

МИНИСТЕРСТВО ОБРАЗОВАНИЯ И НАУКИ РОССИЙСКОЙ ФЕДЕРАЦИИ

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АНГЛИЙСКИЙ ЯЗЫК ДЛЯ СТУДЕНТОВ ИНСТИТУТА ПЕЧАТИ

*Утверждено Редакционно-издательским советом университета
в качестве методических указаний*

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Данные методические указания предназначены для студентов Института печати 1 и 2 курсов, изучающим английский язык как специальность и является базовым по данному курсу. Настоящее издание направлено на формирование и совершенствование навыков чтения, письма и говорения. Издание содержит богатый аутентичный текстовый материал, снабженный большим количеством коммуникативно-направленных упражнений и заданий, максимально отражающих реальные ситуации речевого общения, с которыми будущим специалистам придется встречаться в их профессиональной деятельности.

Учебное издание

**АНГЛИЙСКИЙ ЯЗЫК ДЛЯ СТУДЕНТОВ
ИНСТИТУТА ПЕЧАТИ**

Методические указания

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Module 1. History of bookprinting



1. What do you know about earlier forms of printing? What factors could have influenced the evolution and in what way? Complete the table.

Factor	The impact on the printing process

2. Read the text to see if your guesses were correct.

History of Printing

Printing is a process for **reproducing text and image**, nowadays typically with **ink** on paper using a **printing press**. It is often carried out as a **large-scale** industrial process, and presently is an essential part of **publishing**.

But it hasn't been always like this. In ancient times **woodblock printing** was widely used as a technique for printing text, images or **pat-**



terns. It originated in China in antiquity as a method of printing on cloth

and later on paper. Later in Arabic countries blocks were mostly used for printing prayers and amulets. There is some evidence to suggest that the **print blocks** were made from a variety of different materials besides wood, including metals such as **tin**, **lead** and **cast iron**, as well as **stone**, **glass** and **clay**.

In the course of scientific developments, a new printing method, a **movable** type one, was invented. It used movable pieces of metal type, made by **casting** from **matrices** struck by **letter punches**. Movable type allowed for much more **flexible processes** than **hand copying** or block printing.



Around 1450, Johannes Gutenberg introduced what is regarded as an independent invention of movable type in Europe, along with innovations in casting the type based on a matrix and **hand mould**. Gutenberg was the first to create his type pieces from an alloy of lead, tin and **antimony** – the same components still used today. The **high quality** and relatively low price of the Gutenberg Bible (1455) established the superiority of movable type, and printing presses **rapidly spread** across Europe, leading up to the Renaissance, and later all around the world. Today, practically all movable type printing ultimately derives from Gutenberg's movable type printing, which is often regarded as the most important invention of the second millennium.

Another name which is worth mentioning while describing the history of book printing is Richard March Hoe who invented the **rotary** printing press in 1843. It uses **impressions** curved around a cylinder to print on long continuous **rolls of paper** or other substrates. Rotary **drum printing** was later significantly improved by William Bullock.

3. Some materials were mentioned in the text, say what materials these

objects are made of.



a) _____



b) _____



c) _____



d) _____



e) _____



f) _____



g) _____



h) _____



i) _____

- tin
- lead
- cast iron
- paper
- stone
- glass
- clay
- wood
- cloth

4. Match the following terms with their definitions.

- | | |
|-------------------|--|
| a) printing press | 1) a piece of equipment which cuts letters in a material by pushing a piece of metal through it |
| b) letter punches | 2) a hollow container with a particular shape into which soft or liquid substances are poured, so that when the substance becomes hard it takes the shape of the container |
| c) woodblock | 3) the hollow metal cylinder |
| d) casting | 4) a machine that prints books, newspapers or magazines |
| e) mould | 5) coloured liquid used for writing, printing and drawing |
| f) impressions | 6) making an object by pouring melted metal into a shaped container where it becomes hard |
| g) drum | 7) a piece of wood on which a pattern is cut which is used for printing |
| h) ink | 8) a mark made on the surface of something by pressing an object onto it |

5. Present the information from the text in the form of a table, marking the stages of bookprinting development and their distinctive features.

