some transport experts argue that there is a fundamental need to convert the rail system to the continental Berne gauge, in order to enable the free flow of continental freight. There is also anxiety that British Rail's estimate of 13.4 million passenger journeys yearly through the Tunnel from 1993 to 1998 may be too low and too close to the extra 15 million passenger maximum capacity on existing lines. It must be borne in mind that the existing capacity is already heavily loaded with commuter traffic to London.

By 1990 no effective plan had been made to ensure freight and passenger traffic could pass through London without delay. The warning of the Director General of the CBI, that business will emigrate to the other side of the Channel, may well be fulfilled unless a future government is willing to spend the money necessary to make Britain competitive in its communications.

TRAVELLERS' TALES

Every year a magazine called Executive Travel organizes a competition to find the Airline of the Year. Travellers from all over the world are invited to vote for the most efficient, the most punctual, the safest and the friendliest airline. The winner in 1985 was British Airways. The competition asked travellers what for them was most important from an airline, and the results were as follows:

Punctual departures and arrivals	35%
Attentive cabin staff	35%
Comfort	18%
Safety	9%
Good food and wine	3%

The competition also invited travellers to tell their most horrific stories of the nightmare side to international travel. Replies included six hijacks, fifty-three cases of engine failure or trouble with the landing gear, eleven lightning strikes, twenty-three bomb scares, thirteen cases of food poisoning, eleven near misses and two collisions with airport trucks.

Bad flying experiences begin on the ground, naturally. One American airline managed to double-book an entire 747, but this is nothing compared to what happened on an internal flight on a certain African airline. The flight had been overbooked three times. The local military sorted the problem out by insisting that all passengers with boarding cards should run round the plane twice, the fastest getting the seats. An overbooked flight that was going from Heathrow to America gave one traveller a bit of a shock. Dressed only in trousers, shirt and socks, he had been allowed by the stewardess to leave the aircraft to see if he could get a colleague aboard. He returned a few minutes later to find the 747 closed up and about to start moving — with his shoes, wallet, passport and luggage inside. Banging frantically on the door got him back inside. A similar event was seen by a businessman on a flight from Bangladesh. Passengers were waiting for take-off when there was sudden hysterical hammering on the door. At first the cabin crew paid no attention. The hammering continued. When the door was finally opened, the pilot got in.

One frequent flier lost a certain amount of confidence when the cabin staff asked him to sit in the lavatory during take-off, so that they could occupy the seats nearest the emergency exit. Another lost faith in the pilot's navigational skills when passengers were given lifeboat drill on a flight between London and Manchester.

For nervous fliers, a journey to be avoided was one between Gatwick and Montpellier, where the in-flight entertainment consisted of watching pieces of the engine falling off.

Another passenger was asked to hold the aircraft door closed at take-off and landing.

Baggage is a rich source of horror stories. There was the unlucky traveller who left Chicago in minus 23 weather. He was going to an important meeting in Dallas, where the temperature was plus. Unfortunately his suitcase had gone to LA, where it spent the next two days. The customers he was trying to impress were more than a little surprised to see him going round in a thick suit, heavy overcoat and fur hat.

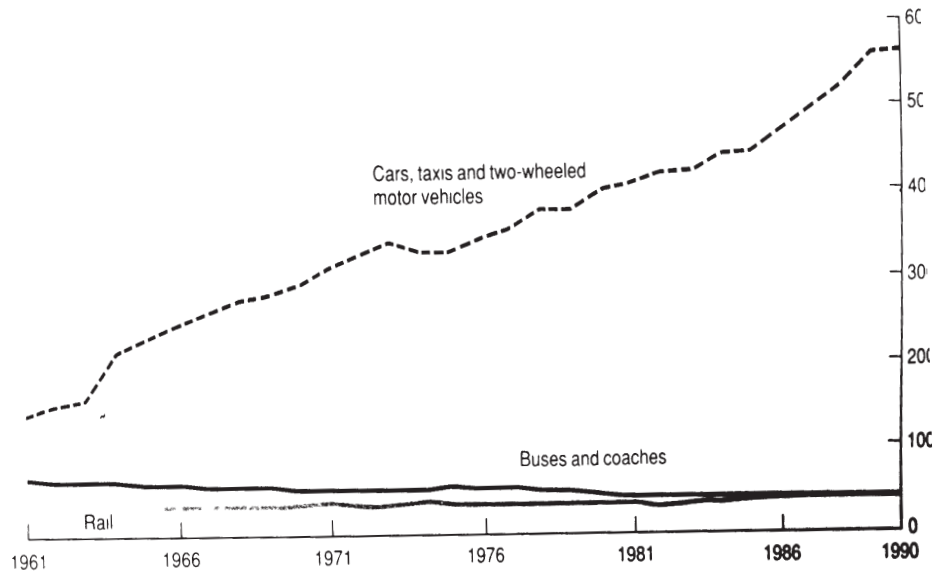
(Adapted from an article in Executive Travel Magazine, October 1985)

Exercises

Exercise 1. Section analysis.

1. Rail: Why did the Conservative government cut the subsidy to British Rail so severely in the 1980s?
2. Roads: Why is a 30 per cent increase in cars during the 1990s likely to be a major problem?
3. The need for infrastructure: What are the penalties to Britain's economy if an effective transport infrastructure is not created?
4. The need for infrastructure: How does an inadequate infrastructure affect Heathrow Airport?
5. Greater London: List the basic problems of commuting into central London by a) car; b) rail; c) tube.
6. Greater London: Based on the information available, what measures would you recommend to improve commuters' journeys?
7. The Channel Tunnel: Why is the potential of the Channel Tunnel unlikely to be realised for some years after it opens?

Road and rail passenger transport use



Exercise 2. Chapter analysis and discussion.

1. What do you think is the most serious problem with Britain's transport system?

- a) Failure to modernise the railways
- b) An inadequate network of roads
- c) An unwillingness to subsidize public transport
- d) A lack of overall planning, especially in London
- e) Inadequate integration with the European transport networks as part of the Channel Tunnel development

2. "There is still an island mentality at large in this country which is preventing us from seeing the tremendous implications of high-speed trains for Europe."

Do you agree with this statement about Britain?

3. How does Britain's transport system compare with the system in your own country? Discuss the following points:

- a) Provision of railways, roads and airports
- b) Level of government subsidy
- c) Future planning to meet growing demand
- d) Solutions to traffic congestion in major cities

Exercise 3. Visual interpretation.

What are the implications of this graph? What measures do you think are necessary in response to this information?

Exercise 4. Vocabulary.

1. Work in pairs

Divide the following means of transport into three groups: transport by air, water, or on land.

a submarine	a tram
a moped	a helicopter
an airship	a jet
a canoe	a double-decker
a rowing boat	bus
a barge	a yacht
a van	a glider
a rocket	an estate car
a liner	a hot-air
a jeep	balloon

2. Choose one of the groups

Which of the means of transport is

- the fastest?
- for commercial purposes?
- for pleasure?
- the most dangerous?
- old-fashioned?
- romantic?
- for military purposes?

What associations do you have for each one?

Example:

Barges make me think of towns like Paris and Amsterdam, where they go up and down the river all day. In Britain, some people live on them.

Exercise 5. Reading.

Pre-reading task

1. What for you is most important from an airline? Put the following in order of importance:

- ☐ safety
- ☐ comfort
- ☐ punctual departures and arrivals

☐ good food and wine

☐ attentive cabin staff

2. Flying is probably one of the safest ways to travel, but there can be problems. Discuss what can go wrong on the ground and in the air.

