

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
НАЦІОНАЛЬНИЙ ТЕХНІЧНИЙ УНІВЕРСИТЕТ УКРАЇНИ
«КИЇВСЬКИЙ ПОЛІТЕХНІЧНИЙ ІНСТИТУТ
імені ІГОРЯ СІКОРСЬКОГО»

**ENGLISH FOR ACADEMIC COMMUNICATION.
PUBLISHING AND PRINTING.
Part 1**

Навчальний посібник

Рекомендовано Методичною радою КПІ ім. Ігоря Сікорського
як навчальний посібник для здобувачів ступеня магістра за освітньою
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**ENGLISH FOR ACADEMIC COMMUNICATION.
PUBLISHING AND PRINTING.**

Part 1

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АНОТАЦІЯ. Навчальний посібник запропоновано для забезпечення аудиторної та самостійної роботи для навчання англійської мови здобувачів ступеня магістра Навчально-наукового видавничо-поліграфічного інституту. Видання складається з семи розділів, які охоплюють професійно-орієнтовані теми: “Commercial printing market outlook”, “Trends transforming the commercial printing outlook”, “Future skills and the workplace”, “The different stages of the development process”, “ The challenges of print management”, “The different types of commercial printing”, “Professional society”. Розроблені вправи спрямовані на розвиток і удосконалення вмінь у читанні, усному мовленні, письмі, аудіюванні, формування лексичних та граматичних знань студентів у англійськом професійно орієнтованому спілкуванні. Приділено увагу розширенню професійного тезаурусу та підвищенню мотивації студентів до навчання англійської мови.

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Передмова

Навчальний посібник «English for academic communication. Publishing and Printing. Part 1» призначено для підготовки здобувачів другого (магістерського) рівня вищої освіти Навчально-наукового видавничо-поліграфічного інституту. Метою посібника є вдосконалення англomовної комунікативної компетентності студентів та оволодіння вміннями, необхідними для ефективної участі в академічному та професійному середовищі.

У процесі навчання особлива увага приділяється засвоєнню термінології, характерної для видавничої справи та поліграфії, розвитку вміння аргументовано висловлювати власну думку з актуальних професійних питань, удосконаленню навичок роботи з фаховою літературою іноземною мовою та збагаченню лексичного запасу для спілкування у сфері спеціальності.

Опрацювання навчального посібника сприятиме системному розширенню знань з лексики та граматики, розвитку навичок академічного письма, аудіювання та підвищенню рівня професійної комунікації.

Після завершення курсу «Практичний курс іноземної мови для ділової комунікації» студенти досягають рівня C1, що включає володіння чотирма видами мовленнєвої діяльності. Курс спрямований на розвиток навичок читання складних текстів, розуміння головних ідей, а також на вдосконалення писемного мовлення через створення фахових анотацій і текстів презентацій.

Навчальний посібник складається з 7 розділів (тем): «Commercial printing market outlook», «Trends transforming the commercial printing outlook», «Future skills and the workplace», «The different stages of the development process», «The challenges of print management», «The different types of commercial printing» та «Professional society». Кожен тематичний розділ має єдину структуру: текст за фахом; система вправ (усних та письмових), спрямованих на перевірку розуміння тексту, закріплення тематичної лексики, розвиток комунікативних навичок.

Запропонована система вправ спрямована на формування вмінь роботи з фаховими текстами для збагачення словникового запасу, засвоєння та активізації термінологічної лексики, розвитку комунікативних навичок та готовності до міжкультурної взаємодії. Студентів навчаються використовувати необхідну інформацію, складати діалоги та підтримувати розмову на професійну тематику.

Автентичні матеріали, використані для ефективного навчання і викладання іноземної мови, було взято з різних друкованих та електронних джерел та подано перелік посилань. Навчальний посібник доповнюється додатками, які містять граматичний довідник, рекомендації щодо виконання завдань з письма. До словника включено лексичний мінімум до кожного розділу посібника.

Таким чином, навчальне видання сприяє підвищенню рівня володіння англійською мовою, розвитку медіаграмотності та вмінню працювати з автентичними професійними джерелами. Виконання вправ покращує мовні знання, комунікативні навички та підвищує мотивацію студентів до навчання.

Укладачі

UNIT 1

COMMERCIAL PRINTING MARKET OUTLOOK

LEAD IN

1. Work in pairs. Discuss the following questions.

Is the printing industry a sector consisting predominantly of small and medium-sized companies?

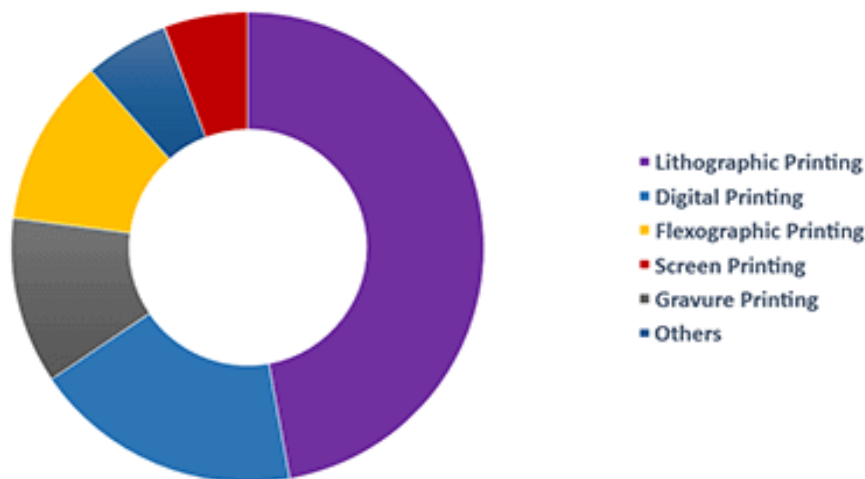
Why are factors such as economic development and consumer demand influencing the growth of the printing industry?

What are the main sectors of printing market?

What do you know about them?

Global Commercial Printing Market

Market Share by Technology (%)



Source: www.expertmarketresearch.com



2. Answer the questions. Share your ideas in a group discussion.

1. What does commercial printing include?

2. What is the primary goal of printing?

3. What do you know about the major types of printing technologies in the global commercial printing market?

- Offset Lithographic
- Flexographic printing

- Inkjet
- Screen printing
- Gravure printing

4. What is the most important and versatile printing process today?

5. What are the key industry trends of the global commercial printing market?

3. Discuss the following quotations in pairs. Choose the one you agree with, write down your explanation and read it to the class.

<https://www.azquotes.com/quotes/topics/printing-press.html>

When we developed written language, we significantly increased our functional memory and our ability to share insights and knowledge across time and space. The same thing happened with the invention of the printing press, the telegraph, and the radio.

Jamais Cascio

Nothing could be more misleading than the idea that computer technology introduced the age of information. The printing press began that age, and we have not been free of it since.

Neil Postman

READING

4. Read the sentences. Fill in the gaps with the words from the box.

offerings	experience	commercial	reduction	technology
enhance	energy-efficient	environmentally	recommended	
	calculate	capabilities	packaging	

1. The ____ printing market is expected to expand dramatically over the next five years.

2. The industry is expected to _____ a global boom in production.

3. Commercial printing vendors are extending their _____ into media and document management services that are expected to allow organisations to ____ their distribution and promotion _____ for both print and non-print materials.

4. In addition, green commercial printers that use eco-friendly paper, inks, coatings, and chemicals and promote waste _____ and re-use are projected to further fuel the growth of the industry.
5. In countries such as India, China, and Japan, the demand for _____ and advertisement printing processes is growing, which is poised to drive business growth in this area.
6. Countries in North America, such as the United States and Canada, are considered early adopters of the _____, which has a positive effect on the regional industry in North America.
7. European countries have mainly focused on the production of _____ friendly goods and processes.
8. These countries also promote the use of _____ printing solutions.
9. To _____ the cost of printing production, publishers and printing houses typically consider all project-related costs, as well as the profit they expect to make.
10. For specific information about the cost of a particular project, it is _____ to contact the relevant publisher or printing house directly.

5. Here are some sentences about the commercial printing market. Match the beginnings (1 – 5) with the endings (a – e). Check the information in the text below.

The beginnings:

1. Countries have focused largely on _____.
2. In addition, green commercial printers that use eco-friendly paper, inks, coatings, and chemicals _____.
3. It is widely used by publishers and printers, as well as large companies _____.
4. Suppliers compete with each other by providing their customers with value-added services at reasonable prices _____.
5. The information provides a detailed analysis of commercial printing market _____.

The endings:

- a. and help them integrate various printing-related operations.
- b. the production of environmentally friendly goods and processes with a view to creating a sustainable climate.

- c. taking into account their capacities, market shares.
- d. that use this service to efficiently manage their facilities and operations.
- e. and promote waste reduction and re-use are projected to further fuel the growth of the industry.

6. Read the article about the commercial printing market answer the following questions.

What are the major regional markets of commercial printing, according to the EMR report?

What are the main application sectors of commercial printing?

COMMERCIAL PRINTING MARKET OUTLOOK

The commercial printing market is majorly driven by the retail, financial services, publishing, and food and beverage industries. The demand for packaging, wide-format printing, digital printing, and other promotional materials by the retail and food and beverage industries is a significant driver for the market. With the rise in digitisation, customers are likely to follow more electronic versions of printed materials, such as e-annual reports, e-vouchers and e-catalogues, or to use more online platforms, such as email, the internet, or websites, rather than printing materials for consumers, which in turn affects the market for print-related products.



Retrieved from <https://copystopprint.com/2023/05/unleashing-the-digital-printing-revolution-transforming-packaging-design-and-branding/>

To counter the effect of the digitisation of commercial print, service providers are including value-added services, such as data management, consulting, and e-publishing, to retain their clients. Meanwhile, major segments, such as labels, packaging materials, and books for educational institutes, still have sustained demand.

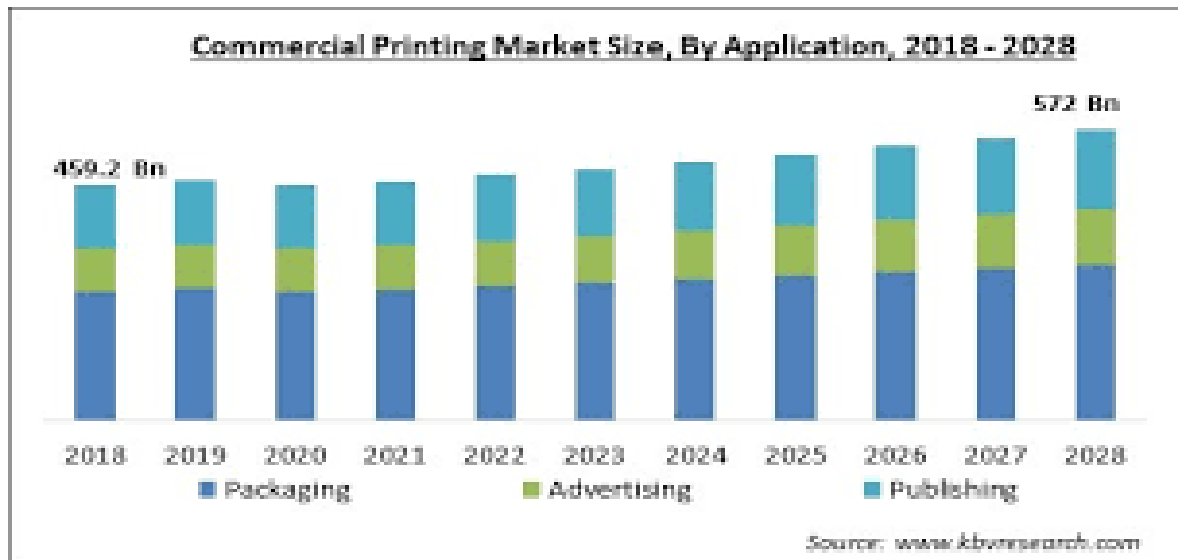
The report presents a detailed analysis of the following key players in the global commercial printing market, looking into their capacity, market shares, and latest developments like capacity expansions, plant turnarounds, and mergers and acquisitions. The comprehensive EMR report provides an in-depth assessment of the market based on the Porter's five forces model along with giving a SWOT analysis. The EMR report looks into the regional markets of the product like North America, Europe, the Asia Pacific, Latin America, and the Middle East and Africa.

A variety of value-added services, such as packaging, distribution, consultancy, graphic design, and data processing services, help manufacturers to provide their customers with creative services. Market suppliers compete with each other by supplying their customers with value-added services at reasonable rates and help consumers integrate various print-related operations into one unified service provider. Moreover, the implementation of environmentally friendly methods, such as soy ink instead of conventional petroleum-based ink, has reduced the environmental footprint of the printing industry and allowed both consumers and suppliers to reduce carbon emissions. This is expected to aid the overall industry over the forecast period.

Commercial printing vendors are extending their offerings into media and document management services that are expected to allow organisations to enhance their distribution and promotion capabilities for both print and non-print materials. Countries in North America, such as the United States and Canada, are considered early adopters of the technology, which has a positive effect on the regional industry in North America. European countries have focused largely on the production of environmentally friendly goods. These countries also promote the use of energy-efficient printing solutions.

A commercial printer is utilised to print phone books, magazines, catalogues, promotional materials, labels, brochures, business forms, and training manuals, among

others. It is comprised of a paper feed, ink replacer, digital or analogue control panel, fold-out tray, memory card reader, and a paper output tray. It finds extensive applications in publishing and printing houses, as well as in big companies that utilise the service to run their facilities and operations efficiently.



Retrieved from <https://www.kbvresearch.com/commercial-printing-market/>

The market can be broadly categorised on the basis of its applications into:

- Packaging
- Advertising
- Publishing

EMR's research methodology uses a combination of cutting-edge analytical tools and the expertise of their highly accomplished team, thus, providing their customers with market insights that are accurate, actionable, and help them remain ahead of their competition.

Retrieved from <https://www.expertmarketresearch.com/reports/commercial-printing-market>

7. Decide if the following statements are true or false.

1. The industry isn't expected to experience a global boom in production.
2. Researchers use a combination of advanced analytical tools to help companies stay ahead of the competition.
3. A commercial printer isn't utilised to print catalogues and training manuals.

4. Customers are likely to use electronic versions of printed materials more, such as electronic annual reports, electronic vouchers.
5. Green commercial printers that use eco-friendly paper, inks, coatings, and chemicals and promote waste reduction and re-use are projected to further fuel the growth of the industry.
6. The demand for packaging and advertisement printing processes is growing, which is poised to drive the business growth in this area.
7. The comprehensive report provides an in-depth market assessment based on Porter's six forces model, as well as a SWOT analysis.
8. In countries such as India, China, and Japan, the demand for packaging and advertisement printing processes is growing, which is poised to drive the business growth in this area.

8. Match words / phrases in column A (1–10) with words in column B (a–j) to form word combinations. Then choose any three phrases and make sentences with them.

A	B
1. the effect of the digitisation of	a. expansions
2. capacity	b. acquisitions
3. plant	c. commercial print
4. mergers and	d. value-added services
5. an in-depth assessment of	e. turnarounds
6. model along with giving	f. their customers
7. a variety of	g. the market
8. by supplying	h. environmentally friendly methods
9. the implementation of	i. ink
10. petroleum-based	j. a SWOT analysis

9. Work in pairs. Answer the following questions according to the text.

1. What does modern publishing focus on?
2. What is the growth rate of the market?
3. What is the main function of publishing?
4. What is the difference between printing and publishing?
5. What does publishing involve?
6. What are the key industry trends of the global commercial printing market?
7. Who are the key industry players according to the report?
8. Which technologies are used in printing services? What role do technologies play in publishing today?
9. What is one significant advancement that has changed publishing in recent decades?
10. Why do publishers choose different printing methods?
11. What has transformed traditional workflows in the printing industry?
12. What keeps printing relevant in a digital age?

10. Read the terms and the definitions. Match the terms (1 – 10) with the definitions (a – j). Then choose three terms and make sentences with them.

1. Author's Alterations	a. The printing of two different images on two different sides of a sheet of paper by turning the page over after the first side is printed and using the same gripper and side guides.
2. Imposition	b. The assembly of characters into words, lines and paragraphs of text or body matter with graphic elements in page layout form in digital format for reproduction by printing.
3. Sheetwise	c. In illustration, a term used to describe a view of a drawing in its assembled or whole format.

4. Colour Sequence	d. Space between pages in the printing frame of a book, or inside margin towards the back or binding edge. The blank space or margin between the type page and the binding of a book.
5. Assembled View	e. Film negatives consisting of line and halftone copy which are used to make plates for printing.
6. Electronic Composition	f. Changes made after composition stage where customer is responsible for additional charges.
7. Abrasion Resistance	g. Black step-marks printed on the back of folded sheets, to facilitate collating and checking of the sequence of book signatures.
8. Assembled Negative	h. The order in which inks are printed in the press. Also known as colour rotation.
9. Collating Marks	i. The resistance to scratching of a surface of paper by other paper surfaces or other materials.
10. Gutter	j. Arrangement of pages so that they print correctly on a press sheet and the pages are in proper order when the sheets are folded.

ENGLISH IN USE

11. Read the sentences and decide which answer A, B or C best fits each blank.

See Appendix 2.

1. The importance of quality control in printing during the course.

A. was emphasized B. is emphasized C. has emphasized

2. The printing process is carefully taught, students understand the various steps involved.

A. ensuring B. to ensure C. ensured

3. The industry to experience a global boom in production.

A. expected B. is expected C. was expected

4. The role of graphic design visual appeal is explored during the program.
 A. for enhancing B. to enhancing C. in enhancing
5. The impact of digitalization on the publishing industry is extensively in lectures.
 A. discuss B. discussed C. discussing
6. The history of printing techniques is thoroughly examined, insights into their development over time.
 A. is providing B. providing C. provided
7. The significance of copyright laws intellectual property is emphasized in the curriculum.
 A. in protecting B. protect C. in protecting
8. The relevance of sustainable printing practices throughout the program.
 A. has highlighted B. is highlighted C. highlighted
9. The role of marketing strategies publications is explored in-depth.
 A. for promoting B. in promoting C. by promoting
10. The influence of globalization on the publishing and printing industry during classroom discussions.
 A. has analyzed B. is analyzing C. is analyzed

12. Complete the sentences with the correct forms of the verbs in brackets. See Appendix 2.

1. The printing industry..... (undergo) significant changes over the years.
2. Custom printing work regularly..... (perform) by printing companies for businesses and organizations.
3. Printers (produce) magazines, newspapers, and other print advertisements on a regular basis.
4. Screen printing (emerge)as a popular technique for printing designs on various surfaces, including clothing.
5. Offset printing..... (revolutionize) the industry by enabling rapid and cost-efficient printing of newspapers and periodicals.

6. Printing companies..... (create) employee handbooks and training guides for businesses.
7. Calendars, letters for direct mailing campaigns, and magazines..... (customize) by printing companies to meet the specific needs of groups and organizations.
8. The introduction of technologies like screen printing and offset printing (lead) to the production of high-quality and economically viable printing materials.
9. The printing industry (play) a crucial role in fulfilling the printing requirements and job functions of various other industries.
10. Textbook production(be) a significant aspect of the printing industry.
11. The demand for packaging and advertisement printing processes is growing, which(poise) to drive the business growth in this area.

13. Fill in the gaps with the appropriate derivatives using the correct form.

See Appendix 2.

1. Last year, the manuscript to the publishing house for consideration.	a. review
2. In 2024, the printing press with advanced technology to improve productivity.	b. reject
3. The final proofs of the book and approved by the author a month ago.	c. integrate
4. Several years ago, the article by several journals before finally being accepted for publication.	d. edit
5. Two weeks ago, the printing order with a reputable printing company to ensure high-quality prints.	e. commission
6. In 2023, the cover design to a talented graphic designer.	f. submit
7. Last month, the manuscript by a professional editor to improve clarity and coherence.	g. delay

8. The printing process last week due to technical difficulties with the equipment.	h. upgrade
9. The publication date back two months ago due to unforeseen circumstances.	i. organize
10. In 2024, the book launch event by the publishing company to generate buzz and attract readers.	j. push
11. Traditional methods, once dominant in the production of printed materials, are now increasingly with the latest tools in digital design and automated processes.	k. place

14. Write questions for the underlined words, paying attention to the use of auxiliaries.

1. The printing process itself is well suited for packaging applications due to that fact that it offers high speed production.
2. The choice of drying method depends on the type of ink used and the requirements of the final product.
3. Industrial machine building encompasses the design, manufacture, and maintenance of machinery used in various industries, such as manufacturing and transportation.
4. It involves a wide range of equipment, including heavy-duty machines, robotics, automation systems, and specialized tools.
5. Online printing platforms present an additional challenge due to their low prices and fast delivery times.
6. The flexographic printing process takes place in three main stages: prepress, inking and printing, and postpress.
7. A printing press is a mechanical device for applying pressure to an inked surface resting upon a print medium (such as paper or cloth), thereby transferring the ink.

LISTENING

15. You are going to watch the video about how the print world is changing. Before watching the video, check the meaning and pronunciation of words.

unreasonable	turnaround	delivery	fulfilment	automation
quality	commodity	suppliers	confide	technology

16. Watch the video “The print world is changing?”

Video: <https://www.youtube.com/watch?v=PDMU0pbrpXM&t=173s>

Listen to real publishers. Discuss their thoughts about key trends and strategies that bring success, take notes about the biggest challenges and their advice.

How is the print world changing?

How do you find out what’s really going on in the printing industry?

17. Watch the video again and complete the following sentence with missing information.

1. Keeping the cost of our operation as low as possible, being as efficient as we possibly can be, so that _____, these unreasonable demands of our customers.
2. See all the capabilities that are out there and _____.
3. Come to trade shows, get to know your peers, _____.
4. You can confide in and _____.
5. They keep you abreast of their technology and _____.
6. Partner with the right suppliers, _____ and they can tell you what's going to be the new technology coming out, so you can be there right in the forefront.

18. Work with your partner to discuss the following questions based on the information presented in the video.

1. What are the main capabilities of the printing?
2. What are the trends?

3. Are there requirements for solving customer issues?
4. What are customers asking for?
5. What processes and characteristics are presented in the video?
6. Why do they consider it important to work with suppliers?
7. What is the biggest challenge?
8. How can you stay ahead?
9. Should they be constantly looking for innovations?



SPEAKING

19. Work in groups. Discuss success of the company. Groups A, B, C and D prepare examples and visuals to support the arguments and statements. Check out online forums and sites, read online reviews and talk to your team to identify common problems customers are experiencing.

Introduce the topic, outline the procedure of the debate, facilitate and encourage discussion, and summarise the results.

Read this list of questions and answer all of them.

How do you define success in a company?

Do you need more than a good idea to build a successful business?

Is the company's staff one of its most valuable resources?

Do you need to be well-organized, flexible, and creative, as well as develop the ability to pay close attention to detail while never losing sight of the big picture?

Is attracting talent an important factor in its success?

What is important for business partners?

What do business partners discuss?

What do companies do to achieve success?

What is the fastest way to grow your business?

20. Work in group. Give examples of successful publishing companies and tell your group about the history of one of these companies. Discuss with your partners how these publishing companies have achieved success.

How do you explain success of publishing companies?

What are the company's goals?

What are successful business characteristics?

Do you know what the most important needs are in the printing market?

How do companies collect information to solve their problems?

21. Discuss with your partner the future of the printing industry. The industry is now positioned to expand, especially in light of the challenges and oversaturation faced by digital platforms. Discuss various aspects of printing with experts.

1. How is the printing industry changing?
2. Will the printing industry develop in the next five years?
3. How do you see the printing industry developing in the next five years?
4. What are the innovations in printmaking?
5. What is the most successful innovation?
6. What were the new innovations used in the print culture?
7. Which recent innovation has the best opportunity for growth?
8. How do printing companies perceive innovation?
9. Will printers that take advantage of new digital technologies advance at a record pace.
10. Is the future of the printing industry heading for exciting new waves?
11. Are leading printing companies innovating, integrating with digital technologies and becoming more successful? Give some examples and discuss them with your partner.

22. Prepare a presentation about the printing industry in different countries. Choose one country to make a presentation (5 minutes) about the printing industry in the country. Tell about the printing companies of the country mentioned in the presentation.

- How much do you know about the printing industry in different countries?
- How do you see the printing industry developing in the coming years?
- Which country has the largest print media market?
- Which 10 countries have the largest printing industry in the world?
- Which country is the best for printing technology?
- What do you know about Australia's printing industry?

Useful phrases:

From my point of view

There are many examples for

To sum up, here are the main points.....

It is known that advantage is

It is important for an engineer to understand.....

The efficiency of machines may be defined as.....

WRITING

23. Read the text COMMERCIAL PRINTING MARKET OUTLOOK

<https://www.expertmarketresearch.com/reports/commercial-printing-market>

and write a summary of it (100 words). Explain the main idea of the article.

Use Appendix 3, p. 188.

The article is about.../ The article is devoted to...

Much attention is given to...

In conclusion the author writes...

The author (of the article) writes (reports, states, stresses, thinks, notes, considers, believes, analyses, points out, says, describes) that... / draws reader's attention to...

24. Write a post for the university website about a scientist (300 words). Describe a famous scientist or inventor you know.

- a brief introduction, stating the importance of his work;
- a body paragraph, introducing key ideas, examples;
- a conclusion, summarising the main points.

Think about

Which scientist do you admire and why?

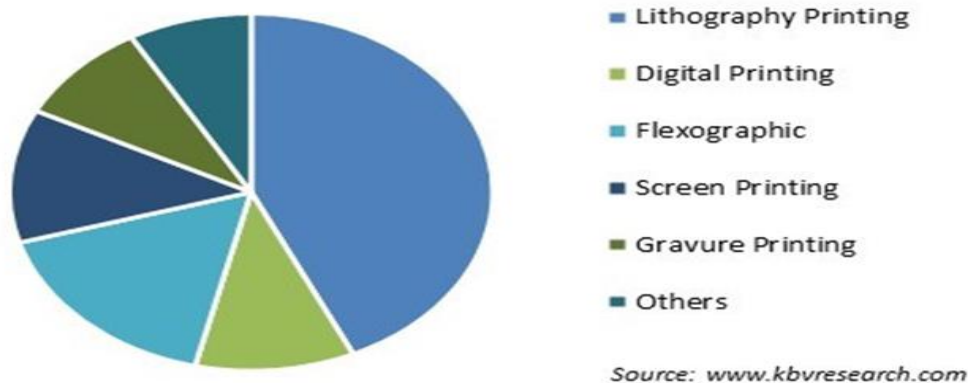
Think of 5 facts about a famous scientist and write about them.

Write the names and short descriptions of facts.

What impact did simple machines have on people's lives?

Choose the one that had the most significance in history.

25. An argumentative essay requires researching a topic, collecting and evaluating evidence, studying literature and previously published materials. Write an argumentative essay about strategies deployed in Commercial Printing Market (300 words). Use Appendix 3, p. 191.



<https://www.kbvresearch.com/commercial-printing-market/>

Based on the Technology, the Commercial Printing Market is segmented into Digital Printing, Lithography Printing, Flexographic, Screen Printing, Gravure Printing, and others.