Stage	Distinctive features (additional information)



1. Complete the sentences with your own ideas.

- a) If Gutenberg hadn't invented the printing press ...
- b) If I don't buy this newspaper ...
- c) If there is no ink...
- d) If my brother didn't work in typography...
- e) If the author hadn't asked the graphic designer for help...
- f) I wouldn't have decided to become a publisher...
- g) This book wouldn't have become a bestseller...
- h) He will read this magazine article...
- i) The history of book printing would have been associated only with the name of Gutenberg...
- j) Book printing wouldn't be the essential part of our modern life...

2. *Fill in the proper verb forms.*

- a) If a new high speed printing machine (be invented), it (attract) a lot of attention in the world.
- b) If this technology (print) full-color images at 60 pages per minute (ppm), it (meet) the requirements of modern standard.
- c) If this technology (be adopted), it soon (be) available for home/office, photo-kiosk and label markets.
- d) This machine (lead) to large-format commercial printing applications with the ability to print a personalized newspaper if it (be) scalable from 20mm to more than 2 meters (6 feet).
- e) The majority of existing inkjet printers in the past (can use) ink cartridges with a capacity of about 10ml with the invention of such technology.
- f) This new print machine with all these characteristics (can cost) from \$10 to \$20.
- g) If Silverbrook's A4 desktop printer's individual colour ink cartridges (held) 50ml of ink, the company (sell) for less than \$20 each.
- h) If products at an advanced stage of development (include) a small photo printer for printing snapshots this (be claimed) to be much faster than anything else on the market.
- i) If Memjet technology (be patented) last year it (be awarded) in many countries all over the world.
- j) Memjet's technology (be) so popular, if it (have) higher speed, higher colour quality and cheaper.

3. *Think of the possible reasons for the following problems. Write an if-sentence. Add the sentence with 'I wish' in a suitable form. The first one has been done for you as an example.*

a) *The printer won't reproduce image.* => There is no ink in the cartridge.
If there were ink in the cartridge, the printer would reproduce image.
I wish there were ink in the cartridge. OR I wish I had refilled the cartridge.

- b) *In ancient times books were rare.*
- c) *The Chinese print blocks were of poor quality.*
- d) *Book printing didn't spread across Europe until 1455.*
- e) *Hand copying made book very expensive to buy.*
- f) *The printer reproduces wrong patterns.*
- g) *The fax machine won't pass on the message.*

4. a) *Skim the following text and underline the main effects the appearance of printing had in the society of that time.*

Print gave a broader range of readers access to knowledge and enabled later generations to build on the intellectual achievements of earlier ones. Some people said that the emergence of printing also meant the death of an oral culture and that this new culture had more of a focus on the visual images rather than listening. The invention of printing also changed the occupational structure of European cities. Printers emerged as a new group of workers for whom literacy was essential. Proof-correcting arose as a new job, while a rise in the amount of booksellers and librarians naturally followed the explosion in the numbers of books.

- b) *Make up as many if-sentences according to the text as possible.*
If printing hadn't appeared...



ocabulary

1. a) *What kind of reader are you? What purposes do you read books for?*
- b) *Read the text to find out what kinds of reading there are, and say which is more suitable for you.*

Asa Briggs and Peter Burke identify five kinds of reading that developed in relation to the **introduction** of print:

Critical reading: **due to** the fact that texts finally became more **accessible** to the general population, critical reading emerged because people were given the option to **understand** a **variety** of texts and form their own opinions on them.

Dangerous Reading: reading was seen as a dangerous hobby **because** it was considered rebellious and unsociable. This was especially in the case of women because reading could stir up the most dangerous emotions like love.

Creative reading: Printing allowed people to read texts and **interpret** them creatively, often in very different ways than the author intended.

Extensive Reading: The **emergence** of print allowed for a wide range of texts to become **available**, thus, previous methods of intensive reading of texts from start to finish, began to change. With texts being readily available, people began reading on particular topics or chapters, allowing for much more extensive reading on a wider **range** of topics.

Private reading: This is linked to the **rise** of **individual** reading. Before print, reading was often a group event, where one person would read to a group of people. With print, literacy rose as there was **growth** in availability of texts, thus reading became a **solitary** occupation.

c) Match the type of reading with its characteristics.

- | | |
|----------------------|--|
| a) Critical reading | 1) creating unnecessary feelings |
| b) Dangerous reading | 2) reading alone |
| c) Creating reading | 3) selecting the most interesting passages |
| d) Extensive reading | 4) making personal point of view |
| e) Private reading | 5) understanding your own way |

*2. a) In the text, find all the pairs of synonyms **in bold**.*

b) Use them in the sentences of your own.