Reading for information

Now read the article.

A group of air travellers was invited to comment on their flying experiences.

Was their order of importance the same as yours?

Did they mention any of the problems that you discussed?

Comprehension check

1. Look at the list of disasters in paragraph 2.
Which happened on the ground?
Which happened in the air?
Which could have been both on the ground and in the air?
2. After paragraph 2, how many disasters are described?
3. Why did some passengers have to run round a plane?
4. Why did a passenger and a pilot have to knock on the plane door to get in?
5. Why was it surprising to have a lifeboat drill on a flight from London to Manchester?
6. What does in-flight entertainment usually consist of? Was this experience entertaining?
7. Why was the Dallas businessman inappropriately dressed?

What do you think?

1. The competition was answered by very experienced travellers.
Why do you think they put safety so far down on their list of importance?
2. Why do airlines overbook?
3. Why do you think the cabin staff on one flight wanted to sit near the emergency exit?
4. Which of the stories were funny but dangerous?
Which were funny but not dangerous?

Pairwork

Student A

You have just had one of the terrible experiences described in the article. Tell Student B about it. Use your imagination to add more detail.

Student B Listen to Student A and ask questions to get more information.

Begin like this:

Student A I've just had a terrible journey!

Student B Why? What happened?

Student A Well, I was going ...

Summary

Marking a text is one way of summarizing.

Look at the example.

Every year a magazine called *Executive Travel* organizes a competition to find the Airline of the Year. Travellers from all over the world are invited to vote for the most

The competition also invited travellers to tell their most horrific stories of the nightmare side to international travel. Replies included six hijacks, fifty-three

Do the same for the rest of the text.

Underline or mark the main ideas only.

When you have finished, compare yours with another student's.

Exercise 6. Reading and gap-filling

Read the text and fill each gap with one of these words.

choice	stuck	century	crashes	huge	person
way	timetable	too	race		

THE ROAD TO RUIN

The M25, the motorway around London, opened in 1986. Today people call it the biggest car park in Europe. Every morning on the radio we hear about jams, and road repairs, and (a)____, and which parts of the M25 to avoid. One day soon we will hear "There is a traffic jam all the (b)____ round the M25 in both directions. If you are driving to work, we advise you to go back home.'

Winston Churchill described the car as the curse of the twentieth (c)____. This will probably be true of the next century, (d)____. It can be very funny to compare advertisements for cars with the reality of driving them. Cars are symbols of freedom, wealth, and masculinity. But when you are (e)____ in a traffic jam, all cars are just little metal boxes to sit in.

5,000 people a year are killed on British roads, and 40,000 are injured. For children, road accidents are a major cause of death.

Cities and towns all over the world have a (f)_____ problem, and no government really knows what to do. For once it is not a matter of technology which is stopping us. If we want to build two-level roads, we can do it. If we want trains which can travel at hundreds of miles an hour, we can build them.

The problem is a question of principle. Should we look to road or rail for our transport needs? Should the Government, or private companies, control them? And either way, who should pay?

The people who believe in roads say that cars represent a personal (g)_____ to travel when and where you want to. But on trains and buses – public transport – you have to travel when the (h)_____ says you can. These people think that if you build more roads, the traffic will move more quickly, but research shows that if there are more roads, there will be more cars to fill them.

By 2010, the number of cars on our roads will double. Environmentalists are saying that we should put more money into public transport. Cars often carry just one (i)_____. If the public transport system works, more people will use it. If trains carry more people, the roads won't be so crowded, and cars pollute the air more than trains.

By 2025, just to park all the cars in Britain will need an area larger than London.

One characteristic of the people of the twentieth century is that we are a (j)_____ on the move. But it is just possible that soon we won't be able to move another inch, and we'll have to stay exactly where we are!

Exercise 7. Comprehension check

1. Say if the following sentences are true or false.
 - a. You can park your car on the M25.
 - b. There is often a jam all the way round the M25.
 - c. Winston Churchill thought cars were an awful invention.
 - d. Advertisements for cars don't show the reality of driving.
 - e. We do not have the technology to find a solution to the traffic problem.
 - f. We need to decide what our principles are if we want to solve the traffic problem.

- g. Some people think that the traffic will move more quickly if there are more roads.
 - h. Environmentalists think that public transport should be more expensive.
2. Did the article mention any of the advantages and disadvantages of cars and trains that you discussed?
 3. What are the reasons for building more roads?
 4. What are the reasons for improving the public transport system?

Exercise 8. What do you think?

1. What is the traffic situation like in your town?
Is there a good public transport system?
Is it cheap? Do you have to pay to use the motorways? Do people drive well?
- 2 Tell each other about a time you were stuck in a traffic jam.

Exercise 9. Speaking.

Work in groups of five to do one of the following.

Either

Prepare and act out a roleplay using the five roles below. You are discussing how best to solve the traffic situation in your town.

- Role A** You want to build more roads. (Where? Who will pay?)
- Role B** You want to improve the public transport system. (How? Will it have to make a profit?)
- Role C** You are a cyclist.
- Role D** You often walk around town, going to work or doing the shopping.
- Role E** You are a shopkeeper.

Or

Work together to devise a transport survey. Think of questions to ask people about their travel habits.

Examples:

How many cars does your family have?

How often are they used?

Does your family use the car for short journeys?

Try to get as much information as possible.

How many ways can you travel to school?

How often do you use public transport?

You could type the survey, and ask students from other classes to answer the questions!

Exercise 10. Linking words.

Advantages and disadvantages

1. Read these notes about travelling by train.

Advantages

- fast
- comfortable
- not stressful

You can:

- relax (read and look out of the window)
- work
- eat

Disadvantages

- expensive
- sometimes crowded
- sometimes delayed
- not door to door

You must:

- travel at certain times
- use other transport to get to the station

2. Now read the following text and put the linking words on the right in the correct place in each paragraph. The linking words are in the right order. Sometimes you will need to change the punctuation.

What is the purpose of each paragraph?

*The advantages and disadvantages
of travelling by*
TRAIN

1. Travelling by train has many advantages. There are no stressful traffic jams, and trains are fast and comfortable. You can use the time in different ways. You can just sit and read, or watch the world go by. You can work, or you can have a meal or a snack in the buffet car.

First of all,
Also,
for example,

2. Travelling by train also has some disadvantages. It is expensive and the trains are sometimes crowded and delayed. You have to travel at certain times and trains cannot take you from door to door. You need a bus or a taxi to take you to the railway station.

However,
For one thing,
What is more,
for example,

3. I prefer travelling by train to travelling by car. I feel more relaxed when I reach my destination.

Despite the
disadvantages,
because . . .

3. Make notes about the advantages and disadvantages of one of the following topics. Then write a text similar to the one above, giving your own opinions. Do not use more than 150 words.

- a. Travelling by car.
- b. Living in a flat (rather than a house).
- c. Single sex schools (rather than mixed schools with both boys and girls).

Exercise 11. Translate sentences from Russian into English.