Argumentative Essay Checklist	
<input type="checkbox"/>	Research an arguable issue
<input type="checkbox"/>	Choose a side based on your research
<input type="checkbox"/>	Articulate your thesis and the counterarguments
<input type="checkbox"/>	Organize the evidence for both (all) sides
<input type="checkbox"/>	Outline your essay, including the main points of your argument
<input type="checkbox"/>	Write your first draft
<input type="checkbox"/>	Revise

<https://www.wordtune.com/blog/how-to-write-an-argumentative-essay-with-examples>

UNIT 2

TRENDS TRANSFORMING THE COMMERCIAL PRINTING OUTLOOK

LEAD IN

1. Work in pairs. Discuss the following questions.

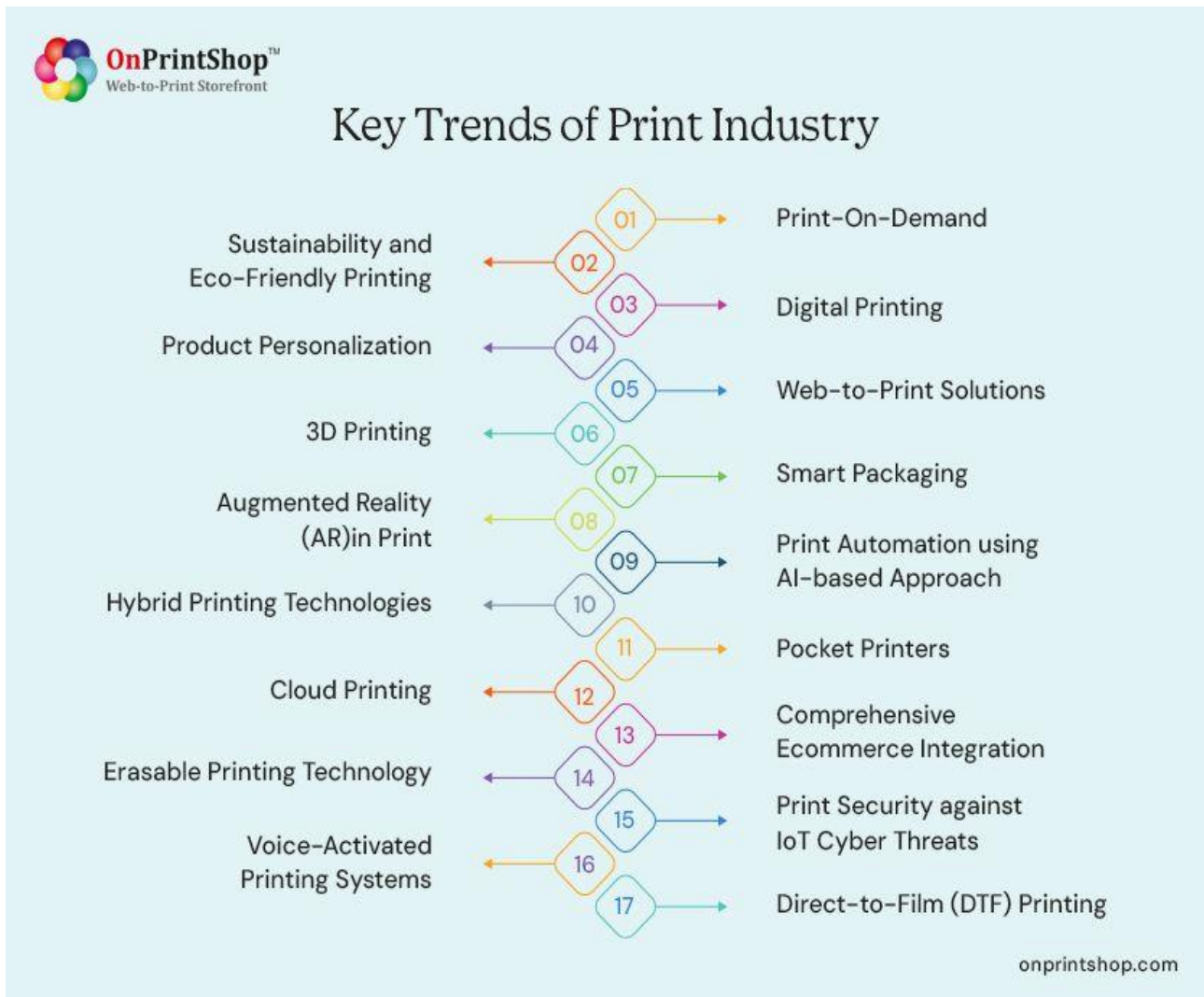
What are trends? Can trends help you gain a competitive advantage?

Is it essential to know about the popular trends in the printing industry?

Learn about the main printing trends you need to know about.

What are the key trends in Commercial Print Media?

Discuss the following Key Trends.



[https://s3.ap-south-](https://s3.ap-south-1.amazonaws.com/images.onprintshop/Key_Trends_of_Print_Industry_b5795cd03c.jpg)

[1.amazonaws.com/images.onprintshop/Key Trends of Print Industry_b5795cd03c.jpg](https://s3.ap-south-1.amazonaws.com/images.onprintshop/Key_Trends_of_Print_Industry_b5795cd03c.jpg)

2. Answer the questions. Share your ideas in a group discussion.

1. What is commercial printmaking?
2. What technology has transformed the entire print industry?
3. What changes has the publishing business experienced in recent years?
4. Why is it important for designers to work with printing companies in the early stages of creating a printed document?
5. What have manufacturers focused their efforts on?
6. How hard have they worked to try to solve the problems?
7. Why is the problem so hard for them to solve?
8. What is the biggest issue the customers' experience?

3. Discuss the following quotations in pairs. Choose the one you agree with, write down your explanation and read it to the class.

3D printing represents the democratization of manufacturing. It allows anyone to create anything, anywhere, at any time.

Neil Harbisson

Making prints and the enthusiasm for printmaking are what ensures that printmaking is a vital, positive and energetic creative medium, which will continue to push forward.

Megan Fishpoo

READING

4. Read the sentences, fill in the gaps with the words from the box.

valuable	substantially	intricate	revenue	novice	entrepreneurs
	differentiate	ensure	enhanced	facilitate	

1. Technology make it easy for users to provide print-ready art to commercial printers.
2. Companies can now earn from logo design, retouching photos, and website design.

3. This process is more than shimmering and provides the effect.
4. Companies specializing in a particular good or service are to the industry in several ways.
5. Printing companies that offer podcast creation and other services can grow their businesses.
6. These realized that continued growth and success require expansion.
7. One of the most significant advantages of branding is its ability to service from others in the market.
8. In such a competitive industry, printers need to that they are pricing their work as accurately as possible, while also making a profit.
9. Besides, book printing consists of variable processes, some of them will be by the range of improved already existing technologies.
10. Media refers to a means of communication such as broadcasting, publishing, involving the sources that uses different branches to global communication.

5. Read sentences, match the beginnings (1 – 5) with the endings (a – e). Check the information in the text below.

The beginnings:

1. Excellent industry leadership and cutting-edge technology allow new products and services _____
2. The development of this area of business area ensures the competitiveness of companies in the market, and _____
3. Laser cutting is the second major production technique allowing printers _____
4. Companies offering digital marketing services have a better chance of increasing revenue and remaining competitive _____
5. Designers often have to request new artwork from their customers, preferably a high-resolution Adobe InDesign version, because _____

The endings:

- a. to accurately outline even the most delicate design, and create a unique textured effect.
- b. to be added to the menu annually and expand their print budgets.
- c. also include website hosting services and many other products.
- d. technological advancements have created a promising new trend in commercial printing.
- e. they can earn revenue from logo design, retouching photos, and website design.

6. Read the article “Trends transforming the commercial printing outlook”.

Match the headings (a – g) with paragraphs (1 – 7).

- a. Design Services
- b. Specialization
- c. Laser Cutting
- d. Print Ready Art Sources
- e. Diversification
- f. Direct Mail Campaigns
- g. Digital Marketing

TRENDS TRANSFORMING THE COMMERCIAL PRINTING OUTLOOK

Understanding the growth potential and steady interest in commercial printing shows that the industry is still booming. Innovations in printing technologies are being introduced year by year. Commercial printing efforts continue to expand. Superb industry leadership and advanced technology allow new products and services to be added to the menu annually.

1. _____ Even small printing franchises are beginning to hire a design team. In some cases, this may be one graphic designer. Other print companies are expanding to a team of graphic designers and digital print experts. Growing this business area ensures that companies are competitive in the marketplace.

Rather than depending solely on print income, these companies can now earn revenue from logo design, retouching photos, and website design.

2. _____ is the second major production technique expected to trend throughout 2023. This process is more intricate than shimmering and provides the same dramatic effect. Laser cutting can be used for accurate cuts on any stock and allows printers to accurately outline even the most delicate design and create a unique textured effect. However, it is quickly becoming more popular for the designs it can create on holiday cards and invitations. Coupled with gold or coloured foil, laser cutting will provide a beautiful finished product.

3. _____ commercial printing companies that offer digital marketing services are more likely to increase revenue and remain competitive. Digital marketing is one of the most effective forms of advertising available. One campaign can reach millions of prospects. Social media ads provide a great example of how one looping piece can repeatedly reach targeted viewers indefinitely. Printing companies that offer podcast creation and other services can substantially grow their businesses.

4. _____ are one of the most basic forms of advertising. These custom designs can be sent through an individually sourced list or included in it. There are also obvious benefits for existing and inactive customers also a packet of offers from multiple companies. Direct mail advertising is a consistently effective form of reaching new customers, campaigns are expensive to keep their image and services.

5. _____ One of the most critical areas of industrial printing is the print resolution of source images. Many customers know what they are looking for and assume that any photo will produce a stellar finished product. Designers often have to request artwork in a high-resolution version of Adobe InDesign. Text documents must be reviewed and typeset to create a polished finished document. Technological advancements have created a promising new trend in commercial printing.

6. _____ There are two basic ways that commercial printing companies can expand their footprint in the industry's marketplace.

Companies specializing in a particular good or service are valuable to the industry in several ways. Specialized goods and services like rare paper stocks, precision laser cuts, and popular promotional items are used by virtually every commercial printing company. Companies that can corner the market or purchase wholesale items are in a good position to service other printers in the area. Businesses that serve a particular product or service can hone their industry and act as a broker or wholesalers.

7. _____ Many motivated leaders started in the printing world through a franchise or small print and copy store. Over time, these savvy entrepreneurs realized that continued growth and success require expansion. Sometimes, they branch out into other print-related areas, like signage or digital marketing. Some of the fastest-growing print companies have absorbed other companies to diversify. They find out which companies excel in a particular industry and partner with them. Diversification will continue to be a viable trend for the commercial printing industry.

<https://linchpinseo.com/trends-commercial-printing-industry-outlook/>

<https://www.colordynamics.com/top-5-trends-shaping-the-future-of-the-commercial-print-industry/>

7. Decide whether the following statements are true or false.

1. Designers started in the printing world through a franchise or small print and copy store.
2. They have five basic ways that commercial printing companies can expand their presence in the market.
3. Direct mail campaigns are expensive and great for companies to keep their image and services.
4. Print companies are expanding to a team of graphic designers and digital print experts.
5. Smartphone technology and advanced cameras make it difficult for novice users to easily provide print-ready art to commercial printers.
6. Critical areas of industrial printing are the print resolution of source images.

7. Laser cutting can be used for accurate cuts on any stock to reach the correct finished size.

8. Digital marketing services do not include website hosting services and many other products.

9. The reduced design time will keep costs for end users and reduced revenue for specialists in the print industry.

8. Match words / phrases in column A (1–10) with words in column B (a–j) to form word combinations. Then choose any three phrases and make sentences with them.

A	B
1. purchase	a. from their customers
2. service are	b. and inactive customers
3. to provide print-ready art to	c. wholesale items
4. to request new artwork	d. pigments
5. understanding the growth	e. valuable to the industry
6. benefits for existing	f. digital print experts
7. repeatedly reach targeted	g. commercial printers
8. the print resolution of	h. potential and steady interest
9. inks containing pearlescent	i. viewers
10. a team of graphic designers and	j. source images

9. Work in pairs. Answer the following questions according to the text.

1. The development of which area guarantees the company's competitiveness on the market?

2. What technique is used when creating a restaurant menu, wedding invitation, business card?

3. What is the second basis of the production technique?
4. One of the most effective forms of available advertising is ...
5. What is relevant to use to increase profits quickly?
6. Which marketing companies are one of the simplest forms of advertising?
7. What will many commercial companies decide to do?
8. What does constant growth and success require?
9. Why should Printing Businesses keep up with Industry Trends?
10. What are the best ways to attract customers? Illustrate the examples.
11. Will many commercial print companies choose to specialize in one industry and become leaders in a particular niche?

10. Read the terms and the definitions. Match the terms (1 – 10) with their definitions (a – j). Then choose three terms and make sentences with them.

1. Bespoke Printing	a. A method of representing data in a visual and a machine-readable form of information on a scannable, visual surface.
2. Constellation Snow	b. is the activity of planning and arranging people, infrastructure, communication and material components of a service in order to improve its quality, and the interaction between the service provider and its users.
3. Aqueous Coating	c. A technique which isn't restricted to certain printing products, materials or sizes. The technique is all about meeting a company's needs to create something truly unique which can't be produced elsewhere.
4. Barcodes	d. is a technique of allocating portfolio resources or capital to a mix of different investments.
5. Service design	e. The evaluation of a definite lot of material or product that is already in existence to determine its acceptability within quality standards.
6. Diversification	f. A luxury stock which provides a textured effect. This paper comes with an embossed linen effect to give a high-end feel.

7. Work and Tumble	g. A phenomenon associated with surface tension and angle of contact. That force which transfers inks and coatings from engraved cells to a contacting surface as from an anilox roll. Also the rise of liquids in capillary tubes and the action of blotting paper and wicks are examples of capillary action or capillarity.
8. Capillary action	h. A specific form of spontaneous desiccation (drying up). The property of a crystalline substance to become dehydrated or anhydrous when exposed to air and to crumble to a powder. Opposite of delinquescence.
9. Acceptance sampling or inspection	i. The process of printing one side of the paper and then turning the paper over to print the other side. The paper has to be precisely aligned to ensure continuity and accuracy.
10. Efflorescence	j. A clear coating used to protect printed pieces to create a high-gloss surface that improves durability.

ENGLISH IN USE

11. Read the sentences and decide which answer A, B or C best fits each blank.

See Appendix 2.

1. Watermarks were first introduced in Bologna, Italy in 1282; as well as their use in security printing, theyby papermakers to identify their product.

A. had also been used B. have also been used C. have also used

2. Fluorescent dyes are dyes which fluoresce ultraviolet light or other unusual lighting.

A. for B. according to C. under

3. In printing, the surface is covered in ink, and then rubbed vigorously with tarlatan cloth or newspaper to remove the ink from the surface, it in the incisions.

A. leaving B. to leave C. that can leave

4. A guilloché is an ornamental pattern formed of two or more curved bands that interlace to repeat a circular design, and theywith a geometric lathe.

- A. make B. have made C. are made

5. The colour of the ink does not actually change, but the angle of the light to the eye changes and thus creates the change in colour.

- A. viewer B. viewers C. viewer's

6. One of them is a thin polyester film with aluminium coating and partial demetallisation with micro-printing whichin the security paper as banknote or passport paper.

- A. is embedded B. embedded C. is embeded

7. the speed with which they can be read by computer systems, magnetic ink character recognition is used extensively in banking, primarily for personal checks.

- A. Because of B. For the reason that C. When

8. The study found that light colours on the packaging.....by buyers with products.

- A. associated B. is associated C. are associated

9. Most banknotes are made of heavy paper, almost always from cotton fibres for strength and durability, linen or speciality coloured or forensic fibres are added to give the paper individuality and protect against counterfeiting.

- A. as well as B. in some cases C. because of

10. When viewed via a special filter (such as a polarizer) an additional, normally, image appears.

- A. latent B. indiscernible C. imperceptible

11. Variable data printing (VDP) allows for unique text, images, and graphics on each printed piece enabling targeted marketing and customer engagement.

- A. to enhance B. enhancing C. enhanced

12. Complete the sentences with the correct forms of the verbs in brackets. See Appendix 2.

1. A watermark is made by..... (impress) a water coated metal stamp or dandy roll onto the paper during manufacturing.

2. Some countries including produce banknotes made from polymer, in order..... (improve) wear and tear, and permit the inclusion of a small transparent window a few

millimeters in size as a security feature that is very difficult(reproduce) using common..... (counterfeit) techniques.

3. Security printing is the field of the printing industry that.... (deal with) the printing of items such as banknotes, passports, tamper-evident labels, product authentication, stock certificates, postage stamps and identity cards.

4. Normally, copper or zinc plates are used, and the incisions are created by etching or (engrave) the image.

5. A damp piece of paper is placed on top, and the plate and paper are run through a printing press that, through pressure, (transfer) the ink to the paper.

6. Colour (change) inks are inks containing pearlescent pigments that change colour when viewed at a different angle.

7. The ink (use) in Magnetic Ink Character Recognition (MICR) technology is also used to greatly reduce errors in automated (or computerized) reading.

8. Many secure documents have the feature which (cause) a photocopy of the document to appear obviously different from the original.

9. These show up as words, patterns or pictures and may (visible) or invisible under normal lighting.

10. This allows the note..... (examine) for this feature, and provides opportunities to unambiguously align other features of the note to the printing.

11. The machine..... (turn) on to heat up and the items are placed on the bottom sheet of clear laminate.

12. When the machine is turned on the rollers pull the bottom layer forward as the top layer..... (roll) out simultaneously.

13. Fill in the gaps with the appropriate words from the list below using the correct form. See Appendix 2.

**platform content pack automation effective surpass prominent
experts suggest consumers recommend summaries affiliate**

1. We've analyzed some of the most trends based on recent studies and our own data and observations to get a feel for what's to come in the year ahead.

2. To that end, email marketing is one of the most popular ways to sell books. One publishing expert says that email is more than social media when it comes to book sales.

3. Posting on a new has emerged as a genuine marketing strategy for authors.

4. The popular Book has over 84 billion video views, the beauty of it is that the marketing is user-generated.

5. Instead of the authors talking about their own books, it's actual readers books, giving after the emotional ending of a book.

6. Although print books are still the most popular book format (65% of people read a print book), 25% of adults read an e-book. And 20% of US listened to an audiobook in the last year. Industry reports show that sales of audiobooks had seen continuous growth since 2019.

7. Publishing expect book sales to continue to rise, the sales of other recent presidential memoirs.

8. Small bookstores can becomeof bookshop.org. That means that they can create a link to the Bookshop store and they'll get 30% of the profit from the sales of people using that link. The bookshop takes care of all the logistics — inventory, shipping, and returns.

9. And reports that up to 20% of the remaining would open within the first months of 2025.

10. Another growing trend in the printing industry is the use of and artificial intelligence (AI) in the production process.

14. Write questions for the underlined words, paying attention to the use of auxiliaries.

1. A look at the latest printing statistics shows how the landscape of professional printing continues to change and evolve.

2. Commercial printing includes traditional book and newspaper publishing as well as screen printing, flexographic printing, gravure printing, lithographic printing, and other types of package printing.

3. Providing reliable and secure access to printing resources can be difficult when employees are working from various locations.
4. The commercial printing industry is slowly transforming from large offset printing presses to more efficient and eco-friendly printing digital printing machines.
5. While office printing doesn't require the raw materials that commercial printing does, it can be a significant cost factor for small businesses and is a good indicator for where the print digital divide is occurring within a company.
6. Modern commercial printing is also about disseminating information, but it has taken the form of graphics and packaging, pushing the boundaries of what materials can be printed on besides paper.
7. Desktop printers come in three variations: inkjet printers, laser printers, and photo printers.

LISTENING

15. You are going to watch the video “Vincent Wille on Current Trends and Challenges Facing the Printing Industry”.

Check the meaning and pronunciation of the following words.

takeaways	sustainable	environmental	versus
sustainability	specifically	manufacturers	themes
solution	to convince	customers	developments

16. Watch the video and fill in the gaps with the appropriate words.

<https://www.youtube.com/watch?v=VVU-pzgABT0>

1. There's actually quite a number of common that come out of the day.
2. You have been here and you've heard some of the that people have been talking about.
3. Everyone's working on the whole industry is working on.
4. What kind of key do you get from being here?
5. I think that we provide to the customers making sure that we have something that is you know and be there not for the short term but for the really long term.

17. Work with your partner to discuss the following questions based on the information presented in the video.

1. Where is the Leaders' Summit held? What are the key themes?
2. What certain things are they doing for innovation?
3. What are customers looking for? What advantages does technology provide?
4. What changes can be made in the supply chain?
5. Does the speaker want something hassle-free, easy to use and safe for the environment? Why do they discuss it?
6. Why does he want to find the solution of the problem?
7. Why do they discuss the current printing market?

18. Watch the video again and complete the following sentences with missing information.

1. I think we're all also having the same.....
2. I mean it's coming back to the solution thing the customer is not looking for
3. And everyone's still in there listening.....
4. I guess from your point of view as a business that is.....
5. You're having a chance to have a conversation with other.....
6. He wants something that is hassle-free easy to use sustainable environmentally friendly, and something that, in the end, divide delivers.....



SPEAKING

19. Work in groups. Discuss the print industry trends. Groups A, B, C and D prepare examples and visuals to support the arguments and statements. Introduce the topic, facilitate discussion, and summarize. Why is it important to stay updated on printing industry trends?

The print industry is evolving quickly due to digital transformation, and high-tech advancements are emerging regularly to meet the changing customer demands. Several technologies, such as web-to-print, are modernizing the printing industry with advanced capabilities.....

Choose two of the print trends and discuss them with the partner.

1. Print-On-Demand
2. Web-to-Print Solutions
3. Digital Printing
4. Augmented Reality (AR) in Print
5. Sustainability and Eco-Friendly Printing
6. 3D Printing
7. Smart Packaging
8. Product Personalization
9. Print Automation using AI-based Approach

20. Work in pairs and discuss your ideas. The digital era demands the adoption of next-generation technologies for the success of print businesses. Let's discuss the major business challenges and strategies to overcome them.

Match the problems (1 – 7) with their solutions (a – g).

PROBLEM	SOLUTION
1. Print business owners utilizing traditional approaches find it difficult to diversify their product offerings and adopt multiple sales channels for increasing revenue streams. This drawback makes it challenging to meet the changing product preferences of customers, cater to customers with diverse demands and limits the opportunities for business growth.	a. Leverage an innovative print workflow management software with capabilities like dedicated role-based access for print orders and defined workflows for different product profiles like product segments, product quantities, and numbers. This system ensures print jobs are tracked accurately, improves accountability, enables smooth communication across all departments, and optimizes workflow efficiency.
2. Print businesses relying on outdated systems struggle with manual order processing, limited workflow visibility, and order tracking, which results in higher operational costs and	b. Adopt a robust web to print software that supports extensive integrations with third-party applications and providers like print suppliers, logistics partners, and resellers, enabling them to centralize workflows and achieve

<p>miscommunication. These challenges make it difficult to manage bulk customizations, scale operations, and maintain print quality, ultimately harming turnaround times, customer satisfaction, and business.</p>	<p>sustained growth in the printing business. Furthermore, by leveraging robust web-to-print integrations with third-party suppliers like 4over, Sinalite, and PromoStandards print businesses can effortlessly expand product offerings.</p>
<p>3. One of the common print business challenges is high printing costs caused by manual processes, leading to a lack of cost transparency, errors, reprints, resource allocation, overproduction and material wastage. Traditional approaches have several limitations that increase the overall printing expenses, hindering the productivity and profitability of the business.</p>	<p>c. Opt for an AI-enabled web to print storefront that allows to instantly generate high-quality images and SEO-optimized product descriptions for launching products in the storefront, saving time for businesses and enabling informed decision-making for customers. W2P functionalities like pre-designed templates, AI-based designers, 3D previews, quick approvals, and cost estimators can solve the complex challenges involved in product customization, simplify the print ordering process.</p>
<p>4. Print businesses struggle with run print orders due to their higher cost of production, frequent design changes, and the extensive time required for proofing and approval of unique designs. It can be overwhelming to track these orders and might require tasks like quality control and scheduling, which makes it challenging to maintain productivity.</p>	<p>d. Select a W2P-enabled print workflow automation software that will enable printers to automate tasks like order entry, design customization, design approvals, job ticket creation, pre-press operations, production scheduling, order tracking, and delivery. This will simplify the management of short-run orders and ensure quick fulfillment while maintaining print quality, customer satisfaction, and increased productivity for businesses.</p>

<p>5. Building Strategic Partnerships for Business Growth.</p> <p>Traditional printing systems have limitations in partnering with organizations and entities for mutual growth, which hinders the opportunities for success in the printing industry. Print business owners collaborating with other businesses find it challenging to centralize data and manage workflows, which results in missed deadlines and inconsistencies in orders.</p>	<p>e. A modern web to print software centralizes order management from B2B/B2C storefronts, franchise storefronts, and more, allowing to accept orders from multiple sales channels like POS, print store branches, email/phone requests, external marketplaces, and sales representatives. It supports diverse print segments like large formats, photobooks, canvas, packaging, calendars, and more while enabling businesses to stay on top of the latest print industry trends for competitiveness.</p>
<p>6. Many print businesses find it challenging to track the responsibility for print jobs and allocate print costs to specific projects, which results in miscommunication, delays and poor workflow management. This inefficient system causes lack of accountability, thus makes it difficult to meet deadlines and hinders overall productivity.</p>	<p>f. Invest in a robust web to print software that supports on-demand printing, provides automated order management with online approval workflows, precise cost estimations and optimized resource allocation. By automating repetitive print tasks and streamlining workflows with transparent print management capabilities like product-specific and shipping pricing logic, printers can reduce printing costs.</p>
<p>7. A website user's attention span is approximately eight seconds, which makes it important to catch customers' attention with appealing products and easy-to-use print ordering features. In such a scenario, print business owners find it difficult to keep customers engaged on their storefront, and enhance the customer experience</p>	<p>g. Opt for a W2P-driven print order management software that offers end-to-end automation with simplified order creation, data entry, and unique tracking code assignment for each order as well as offers integrations for shipping, accounting. Moreover, the capability to centralize all sales channels and view the entire lifecycle in a unified platform, eliminates the</p>

by enabling seamless design personalization, ordering, and ensuring customers retention.	need to switch between multiple platforms and achieve high efficiency in operations.
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21. You want to create a website. Work in pairs and discuss your ideas. Ask questions to a professional to find out the details of your website.

Who is your target audience?

What are website details?

How to hire web developers for your web development project?

What are websites used for?

How does a website work?

What are difference between website, webpage and web server?

22. Prepare a short presentation about printing industry trends. Industry or market trends are changes or developments that occur in a particular industry.

Read this list of questions, try to answer all of them.

What do you know about the print industry trends?

Why is it important to stay updated on printing industry trends?

Why should printing businesses keep up with industry trends?

What do you think about the digital transformation of printing?

What is Print Workflow Automation?

Useful phrases:

The purpose of my talk today is

The subject of my presentation is.....

In addition to this

Let me give you an example.....

It is important to understand

The efficiency may be defined as.....

It is known that advantage is.....

In comparison / in contrast

As a consequence / result of

23. Read the text **TRENDS TRANSFORMING THE COMMERCIAL PRINTING OUTLOOK** and write a summary of it (100 words). Explain the main idea of the article. **Use Appendix 3, p. 188.**

Useful phrases:

The article is devoted to...

The author reports, states, thinks, notes, considers, believes, analyses, points out, describes)

Much attention is given to...

According to the article...

It is shown / stressed that ...

It is reported in detail about...

In conclusion the author writes.....

24. Write about creating the website (250 words). Share your thoughts and insights in the comments below. Use the expressions and useful phrases for writing below.

important questions website development the products or services

brand identity your goals and requirements your business

I look forward to working with you on

To ensure that we enter this project with a clear understanding of

I would like to start the discussion by asking some

Understanding the core values and mission of will help us create a website that matches your

Could you give me an overview of your business, includingyou offer?

What specific goals are you trying to achieve with your new website?

Are you looking to increase online sales, generate leads, increase brand awareness, or offer valuable resources to your audience?

25. You are participants in the seminar dedicated to the changes of the publishing industry. Think about the influential events in printing and describe the changes in the printing process. Write an extended abstract in 400 words outlining your research. Use Appendix 3, p. 193.

- Title of abstract;
- Introduction;
- Body paragraph;
- Objectives;
- Methods;
- Results;
- Conclusion/

Useful phrases for writing:

The aim / purpose of this abstract is to outline ...

I see your point but Let's review / examine

The objective is to Now let's focus on

What improves the efficiency of?

How can they increase the efficiency of?

What reduces the efficiency of?

As a consequence / result of

In conclusion / summary

26. Write about cultural collaboration in the workplace, describing a specific workplace scenario involving employees from different countries and Ukraine. Write 300 words.

You can use information about differences and communication effectiveness, discuss the ideas gained, and the importance of cultural understanding in the work environment.

UNIT 3

FUTURE SKILLS AND THE WORKPLACE

LEAD IN

1. Answer the questions. Share your ideas in a group discussion.

1. What is a workflow?
2. Why are skills important?
3. What skills are necessary for creating and producing printed documents?
4. What are personal skills and professional skills?



