

ЗРАЗОК

НАЦІОНАЛЬНИЙ АВІАЦІЙНИЙ УНІВЕРСИТЕТ

ФАКУЛЬТЕТ АЕРОНАВІГАЦІЇ, ЕЛЕКТРОНІКИ ТА ТЕЛЕКОМУНІКАЦІЙ

КАФЕДРА АВІАЦІЙНОЇ АНГЛІЙСЬКОЇ МОВИ

ЗАТВЕРДЖУЮ

Зав. кафедри _____ Наталія ПАЗІЮРА

(підпис)

(ПІБ)

« _____ » _____ 20 ____ р.

ЕКЗАМЕНАЦІЙНИЙ БІЛЕТ №1

Дисципліна «Англійська мова для професійного спілкування»

Спеціальність: 151 «Автоматизація та комп'ютерно-інтегровані технології»

1. Прочитати текст та відповісти на питання.

Traditional Publishing v/s Electronic Publishing

With the growth of digitization and the internet, the debate has been sparked over traditional publishing v/s digital publishing. Not to mention, in the present time, more and more people are advocating electronic (or digital) publishing over traditional one. This is quite obvious due to number of benefits offered by electronic publishing which are not possible with the old school publishing model. With the help of electronic publishing, you can easily create and distribute your content. Further, there is a range of other benefits which we are going to discuss later in this write-up. Talking about the present, a lot of publishing houses are embracing electronic publishing around the globe. And in the current COVID19 times a paradigm shift has been seen among publishers. People are fearful of handling paper publications and this thing has majorly brought this shift. They have realized that they have to move with the growing technology in order to survive and thrive. People of today spend a lot of time on their mobile phones and laptops. They want to do everything on their devices.

Electronic publishing eliminates a lot of the costs and overheads linked with traditional publishing. Those costs include typesetting, paper and paper applications, printing, distribution, and fulfillment. If you are a start-up, online publishing can be proved more successful for you as it is cost-effective, fast, and simple. Electronic publishing offers low-cost delivery. The cost of delivery over the web continues to drop owing to the fact that storage, hosting, as well as bandwidth become cheaper. On the other hand, the cost of distribution in conventional publishing continues to go up because paper costs, printing, and postage continue to rise. Electronic publishing offers unlimited archiving in a searchable database. This database can be accessed around the clock by subscribers. Information can be broadcast in real-

time. With electronic publishing, news & information can be broadcast in real-time. In the present fast-paced world, where rapid changes and gratification occur, the information sources which provide quick coverage are the most preferred. Print can never compete with the pace of digital publishing.

Electronic publications are loaded with multimedia elements which are audios, videos, links, images, and much more. All these multimedia elements make electronic publishing engaging and interesting. On the other hand, paper publications provide nothing but boring static text. Electronic publishing means state-of-the-art customer intelligence. Electronic publishing is easy. All you need to have is a computer, internet connection, PDF files, and a software program to make and publish your digital publication. Readers can flip the pages of electronic publications like they can with print publications. They can zoom in on the content. They can change the font size according to their convenience. Further, they can search for a word or sentence with the help of the search feature. All these things are not possible with traditional publishing.

1. Why did the debate over electronic and traditional publishing arise?
2. In what way did the situation with COVID 19 influence on electronic publishing ?
3. Electronic publishing is much cheaper than traditional, isn't it?
4. Is electronic publishing more convenient than traditional?
5. Can you prove that electronic publishing is easy to use?

2. Виконати граматично-лексичне завдання.

1. Currently I (to work) on a very exciting project.
A) work; B) have worked; C) would working; D) is working.
2. By the time Mary got to the office, her boss (already to leave).
A) left; B) was leaving; C) has left; D) had left.
3. When Jane came home, Martin was very tired, because he (to work) hard all day.
A) has been working; B) worked; C) had worked; D) was working.
4. I don't want to go to the café, I (just to eat).
A) ate; B) has eaten; C) had eaten; D) was eating.
5. Tomorrow at 5 o'clock he (to play) football.
A) played; B) had been playing; C) had played ; D) was playing.

3. Усна бесіда за темою: “Electronic Banking”.

Затверджено на засіданні кафедри

Протокол № _____ від „_____” _____ 20____ року

Викладач _____

(підпис)

(П.І.Б)