- 1. Железнодорожная система в Британии – медленная, грязная и часто ненадежная.
- 2. “Бритиш Рейл” были вынуждены сократить перевозки и повысить плату за проезд.
- 3. В Британии число машин больше, чем то, с чем может справиться дорожная система.
- 4. Более крупные и лучшие магистрали привлекут больше машин и приведут к еще худшим пробкам.
- 5. Более 1,5 млн. колесных транспортных средств въезжают или выезжают из центрального Лондона каждый рабочий день.
- 6. М 25, трехполосное шоссе вокруг Лондона, было открыто в 1986 году.
- 7. Для большинства авиапутешественников самое главное - точные прибытия и отлеты.
- 8. Теперь стало возможным добраться до большинства уголков мира легко, быстро и дешево.
- 9. В Будапеште одна из самых лучших и самых дешевых систем общественного транспорта в Европе.
- 10. Экологи пытаются привлечь внимание к экологическим преимуществам железнодорожного транспорта, говоря, что автомобили загрязняют воздух больше, чем поезда.
- 11. Поезда не могут доставить вас от двери до двери, вам нужен автобус или машина, чтобы добраться до вокзала.
- 12. Несмотря на все недостатки, я предпочитаю путешествовать поездом.
- 13. Я сяду на это место, если вы не возражаете. Терпеть не могу сидеть против хода поезда.
- 14. Лондонский аэропорт Хитроу возглавляет мировой список по числу как международных перелетов, так и по числу пассажиров, совершающих международные рейсы.
- 15. Скорость “Конкорда” в два раза превышает скорость звука. Это значит, что перелет между Лондоном и Нью-Йорком занимает всего 3 часа 25 минут.

16. В Праге есть современное метро, но дорожное движение все еще остается проблемой. Часто лучше пойти пешком и почувствовать атмосферу прелестных маленьких улочек.

17. Вести машину в Будапеште – не лучшая идея. Автостоянок не хватает; большинство машин старые, так что загрязнение очень сильное.

18. Возрастающее число людей, живущих в Большом Лондоне, используют третий основной вид транспорта – подземку.

19. Во всех крупных городах бывает час-пик: каждое утро, когда люди едут на работу, и вновь, вечером, когда они возвращаются домой.

20. Мы только что побывали на вертолетной экскурсии по Нью-Йорку и пролетали совсем рядом со Статуей Свободы.

LESSON 4

УРОК 4

A NATION'S HEALTH AND WELLBEING

Ever since 1945 the state has recognised it has a fundamental responsibility to ensure that nobody should be without the basic necessities of life as a result of poverty, unemployment, old age or sickness. In order to fulfil this responsibility the state created health and welfare services which have been the core of the welfare state. The system has grown over the years, funded mainly by tax, but also through National Insurance contributions, compulsory payments made by all earners and their employers. These contributions guarantee a small pension on retirement (normally at the age of sixty-five for men, sixty for women), a period of income support after becoming unemployed, and a pension if unable to work because of sickness.

By the end of the 1970s it was clear that these services were becoming increasingly costly and bureaucratic. During the 1980s the Conservative government decided to undertake major reforms, to use less money and to use it with more discrimination. Reforming the welfare system, however, has proved more complex than expected. The system still suffers from serious problems, and some critics would argue that new problems have arisen from the attempts at reform.

The National Health Service

Britain's National Health Service (NHS) is Europe's largest employer. It has over 1 million staff. It is hardly surprising that so large a structure has all the problems of any large bureaucracy. At the end of the 1980s the Conservative government decided to restructure the basis on which the NHS operates. It was, depending upon one's viewpoint, a courageous or foolhardy

decision. To reform such a complex system, as health economists all over the world are painfully aware, is as likely to make things worse as to make them better. The National Health Service was established in 1948 to provide free medical treatment both in hospital and outside. Its fundamental principle from the beginning was the idea of equitable access for all, regardless of wealth.

Broadly speaking the system rests on individual registration with a family doctor, known as a general practitioner, or GP. Today most GPs operate within a group practice of three or four GPs. People may register with any GP they choose, as long as the GP is willing to register them. A GP with a full register might refuse extra patients. Beyond the group practice lies the whole arrangement of hospitals and community health services, for example health visitors who monitor the health of vulnerable categories of people, such as those with newborn babies, or the old and infirm.

Except in the case of an emergency, it is normally the GP who refers a patient to hospital for more specialist care or for an operation. It is also usually the GP who alerts the health visitor to the need to keep a closer eye on a particular patient. On average each GP has about 2,000 people on his or her register. Many of those on the register will hardly ever visit the GP. Others, the old, the very young, the infirm and the depressed, may be regular callers at the doctor's surgery. On a normal day a GP might see about 35 patients in surgery, and make perhaps up to ten home visits to those who feel too ill to attend surgery. The strength of the system lies in a good working knowledge of the families and individuals in the catchment area, their housing, lifestyle and employment conditions. Good GPs build up an intimate knowledge of their 'parish', and take into account not merely the specific complaint of a patient but also the patient's general conditions of life.

The NHS is the responsibility of the Secretary of State for Health. England is divided into 14 Regional Health Authorities, usually based upon a university medical school. Each regional authority is subdivided into between 10 and 15 districts, each based on a large hospital, but also covering other hospitals.

The entire system is free, with the exception of prescribed drugs, dental treatment and spectacles, for which there are standard charges, except for old age pensioners and children under 16 and some other categories for whom some of these items are free. Anyone entering hospital for surgery will receive all their treatment while in hospital, including drugs, free of charge. Over 80 per cent of the costs of the NHS are funded out of the income tax system. The balance is paid for out of National Insurance contributions and from the prescription charges mentioned above.

On the whole the system has worked extremely well. It has been the envy of many countries with less satisfactory systems. Foreign health economists tend to admire the NHS for its family doctor system; its tight cost control; its treatment for all, regardless of the ability to pay; a tax-based funding relating the service to income rather than to need; finally, they admire

its relative efficiency – a characteristic that would probably surprise the patients in most British hospital waiting rooms. Such foreign experts also criticise the lack of consumer choice, and believe that British doctors should delegate more tasks to nurses, and nurses more tasks to orderlies.

The cost of providing the service has always been enormous. By the late 1980s, the health budget reached one fifth of all public spending. Sixty-six per cent of this budget provides hospital and community services, while 30 per cent funds family practitioner services, the GPs, dentists and pharmacists. There has always been little flexibility for reformers, since over 70 per cent of the budget goes on staff costs.

During the 1980s the government applied tight financial measures to improve NHS efficiency. Hospitals were persuaded to discharge patients from hospital earlier than had been the case. The average stay in hospital dropped from 9.4 days in 1979 to 7.3 days in 1986, a reduction of 20 per cent. As a result the hospital service could boast a 26 per cent increase in the number of 'in' and 'day' patients it treated in the decade 1978-88.

For the NHS such stringency was extremely uncomfortable, for as leading health professionals point out, Britain spends proportionately less on its health service than any of the 20 industrialised members of the Organisation for Economic Cooperation and Development (OECD), with the exception of New Zealand, Greece, Portugal and Spain. The sense of pride and frustration of many NHS professionals is summed up in the assessment of an American professor of medicine at Harvard University: "I don't know of any country where there's greater value for the investment. But given that the investment has been held down so low it is not surprising that there should be the deficiencies which are so often ascribed to the NHS itself rather than the fact that it's been underfunded."

Since the mid 1980s the annual demand on the NHS has been growing by 2 per cent, a seemingly innocent shortfall. The most important factor affecting the growing workload of the NHS is the ageing population, accounting for an annual 1 per cent increase in NHS costs. Every person over the age of seventy-five costs the NHS seven times more than one of working age. In addition, the NHS is a victim of medical advances, since these add about one half per cent onto NHS costs. Finally, the emphasis on greater community care has increased short-term costs, although in theory an effective preventive service should reduce the long-term demands on hospitals.