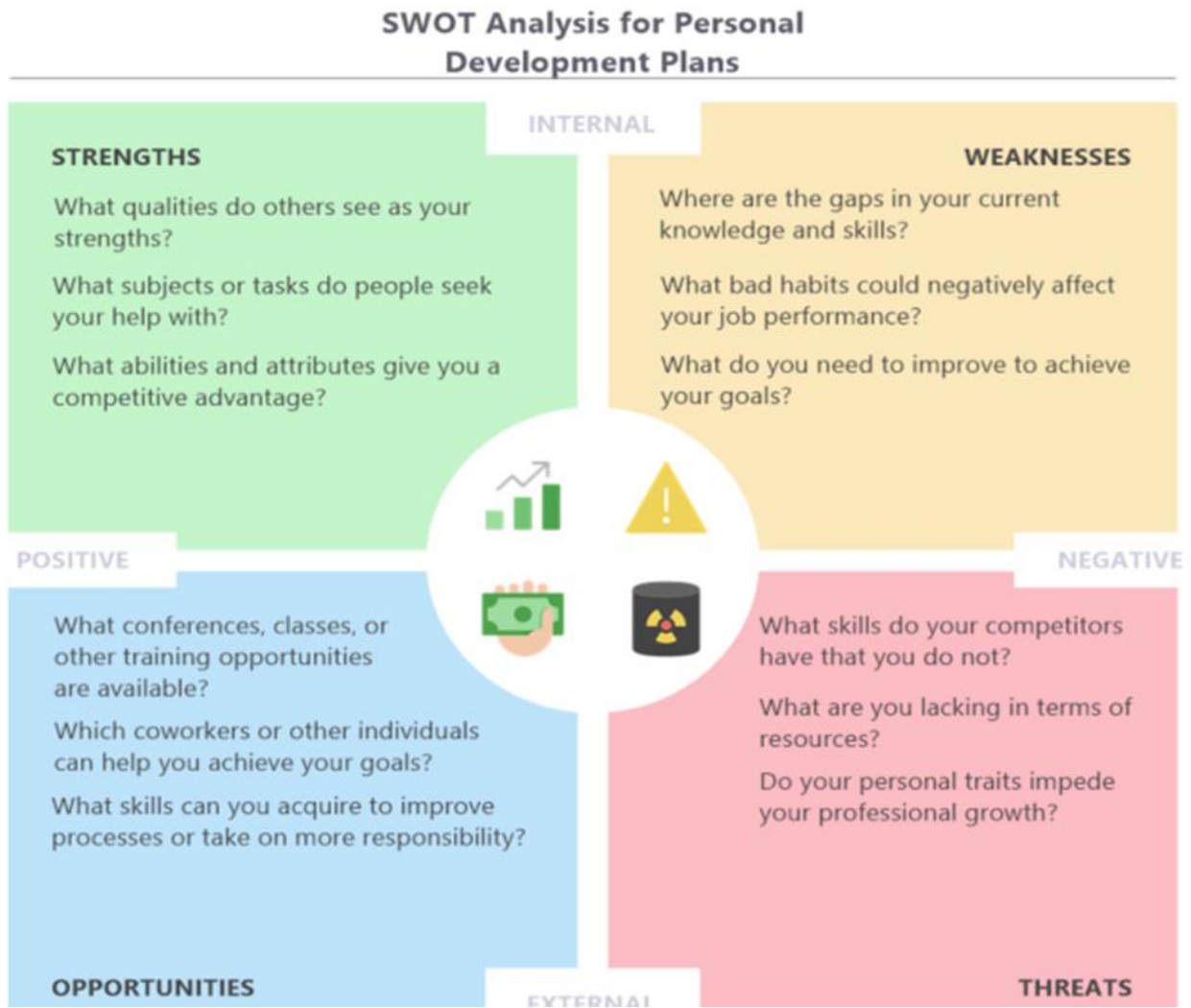
5. Do you want to improve the skills and increase your opportunities to get a job, get promoted or make a career change? Why?
6. How do you improve your professional skills?

2. Work in a group. Discuss steps for creating personal business development plans.

Personal development plans are not only a roadmap to success for individuals. They also help improve an organization's overall performance. As people achieve their goals and acquire new skills, businesses benefit from their improved skills and productivity. Learn the importance of planning personal development to achieve goals and cover the steps involved in making personal development plans for business needs.

What are steps to create personal development plans for business?

3. Read and answer the questions from the table SWOT for analysis for personal development plans.



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READING

4. Read the sentences. Fill in the gaps with the words from the box.

assessment	innovative	embrace	upskilling	technologies
equipping	simplify	emerging	maintain	valuable

Which paragraph (1 – 6) gives information about the following things?

Create a Culture of Innovation.

Promote Continuous Learning and Development.

Leverage Tools and Technologies.

Prioritise Training Early.

Choose the Right Employee Training Method.

Analyse Industry Trends.

1. _____ Many educational institutions are already developing future-ready skills into student programs. This makes it easier to hire new employees with adaptable skill sets. Having a clear understanding of the skills your industry will need in the future can guide your hiring process. Bringing on apprentices and 1... them with these skills can also be a 2..... strategy in preparing your workforce for upcoming challenges.

2. _____ Regularly monitoring industry trends allows you to identify skills of the future early and train your teams effectively. This proactive approach helps you stay ahead of the curve, 3..... a competitive advantage, and tailor your business offerings to meet 4..... demands.

3. _____ No two people learn in exactly the same way. Choosing training methods and 5..... types that accommodate different learning styles can help personalise training and make it more engaging for your employees.

4. _____ Fostering a learning culture within your organisation encourages employees to 6..... continuous growth and development. This approach ensures regular 7..... and reskilling, helping your workforce stay current with the latest best practices, productive and open to change.

5. _____ Supporting and rewarding 8..... thinking encourages employees to take measured risks and experiment with new ideas. This approach can make your business more agile and better prepared to thrive in the future of work.

6. _____ Adapting to new tools and 9..... isn't just important for your workforce. As a business, identifying the right technical solutions is crucial for supporting skill development. Choosing the right learning management system (LMS) and assessment software can 10..... and even automate parts of the learning process. This will make it easier for you to develop future-ready skills within your workforce.

5. Match the beginnings (1 – 5) with the endings (a – e) Check information in the text.

The beginnings:

1. Thinking analytically can help you categorize information into small groups.....
2. Creativity is also a skill that can be applied to any position in any industry,
3. It is the ability to gather the information needed to analyse an issue
4. It's also become very important to have leadership skills and.....
5. Most employers survey plan to offer internal training supplemented

The endings:

- a. to have social influence, and the ability to work with other people.
- b. to better interpret data and make accurate conclusions.
- c. by online learning and external consultants.
- d. and use strategic planning to resolve it.
- e. increasing the effectiveness of solving complex problems.

6. Read the article about the future skills for the workplace. Match the headings (a – g) with paragraphs (1 – 7).

- a. Active learning
- b. Complex problem-solving
- c. Analytical thinking
- d. Communication
- e. Cognitive flexibility
- f. Critical thinking and analysis
- g. Creativity

FUTURE SKILLS FOR THE WORKPLACE

The World Economic Forum's report finds analytical thinking, creative thinking and AI and big data will be top in-demand skills by 2027. In the latest report, self-management skills such as active learning, resilience, stress tolerance and flexibility have been added. The report also states that greater adoption of technology will mean in-demand skills across jobs change over the next five years, and skills gaps will

continue to be high. Employers plan to offer internal training supplemented by online learning.

1. _____

Employers will continue to look for employees that can think analytically to find solutions to problems and make accurate conclusions. You use analytical thinking to detect patterns, brainstorm, interpret data, integrate new information and make decisions based on multiple factors and options. When you expand your knowledge of the industry, you'll spend less time testing and more time solving problems faster.

2. _____

It is an education strategy that uses activities to fully engage in the material you're trying to learn. Being an active learner can help you develop skills and learn how to perform job tasks quickly. This is valuable to employers because it means you're adaptable so it may be easier to train you. You can develop active learning skills by immersing yourself in topics through discussion, role-play scenarios and problem-solving to obtain a complete understanding of the material.

3. _____

This skill helps you identify issues in real-world business environments, gather the information needed to analyse the problem and use planning to resolve it. Businesses face complex problems every day, and it's important they hire employees who can develop creative solutions. Practicing critical thinking can help improve your problem-solving skills.

4. _____

It will continue to be an in-demand skill for future jobs. Having communication skills means you can interpret meaning from written and spoken language as well as convey ideas effectively to others. In the workplace, communication is key to collaborating with co-workers and achieving company goals, such as production output or increasing sales.

5. _____

It allows you to multitask and adapt your behaviour to different environments. Flexibility skills can help you adjust your work habits to fit a different job or task.

People with great flexibility can change their schedules or change their tasks quickly to accommodate unusual situations that occur on the job.



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6. _____

It involves the ability to think of unique solutions and use your perspective to see situations differently. It can be a useful tool for developing new ideas, increasing efficiency and devising solutions to complex problems. If you have the opportunity, choose to be on a team of people who have different perspectives than you. Doing so can broaden your own point of view and inspire new ways for you to do your work.

7. _____

It is the act of analysing facts to understand a problem or topic thoroughly. The critical thinking process typically includes steps such as collecting information and data, asking thoughtful questions and analysing possible solutions. Good critical thinkers can work both independently and with others to solve problems. To improve your critical thinking skills, expand your industry-specific or technical skills to help you more easily identify problems.

Creative thinking comes second, ahead of three self-efficacy skills – resilience, flexibility and agility; motivation and self-awareness; and curiosity and lifelong

learning – which recognize the importance of workers' ability to adapt to disrupted workplaces.

Retrieved from <https://www.weforum.org/stories/2023/05/future-of-jobs-2023-skills/>

7. Read the text again and decide if the following statements are true or false.

1. Many careers rely on analytical thinking for research, problem-solving and predicting trends.
2. The critical thinking process typically includes steps such as collecting questions and adapt your behaviour to different environments.
3. World Economic Forum has been tracking future skills since 2023, it has listed critical thinking and problem-solving each year.
4. One way to help develop analytical thinking skills is to be more observant of your surroundings and put effort into understanding the way things work.
5. Practicing critical thinking can help improve your problem-solving skills.
6. Being an active learner can help you develop skills and learn how to change job tasks quickly.
7. The type of product (digital, screen printing, flexography), technical specifications of the printing (format, colour, coating), and print run are also important factors.

8. Match words / phrases in column A (1–12) with words in column B (a–l) to form word combinations. Then choose any three phrases and make sentences with them.

A	B
1. greater adoption of	a. into small groups
2. to be more observant	b. different environments
3. to convey ideas	c. technical skills
4. to obtain a complete understanding	d. of your surroundings
5. to adapt your behaviour to	e. Technology
6. to expand your industry-specific or	f. effectively to others

7. to look at a problem from	g. supplemented by online learning
8. to categorize information	h. of the material
9. to identify issues in	i. different vantage points
10. to offer internal training	j. real-world business settings
11. streamline the different	k. understanding
12. to have a comprehensive	l. stages

9. Read the text again and discuss the following questions in mini-groups.

1. What are the future of skills for the World Economic Forum?
2. What is a complex problem-solving skill?
3. What are analytical skills?
4. What is analytical thinking?
5. What is cognitive flexibility?
6. What is the difference between analytical and critical thinking?
7. What is the difference between critical thinking and critical analysis?
8. Can good critical thinkers work both independently and with others to solve problems? Why?
9. How will you define creativity?
10. And why is it crucial for success?
11. What skills are necessary for the creation and production of printed documents?
12. Is it important to have leadership skills and to have social influence, and the ability to work with other people? Why?
13. Is it important to be able to look at a problem from different vantage points, develop alternative solutions and then select the best solution?
14. May you consider taking additional courses in your industry that require critical thinking and analysis?

10. Read the terms and the definitions. Match the terms (1 – 10) with their definitions (a – j). Then choose any three terms and make sentences with them.

1. Imagesetter	a. The process of printing one side of the paper and then turning the paper over to print the other side. The paper has to be precisely aligned to ensure continuity and accuracy.
2. Electronic colour scanner	b. The extent to which printed materials will resist reacting with chemicals it comes into contact with - ensuring no damage is done.
3. Computerized composition	c. This device brings the flexibility of electronic controls to photographic techniques in continuous tone colour separations. A high-speed computer is built into the scanner that instantaneously calculates the necessary colour correction from the original copy.
4. Workflow	d. is a print technique which provides a high-end finish. Inks are mixed to perfection and pressed onto the stock. This then gets blasted under LED lights to dry it quickly. This helps keep colours sharper and speeds up the whole printing process.
5. LED UV	e. An all-inclusive term for the use of computers to automatically perform the functions of hyphenation, justification and page formatting.
6. Densitometer	f. The printing of two different images on two different sides of a sheet of paper by turning the page over after the first side is printed and using the same gripper and side guides.
7. Kerning	g. A high-resolution device that prints directly to plate ready film.
8. Sheetwise	h. A quality control device to measure the density of printing ink. Alt: In photography, a photoelectric instrument which

	measures the density of photographic images, or of colours. In printing, a reflection densitometer is used to measure and control the density of colour inks on the substrate.
9. Work and Tumble	i. In typography, this is the process of adjusting the visual spacing between characters, usually to achieve a more aesthetically pleasing result. Laminate: A thin transparent, plastic sheet applied to usually a thick stock to provide a glossy protective layer against liquid and heavy use.
10. Chemical Resistance	j. a system for managing repetitive processes and tasks which occur in a particular order. They are the mechanism by which people and enterprises accomplish their work, whether manufacturing a product, providing a service, processing information or any other value-generating activity.

ENGLISH IN USE

11. Read the sentences and decide which answer A, B or C best fits each blank.

See Appendix 2.

1. The driving force is the specialized production and personalized products based on modern digital technology, continuity and flexibility.

- A. enhanced B. enhancing C. enhance

2. The publishing and printing industry under the influence of scientific and technological progress.

- A. was evolving B. is evolving C. evolves

3. Printing of documents, unlike so many other mass produced items, is the production of a product which is specific to the person or company it is being produced and cannot be used by anyone else, anywhere else.

- A. for whom B. where C. which

4. Public relations as the practice of managing the flow of information between an organisation, and the public.

- A. can see B. can be seen C. can have seen

5. They focus on building and maintaining positive relationships with various stakeholders, customers, employees, investors.

- A. containing B. counting C. including

6. The growth of the printing industry essentially by macroeconomic factors such as economic development and consumer demand.

- A. is influenced B. influenced C. had influenced

7. The cost of printed products may vary the region, level of infrastructure development, and market maturity.

- A. be determined by B. depending on C. be based on

8. In addition to this, in some printshops additional material-flow components are account when, for example, products preprinted in other printshops are included in finishing.

- A. to be taken by B. to be taken for C. to be taken into

9. People with great flexibility can change their schedules or their quickly to accommodate unusual situations that occur on the job.

- A. tasks B. directions C. trends

10. Professionals with teamwork skills understand how their tasks while remaining aware of others' assignments and needs, find alternative solutions to problems and alter their work responsibilities or processes as needed.

- A. to accomplish B. accomplish C. have accomplish

12. Complete the sentences with the correct forms of the verbs in brackets.

Discuss the following questions. See Appendix 2.

1. Printing inks (PIs) are one of the issues that (gain) the attention of regulators and safety assessors, as well as industry representatives. PIs are applied to nearly all packaging materials as substrates.

2. The number of substances used to print packages is in the thousands. Many of these substances have not (evaluate) regarding their toxicity.

3. Direct food contact ink is a special case which represents a minor percentage of food packaging applications. PIs usually (apply) to the outer face of

the material (metal cans, folding cartons) or between the outer and an inner layer in multilayer material.

4. Nevertheless, PI components can (transfer) into the food by migration (permeation) through the packaging layers into the food, by set-off or by indirect mass transfer through the gas phase.

5. PIs are complex mixtures manufactured from pigments or dyes, binders, solvents and additives including plasticizers. The ink formulation depends on the printing technology, namely the application technique to the substrate (offset, flexography, gravure, ink jet) and the drying mechanism of the solvent (evaporation, absorption into the substrate, oxidative drying or curing by..... (irradiate) energy such as UV light or electron beam.

6. Industry (individually or as sectorial associations like EUPIA) is working on negative lists, which are lists of substances that should (use) in PIs for FCMs: an exclusion list for pigments, acrylates, solvents; and a list of substances to minimize as much as possible for acrylates and solvents.

7. These lists have (produce) based on information regarding uncertain or adverse toxicity, demonstrated migration potential, negative sensory impacts on the packaged food, or on perceived risk by consumers and other stakeholders.

8. This expanded the range of goods vulnerable to copying, significantly (improve) their quality, and reduced production costs.

Answer the following questions.

1. Why are regulators, safety assessors, and industry representatives paying attention to printing inks?
2. What is the significance of direct food contact ink, and how does it differ from other inks?
3. What are the key components of printing inks, and how does their formulation vary based on printing technology?

4. How is the industry addressing safety concerns related to printing inks, and what are negative lists?
5. How can printing inks be transferred into food, and what are the potential risks associated with it?

13. Fill in the gaps with the appropriate words and then answer the questions.

<p>1. Tetra Pak is a Swedish-Swiss food packaging and processing company with head offices in Sweden and Switzerland. The company offers packaging, filling machines and processing for dairy, beverages, cheese, ice cream and prepared food.</p>	<p>a. ventures</p>
<p>2. Tetra Pak is currently the largest food company in the world by sales, operating in more than 160 countries and with over 25,000 employees.</p>	<p>b. multinational</p>
<p>3. Tetra Pak cartons have been criticized for being more difficult to than tin cans and glass bottles.</p>	<p>c. accessible</p>
<p>4. The difficulty lies in the fact that the process demands specific recycling plants that are not easily and that, if not recycled, can end up in landfills.</p>	<p>d. packaging</p>
<p>5. The company has stated that it is currently working on joint with local governments around the world to increase the number of recycling facilities.</p>	<p>e. construction</p>
<p>6. Tetra Pak products have been identified as solid waste problem by many NGOs and groups. Unlike aluminum cans or glass bottles, it cannot be recycled in municipal recycling facilities.</p>	<p>f. engineered</p>
<p>7. In order to stave off regulation, the company has a strong Corporate Social Responsibility campaign.</p>	<p>g. facilities</p>

<p>8. Tetra Pak published a set of targets, which included maintaining its CO2 emission levels at the same level and increasing recycling by 100 percent. Tetra Pak said it will increase its use of Forest Stewardship Council (FSC) certified paper to 100 percent. 20 percent of Tetra Pak cartons are recycled globally, with countries like Belgium, Germany, Spain, and Norway showing local recycling rates of over 50 percent.</p>	<p>h. contributing</p>
<p>9. To increase the level of recycling and meet its targets, Tetra Pak engaged in driving recycling activities such as developing collection schemes, new recycling technologies, and raising awareness of recycling and sustainability.</p>	<p>i. sustainability</p>
<p>10. Used Tetra Pak packages have been recycled as material in design projects, with varying results, 25% of Tetra Pak cartons were recycled globally.</p>	<p>j. launching</p>
<p>11. At that time, the company announced that global recycling rates would no longer be one of its main metrics measured in sustainability reports and introduced new metrics to measure against, such as public outreach, access to recycling....., and recycling capacity.</p>	<p>k. environmental</p>
<p>12. In 2018, Tetra Pak signed an agreement with the environmental services company to recycle all the components of used beverage cartons collected within the EU. In 2020 Tetra Pak Led and implemented a wide range of activities across the recycling value chain in local markets around the world, to increased global carton package recycling rate of 27%.</p>	<p>l. recycle</p>

Answer the following questions.

1. What does Tetra Pak do?
2. What is Tetra Pak cartons packaging criticized for?
3. What has the company done to avoid the environmental problem?

4. What sustainable targets did the company introduce?
5. What activities did TetraPak do to achieve its goals?
6. Why did Tetra Pak sign an agreement with the environmental company?
7. What level of recycling has Tetra Pak reached?

14. Write questions for the underlined words, paying attention to the use of auxiliaries.

1. Desktop printers include simple consumer grade printers all the way up to larger, feature-loaded office printers that can crank out thousands of copies at breakneck speed.
2. With the rise of remote work, supporting a hybrid workforce has become a key challenge for organizations.
3. Because the colours are standardized, different manufacturers in different locations can make sure two colours match perfectly by referencing a Pantone number.
4. This eliminates the need for employees to be physically present in the office to access printing resources and it also reduces costs associated with maintaining and upgrading print servers.
5. As the industry becomes more technologically advanced, there is a need for skilled workers who can operate sophisticated machinery and software.
6. Our cardboard packaging is fully customisable so you can choose the features you think best for your products and create packaging in your own individual style.
7. Pixartprinting offers a high-quality cardboard box packaging printing service at low prices.

LISTENING

15. You are going to listen to the article “Future of jobs 2023: These are the most in-demand skills now - and beyond.” Before listening to the article, check the meaning and pronunciation of the following words.

headquarters	agility	rationale	displacement	precision
resilience	awareness	judge	endurance	priorities

_____ the fact or power of enduring an unpleasant or difficult process or situation without giving way.

_____ the moving of something from its place or position.

_____ the capacity to withstand or to recover quickly from difficulties, toughness.

_____ the quality, condition, or fact of being exact and accurate.

_____ knowledge or perception of a situation or fact.

_____ the main offices of an organization such as the army, the police, or a business company.

_____ the fact or condition of being regarded or treated as more important.

_____ ability to move quickly and easily.

_____ a set of reasons or a logical basis for a course of action or a particular belief.

_____ form an opinion or conclusion about.

16. Listen to the article “Future of jobs 2023: These are the most in-demand skills now - and beyond.” and then answer the following questions.

<https://www.weforum.org/stories/2023/05/future-of-jobs-2023-skills/>

What are the top skills?

Do companies have the list of skills predicted to grow in importance for workers?

Do they have priorities in training skills?

17. Complete the following sentences with missing information.

1. Their rationale is thatare currently the least automated workplace task, and account for just 26% of task automation.

2. Technology literacy is the third-fastest growing core skill, while curiosity and lifelong learning; complete the top five.
3. Analytical thinking is considered by more companies than any other skill, making up, on average, 9.1% of the core skills reported by companies.
4. Companies recognize....., with 82% planning to invest in learning and training on the job.
5. It's also become very important to have leadership skills and to have social influence, and

18. Work with your partner to discuss the following questions based on the information presented in the article.

1. What are professional skills?
2. What are the most in-demand skills now?
3. Why are these skills important?
4. What do companies think about skills for their workers?
5. Do companies recognize the need to upskill and reskill employees?
6. What skills will be the focus of four in 10 corporate skills strategies?
7. What themes did sessions of Forum include?

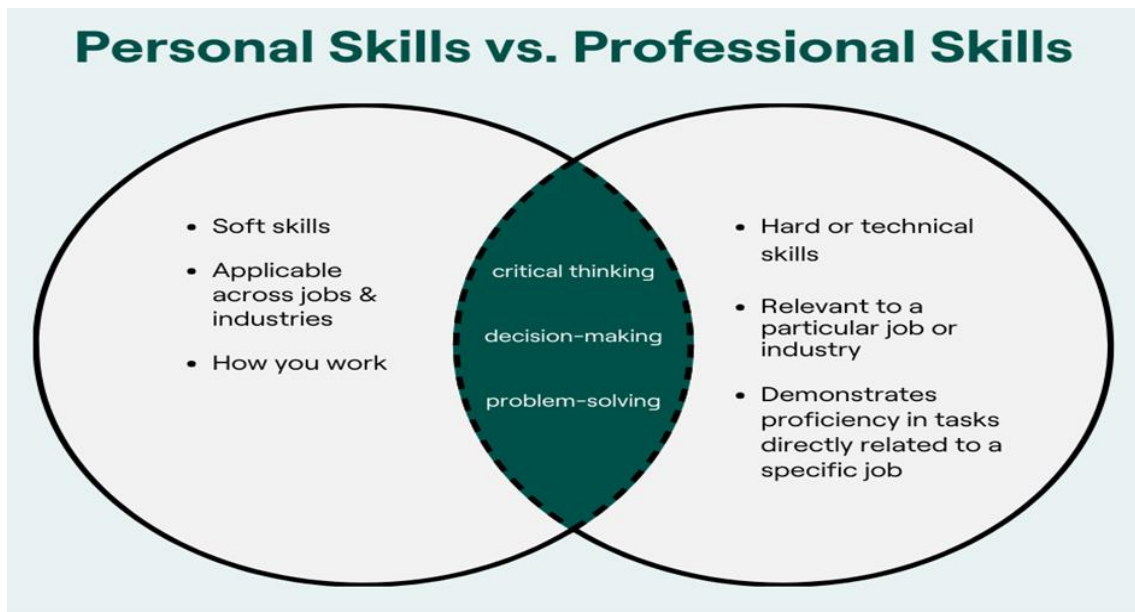


SPEAKING

19. Work in groups. Groups A, B, C and D discuss the following future-ready skills.

Prepare examples to support the arguments and statements. Introduce the topic, facilitate discussion and summarize results.

Future-ready skills are abilities that can be applied across different industries and meet various business needs. Developing these skills within your workforce can help you adapt more smoothly to changing demands and market conditions.



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Compare personal skills and professional skills.

What problems do future work skills address?

What are strategies for developing professional skills?

How do you maintain professional relationships?

20. Work in pairs. Discuss with your partners why development plans are important for professionals.

The employees and the manager (or HR) work together on career development. They identify goals, skills, and knowledge they need to succeed in their current role and to advance in their career. Both employers and employees benefit from employee development planning. They help employers build a stronger, more skilled workforce prepared to tackle future challenges.

Do employee development plans provide a clear path for professional growth for employees, increasing their engagement, job satisfaction, and overall value to the company?

Professional Development Goals: How can you set them?

01 Organize yourself more

Organizing your workspace and your schedule can help you become a more efficient worker

02 Start reading more

Learning new things about your field or career path can help you solidify your ambitions and reach success

03 Build your network

Reaching out to others in your field can help you learn and improve your credibility and reputation



06 Boost your presentation skills

Mastering this difficult skill will better prepare you for your future career

05 Learn a new skill

Expanding your skillset is a great way to give you an edge in your chosen field

04 Find work-life balance

Taking time away from work can keep you personally fulfilled and professionally engaged

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Why is an employee development plan important?

What are professional development goals? Analyse them with your partners.

Why are development plans important for professional development?

Think of an employee development plan that will help them grow professionally within their roles.

What are your thoughts on how to create an employee development plan?

21. Work in a group. Read the article Cognitive Flexibility: The Science of How to be Successful in Business and at Work. What do you think about the power of cognitive flexibility. Discuss with your partners.

Do you think that the ability to predict and learn from changing environments is vital for businesses?

How can they train and be more flexible?

What is cognitive flexibility in the workplace?

Cognitive Flexibility: The Science of How to be Successful in Business and at Work. <https://www.shrm.org/executive-network/insights/cognitive-flexibility-science-how-to-successful-business-work>

Startups and innovative companies must be even more adaptive and flexible to compensate for lack of resources. Obviously, the same goes for individuals in such organizations. Indeed, the entire modern workforce needs high levels of career adaptability to survive in an environment where skills and roles quickly become obsolete as technology takes over. It's unclear how to assess them, and, importantly, how to train this type of thinking. In reality, people do not know what exactly flexibility is, whether they possess it and how to put it into practice. As it turns out, "being smart", competent, educated or even having strong social and emotional skills will not guarantee flexible behaviour.

Recent but established research has drawn attention to a function called cognitive flexibility. This executive function (a type of skill that helps us plan and achieve goals) enables us to switch between different concepts and patterns. It also allows us to adapt choices to achieve goals and problem solve in novel or changing environments. Cognitive flexibility is required in many real-world situations. The category of workers that requires the highest level of adaptability is arguably entrepreneurs. Entrepreneurs need to show flexibility not only in terms of idea generation, but also for resource allocation and social exchanges.

Discuss the following skills in pairs.

What are the steps of problem-solving?

How can you improve your analytical skills?

Why do employers value Critical Thinking Skills?

How can you develop critical thinking skills?

Why is creativity important to their business?

Do you think that employers want candidates who can evaluate a situation using logical thinking and offer the best solution?

22. Read the text FUTURE SKILLS FOR THE WORKPLACE and write a summary (200 words). Explain the main idea of the article.

Use Appendix 3, p. 188, p. 195.

What skills are the best for future?

Search for positions you desire

Be fully aware of the industry you work for.....

What traits make us able to relate with each other and to get innovative, creative things done in the workplace?

23. Write an essay (400 words) about the importance of creativity to your business, future work skills. See Appendix 3.

Training and retaining talent is crucial for sustained success. To develop future work skills to succeed in the business world, follow these tips:

Join an online certification course, or go for company-based training opportunities

See what your goals should be

Look for a good, qualified mentor

Seek feedback on your pros and cons.....

24. You are participants of the World Economic Forum dedicated to the changes of the publishing industry. Think about which work skills are best developed in the future. Prepare a Forum’s report in 400 words. Use Appendix 3, p. 195

What are the steps of problem-solving?

Use the expressions below.

To start with

According to / in accordance with

For example,

The thing is that

I can’t quite agree with.....

But in fact That’s why

UNIT 4

THE DIFFERENT STAGES OF THE DEVELOPMENT PROCESS



LEAD IN

1. Answer the questions. Share your ideas in a group discussion.

1. What specific goals are you trying to achieve with your new website?
2. Are you looking to increase online sales, generate leads, increase brand awareness, or offer valuable resources to your audience?
3. Are there any special features you envision for your website?
4. Do you need e-commerce capabilities, meeting scheduling?
5. What do you think about design of your website?