3. a) In the text, underline all the adjectives and then state their form: positive, comparative or superlative.

b) Give the other two forms for these adjectives.

4. Study the following table giving statistics about book printing in Russia in 1891. Write at least 5 sentences comparing the pieces of information. Make use of help boxes.

Positive Form

as ... as
 not as ... as
 twice as ... as
 three (four, ...) times as ... as

Comparative form

much = far = a lot
 a bit = a little = slightly
 than

Types of Literature	# of books	Average # of copies
Religious	789	4943
Reference	624	6410
Text books	574	6969
Medicine	476	1092
Drama	272	691
Historical	254	736
Law	224	1295
Folklore	221	7696

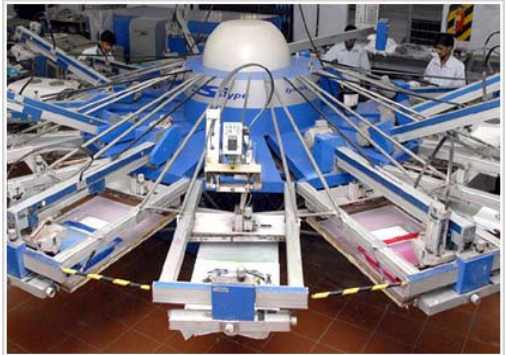
EXAMPLE:

- a. Drama books were slightly more popular than historical ones.
- b. Law books were much less accessible than reference ones.
- c. Folklore books were the most widespread in 1891.

Speaking

1. Work in groups of 3-4 people. Think about how book printing technologies will change in the future. Make a presentation of your future printing press for the group. Talk on the following points:

- *the appearance*
- *the functions*
- *the materials used*
- *the application*
- *any distinctive features*



Writing

1. Write a paragraph (100-150 words) saying why you have chosen the profession of a publisher as a perspective one. Follow the structure:

a. Write a topic sentence.

I have chosen book printing as my future career for several reasons.

b. Give three reasons. Make use of the linking devices for listing:

Firstly,

Besides,

Then,

The second reason is...

Finally,

c. To each reason give a suitable example. Make use of the linking devices for exemplification:

For example,

For instance,

To prove,

d. Finish up your paragraph with a conclusion. Make use of the linking devices for conclusion.

To sum it up,

In conclusion,

To crown it up,

Module 2. Modern Printing Technologies



1. What do you know about modern printing? Mark the following statements TRUE or FALSE.

- *About 20 million pages are printed every year.*
- *Woodblock printing is still widely used.*
- *Technological advances that could be closely compared to the invention of the printing press are the Internet, cellular phones, and mobile technology.*
- *Nowadays printing is accessible at home.*
- *Modern printing devices can print on laminated floor or kitchen worktops.*

2. Read the text and find out if your predictions were correct.

Modern printing technology

Across the world, over 45 trillion pages are printed **annually**. **Offset printing** is a widely used printing technique nowadays where the inked image is **transferred** (or "offset") from a **plate** to a **rubber blanket**, then to the **printing surface**. When used in combination with the lithographic process, which is based on the **repulsion** of oil and water, the offset technique employs a **flat image carrier** on which the image to be printed **obtains** ink from ink rollers, while the non-printing area attracts a **film of water**, keeping the non-printing areas ink-free.

Currently, most books and newspapers are printed using the technique of offset lithography. Other common techniques include:

- **flexography** used for **packaging, labels**, newspapers;
- **inkjet** used typically to print a small number of books or packaging, and also to print a variety of materials from high quality papers simulate offset printing, to floor tiles; Inkjet is also used to apply mailing addresses to direct mail pieces;
- **laser printing** mainly used in offices and for **transactional printing** (bills, bank documents). Laser printing is commonly used by direct mail companies to create variable data letters or coupons, for example;
- **pad printing** popular for its **unique ability** to print on complex **3-dimensional surfaces**;
- **relief print**, (mainly used for catalogues);
- **rotogravure** mainly used for magazines and packaging;
- **screen-printing** from T-shirts to floor tiles.

Another popular printing technique at present is gravure printing which is an **intaglio technique**, where the image to be printed is made up of small **0s** in the surface of the printing plate. The cells are filled with ink and the excess is scraped off the surface with a blade, then a rubber-covered roller presses paper onto the surface of the plate and into contact with the ink in the cells.