In the winter of 1987-88 the NHS moved into a state of open crisis with the sudden closure of 4,000 beds all over the country, and the Presidents of the three Royal Colleges, of surgeons, physicians, and obstetricians and gynaecologists warned that the NHS had "almost reached breaking point". The difficulty was compounded by the loss of health personnel to the growing

private sector, which was able to pay more. The crisis persuaded the government to embark upon the most fundamental reforms of the NHS since its foundation 40 years earlier. In 1990 the government, after much discussion and opposition from the health profession, announced its proposals for radically changing the system, in the National Health Service and Community Care Act. Its fundamental plan, in keeping with its free-market philosophy, was to make the system 'demand-led'.

In order to achieve this goal, and to put further pressure on the medical services to achieve greater efficiency, hospitals now operate on contracts, with some of them being allowed to opt out of control by the district health authority, to become self-governing 'NHS trusts'. In 1990 the first fifty six hospitals and units were given this status. Health authorities are funded for their size of population rather than for the services they provide. Their responsibility switches from providing hospitals and services, to "purchasing these services for the population in their area from the hospitals of their choice".

General practitioners are paid not, as hitherto, according to the number of patients on their register, but according to health screening targets to ensure that all their patients are regularly checked for early detection of such things as heart disease and cancer. In order to relieve the load on hospitals GPs are expected to perform minor surgery, something in the past referred to hospitals. Finally, GPs are given budgets for hospital referrals, thus giving GPs the freedom to choose which hospital to send a patient to.

Will such reforms help or hinder the work of the NHS? The hospitals are caught between two 'purchasing' customers, the health authorities and the GPs. During the 1990s the implications of the new system will become clear. In the past the health authorities have funded their hospitals on a regular basis. Since 70 per cent of the budget goes on staff costs, any attempt by health authorities to purchase particular services from one hospital one year and from another in the next would create serious staffing dislocations. At the same time, the provision of budgets to GPs, to increase their choice of hospital for their patients, is liable to undermine the overall planning powers of the health authorities. During the 1990s government may have to decide whether regional health authorities exist to plan, or whether an unplanned free-market health service is better.

With the health authorities established as purchasers of care, it may be possible for planners to give higher priority to the wider social conditions which put such a strain on the formal health services: an ageing population (there will be half a million people over ninety by the year 2001), smoking, alcohol and drug abuse, poor nutrition, industrial pollution and other aspects of public health. Take smoking, which accounts for 100,000 premature deaths and 30 million lost working days each year, and costs the NHS £500 million annually in treatment. The level of adult smoking currently is about 33 per

cent, lower than it was fifteen years ago. Although young people are smoking less today than ten years ago, teenage girls are twice as likely as boys to smoke, and women have found it harder than men to give up the habit and this may damage the health of any babies they may bear. Britain still allows cigarette manufacturers to advertise and to sponsor sporting events, subliminally associating youthful physical ability with smoking.

Although Britain has a lower alcohol consumption per capita than over twenty other industrialised countries, alcohol abuse is a serious social ill because it is concentrated among a minority which drinks to excess. There are similarities with smoking. Consumption overall is falling slightly, with a decline among men, but an increase among women, by 15 per cent in the 1980s. It is a symptom of the growing part played by women outside the home and the greater stress this implies. One million people have a serious drink problem, but the disturbing feature is that it has become a young addiction. Twenty is the peak age for alcoholic consumption, in contrast with half a century ago when few young men drank. Yet even among the young, as with smoking, alcohol consumption, after rising in the 1970s and early 1980s, again seems to be in decline. In 1984 almost half a million young people went to pubs almost daily. By 1989 this figure had fallen to 300,000. In 1979 14 per cent of adults were teetotal, drinking no alcohol at all. Ten years later this proportion had risen to 18 per cent.

Yet Britain still has a drink problem. Unlike other cultures where drink often sends people to sleep, in Britain drink often makes people aggressive and abusive, and accounts to a considerable degree for hooliganism and football violence. Alcohol remains a substantially more serious social problem than either drug abuse, or AIDS (Acquired Immune Deficiency Syndrome). In fact in 1990 Britain had an AIDS rate of 41.7 compared with a European Community average of 66.7 per million.

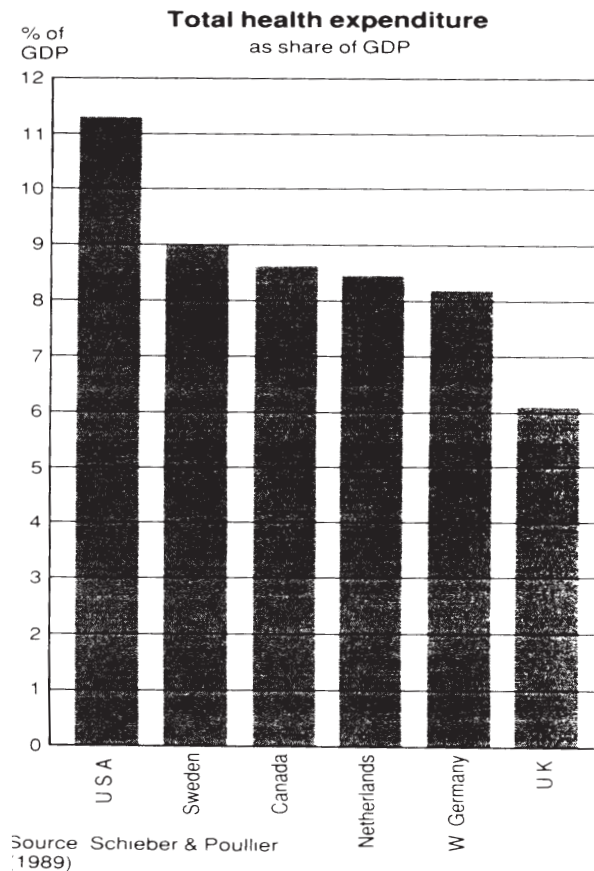
Exercises

Exercise 1. Section analysis.

1. The National Health Service: What is the strength of the GP system?
2. The National Health Service: What are the main reasons for the steep rise in the cost of the NHS?
3. The National Health Service: What reforms did the Conservative government introduce for hospitals, GPs and regional health authorities from 1990?
4. Social security and services: The handicapped and mentally ill are now encouraged to stay 'within the community' rather than stay in hospitals and institutions. Why is this policy controversial?

5. Social security and services: In what ways did the 1986 Social Security Act try to reduce help provided for young people? What problems resulted?

6. Social security and services: What aspect of the 1990 National Health Service and Community Care Act was particularly welcome to all political parties?



Exercise 2. Visual interpretation.

Consider this graph. The following are all conclusions some people have made about the NHS compared with the health service in comparable countries:

- a) The British probably get best value for money
- b) Britain is underfunding its health service
- c) Britain's health system is unsophisticated and old-fashioned

What is your opinion? Find evidence in the text to support your view.

DICING WITH DEATH **And living with statistics**

EVERY DAY is fraught with danger. You wake in the morning, rush to the window and take a deep breath. Don't! Hasn't any one told you about the air being polluted with lead from petrol? Next you go to the bathroom. After touching the lavatory handle, your innocent-looking hands are covered in bacteria, which even a good wash won't entirely remove. You sigh, and get dressed. Good heavens! Didn't you realize that all that nylon won't let your skin breathe?