2. Discuss the following quotations in pairs, choose the one you agree with. Write down your explanation and read it to the class.

3D printing is already shaking our age-old notions of what can and can't be made.

Hod Lipson

In one sense, the Internet is like the discovery of the printing press, only it's very different. The printing press gave us access to recorded knowledge. The Internet gives us access, not just to knowledge, but to the intelligence.

Don Tapscott

The invention of the printing press was one of the most important events in human history.

Ha-Joon Chang

3. Read the sentences. Fill in the gaps with the words from the box.

requirements developers allocate configuring maintenance
 functions comprehensive fundamental workflow categories

1. Development is a process involving different parts and modules of development.
2. It is critical to have the different working together in sync towards a common objective and have a streamlined web development process for the best results.
3. Web development is one of the most..... requirements for almost all businesses and companies today.
4. Turing is an industry-leading hiring platform that has built a global pipeline of rigorously vetted and Silicon Valley-caliber..... for high-scaling companies around the world.
5. It is an indispensable web development phase, so it's essential to..... sufficient time and resources for..... as part of your overall web development strategy.
6. The steps involved in deployment can vary depending on complexity of the project and may include tasks such as the environment, compressing files and setting up load balancing.
7. The tech stack needed for the web development process can be majorly divided into two.....: front-end and back-end development.
8. By taking the time to carefully analyse the of a website, web developers can ensure that the final product is effective and meets its users' needs.

4. Work in pairs. Discuss the following questions.

1. For more than 20 years, VistaPrint has helped small business owners and entrepreneurs create custom designs and professional marketing. What online printing services do they offer to help users find the products?

2. Do they have all the tools and products that you need to launch and grow your business?
3. Can you receive news from VistaPrint about products, services?
4. Do you have any design preferences or existing branding rules that you should incorporate into the website design?

5. Match the beginnings (1 – 5) with the endings (a – e). Check the information in the text below.

The beginnings:

1. This can be done using a variety of programming languages,
2. Once you clearly understand your goals and requirements,
3. It is important for you to have a comprehensive understanding of the tech stack needed to build highly optimized websites
4. The deployment phase in web development is the process
5. The web designers are responsible for creating an optimized website design

The endings:

- a. to help you decide your budget and hiring requirements.
- b. you can begin to devise a strategy to achieve them.
- c. of launching a website or application.
- d. based on the client's requirements.
- e. depending on the functionalities required in the website.

6. Read the text about the different stages of the development process. Match the headings (a – g) with paragraphs (1 – 7).

- a. Development
- b. Prominent technologies
- c. Maintenance
- d. Analysis
- e. Deployment
- f. Wrapping up
- g. Design

THE DIFFERENT STAGES OF THE DEVELOPMENT PROCESS

If you want to build a scalable website with dynamic features and efficient functionality, then you need to hire the top web developers with considerable experience and expertise in the domain. It's critical to have a robust hiring funnel that helps you streamline the different stages of the hiring process. The quality and reliability of your web developers will have a big influence on your web development project's overall success and productivity.



Retrieved from <https://encrypted-tbn0.gstatic.com/images?q=tbn:ANd9GcTFdOI98LewfnSarRQNILpgIJ64XjbCQW87bA&s>

1. _____

The analysis and information gathering phase of the web development process model is important for understanding the goals of a website and how those goals can be achieved. During this phase, web developers work with clients to understand their needs and determine the best way to meet those needs. This involves creating user personas, conducting user research, analysing competitor websites, doing technical feasibility, and developing site maps and wireframes. By taking the time to carefully analyse the requirements of a website, web developers can ensure that the final product is effective and meets its users' needs.

2. _____

The design stage of the web development process is crucial, it is important that the design of your website is responsive, highly intuitive, and easy to navigate. In this

phase, the website structure plus the visual components and content, including activity layouts, navigation panels, images, and videos, are added to provide a feature-rich audio-visual experience to the users.

3. _____

The development & coding phase of the web development process is when the actual code for the website is written. This is where the web developer takes all of the designs, wireframes, and other elements from the previous phases and turns them into a working website. In some cases, the entire site may be coded from scratch, but developers usually prefer using pre-existing tools or frameworks to speed up the process. The development phase also involves the deployment of site plugins, added features, and security integration.

4. _____

This usually involves transferring the code from a development or staging server to a production server. The steps involved in deployment can vary depending on the size and complexity of the project and may include tasks such as configuring the environment, compressing files, setting up caching, and setting up load balancing. The deployment phase can be complex, and it is important to have a robust plan in place before starting. Once the site or application is live, it needs to be monitored and maintained to ensure that it remains accessible and performant.

5. _____

Website maintenance is integral to the web development process for ensuring optimum performance and continuous upgrades based on evolving requirements. The phase entails regular monitoring of the website's performance and delivering regular updates for enhanced features and functionality. Regular updates are also essential for the implementation of robust security protocols and optimized user experience.

6. _____

There is a wide array of technologies, including programming languages, frameworks, libraries, and tools that are extensively used to create highly functional web applications and websites. The tech stack needed for the web development process can be majorly divided into two categories: front-end and back-end development. Each

of these technologies has its own unique capabilities that can be leveraged to create an engaging and user-friendly website. When used together, they can provide a foundation for any web development project.

7. _____

Web development is critical for businesses, it is vital to have a comprehensive understanding of the web development process and the tech stack needed to build websites. We have provided essential insights related to web development - from the different stages in the process to hiring web developers - to help you finetune your process and build a well-rounded strategy for your development project.

Retrieved from <https://www.turing.com/resources/web-development-process>

7. Decide if the following statements are true or false.

1. The choice of technologies that you use depends on the restriction and curtailment of the web development project.
2. Experienced web designers that are up to date with the latest web development trends can help you create efficient designs through the latest frameworks, libraries, and design components.
3. The web developer does not take all of the designs, wireframes, and other elements from the previous phases and turns them into a working website.
4. If you don't clearly understand your goals and without requirements, you can begin to devise a strategy to achieve them.
5. Since this is the final stage of a website launch, it is crucial to ensure that all the necessary contingencies are in place and the developers are prepared for different scenarios.
6. Regular maintenance does not guarantee that your website will always be relevant, updated, accessible, and optimal for users.
7. Once the coding is complete without testing the site, ensure that everything is working as intended.
8. The goal of the analysis phase is to gain a deep understanding of the problem that a website is trying to solve so that the best solution can be found.

8. Match words / phrases in column A (1–10) with words in column B (a–j) to form word combinations. Then choose any three phrases and make sentences with them.

A	B
1. depending on the size	a. updates for
2. a scalable website	b. technologies
3. doing technical	c. and complexity of the project
4. delivering regular	d. contingencies
5. build a well-rounded	e. with dynamic features
6. an excellent grasp of front-end	f. products of printing
7. to ensure that all the necessary	g. feasibility
8. website design based on the client's	h. expertise
9. enhanced features and	i. functionality
10. with considerable experience and	j. strategy

9. Read the text again and discuss the following questions.

1. What is Print Shop Software?
2. How many stages does the web development process include, and what are they?
3. Why do you need to hire the top web developers with considerable experience and expertise in the domain?
4. How to hire web developers for your web development project?
5. Why can the deployment stage be complicated and require a robust plan?
6. What is the goal of the analysis stage?
7. When and why does the testing phase take place?
8. What are prominent technologies?
9. What happens during the design phase?

10. What two categories can the web development process be divided into?
11. Must web designers have an excellent grasp of front-end technologies that comply with several web browsers and web standards?
12. Can the coding phase involve a wide range of tasks, from writing code to setting up server-side functionality?
13. What is an indispensable phase of web development? Is it essential to allocate sufficient time and resources for maintenance as part of your overall web development strategy?
14. Does the choice of technologies that you use depend on the size and complexity of the web development project?
15. Might Website maintenance include various tasks such as updating software, backing up data, monitoring web traffic, and checking for security vulnerabilities?

10. Read the terms and the definitions. Match the terms (1 – 12) with their definitions (a – l). Then choose three terms and make sentences with them.

<p>1. CRM (customer relationship management) software</p>	<p>a. helps salespeople maintain updated information on each customer, including preferences, past orders, and names of individuals who must approve estimates, proofs, change orders, and shipments.</p>
<p>2. A Print MIS (management-information-system)</p>	<p>b. is critical to the web-to-print portals through which consumers submit orders for customized items. These incoming, pre-proofed orders are immediately sent to the device that will produce them.</p>
<p>3. An ERP (enterprise resource</p>	<p>c. includes preflighting software, proofing software, page imposition tools, colour-management software, Print management software also includes raster-image-</p>

planning) program	processors (RIPs), digital front ends (DFEs) and workflow automation software that controls finishing devices as well as printers.
4. W2P (web-to-print) software	d. coordinates the procurement of supplies and manages inventories of materials needed for current and future jobs.
5. Print management software	e. was initially developed to help prepress professionals detect any file-preparation errors in customer-supplied job files.
6. A RIP (raster-image-processor)	f. enables all types of printed items to be designed, ordered, and proofed online without the involvement of a sales or customer service person.
7. Preflighting software	g. streamlines print-shop-related tasks such as estimating, planning, scheduling, shipping, and invoicing.
8. Automated preflighting	h. is a type of print management software that enables print-shop clients to approve jobs remotely – without having to wait for a hard-copy printed proof to be delivered or go to the shop to see the proof onsite. Users of colour-calibrated monitors and the correct colour profiles can see on-screen what the job file will look like when the file is printed on a specific printing device and type of paper.
9. Proofing software	i. such as Print Factory process the colour management data and other device settings for a mix of printing and finishing devices. Using a single colour engine to manage colour for multiple printing devices helps ensure that all of the brand or textile colours output from multiple devices will have a similar appearance. Systems can also include tools for colour verification. They can detect and

	correct any shifts in colour consistency while the job is being printed.
10. Workflow automation programs	j. is a high-powered computer workstation pre-loaded with RIP software and other production-related programs. DFEs are used to quickly process the huge data files associated with grand-format jobs or variable data jobs output on production-inkjet to toner-based presses.
11. A DFE (digital-front-end)	k. was developed to convert data gathered from colorimeters and spectrophotometers into “profiles” that described how a calibrated display or printing device displayed colour under standardized viewing conditions. Today many colour management functions are included in the RIP or DFE included with each printing device.
12. Colour management software	l. is software that converts job-file data into the instructions that each printing device needs to generate the level of colour accuracy and print quality each job requires. Wide-format RIPs include “nesting” tools that allow smaller jobs to be printed on the same type of material to be laid out in a manner that fills the full width of the roll. This reduces costly material waste.

ENGLISH IN USE

11. Read the sentences and decide which answer A, B or C best fits each blank.

See Appendix 2.

1. Print shops can use this job data to fine-tune the accuracy of..... and scheduling in their print business management software.

- A. estimating B. appraising C. evaluating

2. Print MIS and ERP programs can so the print-shop managers can always be sure that sufficient supplies will be in stock to produce both current and estimated jobs.

A. have easily integrated B. easily integrated C. be easily integrated

3. Some RIPs can collect data how much time each step in a specific job took as well as the actual amount of ink and media consumed.

A. as well as B. also C. in addition to

4. The modules can over time to avoid the immediate costs and administrative burdens of replacing existing software all at once.

A. be adopted B. adopt C. have adopted

5. The “tiling” features in a wide-format RIP are used jobs that must be printed in multiple panels and accurately aligned during installation.

A. to adjust B. to set up C. to revamp

6. First-generation print-shop software to users of a specific printing process (offset printing or screen printing) or type of product.

A. geared B. had geared C. was geared

7. Most print shops use a combination of printing, converting and manufacturing processes a variety of items such as vehicle wraps, decorated clothing, labels, marketing aids, trade show displays or branded retail environments.

A. producing B. to produce C. have produced

8. The high printing speed enables the production of large volumes of printed materials in a short period, this technology is efficient for large projects and mass production.

A. generating B. forming C. making

9. Tiling is used to print easy-to-align panels for large wall murals, wraps, or window graphics.

A. building B. to build C. is built

10. Moreover, the robust nature of screen-printed items means they are ideal for both indoor and outdoor use an enduring solution for branding and artwork.

A. to provide B. providing C. provided

11. The goal of the analysis phase is to gain a deep understanding of the problem that a website to solve so that the best solution can be found.

A. is tried B. tried C. is trying

12. Complete the sentences with the correct forms of the verbs in brackets.

See Appendix 2.

1. This can be done using a variety of programming languages, (depend) on the functionalities required in the website.
2. Website maintenance is integral to the web development process for (ensure) optimum performance and continuous upgrades based on evolving requirements.
3. The goal of the analysis phase is to gain a deep (understand) of the problem that a website is trying to solve so that the best solution can be found.
4. Print shop software includes on-premise or cloud-based programs that either manage the business functions of a printing enterprise or control the printing and finishing equipment..... (use) within the business.
5. During the digital transformation of the printing business that began in the 1990s, two major categories of print shop software (emerge): print business management software for business data and print management software for production and quality control.
6. The goal was to identify and correct any file-preparation mistakes that would result in visible flaws that would require (reprint) the job, for example, preflighting checks for fonts, colours, bleeds, resolution of images and logos.
7. When file-preparation shifted to (standardize) Adobe PDF formats, it became easier to automate preflighting processes.
8. Today, common file-preparation errors can automatically (correct), without the need for specially trained digital prepress experts.
9. Nowadays, the main point is (follow) all the modern technologies and knowledge to create a high-quality product.
10. The industry is experiencing commercial issues due to AI and e-book appearance, but it doesn't mean the extinction of the whole field which..... (exist) for centuries.
11. The publishing and printing industry..... (undergo) significant transformations due to technological innovations.
12. This can include new hardware, (integrate) software solutions, or even simple changes in your document workflow to make your team more efficient.

13. Fill in the gaps with the appropriate words.

<p>1. When building a website, your front-end technologies can greatly the overall development process.</p>	<p>a. technologies</p>
<p>2. A wide variety of front-end technologies are....., each with unique features, strengths, and weaknesses.</p>	<p>b. available</p>
<p>3. Choosing the right technology can make a huge difference in the speed and efficiency of your development process. Some of the most popular front-end include HTML, CSS, JavaScript, React, Angular, Vue.js, and Bootstrap among others.</p>	<p>c. impact</p>
<p>4. The backend is the core of web development as it provides the business logic and data capabilities for the user actions on the front end.</p>	<p>d. ensure</p>
<p>5. The back-end includes the server that processes all of the website's files, the database that stores the website's data, and the that runs the website.</p>	<p>e. involves</p>
<p>6. All of these back-end technologies work together to that when you visit a website, everything works properly in sync as expected.</p>	<p>f. fetching</p>
<p>7. An impressive list of back-end technologies provides the necessary functionality and features to make your website powerful, scalable and optimized for user experience.</p>	<p>g. utilized</p>
<p>8. Some prominent backend technologies used in web development are Java, Python, PHP, Ruby, ASP.NET, Oracle, and MySQL, among others. The choice of your</p>	<p>h. determine</p>

backend tech stack will be guided by your project and budget.	
9. The analysis and information gathering phase of the web development process model is important for_the goals of a website and how those goals can be achieved.	i. application
10. During this phase, web developers work with clients to understand their needs and the best way to meet those needs.	j. understanding
11. Once the design and development of the website are completed, the next stage testing it comprehensively to iron out any errors before it goes live.	k. requirements
12. There are different testing methods and techniques that are to ensure that the website is performing as expected at optimum levels.	l. enhanced

14. Write questions for the underlined words, paying attention to the use of auxiliaries. Underline the correct alternative.

1. This scholarly text provides an in-depth analysis of the various processes *have involved / involved* in book printing, including typography, paper production, printing techniques, and binding techniques.
2. Book printing is a fundamental aspect of the publishing industry, enabling / to enable the mass production and dissemination of knowledge and literature.
3. It also *is exploring / explores* the historical evolution of book printing, its impact on society and new trends in the field.
4. Book printing, a key invention in human history, revolutionized the way knowledge and information *exchanged / were exchanged*.
5. This scholarly text delves into the science and technology behind book printing, shedding light on the arts and crafts that *have played / have been played* a crucial role in shaping the world's intellectual landscape.

6. The evolution of book printing *was marked / had marked* by significant technological progress, understanding this historical context is vital to assessing contemporary processes.

7. Several printing technologies used/ are used in book production, including offset printing, digital printing, and letterpress printing.

LISTENING

15. You are going to watch the video “The Top Printing Industry Trends for this Year” of the Printing Workshop. Before watching the video, check the meaning and pronunciation of the following words.

productivity	versatile	authenticity	maintenance
consciousness	biodegradable	reliability	embrace
facilitates	configuration	budgetary	affordable

_____ capable of being decomposed by bacteria or other living organisms.

_____ relating to or in accordance with an estimate of income and expenditure.

_____ accept or support (a belief, theory) willingly and enthusiastically.

_____ the state or quality of producing something.

_____ able to adapt or be adapted to many different functions or activities.

_____ an arrangement of elements in a particular form or combination.

_____ the state of being awake and aware of one's surroundings.



Retrieved from <https://www.ziprecruiter.com/svc/fotomat/public-ziprecruiter/cms/922780612PrintProductionManager.jpg=ws1280x960>

16. Watch the video “The top Printing Industry trends for this year” and answer the following questions. https://youtu.be/a_HYx9hIJDE?si=y49wfZl7avP-3bMR

1. What is a key benefit of integrating applications with printers?

- a. Easier remote printing and collaboration.
- b. Lower maintenance costs.
- c. Faster paper production.

2. Why are smaller printers becoming more popular?

- a. They are more expensive but durable.
- b. They fit hybrid workflows and offer multifunctionality.
- c. They only work in large office spaces.

3. What is an example of sustainable printing technology?

- a. Printers using biodegradable inks.
- b. Printers that produce copies faster.
- c. Printers that work without electricity.

4. What role does AI play in the printing industry?

- a. It improves paper recycling processes.
- b. It helps with file management and workflow optimization.
- c. It reduces the cost of ink cartridges.

5. Why are physical copies still important in some industries?

- a. They are easier to share online.
- b. They ensure authenticity and reliability.
- c. They are cheaper than digital documents.

17. Watch the video again. Complete the following sentences with missing information.

- 1. Xerox Robotic Process Automation uses AI-powered algorithms....., improve print quality, and reduce operational costs.
- 2. With the help of modern technology that allows them to configure their purchases in minutes.
- 3. Combining printing and app technology,and facilitates remote printing for today's hybrid workforces.

4. In today's world where inflation is rising and budgets are getting tighter, there's an_that offer value without compromising.

5. These compact printers offer features such as scanning, copying, and faxing capabilities, making them an all-in-one solution

18. Work with your partner to discuss the following questions based on the information presented in the video.

1. What are the seven main trends in the printing industry?
2. What do they use to optimize print workflows, improve print quality, and reduce operational costs?
3. Why do 3D printers play a significant role in the printing industry?
4. Is the printing industry increasingly embracing e-commerce and adapting to how users want to buy printers?
5. What can you see on every major print manufacturer's website?
6. Why do you need to visit their website?
7. Why do users want to access printer functions from both their computers and mobile devices?



SPEAKING

19. Match Student A (1 – 5) with Student B (a – e) to complete the dialogue about the purpose of book printing in the publishing industry. Take roles and read aloud.

Student A	Student B
1. What is the main purpose of book printing in the publishing industry?	a. Significant technological advancements in the history of book printing include the Chinese invention of woodblock printing and Johann Gutenberg’s movable type printing press in the 15th century.
2. How did book printing impact the exchange of	b. Common printing technologies in book production include offset printing, digital printing, and

knowledge and information throughout history?	letterpress printing. Each method has its advantages and limitations, with the choice influenced by factors like print size, budget, and print quality.
3. What significant technical advances marked the historical evolution of book printing?	c. The book printing industry remains a cornerstone of education, culture, and communication worldwide, ensuring that the written word continues to be a powerful force in our information-driven society.
4. What are the common printing technologies used in book production, and how do they differ?	d. The main purpose of book printing in the publishing industry is to enable the mass production and dissemination of knowledge and literature.
5. In what ways does the book printing industry continue to play a crucial role in society?	e. Book printing revolutionized the exchange of knowledge and information by making it more accessible, efficient, and widespread.

20. Work in pairs. Read the dialogue and complete it. Think about questions and answers which fits each gaps. And then, read out the dialogue in pairs.

- A. What do you know about Pixartprinting’s cardboard box packaging?
- B. Pixartprinting’s cardboard box packaging comes in a variety of shapes and sizes, with models suitable for different types of products. Whether you want cardboard packaging boxes for your e-commerce business, catering service or corporate gifts, they have a wide range of products for you to choose from.
- A. What can you tell us about Pixartprinting’s website?
- B. _____
- A. _____
- B. Their cardboard packaging is fully customisable so you can choose the features you think best for your products and create packaging in your own individual style. You can choose the size, material, special finishes and of course personalise with your own artwork, such as your company logo or eye-catching graphics.

- A. What can you tell us about Cardboard Packaging?
- B. They have over 20 different types of box, so you can give your creativity free rein and create a stylish container for all of your products. Discover a unique way to tell your story with a wide range of original packaging
- A. Do you have all the packaging you need whether you have shop or online shop, a cafe, bar, restaurant or a takeaway service?
- B. Explore their vast range of options to hold and enhance any type of product.
- A. What types of packaging boxes do you have?
- B. _____
- A. _____
- B. Packaging contains and protects your items, but even more importantly it describes you and gives your customer an unforgettable unboxing experience. Choose designs with special openings like our flip lid boxes, pull out boxes or folding lid boxes, and customise the entire surface with a memorable message.
- A. _____
- B. Whatever your product, they have the proper packaging to keep it safe and show it off. Explore their huge range, from classic or food-safe cardboard to flexible packaging and mailing boxes in different styles. A team working for your brand.
- A. _____
- B. Premium customisation _____
- A. _____
- B. If beautiful artwork is not enough, there are various extra touches you can add to personalise your box! As well as special finishes, they also have custom cut-outs, inside printing and lamination options, allowing you to produce exceptional boxes that put your product in the limelight.
- A. _____
- B. The majority of our packaging is certified, which guarantees that it is printed on materials sourced from forests that comply with rigorous environmental, social and economic standards.

21. Work in groups. Groups A, B, C and D discuss the opportunity of cooperation in creating your website. Introduce the topic, facilitate discussion, and summarize the results.

1. What is the primary purpose of your website (informational, e-commerce, portfolio)?
2. Do you want to increase online sales or offer valuable resources to your audience?
3. What specific goals do you want to achieve online?
4. Do you have a preference for the platform or technology to be used in building the website?
5. What specific functions do you foresee for the site?
6. Do you have a budget range allocated for the website development?
7. How do you see the trends and innovations impacting your business?
8. Do you need a blog, meeting scheduling or user registration?
9. What do you think about design preferences, branding rules?
10. What are the phases of website development? What do you know about it?
11. What should we incorporate into the website design?

22. Roleplay the situation. Work in pairs. Discuss with your partners print business management software.

Student A: You are a representative of a Publishing company at the international scientific-technical exhibition. Give information about print business management software. Traditionally it included four different types of software that are related to storing and managing business data. Give detailed information about the activities of your company and its potential opportunities for participating in joint programs. You answer questions to provide information about print business management software.

Student B: You are a representative of a Publishing firm at the international scientific-technical exhibition. You are interested in maintaining new contacts with foreign publishing companies in order to launch a new program. You are interested in print business management software. Give information about the activities of your

company and you ask questions to get information about print business management software.

23. Prepare a presentation about the different types of print shop software that have been developed. Explain why Ordant's innovative approach enables shops to improve operations by consolidating multiple functions on a single, integrated platform. Tell about the work of the print shop and describe the different types of print shop software.

Useful phrases:

To begin with / To start with

It is essential to note that

For example / To illustrate / Such as ...

Additionally / Furthermore / Moreover

On the contrary / on the other hand

Because of this / As a result / Thus

In conclusion / To conclude

WRITING

24. Read the text THE DIFFERENT STAGES OF THE DEVELOPMENT PROCESS and write a summary of it (100 words). Explain the main idea of the article. Use Appendix 3, p. 195, p. 197.

Useful phrases:

The author analyses

Much attention is given to... It is shown that ...

The article gives a detailed analysis of...

The author comes to the conclusion that...

The following conclusions are drawn: ...

25. Your printing company is going to participate in the exhibition «PACK FAIR». You are asked to write an advertising notice about this exhibition in the magazine (200 words). Add detailed information to your answers to the questions using the tables. See Appendix 3.

The packaging exhibition «PACK FAIR» is part of the International forum of the food and packaging industries.

1. What information about the PACK FAIR can you add?
2. What are the aims of the exhibition?
3. What publishing products will be represented?
4. What opportunities does PACK FAIR provide to the participants?

For ideas:

to demonstrate full set of professional solutions for modern production	the newest packaging equipment, technologies, packaging materials
to create favorable conditions to cover several market segments	existing manufacturing facilities
to react on the market changes	packaging machinery and packaging for final products
to include the following international exhibitions:	the demand for safe and attractive packaging
to need high technological equipment	for leading players and for beginners of the packaging market
to get in touch with many potential clients	exhibitors, manufacturers and suppliers of technological equipment, the target audience
to get additional profit	the demand for safe and attractive packaging

26. Write a letter to a web developer asking him to help you create a website. Ask professional questions to find out the details of the new website (300 words).

Write about target audience, goals, resources and budget. Use Appendix 3, p. 198.

How to hire web developer for your web development project?

What can you do if you want to build a website with dynamic features and efficient functionality?

Why do you need e-commerce capabilities, a blog, meeting scheduling or user registration?

What do you think about design preferences, existing branding rules that they should incorporate into the website design?

UNIT 5

THE CHALLENGES OF PRINT MANAGEMENT

LEAD IN

1. What do you know about Print Order management system?

How does it work?



Retrieved from https://s3.ap-south-1.amazonaws.com/images.onprintshop/uploads/Print_Order_Management_Cycle_730d09bdd7.jpg

2. Answer the questions. Share your ideas in a group discussion.

1. What is print production management?
2. What does a Print Production Manager do?
3. How can you become a Print Production Manager?
4. What is print management?
5. How can you improve your company or organization's print management?
6. What are the challenges of a print management system?
7. What are the responsibilities of the marketing and sales department?

3. Discuss the following quotations in pairs. Choose the one you agree with, write down your explanation and read it to the class.

You can't stop people printing what they want to print.

Alan Sugar

Every technology, including the printing press, comes at some price.

Bill Keller

The nice thing about teamwork is that you always have others on your side.

Margaret Carty, executive director of MLA

READING

4. Read the sentences. Fill in the gaps with the words from the box.

deployment	maintenance	consumables	relationship	
specifications	shortage	service	purpose	workstation
excessive	considerable	overcome		

1. The type of printing (offset, digital, screen printing, flexography, etc.), technical of the product (format, colour, paper, coating), and print run are also important factors.
2. The of a print management system is to control and monitor the company's print flow.
3. Like any type of business project, the of a print management system has a cost.
4. With modern software and powerful computers, a single person can create illustrations, scan images, design a multi-page document, and produce print-ready films from the same
5. A good print manager should be able to offer and demonstrate project management expertise, however, you should establish what kind of they have with the printers they are outsourcing to. It would be good to establish how involved they are with the workflow if required.

6. The purchase, management and maintenance of printing equipment generates a cost over the long term. This is especially true if your company has a large fleet of printers or a high volume of daily printing.
7. There can also be risks to confidential data when the company can no longer monitor print jobs, and tothis challenge, having a clear and precise printing policy in place is essential.
8. Either you train users to maintain the printing equipment_or you hire outside providers. The first option allows you to be more autonomous, but will require time for training.
9. To achieve this goal, the company has to deal with several issues, starting with printing, because these can lead to increased printing costs and embarrass the company in terms of environmental impact.
10. As for the second option, it will require a regular cost with a contract with a supplier.
11. This is especially true if your company has a large fleet of printers or a high volume of daily printing, where one of the biggest sources of expenses is the waste of (paper, toners or inks).
12. Commercial printers are facing a complex and dynamic situation of an increasing number of small orders, a of skilled staff, the pressure to operate more sustainably and a competitive market.

5. Read the sentences, match the beginnings (1 – 5) with the endings (a – e). Check the information in the text below.

The beginnings:

1. Effective print management is ensured through successful deployment,
2. Accepting such options is a step toward updating print management procedures,
3. Advanced print management solutions offer a comprehensive range of
4. This practice affects the company's operational efficiency and
5. It solves print management's problems while providing

The endings:

- a. substantial advantages like cost savings, increased responsibility and sustainability.
- b. budget, requiring better cost management.
- c. fostering user acceptability and the software's overall efficacy.
- d. ensuring increased effectiveness, and coordinating with environmentally friendly tactics.
- e. tools for optimized print control.