The printing plates are usually made from copper and may be produced by **digital engraving** or **laser etching**. Gravure printing is used for long, high-quality print runs such as magazines, mail-order catalogues, packaging, and printing onto **fabric** and wallpaper. It is also used for printing postage stamps and decorative plastic laminates, such as kitchen worktops.

3. According to the text, match the printing types with their application.

1) flexography	a) prints plastic laminates and wallpaper.
2) screen-printing	b) is mainly used for catalogues.
3) relief print	c) prints mailing addresses on letters and parcels.
4) laser printing	d) is mainly used for magazines.
5) inkjet	e) prints on 3D surfaces.
6) gravure printing	f) makes the print-outs of transactional printing (bills, bank documents).
7) rotogravure	g) is used from T-shirts to floor tiles.
8) pad printing	h) is used for packaging and labeling.

4. Replace the underlined words with their synonyms from the box.

annually transferred film
depression fabric obtain etch
technique unique

- The printing press has just been repaired so some of its parts still have a thin coat of oil on them.
- The library gets two thousand new books every year.
- The machine has an exclusive ability to engrave even the smallest images on gold.
- This method of leaving impressions on cloth was widely spread in antiquity.
- Book hand copying was a very hard job, because all the letters and symbols had to be carefully passed on.

5. Translate the following sentences into English. Pay special attention to the words in **bold**.

a. **Флексография** – это вид **высокой печати**, при которой краски **переносятся** на бумагу не с помощью металлических **печатных форм**, а посредством **резинового клише**.

b. **Трафаретная печать** была изобретена американскими художниками в начале 20 века. Данный **метод** в настоящее время популярен и в искусстве, и в печати коммерческой продукции, он обычно используется для печати изображения на футболках, шляпах, компакт-дисках, DVD, керамике, стекле, бумаге, металлах и дереве.

c. Большинство станков **глубокой печати** – ротационные, поэтому печатают на рулоне бумаги, а не на листах бумаги, таким образом, к примеру, печатаются обои.

d. Современные технологии превратили **гравировку** из искусства в доступный вид печати. **Рельеф** наносится с помощью лазера и становится частью самого продукта, а не только **слоем** краски.

e. **Офсетная печать** - способ печатания, при котором краска с **шрифтоносителя** передаётся на эластичную поверхность **резинового полотна**, а с неё на бумагу или на другую поверхность печати. Офсетная печать очень популярна благодаря своей универсальности и качеству.



1. Study the summary writing tips carefully.

SUMMARY WRITING TIPS

1. **Skim** the text. You should know what the **main content** of it is. Read the headline carefully.

2. Read the text again to understand more **details**. You must have understood the whole text.













3. Make **notes** (use keywords). Underline important words in the text.

4. **Form** sentences with the help of your **keywords**. These sentences should reflect the main content of the text.

5. **Shorten the text** in such a way that all facts are in the summary. Leave out examples, evaluations and interpretations

6. **Connect the sentences** using suitable conjunctions. The first sentence should describe the main content of the text.
7. Use **Simple Present** or **Simple Past**. Write sentences in Reported speech.
8. Sometimes you have to **change the persons**.
9. **Check** your summary. Watch out for spelling mistakes.

Use the key patterns:

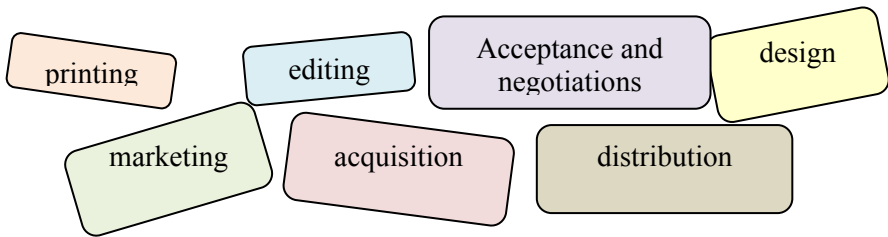
-  The subject/topic of the text is...
-  As the title implies, the text describes
-  The text deals with...
-  The author explains/points out...
-  The text gives a detailed description of...
-  It is specially noted...
-  Much attention is paid to...
-  The author emphasizes...
-  The text gives valuable information on...
-  It is spoken in detail...
-  A mention should be made...
-  The aim of the text is to show that...