With a rash beginning to appear on your skin, you make your way to the kitchen for breakfast. Eating must be good for you — mustn't it? Of course it is, provided you don't have tea or coffee, which are bad for your heart, or a good old-fashioned English fry-up, which will fill your stomach with cholesterol-building fat.

Depressed – not to mention hungry – you go to clean your teeth. Put down that nylon toothbrush at once! It will ruin your gums. Do you have the courage to weigh yourself? Horrors! You're at least half a stone overweight, which is sure to help send you to an early grave.

Hesitating, you make your way to the car, knowing that (according to statistics) there's a good chance that either you or one of your nearest and dearest will be involved in an accident sometime during your life. After a heart-thumping journey, you reach work.

Filled with relief you get into the lift. Get out at once and race up those stairs, unless you want a heart attack tomorrow.

Panting, you reach the office, where you collapse into a chair. The cleaner has just left, leaving an aerosol's delightful aroma floating in the air. You inhale deeply, enjoying the sweet fragrance. Danger! Breathing in the substance will ruin your lungs (not to mention our atmosphere, if we are to believe the experts.)

With trembling hands you light a cigarette to calm your nerves. A what? How dare you? In comes your colleague, Ms Brown, all ready for a busy day, blonde hair and make-up in place. Do you think she's heard about the cancer scare concerning hair dyes and eye-liners?

At last lunch-time comes. You join your mates in the local for a sandwich. White bread, eh? A low-fibre diet is no good at all. You have 'just one more drink', which helps you on your way to liver failure, and you return to the office. You spend the afternoon fighting a battle with high blood pressure and chronic indigestion (or is it your heart at last?) and give a sigh of relief as 5.30 arrives.

What a jam on the by-pass tonight. It gets your fingers tapping on the steering wheel, doesn't it? You look in the driving mirror and see a large vein

throbbing up and down on your forehead. It throbs even faster as you suddenly remember that article you were reading about strokes.

A nervous wreck, you reach home. You crawl up the path and fall into your wife's protective arms. She won't last much longer, of course. She's inhaled a large amount of washing powder, quite a few asbestos particles from her hair drier and a great number of chemicals from aerosol sprays.

But do not fear, civilization is here. Are we really that much happier in our modern technological world with all its new-found knowledge than our ancestors who knew nothing of these things? Is it any surprise that there were no analysts or psychiatrists in any century before ours? I'm sure they didn't need any.

Exercises

Exercise 1. Discussion.

Here is a list of controversial statements about medical care. For each one, discuss the advantages and disadvantages. Think also what the consequences of the idea would be. These are often neither good nor bad, but are interest points.

1. The State should pay for all medical care. There should be no private medical care.
2. Heart transplants should be stopped. They are rarely successful, and the money could be better spent on other things.
3. The tax on cigarettes should be increased to pay for the health care needed by smokers.
4. Health care should be reduced for people over 65.
5. People who are very ill should have the right to decide if they want to die.
6. Doctors should always give patients all the information about their illness and chances of recovery.

Exercise 2. A survey.

Every student must choose one of the questions that interests her/him.

Try to choose different questions.

Stand up, and ask all the other students your question.

Make a note of their answers.

Prepare a report. The following structures will help you.

Most	people eat cream every day.
Some	
Quite a few	
A few	
Few	

About half All	of us eat cream once a week.
Only one of us never eats cream.	
Everybody Nearly everybody Hardly anybody Nobody	eats cream every day.

Exercise 3. Work in pairs.

Make a list of five different items of food.

Read out your list.

The other students must say:

- if they are good for us or not
- why
- how much we should or shouldn't eat

Example:

Fruit

Fruit is very good for us. It contains vitamins. We should eat a lot.

Biscuits

Biscuits aren't very good for us. They're made with sugar. We shouldn't eat too many.

Exercise 4. Reading.

Pre-reading task

You will read an article written to a newspaper about the health hazards of modern-day life.

The following words and phrases are contained in the article.

Check them in your dictionary.

- | | |
|---------------------|-----------|
| to dice with death | a vein |
| fraught with danger | to pant |
| lead (n) /led/ | to throb |
| gums | to inhale |
| liver | a stroke |
| an early grave | rash |

What do you think are some of the health hazards that the article mentions?

Scan reading

The writer describes a typical day in the life of a businessman, and the dangers that he faces at different times of the day.

Read the article quickly and answer the following questions.

1. Was the article written by a doctor?
2. Imagine the businessman gets up at 7.00, it takes him an hour to get to work and he starts at 9.00. Where is he, and what is he doing, at the following times?

7.05/7.30/7.45/8.30/8.55/9.00/9.10/1.15/4.00/6.00/6.30

Comprehension check

1. According to the writer, what dangers are attached to the following?
2. Why isn't nylon a good material for the skin?
3. How many kilos overweight is the businessman?
4. Who are your nearest and dearest?
5. Why should you use the stairs and not the lift?
6. What does his colleague need to be careful of?
7. What effect does the traffic jam have on him?
8. What dangers has his wife faced all day?

Exercise 5. What do you think?

1. What point is the writer making in the last paragraph?
Do you agree?
2. Do you think the writer is ...
 - a) much too worried about the dangers of modern life?
 - b) right to be worried about them?
 - c) being funny about them to make a point?
3. Read the text again and mark it like this:
✓✓ I agree that this is a real danger.
✓ This could be dangerous, but it's not worth worrying about.
✗ I don't agree that this is a danger.
? I don't understand the point that the writer is trying to make.
Compare your reactions with a partner's.
4. The article deals with quite a serious subject, but it is written in a humorous way. A lot of it sounds like spoken English, as though two people were talking to each other. Find examples of this.

Exercise 6. Linking words

Put one of the following words or phrases into each gap.
There are eleven gaps. Two of the words or phrases aren't used.

as a result/above all/which/before/and/especially/although/
however/ this is why/such as/on the contrary/if/to

Doing regular exercise can be dangerous, _____ if you are over 40 _____
it is a very good idea to see your doctor _____ starting if you think you are not
very fit. Some people try to exercise too vigorously too soon, and _____ they
cause themselves injuries _____ can take a long time to heal.

_____, it is not only older people who should take care. Doctors report
many injuries _____ backaches, sprained ankles and pulled muscles, which can
all be avoided _____ a little care is taken. If you do injure yourself, rest for a while
_____ allow your body to recover naturally _____, don't push yourself because
you think it is doing you good _____, you could do yourself permanent damage.

Exercise 7. Skills development.

Reading

Pre-reading task

Divide into two groups. Make two lists.

1. What will make you live longer?
2. What will make you die sooner?

Think of these areas: job/ambitions/life style/indulgences

Reduce your list to a 'recipe' for long life.

What is your one suggestion for longevity?

Intensive reading

Here is a quiz.

First look at the headline and introduction.

- Is the quiz fact or fiction?
- Who wrote the questions?
- Do you think it is serious or light-hearted?

Before you start with the quiz make sure your arithmetic is accurate.

For example:

If you add 2 and 2, what do you get?

If you subtract 5 from 61, what do you get?

Now do the quiz.

You must read every line and do the arithmetic each time.

Example: *John lives in London.*

Start with the figure 72.