6. Read the article about the challenges of print management. What challenges of print management do you know?

Match the headings (a – f) with paragraphs (1 – 6).

- a. Careful planning and execution
- b. Managing print activities
- c. Print job tracking software
- d. Selecting the best business software
- e. Print Order Management System
- f. Leveraging Benefits and Innovations

THE CHALLENGES OF PRINT MANAGEMENT

1. _____

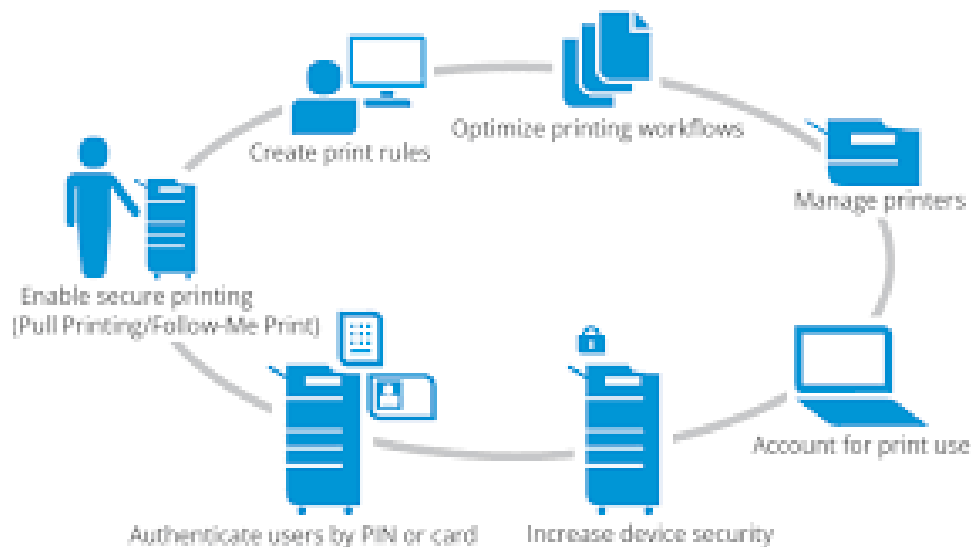
is designed to address these challenges by providing functionalities that enable organizations to gain control over their printing environment. It works by monitoring and managing print activities across different devices and networks. Print job tracking software has two main types. Basic tracking platforms provide essential monitoring features, offer a comprehensive range of tools for optimized print control.

2. _____

in the workplace nowadays can be difficult due to several challenges, the most significant of which are as follows:

The proliferation of printing devices: The availability of numerous printing devices makes it challenging to regularly manage and monitor printing activities, potentially resulting in resource waste.

Lack of visibility into print usage: The lack of capability to centrally monitor print usage results in inefficiency because there's no information on who is printing, what is being printed, and how often.



Retrieved from https://encrypted-tbn0.gstatic.com/images?q=tbn:ANd9GcQIn_0mxn7GtF_5TLCP3TIUA2NODnUQ09DKjQ&s

Security and confidentiality concerns: Because printed documents are more susceptible to security breaches, tighter tracking and control are required to guarantee data privacy.

Environmental resource wastage: Unchecked printing undermines sustainability objectives and responsible resource utilization using excessive paper and consumables.

Cost implications of unmanaged printing: Uncontrolled printing results in too much use of resources, affects the company's operational efficiency, requiring better cost management.

3. _____

becomes increasingly important, especially as organizations realize print job-tracking software's critical role. Choosing software with specific capabilities that solve the special requirements and difficulties of your organization's printing environment is

crucial. Only authorized staff can start print jobs and access important documents thanks to secure user authentication and access control.

4. _____

are essential for reaping the benefits of printing business digital transformation. Firms must be ready to implement print job tracking software into their operational workflow. Creating precise goals and KPIs is crucial before implementing print job tracking software. Choose your goals for the software, such as cost savings, better resource management, increased security, or environmental sustainability.

5. _____

The world of print management is about to experience huge changes as technology develops further.

- **Cloud-Based Print Job Tracking:** Cloud solutions provide flexibility and remote access, which makes print tracking more practical.
- **Mobile Print Tracking and BYOD Integration:** Integrating mobile print tracking is crucial as mobile devices become central to work.
- **AI-Powered Print Analytics:** AI has the potential to offer insightful analysis of print behaviour and optimization recommendations.
- **Sustainability-Focused Print Management:** It's expected that future solutions will emphasize lowering environmental effects even more.

Software for tracking print jobs is a resource for enterprises and organizations. Investing in print job tracking software is more important than ever as technology develops.

6. _____

There are several benefits of a print order management system for any scale of print business, whether it is a start-up or enterprise. Modern-day print order management system helps you centrally manage all your online and offline sales channels. This further leads you to offer consistent customer experience and grow repeat sales by reducing order management costs.

Retrieved from <https://ordant.com/the-importance-of-print-job-tracking-software/>

7. Decide if the following statements are true or false.

1. Setting these objectives cannot help you plan your implementation approach and give you quantifiable metrics to gauge the software's effectiveness.
2. Order management software for small business can be easily customized according to the specific requirements, helping print SMEs achieve their business goals.
3. An order management system keeps track of all conversations in your workflow, leading communication gaps and errors.
4. With an excellent print order management system, printers like you can process print jobs with lesser errors and lower turnaround time, significantly increasing the order processing time.
5. Careful planning and execution are optional for reaping the benefits of printing business digital transformation.
6. Technology and advanced cameras make it easy for novice users to provide print-ready art to commercial printers.
7. Uncontrolled printing can lead to wasteful printing habits in an organization, as unnecessary printing not only consumes resources but also harms the environment.

8. Match words / phrases in column A (1–10) with words in column B (a–j) to form word combinations. Then choose any three phrases and make sentences with them.

A	B
1. to gain control over	a. print control
2. to offer consistent e	b. transformation
3. the proliferation of	c. their printing environment
4. for reaping the benefits of	d. cost management
5. cost implications of unmanaged	e. printing devices
6. print job-tracking software's	f. customer experience
7. printing business digital	g. printing

8. updating print management	h. critical role
9. tools for optimized	i. printing business
10. requiring better	j. procedures

9. Read the text and discuss the following questions in mini-groups.

1. How does Print Management work?
2. Is print job tracking software designed to address challenges?
3. Why do organizations choose this software?
4. Are careful planning and execution necessary to reap the benefits of digital transformation in the printing business? Why?
5. How do organizations gain control over their printing environment?
6. What does a printing manager do?
7. Why can managing print activities in the workplace be difficult?
8. Why is a Print Order Management System necessary?
9. How do organizations survive the competition in the printing industry?
10. What are the changes of print management?
11. What are their benefits and innovations?

10. Read the terms and the definitions. Match the terms (1 – 10) with their definitions (a – j). Then choose any three terms and make sentences.

1. Print management	a. allow printers to measure, analyse and achieve accurate colour. Print buyers and brand owners already recognise that print quality management systems are a mark of quality and reliability from printers.
2. Accountability	b. is printing for businesses, is an essential part of many businesses. Companies use commercial printing services to produce a large volume of printed materials. Unique

	formatting, finishing techniques, and large formatting are available for mass production through commercial print.
3. Print quality management systems	c. The ability to allocate print expenses to particular users or departments is one of the main benefits of print job tracking software. This approach gives employees a greater sense of responsibility, which motivates them to print more carefully and deliberately.
4. Commercial printing	d. can quickly exceed the capacity of print businesses. Consider customer demand: complex orders with special finishing processes, such as multiple print runs or unusual materials or supplier delays, stock shortages, printing machines.
5. Mastering office printer management	e. involves all aspects of business printing. Print management software administers the processes involved in connecting hardware to print-enabled devices. The software provides device management, ensures compatibility, and delivers a user-friendly, secure printing and scanning experience. For enterprises, print management solutions allow system administrators to operate large networks from a centralized location.
6. Demand for print services	f. As environmental concerns grow, the printing industry is increasingly adopting sustainable practices. This includes using eco-friendly inks, recycling paper waste and optimising processes to reduce energy consumption.
7. Print management solutions,	g. involves rightsizing and optimizing printing operations without sacrificing operational efficiency or productivity. This task is typically split between IT Directors, who focus on strategic print management, and help desk staff, who manage daily operational duties. As balancing print management with

	other responsibilities becomes overwhelming, software solutions and dedicated services can eliminate the problems.
8. Laserfiche	h. The advent of digital commercial printing has revolutionised the industry by offering faster turnaround times, lower costs in short run and the ability to personalise prints. Digital technology has also enabled on-demand printing, reducing waste and inventory costs.
9. Digital Transformation	i. specializing in workflow automation and digital document management, Laserfiche minimizes the need for physical printing. It helps digitize documents using existing copiers and scanners into a searchable repository, enhancing document management efficiency. Its mobile capabilities ensure document access from anywhere.
10. Sustainability	j. users benefit from fast and reliable printing from any device or location. In addition, some solutions allow end users access to advanced printing features for added convenience. Many commercial printing companies are also seeking certifications to demonstrate their commitment to sustainability.

ENGLISH IN USE

11. Read the sentences and decide which answer A, B or C best fits each blank.

See Appendix 2.

1. Print job tracking software has become essential for enterprises and organizations looking their printing activities effectively in today's digitally driven environment.

- A. managing B. to manage C. to managed

2. Although the world toward paperless operations, printing is still important in many industries.

- A. moving B. is moved C. is moving

3. But this goal in itself is a challenge for a company, especially the number of pages printed on a daily basis is large.

- A. when B. which C. where

4. The importance of print job tracking software in this article about improving print management, cutting costs, improving accountability, assuring security, and fostering sustainability.

- A. is examined B. examined C. has examined

5. Thus, the level of automation is the only way to overcome the current staff shortage.

- A. increasing B. increased C. should increase

6. One of the biggest sources of expenses is the waste of consumables, this is one of the hidden costs in print management that should if you want to stay on track.

- A. be underestimated B. not be underestimated C. underestimate

7. It is important to know the production cost and time of your products to make sure you a profit on them and this prevents you from having to rely solely on sales price, as many other print businesses do.

- A. make B. has made C. are making

8. Maintenance can be a big challenge, as it requires financial resources, time and skilled labour, on means and needs, companies have two options.

- A. depended B. depending C. to depend

9. Automatic processes are present in today's advanced devices, serve to save time in busy workplace environments, and this can also free up employees for other more intricate tasks.

- A. how B. where C. which

10. Print businesses face a shortage of skilled personnel, people with knowledge of print jobs, prepress, printing, and the finishing process.

- A. to include B. included C. including

11. Today, autonomous print robots for loading and unloading materials, moving pallets and packaging print jobs.

- A. are used B. used C. has used

12. In addition, the introduction of 3D printing the boundaries of traditional printing.

- A. expanded B. has expanded C. is expanded

13. Cold laminators are used when the materialis sensitive to heat.

- A. laminated B. has laminated C. being laminated

14. Advanced print management solves printing issues the related processes and device connectivity.

- A. streamlining B. by streamlining C. is streamlining

12. Complete the sentences with the correct forms of the verbs in brackets. See Appendix 2.

1. To meet this challenge, you need to put in place rules aimed at (reduce) the costs related to printing jobs, and in practice, you can limit print work to the essentials by favouring file sharing.

2. Knowing who accessed a printer or device, and what information went through it, is vital for keeping information in the right hands and..... (improve) compliance in various industries.

3. Commercial printing is an essential part of many businesses, but it can be difficult (understand) all the terms associated with it.

4. This is only possible if you perform regular maintenance on the printing system and equipment, (productive), printers, copiers and other printing devices must be operational at all times.

5. Companies must be creative to attract and retain talent, for example, by (offer) competitive wages, good benefits, training opportunities and advancement opportunities.

6. Printers and other office devices..... (access) by many different people, and they process a variety of information and they are also integral parts of a company's workflows.

7. Managed services solve this issue by..... (provide) the transparency and control that owners need to keep track of their setups.

8. This article will provide definitions for some of the most common commercial printing terms, so you have a better (understand)_of what they mean and how they are used in the printing process.

9. For years, manual processes were the only type of processes a company could use with their print setup, but business technology has changed it, (create) smarter office hardware that can streamline many of the workflows regarding printing.

10. Promotional efforts (require) more detailed print capabilities than the average device can provide so these needs come in the form of higher-quality paper with glossy finishes, larger prints for formats like posters, and more.

11. Modern lithography..... (evolve) to use metal plates, allowing for high-volume production with exceptional detail and colour accuracy.

12. In a DDR configuration, the anilox, plate, and drum can(move) independently of each other for easy maintenance, cleaning, and change of plate blankets.

13. Fill in the gaps with the appropriate words from the list.

1. Digital printing involves digital images directly to various media.	a. priority
2. The 20th century the emergence of digital printing, which bypasses many of the traditional steps of traditional printing.	b. external
3. This is especially useful for short runs because it less set-up time and can produce high-quality prints faster than traditional methods.	c. accommodate
4. If your print requirement perfectly fits the..... they offer, this can often be the cheapest way to get a good job done.	d. vacancies

<p>5. For of printing presses, direct drive technology offers a substantial competitive advantage as well as integration with current and new machine designs.</p>	<p>e. saw</p>
<p>6. These are basically printers with their own presses and often, their main is to push as much work as they can through their presses to keep them busy and profitable.</p>	<p>f. requires</p>
<p>7. Although they may offer to outsource specialist print work they can't do in-house, unless they are large enough to be doing lots of print buying, they won't have the buying power to reduce costs.</p>	<p>g. transferring</p>
<p>8. This shortage makes it difficult to fill and ensure print job quality. Just think of administrative employees who do not have enough knowledge about print jobs to do calculations and order processing correctly.</p>	<p>h. solution</p>
<p>9. Whether you are a small business or a large, the use of a print manager is essential to effectively manage your print jobs.</p>	<p>i. compatibility</p>
<p>10. However, the print management system may have a problem with printers and print drivers.</p>	<p>j. manufacturers</p>
<p>11. Among the solutions available for this purpose, solutions are the most common. This type of software allows you to remotely manage your printer fleet from a single platform.</p>	<p>k. software</p>
<p>12. Large-format printing utilizes wide-format printers that can materials with greater width, allowing for the production of prints in sizes that can range from several feet to several meters in width.</p>	<p>l. corporation</p>

14. Write questions for the underlined words, paying attention to the use of auxiliaries. Choose the correct alternative.

1. Each method has its advantages and limitations, and the choice *depends on / depends for* factors such as print size, budget, and print quality.
2. Recent advances in digital printing *has brought / have brought* significant improvements in cost efficiency and personalization.
3. Today, printing is continued / continues to be a cornerstone of education, culture, and communication throughout the world.
4. The science of book printing is a multidisciplinary field that *is encompassed / encompasses* printing, papermaking, printing technology, and binding techniques.
5. As technology advances, the book printing industry continues to adapt and thrive, *ensuring / to ensure* that the word remains a powerful force in our information society.
6. It *has evolved / evolved* significantly throughout history, forming a way of sharing and accessing knowledge.

LISTENING

15. You are going to watch the video “The publishing process at Penguin Random House”. Before watching the video, check the meaning and pronunciation of the following words.

ensure.....	support	acquire	unique	occasionally	liaise
emboss	submission	convey	distribution	receipt	through

_____ the action of presenting a proposal, application, or other document for consideration.

_____ the action of sharing something out among a number of recipients.

_____ moving in one side and out of the other side of (an opening, channel, or location).

_____ establish a working relationship, typically in order to cooperate on a matter of mutual concern.

_____ to buy or obtain the right to sell or publish something, for example the right to publish a particular work or the works of a particular writer.

_____ the action of receiving something or the fact of its being received.

_____ to take or carry someone or something to a particular place.

_____ carve or stamp a design on (a surface) so that it stands out in relief.

16. Watch the video “The publishing process at Penguin Random House” and then answer the following questions.

https://youtu.be/L623vxbbp_w?si=giwtK_Ai6LYip-rO

1. What is the main role of an editor in the publishing process?

- a. To write books for authors.
- b. To track the book’s journey and collaborate with teams.
- c. To deliver books to retailers.

2. How does the design team choose the right book cover?

- a. They use random templates from the internet.
- b. They create several visuals, refine them, and finalize with collaboration.
- c. They copy covers from other books.

3. What are some techniques used in book production to enhance its appearance?

- a. Using spot UVs, laminates, and embossing.
- b. Printing only black and white covers.
- c. Adding digital animations.

4. What is one key aspect of sales?

- a. Ensuring books are placed where readers can find them.
- b. Illustrating the book covers.
- c. Editing book manuscripts

5. What is a key focus of the marketing team?

- a. Organizing book deliveries.

- b. Connecting books and authors with potential readers through multiple campaigns.
- c. Writing book reviews for newspapers.

17. Watch the video again and complete the following sentences.

1. The distribution is the receipt of product from the printers
and then putting them on transport for delivery onwards to customers.
2. Production is involved in the publishing process right up to
3. We spend a lot of time working with social media platforms,,
and whether they would buy a book on this subject or by this person.
4. We also work with sales, and sometimes marketing to produce
promotional materials.
5. When we're given a brief, we aim to understand what we're trying to convey

18. Work with your partner to discuss the following questions based on the information presented in the video.

1. What are the different stages of the publishing process?
2. What is marketing for the publishing industry? Why?
3. What is the main goal of marketing and publicity teams?
4. How is the final book cover chosen?
5. Why is production of books important to people?
6. What is the main goal of distribution?
7. How many books are distributed annually, according to the video?
8. Why did they spend a lot of time working with social media platforms?
9. How long does the print process take?



SPEAKING

19. Work in pairs. Implementing an effective print management system is a complex task. Discuss an effective print management system with your partner.

Does the company need to mobilize significant resources for a successful deployment of your project?

What do you know about different stages of publishing process?

Which is the most difficult stage in publishing?

Do you know how to improve your company?

How can you enhance our printing service?

How can you use a Print Management System?

What challenges do you need to overcome when deploying a print management system to complete your project?

Can decision makers be confident in the security of their organization's data by implementing robust print management practices?

20. Let's look at the most common problems faced by print shops and discuss how integration and automation can solve them and make your business more profitable. Match problems (1 – 4) with solutions (a – e) to solve them.

The problem	The solution
1. Having to manually schedule jobs will likely result in inefficient operations. If materials or equipment aren't ready when needed it will cause unwelcome delays. Similarly, overloading machinery and staff will lead to further inaccuracies and breakdowns.	a. By integrating a CRM tool directly into your MIS you can instantly enhance customer experience. You can introduce automated updates as orders progress and provide almost real time information. Customers can receive notifications at every stage of their order.
2. Poor communication with customers often results in misunderstandings, missed deadlines, and frustration. Additionally, handling queries or changes manually takes time and can lead to errors.	b. By automating key processes MIS eliminates the need for manual data inputting, to reduce the risk of errors. You can have peace of mind that every job spec is accurate and each team member is working from

	the same data set. All information flows accurately through each part of the business.
3. Manual data entry is prone to human error. A simple typo in an order form or a missed email can lead to incorrect job specifications, delays, or even reprints. Additionally, having data scattered across different systems or formats makes it difficult to access accurate, up-to-date information when it's needed.	c. With an MIS you'll be able to breakdown your costs to give you much more visibility and control. Inventory tracking and automated workflows will provide you with almost real-time cost tracking. You can quickly view how much you've spent on materials, machinery and labour to help you make informed decisions, and then even have a chance to research alternative materials or methods to further increase your profits.
4. Without accurate cost tracking it's easy to underestimate expenses and overlook chances to make savings. Any print job may appear to be profitable on first look, but disorganised cost tracking can quickly reduce margins. Untracked costs also make it challenging to see where your business might be losing money.	d. Adopt a robust web to print software that supports extensive integrations with third-party applications and providers like print suppliers, logistics partners, and resellers, enabling them to centralize workflows and achieve sustained growth in the printing business.
5. Traditional printing systems have limitations in partnering with organizations and entities for mutual growth, which hinders the opportunities for success in industry. Business owners collaborating with other businesses find it challenging to centralize data and manage workflows, which results in missed deadlines and inconsistencies in orders.	e. MIS printing software can take control of your scheduling and automate resource allocation. With a global view of your production processes you can then add further efficiencies to your workflows. Put software in charge of creating realistic timeframes, resources and ensuring staff have realistic workloads.

21. Work in groups. Groups A, B, C and D discuss the company's print management with your partners. You are interested in print management, and here are some questions to help you determine if this project is right for you.

Are you confident that you have expertise to get the best print costs?

Do you have the resource and infrastructure to manage your work?

How will you manage your print work if you print a large volume of diverse material?

Do you know which type of printing press is best for your project?

Which type of printing process is best for your work?

Do you have print project management tools to ensure that complex projects are completed on time?

Do you have the appropriate budget to invest in the ever-changing print software and associated technologies?

How does Print Management improve business operations?

How does strategic Print Management work?

22. Work in a group. Discuss ways to improve print quality. Printing management software monitors day-to-day operational issues like: Maintenance, Hardware repairs, Software updates, Toner levels.

Do you need to improve print management in your organisation?

Discuss effective print management which can support:

Better employee productivity

Lower printing costs

Less device downtime

Efficient printer usage

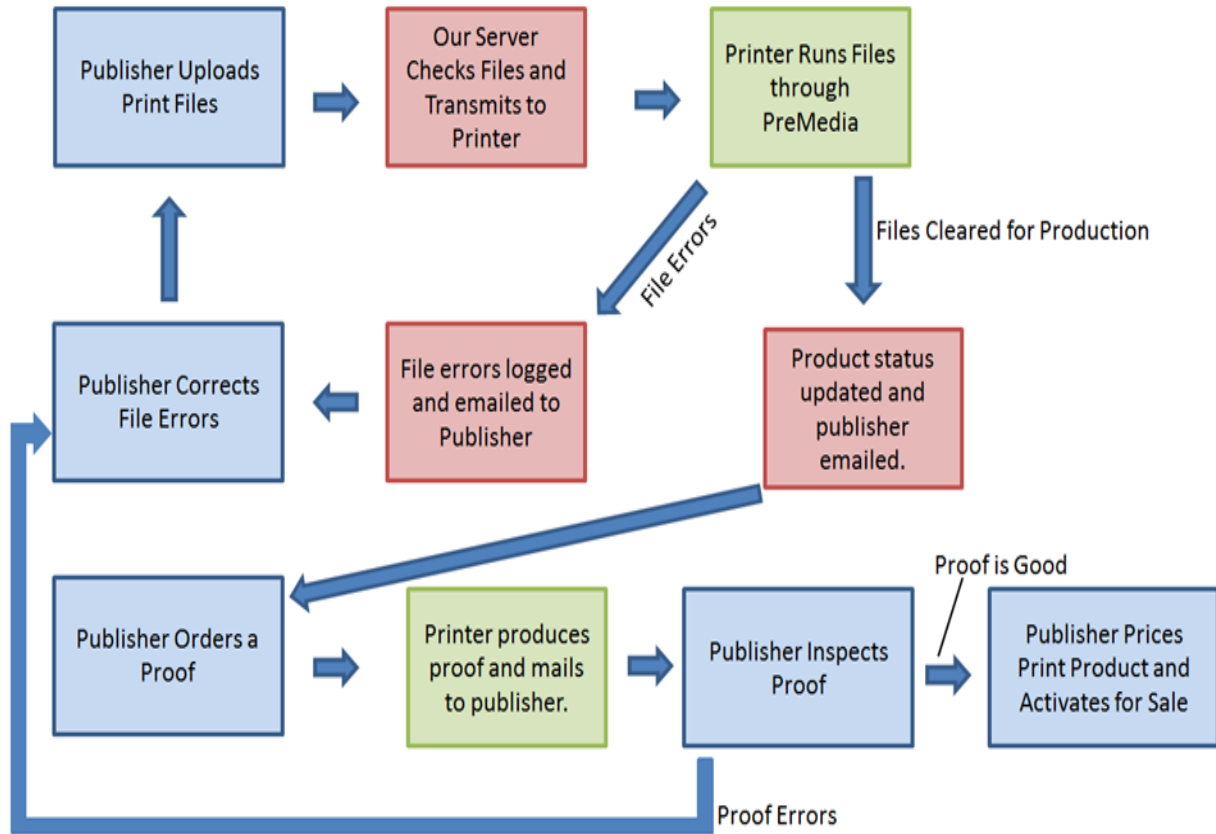
Secure data management

Maintenance

Software

23. Discuss the print preparation flow diagram with your partner.

Print Preparation Flow Diagram



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24. Work in a group. It is difficult to keep up with all of the developing trends in the web to print sector. This industry is constantly changing and evolving as high-end technology is adopted. Prepare a presentation about the most recent web to print industry trends.

Read a list of the top w2p implementation trends, choose one of them and tell about it.

Print Service Providers are leveraging clever w2p technologies to streamline operations and transform capabilities. They are adhering to the most recent web to print industry trends:

1. Print Automation.
2. 3D print trend.
3. Today's web to Print Applications and technology 4.0.
4. Product Packaging in the Digital Age.
5. Online Ordering and eCommerce.
7. Service Delivery.
8. Personalization.
9. Workforce

WRITING

25. Read the text THE CHALLENGES OF PRINT MANAGEMENT and write a summary of it (100 words). Write and explain the main idea of the article.

Use Appendix 3, p. 188, p. 197.

Careful planning and execution.

Managing print activities.

Print software.

Print Order Management System.

Leveraging Benefits and Innovations.

26. You have just spent a week working at the forum for publishers. The demand for digital on-demand production is expanding. In today's increasingly digitized and consumer-driven world, traditional manufacturing methods are giving way to more efficient, innovative, and customer-oriented practices.

Write a report about the work on the forum (400 words) for your employer.

Use Appendix 3, p. 195.

What is On-Demand Manufacturing?

Speed and Flexibility, Quick delivery, Cost-Efficiency, Colour matching, Simple process, Added value, Volume production, Environmentally friendly, Customization.

27. Write to your partner how to run a printing business. A print business has the problems and you have to find the solution. Focus on the important parts of the argument. Choose one of the problems and write about its solution (300 words).

Use Appendix 3, p. 199.

How can we overcome difficulties in the printing business? Modern print businesses need to adopt game-changing innovations for handle day-to-day challenges and stand out from the crowd. Discover the major print business challenges and the ultimate strategies to deal with them in this competitive world.

Enhancing Customer Experience.

Building Strategic Partnerships.

Maximizing Productivity.

Expanding into New Print Segments.

Automating Print Order Management.

Enhanced Workflow.

Managing Runs.

Costs.

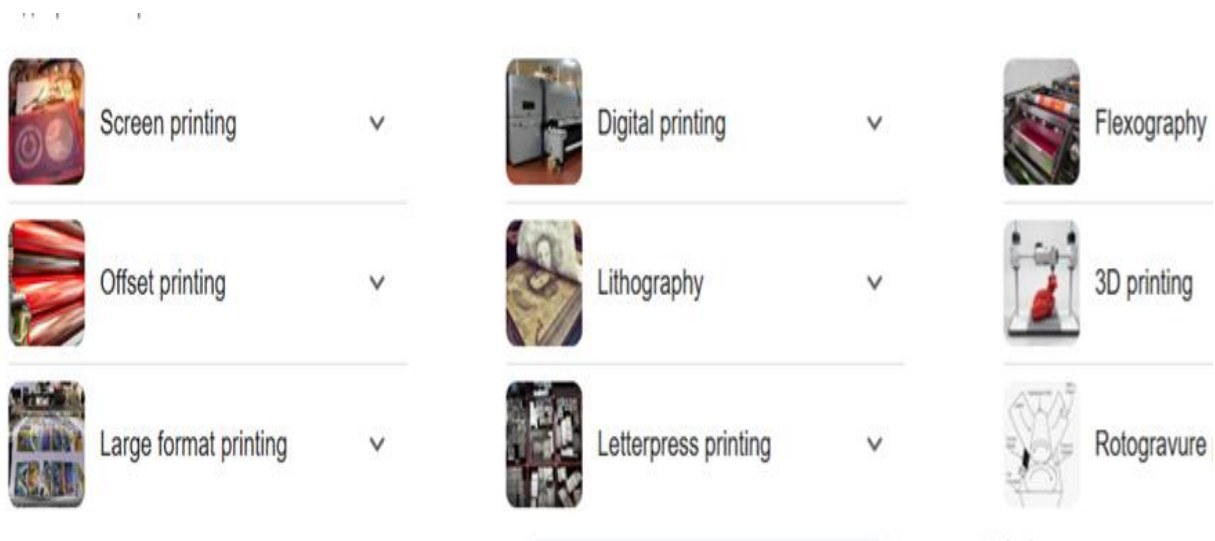
UNIT 6

THE DIFFERENT TYPES OF COMMERCIAL PRINTING

LEAD IN

1. Different types of printing provide different visual effects. It is important to recognize that each process is capable of yielding attractive, stylized products. Each process enables the manufacturer to produce a specific characteristic look. What are the different types of commercial printing?