2. Summarize the information given in the text “Modern Printing Technology”.

Module 3. Publishing



1. Publishing is a complex process consisting of several stages. Put the publishing stages into the correct order. Say what types of work may be included into each stage.

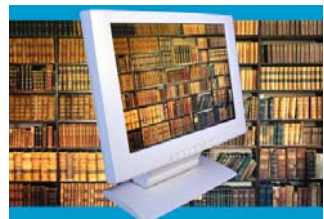


2. Read the text and give each publishing stage a heading.

Publishing is the process of production and **dissemination** of literature or information – the activity of making information **available** for public view.

Traditionally, the term refers to the distribution of printed works such as books and newspapers. With the **advent** of **digital** information systems and the Internet, the **scope** of publishing has expanded to include electronic resources, such as the electronic versions of books and periodicals, as well as **micropublishing**, websites, blogs, video games and the like.

A. Book and magazine publishers spend a lot of their time buying or **commissioning copy**; newspaper publishers, by contrast, usually hire their own staff to produce copy, although they may also employ **freelance** journalists, called stringers. Writers first **submit a query** letter directly to a literary agent or to a publisher. Submissions



sent directly to a publisher are referred to as **unsolicited submissions**. If the publisher accepts unsolicited manuscripts, then the publisher's readers **assess** them to identify **manuscripts** of sufficient quality or **revenue** potential to be referred to **acquisition** editors for review. The acquisition editors send their choices to the **editorial staff**. Many book publishing companies around the world maintain a strict "no unsolicited submissions" policy and will only accept submissions via a literary agent. **Established authors** are often represented by a literary agent to market their work to publishers and **negotiate** contracts.

B. Once a work is accepted, commissioning editors negotiate the **purchase** of **intellectual property rights** and agree on **royalty rates**. The publisher and writer must also agree on the intended formats of publication — **paperback** and **hardback** are the most common options.

C. A decision is taken to publish a work, and the technical legal issues resolved, the author may be asked to improve the quality of the work through rewriting or smaller changes, and the staff will edit the work. Publishers may maintain a house style, and staff will copy edit to ensure that the work matches the style and grammatical requirements of each market. Editors often choose or **refine titles and headlines**.

D. When a final text is agreed upon, the next phase begins - to prepare the work for printing through processes such as **typesetting**, **dust jacket** composition, specification of paper quality, **binding** method, and **proofreading**. For standard **fiction** titles, design is usually restricted to typography and **cover design**. For books containing illustrations or images, design takes on a much larger role in **laying out** how the page looks, how chapters begin and end, colours, typography, cover design and **ancillary materials** such as posters, catalogue images and other sales materials.



E. As front cover images are produced or chapters are edited, sales people may start talking about the book with their **customers** to build early interest. As early interest is measured, this information **feeds back** through the editorial process and may affect the print run, the formatting of the book and the strategy employed to sell it.

F. When editing and design work are completed, the printing phase begins. The first step is the creation of a **pre-press proof**, which shows the book precisely as it will appear once printed and is the final opportunity for the publisher to find and correct any **errors**. Once the proofs have been approved by the publisher, printing – the physical production of the published work – begins.

G. The final stage in publication is making the product available to the public, usually by offering it for sale. Once a book, newspaper, or other publication is printed, the publisher may use a variety of channels to distribute it. Books are most commonly sold through booksellers and other **retailers**. Newspapers and magazines are typically sold directly by the publisher to **subscribers**, and then distributed either through the postal system or by newspaper carriers. **Periodicals** are also frequently sold through **newsagents** and **vending machines**.

3. *In the text, find 3 types of cover. Explain their difference.*

1. _____

2. _____

3. _____

4. *In your own words explain what is mean by:*

- unsolicited submission;
- royalty rates;
- house style;
- ancillary materials;
- pre-press proof;
- print run.

5. a) Match the following words to make meaningful collocations. Translate the word combinations into Russian.

- | | |
|------------------|--------------------------|
| 1) to commission | a) the quality |
| 2) to purchase | b) the work |
| 3) to assess | c) errors |
| 4) to negotiate | d) a copy |
| 5) to market | e) royalty rates |
| 6) to maintain | f) intellectual property |
| 7) to build | g) a query |
| 8) to correct | h) house style |
| 9) to submit | i) interest |

b) Make up sentences with these collocations.