He's male . $\begin{array}{r} 72 \\ - 3 \\ \hline \end{array}$

69

He lives in a town $\begin{array}{r} 69 \\ - 2 \\ \hline \end{array}$

67

Now work out how long you can expect to live.

SO, HOW LONG WILL YOU LIVE?

WE'RE all going to live longer. Or so the experts tell us. In fact, everybody has the biological capacity to live until they are 100 and collect that telegram from the Queen.

But whether we make the century depends not only on how we treat our bodies but how we live, how we love, how we eat and how we earn. Doctors and insurance companies have devised a set of questions to fix the life expectancy of their patients and clients. What they ask will intrigue and surprise you.

The average lifespan in England and Wales is 69-9 for men, and 76 for women. And just slightly lower in Scotland and Northern Ireland. So play the life expectancy game. Start with the number 72 and add or subtract according to your answers. Don't worry if the total is not as high as you'd like ...just adjust that lifestyle and you'll make 100!

START WITH THE FIGURE 72 ...

PERSONAL DATA

If you are male, subtract 3. If female, add 4.

If you live in an urban area with a population over half a million, subtract 2.

If you live in a town of under 10.000, add 2.

If any grandparent lived to 85, add 2.

If all four grandparents lived, to 80, add 6.

If either parent died of a stroke or heart attack before the age of 50, subtract 4.

If any, parent, brother or sister under 50 has (or had) cancer or a heart condition, or has had diabetes since childhood, subtract 3.

Do you earn more than £25,000 a year? Subtract 2.

If you finished university, add 1. If you have a graduate or professional degree, add 2 more.

If you are 63 or over and still working, add 3.

If you live with a spouse or friend, add 5. If not, subtract 1 for every ten years alone since 25.

LIFE STYLE DATA

If you work behind a desk, subtract 3.

If your work requires physical labour, add 3.

If you exercise strenuously (tennis, running, swimming, etc) five times a week for at least half an hour, add 4.

Two or three times a week, add 2.

Do you sleep more than 10 hours each night? Subtract 4.

Are you intense, aggressive? Subtract 3.

Are you easy-going and relaxed? Add 3.

СОВРЕМЕННЫЙ ГУМАНИТАРНЫЙ УНИВЕРСИТЕТ

Are you happy? Add 1. Unhappy? Subtract 2.
 Have you been booked for speeding in the last year? Subtract 1.
 Do you smoke more than two packets of cigarettes a day? Subtract 8.
 One to two packets? Subtract 6. One half to one packet? Subtract 3.
 If you drink one or two whiskies, half a litre of wine, or four glasses of beer a day, add 3.
 If you don't drink every day, add 1.
 If you are a heavy drinker, subtract 8.
 Are you overweight by 50 lbs or more? Subtract 8. By 30 to 50 lbs? Subtract 4. By 10 to 30 lbs? Subtract 2.
 If you are a man over 40 and have annual check-ups, add 2.
 If you are a woman and see a gynaecologist once a year, add 2.
 If you prefer simple food, vegetables and fruit to richer, meatie fatty food, and if you always stop eating before you're full, add 1

AGE ADJUSTMENT

If you are between 30 and 40, add 2.
 If you are between 40 and 50, add 3.
 If you are between 50 and 70, add 4.
 If you are over 70, add 5.

Add up your score for your life expectancy

The questionnaire is adapted from the book Ufagain. written by Robert F. Alien and Shirley Linde and published in the USA.

Conversion table
10 lbs = 4.5 kg
30 lbs = 13.5 kg
50 lbs = 22.5 kg

Exercise 8. Comprehension check.

Compare your life expectancy with other students.
 Where did they score or lose points?

What do you think?

1. Read the introduction and the quiz again, and mark it like this.

This doesn't surprise me = ✓

This surprises me = !!

2. Does the quiz mention any of the topics that you mentioned during the discussion on page 50?
3. What messages does the quiz have about how to live longer?
4. Are they similar to your recipe for long life?

Exercise 9. Translate sentences from Russian into English.

1. Национальная Служба Здравоохранения (НСЗ) Британии имеет более 1 млн. сотрудников.
2. НСЗ была основана в 1948 году, чтобы обеспечить бесплатное медицинское обслуживание как в больнице, так и за ее пределами.
3. Система основана на индивидуальной записи к семейному врачу, известному как врач широкого профиля.
4. Врач широкого профиля может направить пациента в больницу для операции.
5. В обычный день врач встречается около 35 человек на приеме и делает до десяти посещений на дому.
6. НСЗ находится в ведении министра здравоохранения.
7. Вся система бесплатна, за исключением лекарств по рецептам, лечения зубов и подбора очков, на которые существуют стандартные расценки.
8. Некоторые иностранные эксперты полагают, что британские врачи должны переложить больше обязанностей на медсестер, а медсестры на санитаров.
9. Всех пациентов регулярно осматривают с целью раннего выявления таких болезней, как рак и сердечные заболевания.
10. Курение, злоупотребление алкоголем и наркотиками, плохое питание и промышленное загрязнение влияют на здоровье людей.
11. Алкоголь в Британии остается гораздо более серьезной проблемой, чем наркотики или СПИД.
12. Люди, внезапно перенесшие сердечный приступ при кажущемся полном здоровье, имели меньше физических нагрузок, чем их ровесники.
13. Энергичные физические упражнения, такие как спортивная ходьба, плавание или теннис, действительно снижают риск сердечного приступа.
14. Пересадка сердца редко бывает удачной.
15. Врачи не всегда могут сообщить пациентам всю информацию об их заболевании и шансах выздоровления.
16. Фрукты – очень полезная для здоровья пища, так как они содержат много витаминов.

17. У каждого есть биологическая возможность дожить до ста лет.
18. Если у вас есть избыточный вес, следует избегать курения, алкоголя и жирной пищи.
19. Зубную боль вызывает избыток сахара в нашем рационе. Сахар превращается в кислоты под воздействием бактерий, находящихся во рту, и эти кислоты разрушают зубы.
20. Умственная отсталость – это не болезнь, ее нельзя вылечить медицинскими средствами.

LESSON 5

УРОК 5

Text

I am always both amused and annoyed when I hear foreign people criticize English food. 'It's unimaginative,' they say. 'It's boring, it's tasteless, it's chips with everything and totally overcooked vegetables.' It's unambitious,' say the French, 'all you do is roasts with jam.' (We eat apple sauce with pork.) That's the bit they find really shocking, but then the French are easily shocked by things that aren't French.

When I ask these visitors where they have experienced English cooking, I am astonished by their reply. 'In Wimpy Bars and MacDonald's Hamburger restaurants,' they often say. I have won my case. Their conclusions are inexcusable.

I have a theory about English cooking, and I was interested to read that several famous cookery writers agree with me. My theory is this. Our basic ingredients, when fresh, are so full of flavour that we haven't had to invent sauces and complex recipes to disguise their natural taste. What can compare with fresh peas or new potatoes just boiled (not overboiled) and served with butter? Why drown spring lamb in wine or cream or yoghurt and spices, when with just one or two herbs it is absolutely delicious?

It is interesting to speculate what part factors such as geography and climate play in the creation of a country's food. We complain about our wet and changeable weather, but it is the rain which gives us our rich soil and green grass. 'Abroad,' says Jane Grigson, 'poor soils meant more searching for food, more discovery, more invention, whereas our ancestors sat down to plenty without having to take trouble.'