What types of printing should you use for your business?



2. Answer the questions. Share your ideas in a group discussion.

1. When you need larger runs, which types of printing will you choose?
2. How many copies of magazines and catalogues can the massive presses print?
3. When you don't need large runs, what is the best solution?
4. What are the most important factors of the printing process?
5. What are modern digital technologies based on that increase continuity and flexibility?
6. Where are manufacturers focusing their efforts?
7. Which packaging is best for your product? Is rigid or flexible packaging best for your product?

3. Understanding the different types of printing services is important because it allows you to cater to diverse customer needs, select the appropriate equipment, expand your service offerings, provide expert advice, and stay up-to-date with industry trends. Match terms (1 – 7) with their definitions (a – g).

<p>1. Large Format Printing</p>	<p>a. is an innovative technology that enables the creation of three- dimensional objects from digital models. It involves the layer-by-layer deposition of material, typically plastic, metal, or resin, to build up the desired object. A printer interprets a digital design file and constructs the object by adding material layer by layer until the final product is complete. This technology allows for the production of complex and intricate shapes that may be difficult or impossible to achieve with traditional manufacturing methods.</p>
<p>2. 3D printing</p>	<p>b. is a traditional printing technique that uses plates and ink to transfer images onto paper or other materials like wood, canvas or cloth. It works like a big stamp. First, an image is transferred onto a metal plate, where ink adheres to the areas that make up the image. The plate is then pressed onto a rubber blanket, which in turn presses the inked image onto the paper. The rubber blanket helps ensure that the image transfers smoothly onto the paper.</p>
<p>3. LED UV</p>	<p>c. is a printing technique that involves using a mesh screen to transfer ink onto a surface, such as fabric, paper or plastic. A screen is created by blocking out areas where the ink should not pass through. The ink is then pushed through the open areas of the screen onto the material beneath, creating a printed design. Its versatility, ability to produce vibrant</p>

	colours and durability make it a favoured choice for projects where long-lasting, high-quality prints are desired.
4. Gravure	d. is a modern method that directly transfers digital files onto paper or other materials using a digital printer. Instead of using plates like traditional printing methods, it involves sending the digital file to the printer, which applies the ink or toner onto the surface. It offers quick turnaround times, flexibility for customization, and the ability to produce smaller print quantities.
5. Screen printing	e. refers to a type of UV curing technology used in printing and coatings. Unlike traditional UV curing systems that use mercury-based lamps. It employs light-emitting diodes as the light source. It offers several advantages, including energy efficiency, longer lifespan, and instant on/off capabilities. It emits a narrow band of UV light that is focused on the curing process, resulting in faster and more efficient drying or curing of inks, coatings, or adhesives on various substrates.
6. Digital printing	f. is used to print very large documents, such as indoor and outdoor posters and banners. It's often used for outdoor advertising, as it can create high-quality prints that are resistant to weathering. Large format printing can also be used for repeat banners wall decor, photo canvas prints and more.
7. Offset printing	g. is a type of intaglio printing in which the image to be printed is engraved onto a metal plate. It's often used for long print runs, as it can produce high-quality prints with little wear and tear on the printing plates.

4. Read the sentences. Fill in the gaps with the words from the box.

sustainability	folding	deliver	generate	rubber	alignment
tension	customers	liquids	fluidity	packaged	resolution

1. The first flexographic printing plates were made of Today, they are typically made from photopolymers. These UV-light sensitive materials are either viscous of solid sheets of a designated thickness.
2. The dots in a screened halftone image can grow in diameter when printed due to the of the inks, the nature of the substrate, and the pressure of the impression cylinder. This dot gain can cause colours to look dark or muddy.
3. The 21st century marks a turning point for flexographic printing, which is committed to environmental, through the use of water-based and biodegradable inks, solvent-free printing processes, recyclable materials and energy-efficient machinery.
4. Energy-curable inks are quickly cured either by ultraviolet (UV) light or electron beam (EB) systems. EB curing systems..... energy directly to the inks in the form of energetic electrons.
5. Registration (the precise of ink combinations on the substrate) is also critical to colour accuracy and print quality. Errors can be caused by prepress or plate mounting mistakes, defects in the impression cylinder, dirty cylinders or plates, lateral movements of the webbed substrate, the improper surface of the substrate and other factors.
6. Esko packaging design software helps designers create and preview three-dimensional designs for cartons, shrink sleeves, corrugated boxes, and flexible packaging.
7. The Print Control Wizard for Esko’s digital platemaking systems takes into account variables such as imaging, exposure settings, plate materials, substrate, anilox, press type, and inks to the proper screens and dot-gain compensation curves for each application.

8. Flexographic technology is advancing rapidly and new, high-tech flexographic presses are being developed and installed to keep pace with the rising consumer demand for goods driven by population growth.

9. Major manufacturers of new flexographic presses now give..... the option of buying a flexographic press, a hybrid flexo / inkjet system, or a digital press.

5. Read the sentences, match the beginnings (1 – 5) with the endings (a – e). Check the information in the text below.

The beginnings:

1. The impression cylinder applies the pressure required to transfer the ink
2. Automation will reduce the need to outsource platemaking and minimize the risk of errors in designing files for full-colour flexo prints that
3. Laminates provide the barrier layers that flexible packages may need
4. The exposed photopolymer plate material is then developed with water or solvents that
5. Some flexographic presses have been retrofitted with inkjet-printing units

The endings:

- a. to keep the contents fresh or protected from air, moisture or chemical contamination.
- b. remove the unexposed image areas from the plate.
- c. from the plate to the substrate.
- d. that can add full-colour variable data to flexo-printed materials.
- e. will be converted into different types and sizes of packages.

6. Read the article about the different types of commercial printing. Match the headings (a – e) with paragraphs (1 – 5).

- a. Digital photopolymer plates
- b. Labels and flexible packaging
- c. Laminates
- d. The typical flexographic press
- e. How it works

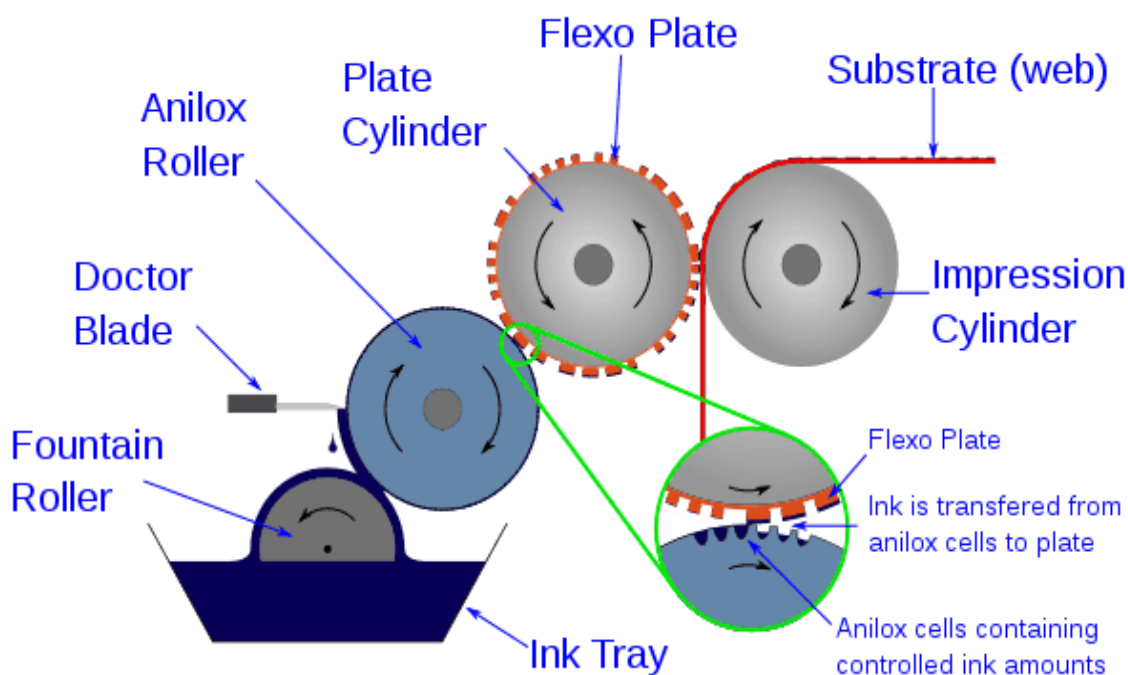
THE DIFFERENT TYPES OF COMMERCIAL PRINTING

1. _____

Flexographic printing is commonly used to print high volumes of labels and flexible packaging. It can also be used instead of offset printing to produce higher volumes of folding cartons and corrugated packaging. Specialty items such as gift wrap, shopping bags, envelopes, ice cream cartons, and disposable plates and cups are also printed with flexography. Many flexographic printing companies use digital printing presses (either toner-based or inkjet) to produce shorter-run or variable-data jobs. This allows them to save time and money on prepress and preparation by running only the highest volume printing jobs on flexographic presses. Some label printing companies use narrow-web flexographic printing presses to diversify into producing smaller packages.

2. _____

The typical press includes four types of rollers; a fountain roller, an anilox roller, the plate cylinder, and the impression cylinder. The fountain roller delivers ink from an ink pan to a steel or ceramic ink-metering “anilox” roller and then to the plate cylinder. The ink is applied to the substrate as the paper passes between the plate cylinder and a polished metal impression cylinder.



Retrieved

from <https://www.printmatics.com/wp-content/uploads/2020/04/flexographic-printing-rollers.png>

In flexography, the anilox roller is used to transfer a uniform thickness of ink to the flexible printing plate. Each anilox roller has finely engraved cells that have a specific ink capacity. An optional doctor blade scrapes the anilox roller surface to ensure that the only ink delivered to the printing plate comes from the ink in the engraved cells.

3. _____

A flexible, photopolymer plate is wrapped around a rotating cylinder for each colour. Like the letterpress printing process, the graphics and text for each colour are raised from the surface of the plate. Only the raised areas of the plate are inked. As the substrate moves through the press, a different colour or coating is applied at each printing deck. Drying units between the printing decks help ensure that each colour of ink is fully dried. Dryers use hot air or infrared or ultraviolet light, depending on the application. In a stack press, the printing decks are stacked vertically. The press can print on both sides of the materials as it travels through the press. In a Central Impression (CI) press the printing decks are located around a single, large impression cylinder. CI presses provide excellent registration. In an in-line press, the printing decks are positioned in a straight line for easier handling of heavier substrates such as corrugated boards.

4. _____

Different models of wide-web presses are built to handle rolls of material from 21 inches up to 80 inches wide. Flexographic presses can print on uncoated or coated papers, carton board, liner board, aluminum foil, and different types of plastic films, including low-density polypropylene (LDPE), polypropylene (PP), bio-oriented polypropylene (BOPP), and polyester (PET). They can also print on non-woven fabrics and use different types of laminates. In the packaging world, laminates are multi-layered materials made from different combinations of substrates, such as aluminum foil, film, and paper.

5. _____

In traditional platemaking, a digital imagesetter makes film negatives of content that will be printed at each print deck. Photographs and illustrations with tonal

gradations are processed with halftone screening methods that re-create tones with different sizes of dots, dot placements, and ink combinations. The film negative is placed onto the photopolymer plate material and loaded into an exposure unit and exposed to controlled amounts of UV light. Dry thermal polymer plate processing is an alternative platemaking method that eliminates the need to wash the plates after exposure.

Retrieved from <https://ordant.com/what-is-flexographic-printing/>

7. Decide if the following statements are true or false.

1. When the digital photopolymer plate is exposed to UV light, the light activates the photopolymer plate material where the black layer has been removed.
2. The ink or solvent fully absorbs in digital print; instead, it sits on the surface of the print material.
3. The benefits of offset printing include the creation of sharper, vivid images and typeface as the rubber blanket or mantle complements the texture of the printing material surface.
4. Letterpress printing does not involve the direct impression of the ink media such as printing plates on top of an open surface.
5. The image is first engraved on a metal plate by a hand or machine, then the engraved design is filled in with ink and a paper is pressed on it.
6. A flexible, photopolymer plate is wrapped around a rotating cylinder for each colour.

8. Match words / phrases in column A (1–12) with words in column B (a–l) to form word combinations. Then choose any three phrases and make sentences with them.

A	B
1. an alternative platemaking	a. corrugated packaging
2. to produce shorter-run or	b. full-colour flexo prints
3. different models of wide-web	c. finishing processes
4. volumes of folding cartons and	d. method

5. to transfer the ink from the plate to	e. control systems
6. errors in designing files for	f. variable-data jobs
7. the creation of three- dimensional	g. platemaking
8. with different types of printing and	h. presses
9. the rising consumer demand for	i. friendly packaging
10. with sophisticated colour quality-	j. objects
11. the need to outsource	k. the substrate
12. to increase the use of environmental	l. packaged goods

9. Read the text and discuss the following questions in mini-groups.

1. What printing is commonly used to print high volumes of labels and flexible packaging?
2. Why is this technology the most effective process for packaging?
3. What do you know about Flexographic printing for packaging water-based, solvent-based, and energy-curable inks?
4. What is the typical flexographic press? How does it work?
5. What do you know about different models of wide-web presses?
6. Why do they need different types of laminates for flexible packages?
7. What is the difference between offset printing and flexo printing?
8. Will automation minimize the risk of errors in designing files for full-colour flexo prints?
9. What is digital photopolymer plate? How do printing companies use it?
10. What do you know about technology advances?
11. Are these new technologies designed to improve automation to reduce the need for skilled labour and to increase the use of environmental friendly packaging?

10. Read the terms and the definitions. Match the terms (1 – 10) with their definitions (a – j). Then choose three terms and make sentences with them.

1. Colour Bars	a. In gravure and flexographic printing, the angle the doctor blade is set from the centerline of cylinder, before loading. Also called Set Angle.
2. Coated freesheet	b. That side of a flexographic press on which the printing unit adjustments are located is opposite of driving side or gear side.
3. Impression cylinder	c. In gravure and flexography, the highest grade of paper, containing no ground wood and offering the highest and brightness.
4. Lamination	d. A positive photographic slide on film allowing light to pass through. This refers to images or text that aren't entirely opaque. Just make sure to flatten your transparency and spot colour to CMYK to avoid issues when printing.
5. Operating side	e. In printing, the cylinder on a printing press against which the paper picks up the impression from the inked plate in direct printing, or the blanket in offset printing.
6. Dye-Sublimation	f. A test strip printed on a press sheet's waste portion. It helps to monitor and control the quality of the printed material relative to ink density, registration and dot gain.
7. Anchoring	g. A plastic film bonded by heat and pressure to a printed sheet for protection or appearance.
8. Gear marks	h. Rather than putting colour onto the material, dye-sublimation changes the colour of the material instead.
9. Transparency	i. A defect in flexographic printing. Usually appears as uniformly spaced, lateral variations in tone exactly corresponding to the distance between gear teeth.
10. Angle of wipe	j. In flexographic printing, term describing process of bonding or fusing inks to the substrate.

11. Read the sentences and decide which answer A, B or C best fits each blank.**See Appendix 2.**

1. A flexible, photopolymer plate around a rotating cylinder for each colour.

- A. is wrapped B. wrapped C. is wrapping

2. Print quality can by a number of factors, including the types of plates used and how they were created.

- A. affect B. have affected C. be affected

3. Preflighting and proofing capabilities to web-to-print programs so that the files for incoming orders can go directly to the appropriate printing device for fast production and delivery

- A. added B. have been added C. have added

4. Because flexography is such a high-speed process, a lot of ink and materials can be wasted if defects in print quality during a press run.

- A. discovered B. are discovered C. is discovered

5. The image is elongated when the flexible plate to the cylinder, and this means that the images to be reproduced should be slightly shorter than their final specified size.

- A. attached B. is attached C. is attaching

6. This technology has applications in manufacturing, medicine, and even fashion, where itto create everything from prototype parts to custom prosthetics and intricate clothing designs.

- A. used B. has used C. is used

7. Formatting digital files correctly and making necessary adjustments is essential because one of the most common mistakes designers make their work from RGB to CMYK, which ensures images are accurately coloured and of high quality and resolution.

- A. is converting B. is not converting C. converting

8. If they don't have the range of equipment and expertise to carry out an array of different print jobs, you may end up with a solution that could more cost effectively using a different technique or printed with a better quality finish.

- A. have been printed B. have printed C. be printed

9. As expectations for fast turnaround times grow, makers of prepress software and equipment the flexographic prepress and platemaking process.

- A. is automating B. have automated C. have been automating

10. Computer-to-plate (CTP) systems use digitally controlled laser systems to etch the imaging data from digital files onto aluminium plates.

- A. engraved B. engraving C. to engrave

11. Extended Colour Gamut systems with sophisticated colour quality-control systems help greater colour consistency and colour matching when flexo is used in conjunction with materials produced with digital and offset printing.

- A. nourish B. ensure C. assure

12. New, high-tech presses and installed to keep pace with the rising consumer demand for packaged goods driven by population growth.

- A. developed B. are being developed C. are developed

13. Hybrid flexo/inkjet printing systems are another avenue of development.

- A. technologic B. technological C. technologically

14. Some flexographic presses with inkjet-printing units that can add full-colour variable data to flexo-printed materials.

- A. have been retrofitted B. have retrofitted C. retrofitted

15. This allows flexo print shops to better serve customers who want to add codes for tracking,packaging or enabling consumers to connect to online content.

- A. authenticating B. authenticate C. authentic

12. Complete the sentences with the correct forms of the verbs in brackets. See Appendix 2.

1. Before a print job can go to an offset press the page designs created on a computer must (separate) by the types of inks that will be used to make up each page.

2. Specialized folders, gluers, die-cutters, and other..... (convert) equipment transforms the printed rolls of materials into folding cartons, corrugated boxes, sealable pouches, and other forms of packaging.
3. Debossing (stamp) a design into the surface of an object or paper so that there's an indent.
4. Offset printing is a highly sought-after process across many industries because of its exceptional quality, making it an ideal choice for (enhance) the value of various products, packaging, and publications.
5. Base is often used in referring to a full strength ink or toner and generally refers to the major ingredient used in a clear lacquer, varnish or ink. It may refer to either the solvent or binder system. A cylinder before it (engrave), and they use base film before adding a coating.
6. Creep refers to the moving or shift that happens to the margins in a document when pages..... (fold) during the finishing process of a booklet. The amount of creep can vary depending on the thickness of paper and the number of pages.
7. Before printing a large quantity, it's the norm to print a 'dummy' (to show) the customer an example of the finished product.
8. As a result, commercial printers (continue) to invest in new technology and equipment to remain competitive.
9. The ability (bring) simultaneous projects to completion with efficiency and accuracy, helped to develop relationships with clients from all over the world.
10. Bulk is a term sometimes used when (describe) the thickness and feel of a piece of paper.
11. A hologram may be embedded either using hot-stamping foil, where an extremely thin layer of only a few microns of depth is bonded into the paper or a plastic substrate by means of a hot-melt adhesive and heat from a metal matrix, or it may directly (emboss) as holographic paper, or onto the laminate of a card itself.
12. Digital photopolymer plates eliminate the need..... (create) film negatives. A black, light-sensitive layer..... (cover) the surface of the plate material, a digital imaging device then uses a high-powered infrared laser..... (remove) the black

layer where the image will be produced on the plate, this process(call) laser ablation.

13. When the digital photopolymer plate (expose) to UV light, the light activates the photopolymer plate material where the black layer.....(remove). The plate (wash), dried, and cut to the size that will..... (mount) on the cylinder.

14. Automation will reduce the need to outsource platemaking and minimize the risk of errors in..... (design) files for full-colour flexo prints that(convert) into different types and sizes of packages.



Retrieved from https://pakfactory-blog-media.s3.ca-central-1.amazonaws.com/blog1/wp-content/uploads/2023/07/uncategorized/2023_07_web-offset-printing-machine.jpg

13. Fill in the gaps with the appropriate words.

1. Offset printing, or offset lithography, is a printing press technique that transfers ink from a plate to a rubber roller (or blanket) and then to various substrates to produce high-quality images and designs typically for mass, such as printing large quantities of newspapers, brochures, stationeries, magazines, and of course, boxes.	a. adjustments
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<p>2. Unlike other printing techniques, offset printing is popular due to its ability to produce sharp, clear and consistent images that accurately depict the original artwork while the ability to print large volumes of materials efficiently.</p>	<p>b. output</p>
<p>3. For this reason, it is one of the most widely used printing options for its high-quality and consistent results.</p>	<p>c. verify</p>
<p>4. The pre-press stage is a crucial step in the lithographic printing process that involves preparing digital files for the printing stage. This stage encompasses a range of activities, including designing, layout, and, which all play a crucial role in ensuring that the final printed product meets the desired specifications.</p>	<p>d. production</p>
<p>5. One of the key goals of the pre-press stage is to ensure that the digital files meet the specifications for the printing process, so during this stage, designers will work to fonts are appropriately embedded, the layout is formatted correctly and ensure properly formatted digital files for printing. This includes providing appropriately-sized files, correct file format, and that files are correctly colour-managed.</p>	<p>e. printing plates</p>
<p>6. The pre-press stage also consists of making any necessary to the digital files to ensure that they will produce high-quality prints.</p>	<p>f. maintaining</p>
<p>7. So the best way to make sure you are preparing your files correctly is by contacting a product specialist of the packaging or printing company you are working with. They will help you through the stage, ensure the printing process runs smoothly, and that the final printed product meets the desired standards.</p>	<p>g. applications</p>
<p>8. The next stage after pre-press is the printing stage, which involves using specialized offset lithographic printing machines</p>	<p>h. high-quality</p>

that require equally technical operators to run correctly and transfer ink from to blanket cylinders and then to paper.	
9. This process is highly efficient and can produce high-quality, consistent prints, making it a popular choice for commercial printing, and for good reasons.	i. establishing
10. One of the most significant advantages of litho-printing machines is their ability to handle a wide range of paper stocks, ink types, and printing plate sizes while producing prints with sharp, precise images and text.	j. cylinder
11. This advantage is possible because the ink transferred to the paper via the blanket allows for a more consistent and uniform application, as shown in the figure below.	k. pre-press
12. In addition to the advantage mentioned above, these specialized machines can produce large print runs relatively quickly, further offset lithography is an ideal choice for commercial printing processes and applications.	l. typesetting

14. Write questions for the underlined words, paying attention to the use of auxiliaries.

1. Offset and digital printing are two distinct techniques with unique features and benefits.
2. Flexographic printing uses a flexible relief plate to print and this process prints letters and small texts - popularly used for labels.
3. Like the letterpress printing process, the graphics and text for each colour are raised from the surface of the plate, and only the raised areas of the plate are inked.
4. Digital printing is often used for printing documents, marketing materials, personalized items, and other print projects that require fast production and the ability to make changes easily.
5. Desktop printers are usually small to medium-sized devices that connect to a wireless network or through a cable to receive print jobs from local computers.

6. Promotional efforts often require more detailed print capabilities than the average device can provide so these needs come in the form of higher-quality paper with glossy finishes, larger prints for formats like posters.

7. When the printing process is complete, it's time to move on to quality control, which is crucial in ensuring that the final product exceeds the customer's expectations.

LISTENING

15. You are going to watch the video about the Printing Process - Web Offset Press. Before watching the video, check the meaning and pronunciation of the following words.

1. pagination	a. cover or enclose (something) in paper or soft material
2. tension	b. counteract (something) by having an opposing force or effect
3. rotate	c. the sequence of numbers assigned to pages in a book or periodical
4. varnish	d. apply a force to (something) which tends to stretch it.
5. smearing	e. a letter or figure printed at the foot of one or more pages of each sheet of a book as a guide in binding.
6. winding	f. a cylinder on which film, wire, thread, or other flexible materials can be wound
7. offsetting	g. resin dissolved in a liquid for applying on wood, metal, or other materials to form a hard, clear surface when dry
8. fragrance	h. able to be bent or rearranged into a flatter or more compact shape, typically in order to make it easier to store
9. wrap	i. move or cause to move in a circle around an axis or centre
10. signature	j. a pleasant, sweet smell

11. reel	k. a twisting movement or course
12. folding	l. coat or mark (something) messily or carelessly with a greasy or sticky substance

16. Watch the video “The Printing Process - Web Offset Press”, then answer the following questions and choose the correct answer.

<https://youtu.be/avXkRLoSta8?si=5rzksXx0svSwem69>

1. What is the purpose of the web offset press?

- a. To print on individual sheets of paper.
- b. To create long runs of high-volume publications from a continuous paper web.
- c. To bind books and magazines directly during the printing process.

2. What additional function can the fifth print unit perform?

- a. Dry the inks applied to the paper.
- b. Apply a spot colour, varnish, or fragrance.
- c. Cool the printed paper web.

3. How does the web offset press ensure the paper web remains aligned?

- a. By using heated rollers.
- b. Through optical sensors and tensioning rollers.
- c. By manually adjusting the paper feed.

4. Why must the web remain in the oven for at least one second?

- a. To stabilize the silicon coating.
- b. To allow ink to cool before folding.
- c. To ensure the inks dry properly through solvent evaporation.

5. What is the primary purpose of the folding unit?

- a. To apply a final silicon water mixture to the web.
- b. To cut and fold the web into the correct size for publications.
- c. To bind signatures into finished magazines or brochures



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17. Watch the video again. Complete the following sentences with missing information.

1. The webbing-up unit monitors the batch and the time remaining before the new reel is required.
2. Web offset inks differ from sheet offset inks in that of mineral oil solvents.
3. Several different signatures together with laminated or board cover pages may need of the finished magazine or brochure.
4. All calibration adjustments to the printed image have to be made while the web is running.....
5. Optical sensors and tensioning rollers and at the proper tension as it enters the press.
6. This protects the surface of the ink and preventing the ink from smearing in the folder unit.
7. The two blanket rolls press against each other, offsetting the ink web that's rolling between them.

18. Work with your partner. Discuss the following questions based on the information presented in the video.

1. Is the web offset press designed to create long runs of high volume publications from a fast moving continuous paper web?

2. How many sections does the press consist of?
3. How does the webbing up system work?
4. Does the press operator prepare a new reel of paper ready to be loaded onto the second feed unit when the current wheel runs through the press?
5. Why is the reel unwrapped and checked by the operator?
6. How does the web of paper continue to feed into the press?
7. Does the web offset press print both sides of the paper simultaneously?
8. Where does hot air blow across the paper surface, evaporating the solvents in the ink?
9. Can the folding unit be formatted to create many different folding and pagination variants, depending on the size and layout of the finished publication?



SPEAKING

19. Work in a group. Offset and digital printing are two distinct techniques with unique features and benefits. Match the terms (1 – 5) with the definitions (a – e). Discuss with your partners features of offset and digital printing.

1. Printing Process	a. Digital printing can produce good-quality images but does not match lithography's sharp details and vibrant colours.
2. Quality	b. Digital printing has no plate setup time, and the printing process is faster.
3. Cost	c. Litho-printing uses plates to transfer ink onto a rubber blanket, which then applies the ink to the paper, while digital printing directly applies ink using an electronic file.
4. Turnaround Time	d. Digital printing allows for greater customization and personalization, including variable data printing, which offset lithography cannot achieve.

5. Customization	e. For large print runs, offset lithography can offer a reduced unit cost with higher quantities. Digital, on the other hand, is better for smaller print runs.
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20. Work in groups. Groups A, B, C and D discuss the latest technology in printing. Are you considering changing your business? It's important to understand the key differences between printing technologies. What is the newest technology in printing? Discuss your ideas.

1. Estimating, scheduling, and shipping a mix of high-volume and shorter-run print jobs on flexographic, offset, screen, and digital printing equipment is complicated.
2. Integrated print-management and web-to-print software can streamline and simplify the process that include multiple line items made with different types of printing and finishing processes at multiple plants.



21. Work in pairs. Discuss with your partners. What can help businesses adapt to current changes in technology, materials, and processes in today's printing industry?

Useful phrases:

These new technologies are designed to improve automation;

to reduce the need for skilled labour;

to increase the use of environmental friendly packaging, printing processes, materials;

to reduce the time and expertise required for prepress, platemaking, plate changeovers;
to minimize the high levels of waste caused by prepress or press set-up errors;
to incorporate the ability to add variable data and digital watermarks for authenticity.