6. a) Read the text. Substitute the underlined words with the words from the box below.

scope errors available dissemination
purchasing advent negotiated non-fiction

Electronic publishing includes the digital distribution of e-books and electronic articles, and the development of digital libraries and catalogues. With the appearance of computers electronic publishing on a large scale became popular in scientific publishing. There are many electronic publications such as Encyclopedias accessible on CD and DVD, but electronic publishing is nowadays strongly associated with distribution via the Internet. However, this type of publishing has several disadvantages. Firstly, many websites with real information contain fact mistakes. Besides, most internet users prefer downloading information for free instead of buying it. So, in my view, in order to make Internet a more credible source of information, some legal issues should be agreed upon first.

b) Translate the following text into Russian.

7. Match the following words with their definitions.

- | | |
|-----------------|--|
| 1) digital | a) process of getting something |
| 2) revenue | b) materials that hold a book together |
| 3) acquisition | c) information recorded using computer |
| 4) typesetting | d) the case of a book, its top part |
| 5) binding | e) money a company receives |
| 6) proofreading | f) the process of setting material into a form to be used in printing |
| 7) lay out | g) opinion about something which provides the information whether it is successful |
| 8) cover | h) find and correct mistakes in final copies before printing |
| 9) feed back | i) the number of copies of a book produced at one time |
| 10) print run | j) the plan or design or arrangement of a book |

8. Explain the role of each of these people in the publishing process. Make use of the language from the help box.

- sales person
- literary agent
- fact checker
- publisher
- editor
- writer
- copyrighter
- proofreader

Help Box

- deals with
- is responsible for
- is in charge of
- ensures
- helps
- enables
- coordinates



1. Find out all the infinitives in passage A in the text and identify their role in the sentences.

2. Match the beginning of the sentence with its ending using Infinitive constructions. Use the ideas from the text.

1. The scope of publishing has expanded	to identify manuscripts of sufficient quality or revenue potential to be referred to acquisition editors for review.
2. Newspaper publishers, usually hire their own staff	to improve the quality of the work through rewriting.
3. The publisher's readers assess unsolicited manuscripts	to ensure that the work matches the style and grammatical requirements of each market.
4. When the technical legal issues are resolved, the author may be asked	to include electronic resources.
5. Publishers may maintain a house style, and staff will copy edit	to produce copy.

3. Translate the infinitives in the box. Fill in the gaps with the appropriate

to think ; to sell; to make ; to specify; to prepare; to affect; to start; to be restricted; to build; to be fed back;	cle
--	-----

At the final phase publishers begin _____ the work for printing through processes such as typesetting, they should _____ dust jacket composition,

also _____ paper quality, _____ of a binding method and proofreading. For standard fiction titles, design must _____ to typography and cover design. As front cover images are produced or chapters are edited, sales people may _____ talking about the book with their customers _____ early interest. As early interest is measured, this information can _____ through the editorial process and may _____ the print run, the formatting of the book and the strategy employed _____ it.

4 a) *Look at these sentences. Do they have the same meaning?*

Many industry associations publish their own lists of laws because they want to control standards that are used in their particular field.

Many industry associations publish their own lists of laws to control standards that are used in their particular field.

b) *Transform the following sentences using the infinitive of purpose.*

1. At the final stage publishers make the product available to the public because they want to offer it for sale.

2. The publishers may use a variety of channels because they want to distribute it.

3. Sales people may start talking about the book with their customers because they want to build early interest.

4. Publishers may maintain a house style, and staff will copy edit because they want to ensure that the work matches the style and grammatical requirements of each market.

5. Publishers approve the proofs because they want to begin the physical production of the published work.

5. *Complete the sentences using the infinitive of purpose.*

1. With the **advent** of **digital** information systems and the Internet, the **scope** of publishing has expanded to _____.

2. Book and magazine publishers spend a lot of their time buying or **commissioning copy**; newspaper publishers, by contrast, usually hire their own staff to _____.

3. If the publisher accepts unsolicited manuscripts, then the publisher's readers **assess** them to identify **manuscripts** of sufficient quality or **revenue** potential to _____.