If you ask foreigners to name some typically English dishes, they will probably say 'Fish and chips' and then stop. It is disappointing, but true, that there is no tradition in England of eating in restaurants, because our food doesn't lend itself to such preparation. English cooking is found in the home,

where it is possible to time the dishes to perfection. So it is difficult to find a good English restaurant with reasonable prices.

It is for these reasons that we haven't exported our dishes, but we have imported a surprising number from all over the world. In most cities in Britain you'll find Indian, Chinese, French and Italian restaurants. In London you'll also find Indonesian, Lebanese, Iranian, German, Spanish, Mexican, Greek... Cynics will say that this is because we have no 'cuisine' ourselves, but, well, you know what I think!

The British pub

The pub – an abbreviation of public house – is a central feature of British society. Most villages have at least one pub, which is often the hub of village social life. Towns and cities, of course, have many more.

Salisbury is a small cathedral city in the south-west of England. Nick Mclever went to a pub there called "The Haunch of Venison" to meet Tony Leroy, the landlord (below right), and find out more about pubs.

Read the interview below, and then do the exercises at the end.

NM: *Tony, your pub looks old. When was it built?*

TL: About 1320. It was originally built as a lodging house for the workers who built Salisbury Cathedral.

NM: *As long ago as that? And what type of customers come here?*

TL: Well, this is a city centre pub, and at lunchtime and in the early evening we get a lot of shopkeepers, businessmen and local workers who come in for a pint of beer and a sandwich. Then in the evenings we have people calling in before they go out to eat, or to the cinema or theatre, and then, of course, we have our "regulars" - people who come in frequently for a drink and to meet their friends.

NM: *I see. So you serve a wide range of people during the day. You are open all day, are you?*

TL: Except for Sundays, yes. We have to obey the licensing laws, which means that we cannot open outside the hours of 11am and 11pm on weekdays and Saturday. On Sundays we can open only from 12 noon to 3pm, and then from 7pm until 10.30pm.

NM: *And what do most people drink?*

TL: Beer. Most of our customers drink beer. But we also sell wines and spirits — gin, whisky, vodka, rum and so on. In fact, I have a very large selection of spirits. I've got 163 bottles, including 63 different makes of whisky.

- NM: *And do you have to drink if you come to a pub?*
- TL: Yes, we expect our customers to buy something, but not necessarily an alcoholic drink. You can have a soft drink, orange juice or Coca Cola, for example, and we also serve coffee.
- NM: *And you say that you also sell food?*
- TL: Yes. We do bar snacks, which are light meals that people can eat in the bar — sandwiches, pies, and that sort of thing.
- NM: *“The Haunch of Venison” is an interesting name. Why is your pub called that?*
- TL: In the last century the special dish of this pub was venison, which is deer meat. The pub took its name from a particular cut of meat, which is the side – or flank – of the animal.
- NM: *Do all pubs have similar origins?*
- TL: No. Some pubs used to attract particular professions — carpenters, for instance, so they were called names like “The Carpenters’ Arms”. Other pubs originate from the days when many people couldn’t read. Pubs were known by the picture on the sign which hung outside — “The Red Lion”, “The White Horse” and so on.
- NM: *And who owns the pubs? Are they privately owned?*
- TL: Not usually. Very few are in private hands. Most pubs, like this one, are owned by one or other of the large national breweries. They own the premises and supply the beer.
- NM: *I see. Well, enough talking. Perhaps it’s time for me to try one of your excellent beers!*

Here is some more information about drinking in Britain. Read it and then test your understanding by answering the questions.

British beer can be confusing to visitors. Many foreigners who are new to pubs ask for “a beer, please” – but this alone is not enough. In Britain you must specify the quantity you want – a pint or half a pint – and the type.

There are three types of beer in Britain. Bitter is the most popular beer; it is a medium brown beer, and is not very alcoholic, at about 4% alcohol by volume. Lager is a light-coloured beer, similar to beers popular in the rest of Europe. Stout is a very dark, almost black beer; the Irish stout called Guinness is the most famous brand.

Most bitter drinkers prefer “real ale” these days. Real ale is bitter brewed in the traditional way and then stored in barrels. The barman “draws” the beer from the barrel using a hand pump. Other beers called keg beers are stored in pressurised barrels, and the barman or barmaid needs only to turn a small tap on the bar for the beer to pour into the glass.

Ordering in a pub can also confuse visitors, as there is no waiter or waitress service. You must order your drink from the bar, and pay for it at the same time.

Laws on drinking in Britain are very strict. If you want to sell alcohol you have to have a licence, and as Tony said in the interview a pub may only open at certain times of the day. No children under 14 years of age may go into a pub (although many pubs have a children's room away from the bar). Fourteen-year-olds may go into a pub but may not buy or drink alcohol. You must be 18 before you can legally buy or drink alcohol in a pub.

Wine bars began to appear in large numbers, mainly in the cities, in the early 1980s. Now you can find them even in smaller towns. As their name implies, they specialise in selling different types of wine, although they may also have a limited range of beers and spirits. They also serve meats, usually of a higher standard than those found in pubs. Wine bars are particularly popular with younger people, and those who don't like the beery, smoky atmosphere of pubs. Also, although this has changed somewhat, many pubs still retain something of the all-male atmosphere of the last century, when women rarely went into them, whereas wine bars attract as many women as men.

The British wine-producing industry has been expanding rapidly in recent years. Britain now produces some good quality white wines, mainly from vineyards in the south-east of England where the climate is particularly suitable.

HOW DO YOU FEEL TODAY?

Discussion point

1. What dishes is your country famous for?
What kind of food is eaten a lot?
What is a balanced diet?
How does diet affect your health?
Have you changed your diet recently?
2. Answer the questions and add up your scores to see if you have a balanced diet.

THE BALANCED DIET

FAT

Which do you usually eat?

Butter	3
Margarine	2
Nothing	0

Which do you usually use for cooking?	
Meat fat, butter, margarine	3
Vegetable oil	2
Corn. sunflower, olive oil	1
How many times a week do you eat chips?	
Five or more	3
Two to four	2
Once	1
Occasionally/never	0
How often do you eat cream or ice-cream?	
Every day	3
Several times a week	2
About once a week	1
Less than once a week/never	0
Which type of milk do you drink?	
Full fat	3
Semi-skimmed	1
Skimmed/none	0
What type of cheese do you eat most of?	
High-fat (Cheddar, Stilton)	4
Medium-fat (Camembert, Edam, Brie)	3
Low-fat (cottage)	2
Variety	3
How many times a week do you eat high or medium-fat cheese?	
Five or more	3
Three to five	2
Once or twice a week	1
Occasionally/never	0
How many times a week do you eat chocolate?	
Six or more	3
Three to five	2
Once or twice	1
Occasionally/never	0

How often do you eat meat?

Twice a day	4
Once a day	2
Most day	1
Never	0

How many times a week do you eat sausages/meat pies/burgers?

Six or more	3
Three to five	2
Once or twice	1
Occasionally/never	0

If you have a choice of how to cook meat, how do you cook it?

Fry	3
Grill with added oil	2
Grill without adding oil	1

How many times a week do you eat cake, biscuits, or desserts?

Six or more	3
Three to five	2
Once or twice	1
Occasionally/never	0

FIBRE

What kind of bread do you eat?

Wholemeal	3
White	1
Mixture	2

How many slices of bread do you eat a day?

Six or more	4
Three to five	3
One or two	1
None	0

How many times a week do you eat cereal?