22. Work in a group. Flexographic printing is a fast and economical method, capable of adapting to a wide range of printing materials. Prepare a presentation about Flexographic printing. Tell us about the Advantages and Disadvantages of Flexographic printing process. Working in a group can help you create more effective solutions to problems.

Useful phrases:

To begin with / To start with

For example / To illustrate / Such as ...

Additionally / Furthermore / Moreover

On the contrary / on the other hand

Because of this / As a result / Thus

In conclusion / To conclude

The technique is renowned for its ability;

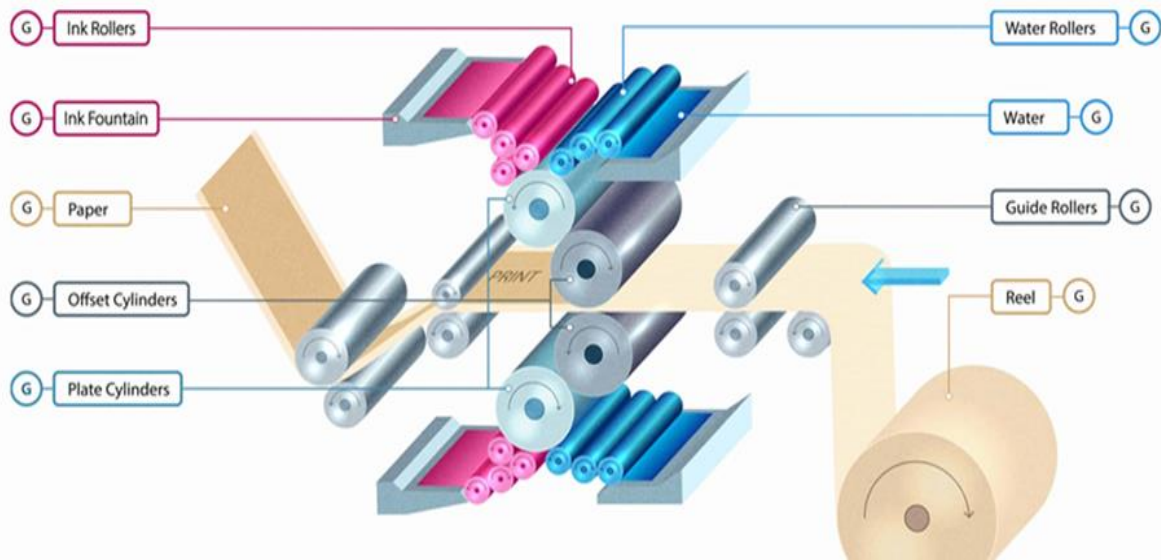
to produce high-quality graphics in large numbers;

Its application mainly extends to packaging and labels.

23. Roleplay the situation. Work in pairs. Discuss with your partners features and benefits of Offset printing and Flexographic printing. Compare flexographic press and Offset press.

Student A: You are a representative of a Publishing company at the international scientific-technical exhibition. Give information about **Offset printing process**. You answer questions to provide information about it. Ask questions about **Flexographic printing process** to get information about it.

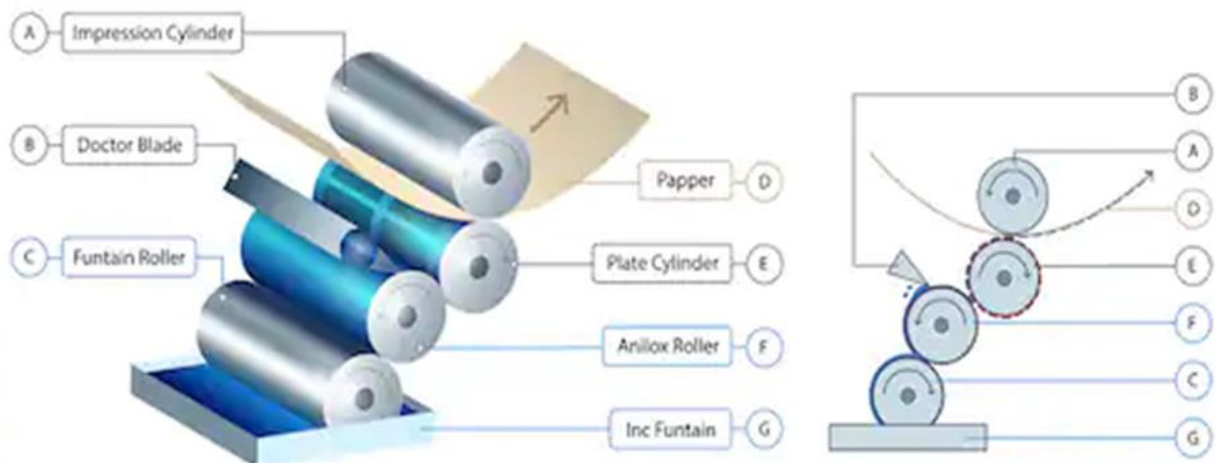
OFFSET PRINTING PROCESS



Retrieved from https://pakfactory-blog-media.s3.ca-central-1.amazonaws.com/blog1/wp-content/uploads/2023/07/uncategorized/2023_07_diagram-offset-printing-machine-process.jpg

Student B: You are a representative of a Publishing firm at the international scientific-technical exhibition. Give information about **Flexographic printing process**, you answer questions to provide information about it. Ask questions about **Offset printing** to get information about it.

Flexography



Retrieved from https://s3.amazonaws.com/ordant.ordant.com/2fc5bf69862f23c79611bc59fe7b2713_stock-vector-flexo-printing-mechanism-info-graphic-307956566_1.png

24. Read the text THE DIFFERENT TYPES OF COMMERCIAL PRINTING and write a summary of it (200 words). Explain the main idea of the article.

Use Appendix 3, p. 195, p. 197.

1. First, introduce technological advances.
2. Then, provide examples of types of printing.
3. Finally, summarize the significance of types of printing.

Useful phrases:

The author analyses

Much attention is given to...

It is shown that ...

The article gives a detailed analysis of...

In conclusion the author writes.....

I found the article interesting (useful) as / because...

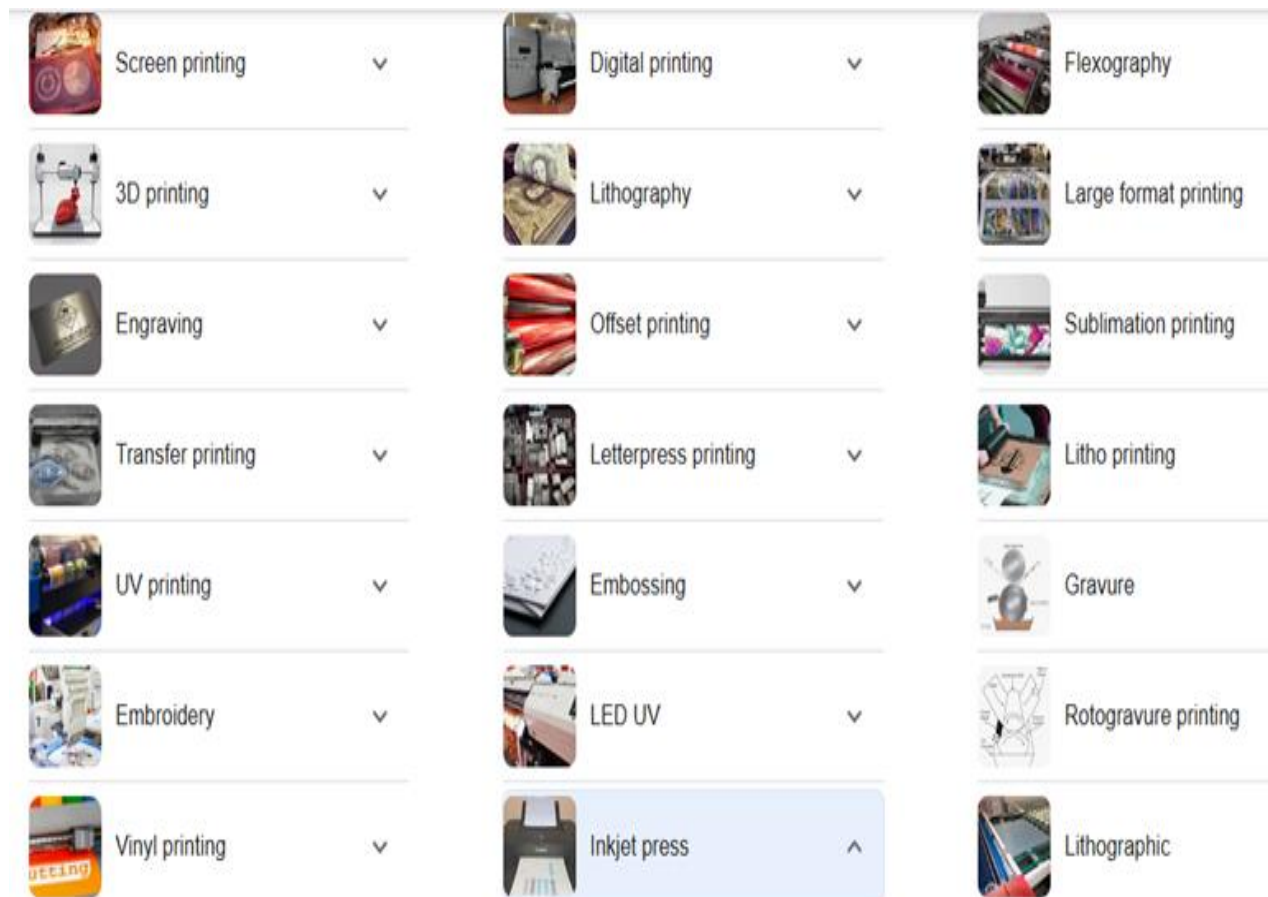
25. Write about the Advantages and Disadvantages of Modern Offset Printing
Both techniques have advantages and disadvantages, so it ultimately depends on the specific needs that best fit your project. Compare them (200 words).

	Offset Lithography	Digital Printing
Printing Process	Transfer ink onto paper through rubber blanket	Prints directly on paper
Quality	Higher quality printing	Limited to 4 colour process printing
Cost	Price goes down at higher volume	Cheaper for low volume printing
Turnaround Time	Longer setup time and ink drying time	Faster turnaround time, less setup time
Customization	No variable printing due to pre-made ink plates	Different versions of variable printing allowed

26. We understand that your company's message is vital importance. We'll talk to you about your printing options to figure out what type of commercial printing will work best for you. There are a wide variety of options. We understand that your company's message is vitally important.

What types of printing should you use for your business?

Choose one of types of printing and write about it (200 words).



27. Write an article about digital art (400 words) for your site.

Use Appendix 3, p. 202.

In the world of digital art, technology is constantly advancing, bringing new ways to print artwork. This change is part of a larger story in the art world, which is about keeping up with the latest trends. Art reflects the cultural and technological shifts of its time, and printing methods adapt to incorporate new artistic ideas.

What is digital art? What are the characteristics of digital art?

What method is used in digital art? What format is digital art?

What technique is used in digital art?

What do you know about the different types of digital art?

28. Write an article for your site. If you're considering this printing process for your packaging project, it's essential to understand how it works and what makes it a great option. So in your article, you'll delve into details, starting from the pre-press, printing, and post-press stages. Use information from the table.

By understanding the ins and outs of offset printing, you can make an informed decision when deciding if it's the right choice for your packaging project.

Advantages	Disadvantages:
Versatility: It can be used on various surfaces, including paper, cardboard, and plastic, making it a versatile printing technique for different types of packaging.	Time-Consuming: Printing can be time-consuming, requiring several steps, including plates preparing printing.
High Quality: This process produces high-quality images and text with excellent colour accuracy and sharpness, making it an ideal choice for packaging projects that require a professional and eye-catching appearance.	Limited Customization: While offset printing is versatile, there may be better options for highly customized packaging designs. It may require additional setup time and costs to create custom printing plates.
Cost-Effective: Litho-printing is cost-effective for large-scale production runs and has lower setup costs than other printing methods.	Not Ideal for Small Runs: Litho-printing is not cost-effective for small production runs, as the setup costs can be high compared to other printing methods.
Consistency: Offset printing produces consistent results across large production runs, ensuring that the final product meets the desired quality standards.	Environmental Concerns: Using chemicals in the printing process can have ecological implications. It may require proper disposal and handling to minimize their impact.

UNIT 7

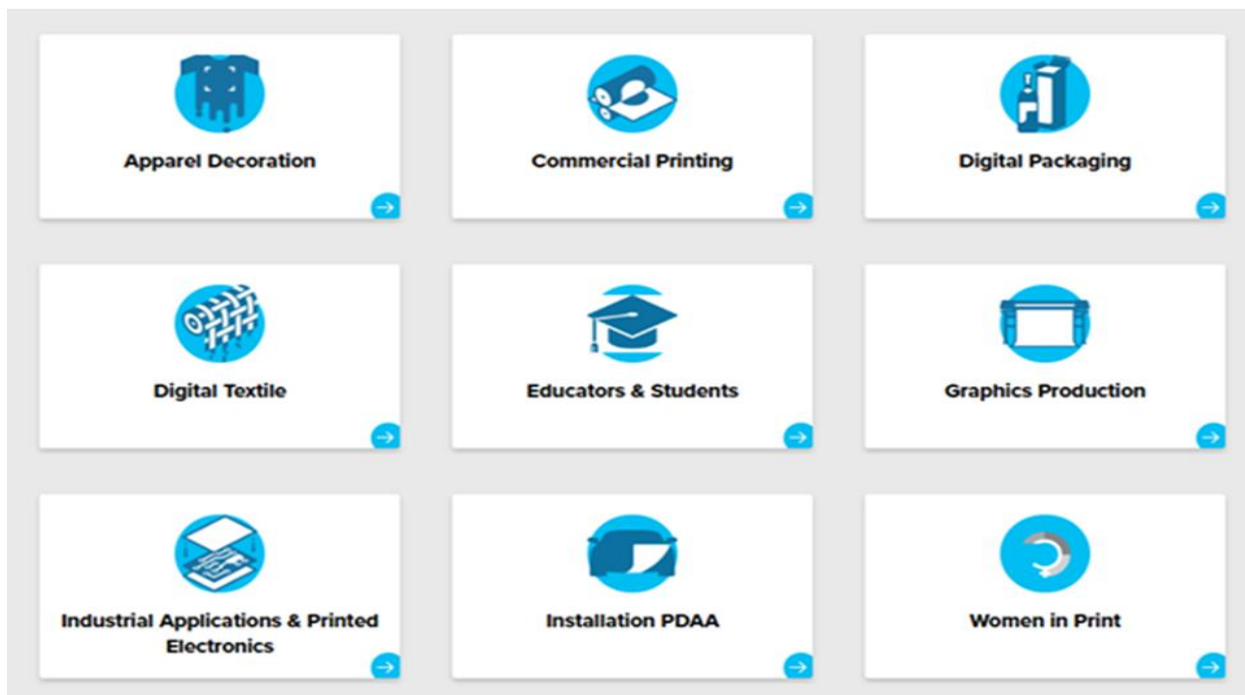
PROFESSIONAL SOCIETY

LEAD IN

1. In every industry, associations have a significant impact in uniting businesses, fostering innovation, and advocating for the collective interests of their members. They are a key part of the industry, offering chances for people to connect, learn, and get involved in making laws that affect them. Explore the printing industry through specialized content and resources for specific market segments.

<https://www.printing.org/>

INDUSTRY COMMUNITIES



2. Picking the right topic is super important for hosting an exciting webinar. When your webinar matches what your audience wants, they'll pay more attention and stay engaged. Knowing your audience is crucial for successful webinar management. Before you begin planning, it's important to research your target audience. What is a good webinar? How can you plan a webinar?

Think about what **your target audience** likes, what they are interested in, and what they need. Ask questions like:

What are the points they're experiencing?

What kind of content are they most interested in?

What are their expectations from your webinar?

1. Your topic should be not only about the stuff your audience cares about but also really interesting to them.

2. Identify contemporary trends and the points within your audience's domain.

3. Tailor your content to effectively address these issues by offering practical solutions and valuable insights.

3. What do you know about Trade and Support Organisations? Match the organisations (1 – 9) with definitions (a – i).



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1. <i>British Printing Industries Federation (BPIF)</i>	a. is a trade body that represents books, journal, audio and electronic publishers in the UK.
2. <i>Publishers Association (PA)</i>	b. is a trade association that represents a range of actors in the UK's print and creative industries.
3. <i>Federation of European Screen Printing Association (FESPA)</i>	c. is a UK-based trade body that represents the entirety of the flexo supply chain, from designer to printer and industry suppliers through to brand owners and retailers.

4. <i>Independent Print Industries Association (IPIA)</i>	d. is a business support organisation representing the UK print, printed packaging and graphic communication industry.
5. <i>Institute of Paper, Printing and Publishing (IP3)</i>	e. is a group that brings national screen printing, digital printing and textile printing trade associations together.
6. <i>British Association for Print and Communication (BAPC)</i>	f. is a trade association that has been formed of three existing bodies. Now a unified body, it represents all three sectors.
7. <i>European Flexographic Industry Association (EFIA)</i>	g. is a trade body that represents the UK's trade print & marketing buyers, manufacturers, as well as associated suppliers to the print & marketing sectors.
8. <i>Institute of Videography (IOV)</i>	h. is a trade group that serves as a voice for national, regional, local news media organisations in the UK.
9. <i>News Media Association (NMA)</i>	i. is an industry body that promotes and accredits professional videographers.

READING

4. Read the sentences. Fill in the gaps with the words from the box.

publications	communities	application	solutions	members
participants	professionals	computerized	disciplines	
experience	services	empowerment		

1. The 4D Printing Society is a platform focused on available 4D printing technologies for practical for existing needs and researching future methods and materials for use with these technologies.

2. The 4D Printing Society adds events, that members show interest in either as presenters or....., so that all members and interested parties can know about the amazing work with the 4D Printing Society and related technologies.
3. To keep everyone in the 4D Printing Society up to date, they constantly look for the latest articles and that have interest, and provide access to them for members.
4. This will include links to external articles with an extract to identify the subject matter and articles published here by of the 4D Printing Society.
5. 4D printing is using printing technologies to 3D print objects using specialist materials that change shape, properties, and functions in time when exposed to a specific stimulus.
6. To work correctly, 4D printed objects need to have a calculated geometry design for a specific stimulus condition, so that the geometry changes can be controlled through the of the stimulus.
7. This technical committee will welcome together scientists and engineers from diverse backgrounds and....., and will offer a forum for discussion, exploration, promotion, and commercialization of 4D-printed designs and products.
8. They are dedicated to supporting members and the wider print industry and promote progression, invite innovation and encourage in every area of the sector.
9. The benefits and they offer to the industry are based on the needs of the UK printing industry.
10. The events and networking opportunities provided and sourced by the BPIF help to create passionate, where members and non-members alike can collaborate, share and propel growth together.
11. The BPIF prioritises exploration and actively engaging in events and industry research and using the vast network of industry to give the print sector the accurate representation it deserves.
12. Members find the industry-specific business support, and expertise invaluable, as they navigate the increasing challenges of an ever-changing landscape.

5. Read the sentences, match the beginnings (1 – 5) with the endings (a – e). Check the information in the text below.

The beginnings:

1. Each employee can access premier services and tools and further their learning....
2. WhatTheyThink provide cogent news and analysis about trends, technologies, operations, and events in all the markets that comprise today's printing and sign industries
3. The Association is dedicated to delivering a variety of products and services that enhance the growth and profitability.....
4. Alliance membership is a cost-effective way to keep yourself and your employees up to date with.....
5. We seek to serve a broad audience involved in the graphic communications industry, which includes printing and copying firms.....

The endings:

- a. of its members through educational programs, publications, research, and the sharing of technical information.
- b. the latest news happening in your community.
- c. to help your company meet your goals and keep you competitive.
- d. and those firms offering mailing services.
- e. including commercial, in-plant, mailing, finishing, sign, display, textile, finishing, labels, packaging, marketing technology, software and workflow.



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6. Read the article about industry communities. Match the headings (a – g) with paragraphs (1 – 6).

- a. Association for PRINT Technologies
- b. Services of the entire process
- c. Information on standards activities
- d. A Corporate Social Responsibility
- e. Major Printing Industry Associations
- f. The Role of Printing Industry Associations
- g. Printing United Expo

INDUSTRY COMMUNITIES

1. _____

Most businesses have a responsibility plan, and many now report against Environment, Social and Governance benchmarks. With print being an area where you can make significant cost and carbon savings by going greener, this post will help you understand it and how print efficiencies and solutions can contribute to both. Behaviour change is at the heart of sustainability and social responsibility, so we've also listed some key things your teams can do to support you in reducing your costs and carbon footprint and boosting your security, office conditions, and corporate image.

2. _____

Associations in the printing industry are more than just clubs where professionals meet; they are the backbone of a thriving community that promotes growth, innovation, and resilience. Here's why they're essential:

Networking Opportunities: Imagine a space where you can meet your next business partner, client, or mentor. Associations facilitate these connections, making it easier to find people who understand challenges and opportunities within the printing industry.

Educational Programs: Staying ahead in the printing game means constantly upgrading your skills and knowledge. Associations offer workshops, webinars, and conferences that cover the latest trends, technologies, and best practices.

Access to Resources: From research reports to best practice guides, associations provide a treasure trove of resources to help businesses improve their operations, sustainability, and profitability.

3. _____

Association is a member-driven association that along with its independent subsidiary, WhatTheyThink, is a premier source of print industry news and analysis; media production; specialty events; and educational content on all facets of today's print industry. You want resources, knowledge and education that will help you deal with things like providing solutions to your customers' needs and challenges. In this ever-changing industry, you strive to keep up with the world of print in all its facets as it evolves. APTech is here to help you navigate the way forward.

4. _____

Standards provide form, defined procedures and tools which help users produce quality products for their customers faster, more efficiently, more cost-effectively, and more safely. It provides leadership in developing national and international standards for the printing industry, including: APTech is accredited by ANSI to administer development groups that publish national and international standards. They use it for more information on standards activities in the printing, publishing, and converting industry. WhatTheyThink is the global printing industry's go-to information source with both print and digital offerings, so their mission is to inform, educate, and inspire the industry and they provide cogent news and analysis about trends, technologies.

5. _____

Services cover the entire process from prepress design, printing, to post-processing, ensuring a comprehensive and high-quality printing service. The factory is equipped with full prepress equipment, as well as high-end printing machines such as Heidelberg, ensuring efficiency and precision in the production process. Additionally, we have professional post-processing equipment including case binding machines, perfect binding machines, saddle stitching machines, and various other machines for processes like die-cutting, foil stamping, laminating, UV coating, oil coating, etc., allowing us to meet a wide variety of customer needs.

6. _____

This event is the most dynamic and comprehensive printing event in the world. Held annually and focused on bringing together the print community to experience the latest printing technologies and applications all in one place. Every application, technology and trend will be on full display from wide-format to apparel and everything in between. The Expo was full of networking, education, and exploring the latest innovations in the industry.

Retrieved from <https://www.uprinting.com/printing-101/printing-industry-associations-in-the-us.html?srsltid=AfmBOormZUKJlhjzkzuUaBQkXfMFM0dEbHADOSryjZHVBCy2cP3DbrXo>

7. Decide if the following statements are true or false.

1. The committee (CGATS) works to improve the efficiency of national standards development, facilitates information exchange, coordinates multi-discipline standards activities and is a liaison for international standards development.
2. The Association for Print Technologies (APTech) is ANSI-accredited to support national and international standards development for the print industry
3. The Society alters place to meet and make contact with a wide range of people who have an interest in all forms of printing, typography and the history of print.
4. With many years of rich experience in the printing industry, they are capable of independently completing the full production process from design to post-printing treatments, providing high-quality and efficient printing solutions for our clients.
5. APTech is an organization devoted to the promotion of the use and adoption of open, vendor-neutral, cross-platform colour management systems.
6. This is an event where you have lost innovative products as well as people who are experts in our field.

8. Match words / phrases in column A (1–12) with words in column B (a–l) to form word combinations. Then choose any three phrases and make sentences with them.

A	B
1. associations have	a. innovative products
2. the most dynamic	b. to add variable data
3. reduce carbon emissions by	c. of their members
4. to incorporate the ability	d. people to connect
5. can significantly reduce	e. a significant impact
6. for the collective interests	f. webinars, and conferences
7. to find the latest	g. and knowledge
8. to cover the entire process	h. news and analysis
9. a premier source of print industry	i. costs
10. offering chances for	j. and comprehensive printing event
11. constantly upgrading your skills	k. from prepress design
12. associations offer workshops,	l. becoming environmentally friendly

9. Read the text and discuss the following questions in mini-groups.



https://www.education.sanmar.com/wp-content/uploads/2023/11/PrintingUnited_2023_top.jpg

1. Do you think that associations have a significant impact on business?
2. What do they do for members of the printing association?
3. Why do professional people join Association for PRINT Technologies?

4. What services can they offer?
5. Can you tell us about the standards of the entire process?
6. What is Corporate Social Responsibility?
7. What do you know about major Printing Industry Associations?
8. What do you think about the role of Printing Industry Associations?
9. What makes this exhibition so incredible?
10. What do you know about Printing United Expo?
11. Is it a place where industry representatives come together and get inspired for the coming year?

10. Read the terms and the definitions. Match the terms (1 – 10) with their definitions (a – j). Then choose three terms and make sentences with them.

<p>1. <i>decorators print and decorate finished apparel blanks using screen printing, dye sublimation, direct-to-apparel, cut-and-sew, embroidery and other decoration techniques. Explore content and resources designed specifically with the apparel decoration community in mind.</i></p>	<p>a. Graphics Production</p>
<p>2. <i>printers use prepress and post-press/finishing print technologies, including offset and digital, to create print in high volume. They include services like mailing, fulfillment and design.</i></p>	<p>b. Digital Textile</p>
<p>3. <i>With its wide variety of printing technologies, the diverse package printing community encompasses printing and manufacturing facilities that range in specialties from label converting to corrugated printing.</i></p>	<p>c. Educators and Students</p>
<p>4. <i>It means digitally printing to bolts of fabric, and applicable market segments include home décor, high fashion and commercial applications. Explore PRINTING United Alliance</i></p>	<p>d. Women in Print Community</p>

<i>content, events and resources designed around digitally printed textile technologies.</i>	
<i>5. PRINTING United Alliance has long recognized the important role educational institutions play in the long-term viability of the specialty imaging industry. We are committed to providing educator resources and training to ensure the future success of this industry.</i>	e. Apparel Decoration
<i>6. production printers use wide-format, digital and screen printing to create the images that define the world around us.</i>	f. Digital Packaging
<i>7. applications and printed electronics manufacturers produce a wide range of items for use in industries including consumer electronics, medical, and military defence. These specialized printers create critical pieces of larger applications that often include touchscreen/interactive products, dials, membrane switches, control panels, biosensors, medical devices, solar cells, engravings, and other printed electronics.</i>	g. Installation PDAA
<i>8. Installers are the hands-on, skilled professionals who ensure the graphics our printers produce are seen, whether on vehicles, or in retail and commercial applications. Printing United Alliance offers special workshops, certifications and marketing opportunities to this unique community within the printing industry.</i>	h. Printing United Expo
<i>9. mission is straightforward: to attract, advance, and advocate for women in the printing industry through education, personal and professional development, networking and community building. They promote the female community in the industry, educate the printing community on the benefits of business.</i>	i. Commercial Printing

10. *will enable attendees to get experience of groundbreaking technologies and experience comprehensive knowledge sessions by print industry experts.*

j. Industrial Applications



<https://encrypted-tbn0.gstatic.com/images?q=tbn:ANd9GcQF142tnAJTqdA05nJc5UFp7BfXZ-njcFY1Bw&s>

ENGLISH IN USE

11. Read the sentences and decide which answer A, B or C best fits each blank. See Appendix 2.

1. The significance of effective communication with clients in publishing and printing studies.

- A. emphasized B. has emphasized C. is emphasized

2. In addition to the exciting interactive features, Printing United Expo..... extensively by the Alliance’s industry-leading media brands and through programs with its powerful media and association partners around the world.

- A. cover B. will be covered C. will cover

3. The expansive display of technology and supplies, education, programming, and services to the industry at large, and represents all market segments in one easily accessed place.

- A. showcased B. has showcased C. are showcased

4. Moreover, several exhibitors web-to-print driven packaging software providers, manufacturers and suppliers of packaging will also be showcasing their innovative products and solutions.

- A. to include B. including C. included

5. By developing environmentally friendly, recyclable and reusable packaging, raw materials can also to the recyclable cycle, helping to reduce the volume of waste worldwide.

- A. be returned B. has returned C. is returned

6. Several exhibitors will be demonstrating their sustainable products and solutions including advanced custom web to print software, consumable adhesives for large format printing, sustainable fabrics, natural wallcoverings.