4. A decision is taken to publish a work, and the technical legal issues resolved, the author may be asked to _____.

5. Publishers may maintain a house style, and staff will copy edit to _____.

6. Match the parts of the sentences using Complex Subject. Translate the sentences.

1. Publishing is considered to be	represent their work to publishers and negotiate contracts.
2. Many book publishing companies around the world seem to	create a pre-press proof, which shows the book precisely as it will appear.
3. Established authors are expected to	start talking about the book with their customers to build early interest.
4. The first step in the printing phase is known to	the process of production and dissemination of literature or information.
5. Sales people are reported to	maintain a strict "no unsolicited submissions" policy.

peaking

1. Work in pairs. Student A refers to card 1 and Student B refers to Card 2. Make up a dialogue. Role play the situation.

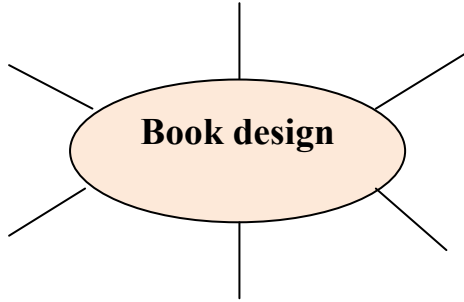
CARD 1. You are a literary agent of a well-known writer. Discuss with a publisher the royalty rates and ask what will happen to the manuscript afterwards. Explain the necessity to maintain house style. Think of a format of the book. Design the book cover considering the genre of the book.

CARD 2. You are a publisher. Explain to the literary agent the procedure of the manuscript becoming a book on the market. Explain the necessity of editing and fact-checking. Discuss the format of the book. Design the book cover considering the genre of the book.

Module 4. Book Design



1. a) Think about the process of book design and brainstorm what activities or components may be included into this stage of publishing.



b) Read the text and add some more ideas to the mind map above.

Book Design

Book design is the art of **incorporating** the **content**, style, format, design, and **sequence** of the various components of a book into a **coherent** unit. It usually consists of the **front matter** (or **preliminaries**, the first section of a book), the body matter, the **back matter**, the binding, the cover, **page spread** and **print space**.

The structure of a work (and especially of its body matter) is often described hierarchically:

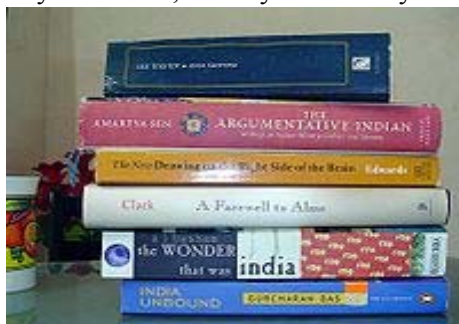
Volumes: A **volume** is a set of leaves that are bound together. Thus each work is either a volume, or is divided into volumes.

Books and parts: A single volume may **embody** either a part or a book; in some works, parts include multiple books, and in some others books include multiple parts.

Chapters and sections: A **chapter** or section may be contained within a part and/or a book; when both chapters and sections are used in the same work, the sections are more often contained within chapters than the reverse.

The front cover is the front of the book, and is marked appropriately, by text and/or graphics, in order to identify it as such, namely as the very beginning of the book. The front cover usually contains at least the title and/or author, with possibly an **appropriate** illustration.

The spine is the vertical edge of a book as it normally stands on a **bookshelf**. It is **customary** for it to have printed text on it. In texts published and/or printed in the United States, the spine text, when vertical, runs from the top to the bottom, such that it is right side up when the book is lying flat with the front cover on top. In books of Europe, vertical spine text traditionally runs from the bottom up, though this **convention** has been changing lately. The spine usually contains all, or some, of four elements (besides decoration, if any), and in the following order: (1) author, editor, or **compiler**; (2) title; (3) publisher; and (4) publisher logo.



The back cover often contains biographical matter about the author or editor, and **quotes** from other sources **praising** the book. It may also contain a summary or a **blurb** of the book.

Books are classified under two categories according to the physical nature of their binding. The hardback refers to books with **stiff** covers, as opposed to **flexible** ones. The binding of a hardcover book usually includes boards (often made of paperboard) covered in cloth, leather, or other materials. A less expensive binding method is that used for paperback books. Most paperbacks are bound with paper or light **cardboard**, though other materials (such as plastic) are used. Some small paperback books are sub-classified as **pocketbooks**. These paperbacks are smaller than usual - small enough to barely fit into a pocket (especially the back pocket of one's trousers).



A basic unit in book design is the **page spread**. The left page (called **verso**) and right page (called **recto**) are of the same size and **aspect ratio**, and are centered on the **gutter** where they are bound together at the spine. The design of each individual page, on the other hand, is governed by the canons of page construction.