Six or more	4
Three to five	3
Once or twice	2
Occasionally/never	0

How many times a week do you eat rice or pasta?

Six or more	4
Three to five	3
Once or twice	2
Occasionally/never	0

How many times a week do you eat boiled, mashed or jacket potatoes?

Six or more	5
Three to five	3
Once or twice	2
Occasionally/never	0

TOTAL

If your fat total was less than your fibre total, well done.

If your fat total was about the same as your fibre total (within one or two points), try to cut down on fat.

If your fat total was greater than your fibre total, you need to make changes in your diet.

(Adapted from the Economist August 31, 1985)

Exercises

Exercise 1. Reading.

What do you think influences a country's food?

Reading for gist

Read this magazine article about English food.

Comprehension check

1. Which of these titles do you think is best?
 - Fish and Chips against the world!
 - Cosmopolitan English cooking
 - In defence of English cooking
 - Fresh is best in the English kitchen
 - English Food: Facts or Myth?
2. What is the author's main point about English food?
3. Why doesn't he agree with foreign people's criticism of English food?
4. What is the comparison that Jane Grigson makes?
5. Why are there few English restaurants?

What do you think?

1. What kind of person wrote this article? What makes you think so?
2. Who do you think Jane Grigson is?
3. "I have won my case." What is meant by this?
4. Do you agree with this article?

Read it again and mark it like this.

- I agree ✓
I don't agree ✕
I find this surprising !!
I don't understand this ?

Summarize each paragraph in one or two sentences.

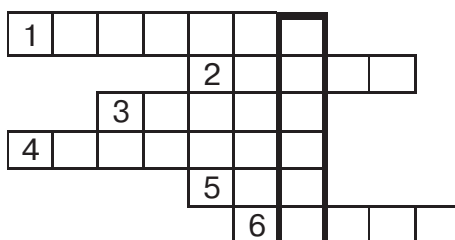
Exercise 2. Find words or expressions in the dialogue which mean.

- a) a place where people board or live;
- b) someone who often goes to the same pub;
- c) days other than Saturday and Sunday;
- d) strong alcoholic drinks like whisky and gin;
- e) non-alcoholic drinks;
- f) light meals served in pubs.
- h) Should you leave a tip for the waiter or waitress in a pub?
- i) What can a 12-year-old buy in a pub?
- j) What is a farm where grapes are grown for wine-making called?

Exercise 3. Complete the menu.

Look at these six clues and fill in the answers in the spaces provided below. You will find that you make a word, in the vertical box, for one of the meals in the day.

1. Food can be cooked this way over charcoal (7)
2. Fried potatoes often eaten with fish (5)
3. A small shellfish that is pink when cooked (5)
4. A farmyard bird (7)
5. As cold as..... (3)
6. Cats love to drink this! (5)



СОВРЕМЕННЫЙ ГУМАНИТАРНЫЙ УНИВЕРСИТЕТ

Now fill in the gaps in this typical restaurant menu using the answers you have just found.

.....MENU
 Tomato Soup
 Cocktail
 Egg Mayonnaise

 Roast.....
 Fillet Steak
 Fish (Place or Cod)
 All dishes are served with
 or Roast Potatoes
 Peas and Carrots

 Fresh Fruit Salad

 Cheese and Biscuits

 Coffee

Exercise 4. A survey.

Every student must choose one of the questions that interests her/him.
 Try to choose different questions.
 Stand up, and ask all the other students your question.
 Make a note of their answers.
 Prepare a report. The following structures will help you.

Most Some Quite a few A few Few	people eat cream every day.
---	--------------------------------

About half All	of us eat cream once a week.
-------------------	---------------------------------

Only one of us never eats cream.

Everybody Nearly everybody Hardly anybody Nobody	eats cream every day.
---	--------------------------

Exercise 5. Work in pairs.

Make a list of five different items of food.

Read out your list.

The other students must say:

- if they are good for us or not -why
- how much we should or shouldn't eat

Example:

Fruit

Fruit is very good for us. It contains vitamins. We should eat a lot.

Biscuits

Biscuits aren't very good for us. They're made with sugar. We shouldn't eat too many.

Exercise 6. Planning a menu.

Divide into four groups.

You are going to entertain at your house one of the following groups of people.

Group A

Your uncle and aunt are coming for lunch with their two children, aged six and nine

Group B

Two old friends, the same age as you, are coming for supper. One of them is vegetarian.

Group C

A potential business client and her/his husband/wife. You need to impress them.

Group D

Two colleagues from work are coming for supper. They are very health-conscious.

1. Plan a menu for them, including first course, main course, and dessert.

2. Now write out your shopping list. If you are in Britain, do this in Imperial measures.

1 pound = 0.45 kilos

1 pint = 0.56 litres

СОВРЕМЕННЫЙ ГУМАНИТАРНЫЙ УНИВЕРСИТЕТ

The following expressions will help you.

one and a half pounds of ...

a quarter of a pound of ...

half a pint of...

a packet of ...

a carton of ...

a tin of ...

a jar of...

a tube of ...

Exercise 7. Translate sentences from Russian into English.

1. Многие иностранцы говорят, что английская кухня лишена воображения и вкуса.
2. Основные составляющие английской кухни в свежем виде так полны аромата, что нам не приходится изобретать сложные рецепты, чтобы скрыть их естественный вкус.
3. Если вы попросите иностранцев назвать несколько типичных блюд, они возможно скажут “рыба с чипсами” и остановятся.
4. Трудно найти хороший английский ресторан с разумными ценами.
5. В каждом пабе есть свои завсегдатаи - люди, которые часто заходят туда, чтобы выпить и встретиться с друзьями.
6. В пабе вы можете купить не только пиво или спиртное, но также и безалкогольный напиток, кофе там также подают.
7. Большинство пабов находятся во владении той или иной большой национальной пивоваренной компании.
8. Пабы восходят к трактирам и тавернам средних веков, где встречались местные жители и останавливались путешественники.
9. В городах существует много закусочных, где работник офисов могут по своему желанию выбрать сорт хлеба, любой вид салата и мясо или рыбу для бутерброда.
10. Очень многие люди в наше время едят то, что они называют “континентальным завтраком”, который состоит из кофе и тоста и ничего, кроме этого.
11. Вечерняя еда является основной для многих людей. Часто вся семья ест вместе.
12. По воскресеньям во многих семьях бывает традиционный обед, который состоит из жареного мяса, картошки, овощей с подливкой.

13. Тосты часто подают с мармеладом или джемом. Мармелад и джем – не одно и то же, поскольку мармелад делают из апельсинов, а джем из других фруктов.
14. Что может сравниться с молодым картофелем только что сваренным и поданным с маслом?
15. Традиционный напиток - чай, который люди пьют с холодным молоком.
16. Британцы часто пьют растворимый кофе, который многие приезжающие в Британию находят отвратительным.
17. Американский повар из Коннектикута, Луис Лассен, сделал и продал первые гамбургеры в 1895 году. Он назвал их гамбургерами, потому что получил рецепт от моряков из Гамбурга.
18. Я не люблю принимать гостей, потому что мы обычно едим много мяса, рыбы и другой тяжелой пищи.
19. Завтрак часто съедается впопыхах, потому что отцу семейства надо уходить на работу, дети торопятся в школу, а матери нужно заняться домашними обязанностями.
20. Мой девиз: “Ешь с удовольствием, пей в меру и наслаждайся жизнью как она есть”.

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