The possible layout of the sets of letters of the alphabet, or words, on a page is determined by the so-called **print space**, and is also an element in the design of the page of the book. Clearly, there must be sufficient space, at the spine of the book, if the text is to be visible. On the other hand, the other three **margins** of the page, which **frame** the book, are made of the appropriate size for both practical and aesthetic reasons. The print space is a typographic term and determines the effective area on the paper of a book, journal or other press work. The print space is limited by the surrounding borders, or in other words the gutters outside the printed area.

2. Work in pairs. Define if the following sections are usually incorporated into the front or the back matter. Identify the voice (author, publisher, reviewer or character). State its main purpose. Fill in the table below.

Section	F/B	Voice	Purpose
Foreword			
Dedication			
Glossary			
Colophon			
Contents			
Acknowledgements			
Preface			
Bibliography			

Postscript			
Introduction			
Prologue			
Epilogue			

3. In the following sentences, substitute the words in bold with the words in bold from the text. Change the word form where necessary.

- In a dust jacket composition a **hard** cover is coated with **soft** material.
- The whole contents of the book, text and graphics, should fit into the **borderline** of the page.
- It is **common** for the cover to include illustrations that are **right** for the contents and style of the book.
- Usually all **compliments** to the book are contained in the back matter, but this **practice** can be changed.
- Introduction** is supposed to build early interest, so the information should be conveyed in a **logical** way.



1. Report the following sentences. Consult the help boxes.

a) The publisher gives the editor some comments.

- “A basic unit in book design is the page spread.”
- “The hardback refers to books with stiff covers”
- “A single volume may embody either a part or a book.”
- “There must be sufficient space, at the spine of the book, if the text is to be visible.”
- “The design of each individual page is governed by the canons of page construction.”

He said that...
He remarked that...
He assumed that...
He reported that...
He informed that...

b) The editor is asking the publisher some questions.

He asked...
He wanted to know...
He wondered ... + if/whether *or* wh-word
He was interested to know...

1. “Does the spine usually consist of four elements?”
2. “What are the margins of the page?”
3. “Can you suggest the most suitable cover for a detective story?”
4. “Is it better to use a flexible cover?”
5. “Could you point out the advantages of a dust jacket?”

c) The publisher gives instructions to the employees.

1. “Do not wait for me, start the negotiations”.
2. “Give some comments on the genre of the book, please.”
3. “Help me, Tom.”
4. “Please, discuss the cover with the literary agent.”
5. “Don’t do the fact checking.”

He told
He asked + to/not to
He ordered
He instructed
He encouraged

d) The editor is sharing his ideas about a recent business trip.

1. “It’s really economical!”
2. “What an efficient strategic plan!”
3. “He is a really good specialist!”
4. “What a far-reaching effect it has!”
5. “I’ve never had such a useful business trip!”

He exclaimed that
He remarked that
He admitted that



1. Work in groups of 3-4 people. Take any book you like and make the analysis of its elements and design. Make a presentation to the rest of the group. You may be speaking about the following:

- ✓ *the content*
- ✓ *the style*
- ✓ *the format*
- ✓ *the cover*
- ✓ *the front/back matter*
- ✓ *chapters/sections*
- ✓ *the spine*
- ✓ *the blurb*



Writing

1. *Read the sample of a business proposal letter. Why is it called so? What is being proposed?*
2. *Imagine that you are the owner of a modern publishing house and you have to write a business proposal letter to Dolly Wong, a famous writer of romantic novels. Your letter should include a general overview of your warehouse, describe the facilities you have to attract potential customers, give the cost of your services per some period of time.*

Dear Mr. Frank,

How would you like to cut your printing costs by more than 40 percent per month? Give us a few minutes of your time and we'll show you how. *general proposal overview*

We'll review every aspect of your current system and analyze its strengths and weaknesses. We'll look at a comparison of costs for other businesses of your size and provide a comprehensive report of short and long-term actions that will generate substantial savings for your company. *specific recommendations*

The enclosed proposal outlines the details of what we'll do and how successful we've been at doing this for other businesses. In fact, we guarantee you'll save no less than 10 percent per year savings as a result of our efforts. *total expense/cost analysis*

We will call after you've had a chance to review our proposal. *enclosures*

Sincerely,
Mark Hancock

(taken from www.writing-business-letters.com)