- A. will be demonstrating B. will be showcasing C. will be displaying

7. AI powered systems the way print businesses operate due to its smart algorithms for print automation and workflow management.

- A. transforming B. are transforming C. has transformed

8. Several exhibitors will be showcasing their sustainable products and solutions advanced custom web to print software, consumable adhesives for large format printing, sustainable fabrics, natural wallcoverings and more.

- A. are including B. will be including C. including

9. The highly anticipated event of the year conducted by Printing United Alliance is around the corner and several print enthusiasts from around the world up to attend this remarkable trade show.

- A. are gearing B. gearing C. is gearing

10. Several knowledge-building sessions at the Expo to provide insights for enhancing operational efficiency and improving customer satisfaction.

- A. were conducted B. had conducted C. conducted

11. This year the Expo place in Orlando, at the Orange County Convention Center in the North and South Halls.

- A. is taking B. was taking C. took

12. Read the sentences and open the brackets using the correct form. See Appendix 2.

1. Thanks to increasingly precise packaging machines, material consumption in packaging can also significantly (reduce), the use of film thicknesses in the

single-digit micrometer, while research is working on fine bio-coatings that make paper more resistant to liquids.

2. In this dynamic space, connections (forge), ideas are sparked, and the future of printing is shaped.

3. With our industry-leading media brands and global media partners on board, attendees can expect extensive coverage of Printing United Expo 2024, (ensure) that they stay informed and inspired throughout the event.

4. The 3D printing trend (is poised) to bring improved capabilities with faster printing speeds, high resolution, large build volumes, and the ability to create complex designs in future.

5. Digitalization is helping to optimize the recycling process: by digitally networking all the players involved in the process chain, it is possible to track in detail which ingredients (use) in packaging production and which additional substances came into contact with it during its use.

6. Expos, those vibrant gatherings where the latest products, services, and innovations take centre stage, are more than just a spectacle. They are a nexus of opportunity and discovery, where industries converge (showcase) their best and brightest offerings.

7. These sessions (base) on varied segments including apparel decoration, functional printing, graphic & wide format, graphic installation, label & packaging and promotional products.

8. They offer an interactive experience, with hands-on demonstrations and (engage) exhibits, and these events are perfect for product launches, brand promotion, and direct customer feedback.

9. The knowledge exchange is incredible and you look forward to (attend) every year.

10. From the importance of selecting the right expo aligned with one's professional interests to (understand) the diverse types of expos available, each aspect plays a critical role.

11. The Society is a perfect place (meet) and make contact with a wide range of people who, like you, have an interest in all forms of printing, typography and the history of print.

13. Fill in the gaps with the appropriate words.

<p>1. Printing United Alliance is the most comprehensive member-based printing and graphic arts..... in North America, comprised of the industry’s vast communities.</p>	<p>a. certification</p>
<p>2. Attendees will have the to participate in special Women in Print Alliance programming and events, interactive show floor experiences, co-located segment-specific forums.</p>	<p>b. optimizing</p>
<p>3. Industry can benefit the printing industry by providing increased agility of operation, efficient use of employees, digital data exchange, early detection of manufacturing problems, reduction of costs & downtime, and print processes.</p>	<p>c. association</p>
<p>4. Now a division of Printing United Alliance, Idealliance is a global leader in standards training and for printing and graphic arts operations across the entire industry supply chain.</p>	<p>d. engagement</p>
<p>5. Modern print businesses are adapting to innovative including print automation, sustainable printing methods, 3D printing and AI integrated systems.</p>	<p>e. opportunity</p>
<p>6. Technologies are beneficial for the printing industry and will have a huge demand in the future due to their capability for enhance, and deliver information with interactive print media, and provide memorable experiences to customers.</p>	<p>f. catering</p>
<p>7. An expo serves as a powerful platform for companies and within a specific sector to display their latest advancements and offerings.</p>	<p>g. networking</p>

8. Expos are diverse and multifaceted, to a wide array of industries and interests, and they range from tech showcases to cultural festivals, so each type offers a unique experience and audience.	h. professional
9. It's a place for....., learning, and sharing, providing a unique chance for businesses to connect, for professionals to stay abreast of industry trends, and for consumers to witness the cutting edge of what's possible.	i. organizations
10. Remember, the true value of an expo lies not just in what you see and hear but in how you utilize these experiences to enrich your life.	j. advancements

14. Write questions for the underlined words, paying attention to the use of auxiliaries.

1. In 2024, the international print industry will once again meet at Drupa, the world's leading trade show for print technologies, it stands for inspiration, innovations, top-class knowledge transfer and intensive networking.
2. The 3D printing technology has advanced over the years and has become a popular option for print businesses nowadays, due to its capability for seamlessly creating structures and prototypes.
3. In today's world, print shops can seamlessly adopt new technologies like web2print software and integrate it with third-party applications to scale print business growth and reach more customers.
4. DRUPA is the must-attend event of the print industry, the world's leading trade fair for print technologies.
5. Networking is a cornerstone of expos, offering a unique environment for professional connections.
6. The technique is renowned for its ability to produce high-quality graphics in large numbers, and its application mainly extends to packaging and labels.

7. Some of these challenges include: profit management, cash flow management, financing, solvency and uncollectible accounts receivable.
8. Networking and relationship-building emerge as key benefits, alongside the invaluable opportunities for learning and staying abreast of industry trends.
9. This article describes in details the top printing industry associations in the US, their services, and membership benefits.

LISTENING

15. You are going to watch the video “Getting started with paper printing - business cards, flyers.”. Before watching the video, check the meaning and pronunciation of the following words.

1. equipment	a. consists of one sponge roller, two metal rollers and two paper paths
2. service	b. assistance or advice given to customers during and after the sale of goods
3. capacity	c. the amount of something produced by a person, machine, or industry
4. outsource	d. a part that is added to something to enlarge or prolong it; a continuation
5. engine	e. the necessary items for a particular purpose
6. internal	f. obtain (goods or a service) from an outside or foreign supplier, especially in place of an internal source
7. output	g. thing that cuts something
8. extension	h. the maximum amount that something can contain
9. de-curling unit	i. a machine with moving parts that converts power into motion
10. cutter	j. of or situated on the inside

16. Watch the video “Getting started with paper printing - business cards, flyers.” and then answer the following questions.

<https://www.youtube.com/watch?v=OAf-SyXuqiE&t=14s>

1. What is the main reason that the employee has been talking about lasers recently?

- a. They are easy to operate.
- b. They generate a lot of money.
- c. They are more versatile than printers.

2. Why does the employee recommend buying floor model printers?

- a. They come with extended warranties.
- b. They have all the latest software installed.
- c. They are significantly discounted.

3. What type of paper does the employee use for business cards?

- a. 100-pound glossy text
- b. 120-pound semi-gloss cover
- c. 100-pound uncoated text

4. What does the anti-static unit in the employee’s printer setup do?

- a. Prevents paper jams.
- b. Reduces static electricity during printing.
- c. Cleans the print heads automatically.

5. What does the employee suggest doing when starting a print business on a tight budget?

- a. Start with outsourcing printing work.
- b. Buy expensive printers and cutters immediately.
- c. Focus only on digital products.

17. Watch the video again. Complete the following sentences.

- 1. A lot of people have asked about getting started in printing,, and they want to know some more details.
- 2. However, if you know you're going to commit fully to paper printing, you can finance it or buy it outright,, then yes, a bigger setup can be worth it.

3. While it has its limitations, it's good for starting out, doing business cards, and earning money to build the rest of.....
4. My finisher combines a saddle stitch,, but it doesn't do any of those things exceptionally well.
5. They have a straight paper path....., making them great for versatile printing.

18. Work with your partner to discuss the following questions based on the information presented in the video.

1. What is the employee looking for printing work?
2. Does the employee recommend floor models because you can save a lot of money?
3. What are floor models? Is a floor model a piece of equipment placed in a retail shop's sales area for display purposes?
4. How did the employee choose the printer and what is model?
5. How does the employee describe his printer?
6. What does the finisher combine?
7. Why did he suggest to buy machines with good automation?
8. What paper does the employee use for business cards, flyers?



SPEAKING

19. Work in pairs. How to pick the right Expo for you to attend? Choosing the right expo to attend can be a pivotal decision for professionals and businesses. It's about finding a perfect match for your industry interests and goals. The key lies in understanding what each expo offers and how it aligns with your objectives.

Choose one of the events and discuss it with your partners.

Events of a PRINTING United Alliance are known for workshops, conferences, webinars, and virtual events to the printing industry. They invite you to engage, learn, explore and connect through Alliance events. Become a PRINTING United Alliance member and take advantage of the many benefits of membership.

Printing United Alliance (PUA) is the largest graphic arts trade association in the US, formed from the merger of the Specialty Graphic Imaging Association (SGIA), Printing Industries of America (PIA), and Graphic Arts Technical Foundation (GATF). This merger brought together the strengths and resources of significant industry organizations, seeking to provide unprecedented support, education, research, and advocacy for the printing industry as a whole.

20. Work in groups. Groups A, B, C and D discuss the sectors of PRINTING United Expo. Explore the printing industry through specialized content of PRINTING United Expo which is the only place the entire print industry comes together, where each community within the industry represented on the show floor through exhibits, education, and demos.

Choose two of the sectors and discuss with your partners. Conduct surveys to understand the points, interests, and what your audience would like to learn more about. Their feedback can help you pinpoint relevant topics.

Communities and forums within your industry are treasure troves of information. Engage with these communities to identify common questions, challenges, and emerging trends. This can guide you towards topics that are in high demand.

- Graphics Production
- Digital Textile
- Educators and Students
- Apparel Decoration
- Digital Packaging
- Printing United Expo
- Commercial Printing
- Industrial Applications
- Promotional

21. Work in pairs. PRINTING United Expo enables attendees to get experience of groundbreaking technologies and experience comprehensive knowledge sessions by print industry experts.

Las Vegas Expo included over 800 exhibitors, tens of thousands of attendees, classroom style education sessions, apparel and PDAA hands-on demo zones, keynote sessions. PRINTING United Expo is presented by PRINTING United Alliance, a mission driven association created with the combined strength of Printing Industries of America (PIA), Specialty Graphic Imaging Association (SGIA), NAPCO Media, and Idealliance.



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Let's have a quick look at the varied printing innovations that can be expected at the trade show.

What influence do the trends of sustainability and digitalization have on processes, products, business models and the future of the industry?

22. Match the definitions (1 – 7) with the organisations (a – g). What do you know about these organisations? Prepare a short report about one of these organisations.

1. PIA focuses on improving members' profitability, offering comprehensive services including public policy advocacy, education, research, and technical information.	a. American Printing History Association
2. NAPL targets management professionals within the printing sector, offering insights, consultancy, and resources tailored to business growth and leadership development.	b. Digital Printing & Imaging Association
3. SGIA serves companies in the specialty imaging industry, including digital, screen, and graphic printing. It's known for its expansive trade show, educational resources, and research initiatives.	c. Flexographic Technical Association
4. APHA is unique in its focus on the history of printing and its influence on society. It's a fantastic resource for those interested in the cultural and technological evolution of the industry.	d. National Association for Printing Leadership
5. Focused on the flexographic printing process, the FTA offers certifications, training, and a wealth of technical resources to advance the quality and productivity of flexography.	e. Graphic Arts Technical Foundation
6. DPIA caters to businesses involved in digital printing, providing insights into the latest digital technologies, market trends, and business strategies.	f. Printing Industries of America
7. Now merged with PIA, GATF was known for its research and technology developments in the printing industry. Together, they continue to push the boundaries of printing technology and practices.	g. Specialty Graphic Imaging Association

23. Prepare a presentation about Printing Industry Associations. Choose one of the printing organisations and tell about it. Provide information about activities of Printing Industry Associations for the printing.

Printing companies employ more than 600,000 people in Europe in creative, digital, and technical jobs. Over 100,000 European printing companies provide employment. Their efforts create new and exciting opportunities for members, assisting them with expanding their business network while supporting the print industry.

Printing Industry Associations provide resources, education programs and networking opportunities for printers and print industry companies, that are specific and unique to the industry.

Useful phrases:

The aim / purpose of this presentation is to outline / present / discuss

The objective is to

Let's explore / examine / Now let's focus on

As far as I am concerned, ... I should say that,

I think that, I suppose that,

What are the service activities related to printing?

24. You are members of the Human Resources Department. You have been asked to make a list of questions for the interview, which will be used by managers. This interview will last a maximum of 15 minutes and will contain ten questions designed to assess candidates.

Human resources (HR) is the division of a business that is charged with finding, recruiting, screening, and training job applicants. The department is an essential component of any business, regardless of an organization's size. It is tasked with maximizing employee productivity and protecting the company from any issues that may arise within the workforce. HR plays a key role in helping companies deal with a fast-changing business environment and a greater demand for quality employees the recruitment.

WRITING

25. Read the text about industry communities and write a summary (200 words).

Explain the main idea of the article. Use Appendix 3, p. 188, 197.

1. First, introduce printing industry associations.

2. Then, provide examples of industry communities.
3. Finally, summarize the significance of different industry communities.

Useful phrases:

The author analyses It is shown that ...

The article gives a detailed analysis of...

In conclusion the author writes.....

I found the article useful as / because...

26. Write about the importance of workshops, seminars, professional conferences, webinars related to the latest trends of printing. Choose one of the workshops and write 300 words about it. See Appendix 3.

Do you agree that these exclusive educational events of PRINTING United Alliance are not to be missed?

Why do you want to attend presentations and practical sessions with industry experts?

Why do you think that workshops are the perfect way to keep up with the latest printing trends, creative applications and integrated business solutions?

27. Learn more about conferences and how you can expand your business and professional network. Why should you attend professional conferences? Choose one of the professional conferences and write 300 words about it.

What are your thoughts on this topic of the conference?

What are your initial impressions?

Could you share your perspective on this?

What are some more ways to follow up after a conference?

Useful phrases:

The purpose of this session is

To summarize.....

Share progress or new information.....

Be ready to exchange information.....

28. We present a monthly webinar series featuring experts and Alliance staff delivering content on topics impacting the printing industry. Each webinar has been carefully curated to help navigate through challenges related to business operations. Choose one of the webinars and write 300 words about it.

What is the main focus of a webinar?

What topics of a webinar are you interested in?

What topic would you recommend for a webinar?

What are ways to follow up after the webinar?

What do you like best about the webinar?

29. Find the information about one of organisations and prepare a short report about the organisation (400 words) for you site. Learning how to write a formal business report can help you develop as a professional. Formal business reports have important functions in helping managers and executives make decisions.

Use Appendix 3, p. 204.

There are lots of benefits to joining the British Printing Society. Whether you are totally new to printing or you have lived a lifetime in print there will be something for you. The British Printing Society (BPS) is a perfect place to meet and make contact with a wide range of people who, like you, have an interest in all forms of printing, typography and the history of print.

BPS members are from all walks of life; some from a lifetime in the printing industry and others who have come to it later as artists. Most of our members these days have come to print later in their careers, many are practising artists or graphic designers. And then we have our more experienced members who have spent a lifetime in the printing industry and share their knowledge.

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PROGRESS TEST 1

Task № 1

Read the following sentences and choose the correct answer (a, b, c or d).

Printing techniques are several different ways in which printing may be accomplished, such as lithography, letterpress, flexography, gravure and screen printing. All of these printing techniques use simple mechanisms for rapidly applying colorants to substrates such as paper or plastic to form multiple reproductions of original images for mass distribution. Different colours can be printed in one pass through the press. Spot colour printing uses custom mixed inks to reproduce specific colours and is widely used in package printing. Ordinary colour printing uses four transparent inks (cyan, magenta, yellow and black) printed one on top of another in varying amounts. Colour photographs and other artwork can be reproduced by this method. In the early part of the 20th century, it was discovered that ink could be transferred from the lithographic surface to an intermediate rubber surface and then to paper. Most modern printing presses transfer ink from a cylindrical printing surface to moving sheets or rolls of substrate. Presses that print on rolls can achieve speed of 900 mper minute. Presses that print on sheets are generally slower but can print on thicker substrates, such as sheet metal. Since the 1960's, advancements in photography and electronics have had a profound effect on the manufacture of printing surfaces. Light-sensitive materials such as diazonium resins and photopolymers make it possible to produce durable printing surfaces photographically rather than mechanically. Computer-based systems the rapid production of the films used to transfer images to printing surfaces. Some printing surfaces can even be prepared directly by machines employing computer- controlled laser beams diamond styluses. Images generated on computer systems and stored in databases can now be transferred directly to printing surfaces without any intermediate steps.

1. What are the main printing techniques?

- a. The main printing techniques are lithography, letterpress, etching, screen printing.
- b. The main printing techniques are flexography, offset lithography, screen printing, gravure.

- c. The main printing techniques lithography, screen printing, gravure, letterpress, flexography.
- d. The main printing techniques flexography, etching, screen printing, colour printing.

2. What presses are generally faster?

- a. Presses are generally faster that print on sheets.
- b. Presses are generally faster that print on rolls.
- c. Presses are generally faster that print on rolls can achieve speeds of 600 m per minute.
- d. Presses are generally faster that controlled light beams.

3. What can be transferred directly to printing surfaces without any intermediate steps?

- a. Specific colours can be transferred directly to printing surfaces without any intermediate steps.
- b. The lithographic surface generated on computer systems can be transferred directly to printing surfaces without any intermediate steps.
- c. Images generated on computer systems and stored in databases can be transferred directly to printing surfaces without any intermediate steps.
- d. The rapid production of the films used to transfer images directly to printing surfaces without any intermediate steps.

4. What light-sensitive materials produce durable printing surfaces photographically rather than mechanically?

- a. Light-sensitive materials such as photopolymers make it possible to produce durable printing surfaces photographically rather than mechanically.
- b. Light-sensitive materials such as photopolymers and photoplates make it possible to produce durable printing surfaces photographically rather than mechanically.
- c. Light-sensitive materials such as diazonium resins and photopolymers make it possible to produce durable printing surfaces photographically rather than mechanically.
- d. Light-sensitive materials such as diazonium resins and photopaper make it possible to produce durable printing surfaces photographically rather than mechanically.

5. What do all of printing techniques use for rapidly applying colorants to substrates such as paper or plastic?

- a. All of these printing techniques use multiple reproductions for rapidly applying colorants to substrates such as paper or plastic to form multiple reproductions of original images for mass distribution.
- b. All of these printing techniques use original images for rapidly applying colorants to substrates such as paper or plastic to form multiple reproductions of original images for mass distribution.
- c. All of these printing techniques use simple mechanisms for rapidly applying colorants to substrates such as paper or plastic to form multiple reproductions of original images for mass distribution.
- d. All of these printing techniques use an intermediate rubber surface for rapidly applying colorants to substrates such as paper or plastic to form multiple reproductions of original images for mass distribution.

(10 scores)

Task № 2

Read the text. Define whether the following statements are true or false.

Imagesetters were originally used as output devices for typesetting system. In the 1970s it was still inconceivable that a typesetting imagesetter (for text) could also record images. Not until the arrival of laser imagesetters and the rapid progress made in text and image integration by desktop publishing did image setters gradually become the universal output medium for text and image. Essentially, three types of devices have become established in the imagesetter field: capstan imagesetters, external drum imagesetters and internal drum imagesetters. The capstan imagesetter originates from the technology developed for photosetting. The external drum imagesetter is based on the technology of colour scanners. Internal drum recording is the most common technology and is especially suited to large formats.

The types of imagesetter differ in the way the recording material (film, coated paper, or foils) is placed in the unit and the positioning of the optical system in relation to the material during exposure. The large number of imagesetters available shows the many different methods of incorporating these design characteristics. Drum imagesetters are considered to be the devices best suited to high-quality colour work on account of the stability and repeatability of the drum design.

Capstan imagesetters are preferred for black-and-white jobs or less demanding colour work and are good value for money and simple to use. Imagesetters receive image data (a matrix of dots or pixels transferred, e.g., from a PostScript-RIP) and output these line by line onto highly sensitive material. During this process each individual dot is written to the material using a laser beam. At the end of each imaged line either the recording material or the optical system is moved on until the page is recorded. This allows text and graphic line work as well as halftone dots to be recorded.

1.	The types of imagesetter differ in the way the recording material is placed in the unit.	
2.	Imagesetters get image data then output these data onto highly sensitive material.	
3.	Imagesetters were used as output devices for recording.	
4.	Drum imagesetters are the devices suited to colour work.	
5.	The external drum imagesetter is based on the technology of the optical system.	

(10 scores)

Task № 3

Read the text. Choose the word that best fits each space (a, b, c or d).

Electronic media were developed in the twentieth century and together with printed products (print media) became important for communicating information. This trend continues today and is 1 particularly by the use of computers and the Internet. In addition to the latest 2 in the Internet and World Wide Web, electronic media also include the more conventional radio and television along with the corresponding forms of storage such as video and audio recordings on CD-ROM as well as 3 Electronic media involve a chain of 4 and transmission which depends on the specific form of the media. The first stage in this process consists in 5 the contents. In the preliminary phase, scripts are usually compiled (at least in a 6 environment) as we know them from traditional film. In the case of electronic media products, the specific demands on the presentation must already be taken into account in the design stage. The reasons for this include the low local resolution (in comparison to print products) and the 7 of the output format. Compression 8 play an important role here. They permit the reduction of data without a noticeable loss of quality. The underlying transmission technologies may be

varied, ranging from Internet 9 via dedicated switched connections, such as satellite routes, or high-speed links via cable or glass fiber, to private or company networks. The presentation systems, for instance, computer monitors, television screens, projector devices are generally at the end of the transmission chain. In the place of 10 systems, memory can also be found there that records the data transmitted, for instance, to reproduce it at another time.

- | | | | |
|---------------------|------------------|------------------|---------------|
| 1. a. dedicated | b. characterized | c. transmitted | d. saved |
| 2. a. records | b. products | c. developments | d. demands |
| 3. a. animations | b. monitors | c. contents | d. scenes |
| 4. a. Information | b. environment | c. communication | d. creation |
| 5. a. generating | b. allowing | c. corresponding | d. underlying |
| 6. a. conventional | b. chronological | c. professional | d. virtual |
| 7. a. reproduction | b. transmission | c. restriction | d. resolution |
| 8. a. processes | b. techniques | c. reasons | d. format |
| 9. a. compression | b. images | c. connections | d. sequence |
| 10. a. presentation | b. description | c. reproduction | d. data |

(20 scores)

Task № 4

Read the following sentences. Choose the correct answer (a, b, c or d) for each sentence.

1. Most daily newspapers are distributed locally or regionally, people one of the big city newspapers in addition to the smaller local ones.

- a. was buying b. buying c. buy d. is bought

2. The Minister of Education an announcement at the moment.

- a. was making b. making c. makes d. is making

3. A high level of colour stability for the entire job.

- a. maintained b. has maintained c. maintain d. is maintained

4. You select which features are in the press configuration.

a. include	b. to be included	c. be included	d. had included
5. A comprehensive range of accessory packages you to match the press configuration precisely to your individual portfolio.			
a. enables	b. enabled	c. enable	d. is enabled
6. Modern cooling and temperature control systems, customised antistatic functions and many other valuable options the equipment of the press.			
a. rounded off	b. round off	c. had round off	d. rounds off
7. If you..... to open the box, you wouldn't have broken it.			
a. didn't try	b. hadn't tried	c. haven't tried	d. tried
8. No information.....to the new staff yet when they began to work.			
a. has given	b. has been given	c. gave	d. was given
9. If you had arrived earlier, you the meeting.			
a. have missed	b. wouldn't have missed	c. won't miss	d. won't have missed
10. It's essential for managers to have the time and the ability with their customers.			
a. engages	b. engaged	c. engaging	d. to engage

(20 scores)

Task № 5

Read the following sentences. Match the terms (1-10) with their definitions (a-j).

1. Absorption	a. A test strip that's printed on the waste portion of a press sheet. It helps to monitor and control the quality of the printed material relative to ink density, registration and dot gain.
2. Acceptance sampling or inspection	b. A spreading out or equalized dispersion of a material, force, or condition into the surrounding medium; as, the diffusion of heat by conduction; the diffusion of light through a translucent material or reflection from a rough surface; the diffusion of gases, liquids or granular solids into the surrounding medium.
3. Chemical Resistance	c. In printing inks, the property of cohesion between particles; the separation force of ink needed for proper transfer and trapping on multicolour presses. A tacky ink has high

	separation forces and can cause surface picking or splitting of weak papers.
4. Diffusion	d. When the first inks are drying onto the surface of the material, it's usually referred to as absorption.
5. Colour Bars	e. The simple way to reduce your carbon impact when printing and there's very little or no cost to the end user.
6. Tack	f. The evaluation of a definite lot of material or product that is already in existence to determine its acceptability within quality standards.
7. Coating	g. A phenomenon associated with surface tension and angle of contact. That force which transfers inks and coatings from engraved cells to a contacting surface as from an anilox roll. Also the rise of liquids in capillary tubes and the action of blotting paper and wicks are examples of capillary action or capillarity.
8. Capillary action	h. The extent to which printed materials will resist reacting with chemicals it comes into contact with - ensuring no damage is done.
9. Carbon-Balanced Paper	i. In gravure and flexography, the predominant method of applying coatings to paper, in which an excess of coating is applied to a cylinder and then wiped off with a blade; the excess coating is returned to a reservoir for re-use.
10. Blade coating	j. To reduce the risk of ink smudging after printing, a special liquid coating can be applied to the paper. It's particularly beneficial for literature prints.

(20 scores)

Task № 6

Read the following questions. Choose the correct answer.

1. What is offset printing primarily used for?

- a. digital printing in small runs
- b. high-volume printing

c. manual bookbinding

2. What is a typeface?

- a. the layout of a magazine
- b. the design of text characters
- c. the binding style of a book

3. What is the main advantage of digital printing over traditional methods?

- a. It requires printing plates.
- b. It allows direct printing from an electronic file.
- c. It is only suitable for large print runs.

4. What is the main function of publishing?

- a. paper production
- b. creating and releasing printed and digital materials
- c. selling printing equipment

5. What does bleed mean in printing?

- a. the ink used in special print jobs
- b. an area of design extending beyond the trim edge
- c. a font size setting

6. Which printing method uses etched plates?

- a. digital printing
- b. lithography
- c. gravure

7. What is a galley proof?

- a. a final version of a printed product
- b. advanced, preliminary version of a publication
- c. a book spine measurement

8. What is the purpose of a Pantone colour in printing?

- a. to define specific ink colours for consistency
- b. to create grayscale images
- c. to enhance digital print speed

9. What does DPI stand for in printing?

- a. Dots Per Inch
- b. Digital Print Ink
- c. Design Pixel Integration

10. What is an ISBN?

- a. a unique identifier for a book
- b. a standard for digital files
- c. a code for printing press calibration

(20 scores)

PROGRESS TEST 2

Task № 1

Read the text. Choose the correct answer (a, or b).

While social media continues to be one of the best marketing channels, it's important to understand exactly how it's changing in order to leverage it properly. A brand can no longer cross-post generic content across all of their social media channels and expect it to produce results. Furthermore, social media content cannot be blatant advertisements – consumers are immune to this type of marketing. Today, a results-driven social media marketing strategy must include the following:

- Campaigns on the platforms where your target consumers' attention is present.
- Highly creative content specifically created for each platform.
- Unique ways to encourage UGC (user-generated content).

Video content is preferred by social media users. As a brand, you have to create content in the format your audience prefers. While you might think traditional Instagram image posts are more fit for your business, you have to go where the engagement opportunity is. Currently, that is established social media channels that have specific functionality for video content (Instagram, Facebook, YouTube). E-commerce to become even more prevalent on social media, and more in-app purchase options becoming available. Influencer marketing must now be on-brand and authentic. Microinfluencers who have a highly engaged following perfectly matched to your target audience is the way to go. The way they promote your brand needs to be natural and authentic.

Long-term brand partnerships with creators who value your brand are by far the most valuable form of influencer marketing. It allows the relationship to evolve, and for the influencer's audience to be introduced to your brand naturally. Authentic content featuring your brand, promoted by specific influencers who value product or service, is by far the most effective method for results. UGC, or user-generated content, is a great way to attract brand awareness while also giving you highly effective social proof. A marketing message that features an actual user of a product or service sells better than a creative ad consisting of professional photography and high production-value video.

1. What should a results- oriented social media marketing strategy include?

- a. longer effective in producing results as consumers are immune to this type of marketing.
- b. campaigns on platforms where the target audience is present, highly creative platform-specific content, and encouraging user-generated content.

2. Why should brands prioritize established social media channels and video-focused social networks?

- a. should create content in the format that their audience prefers.
- b. should offer greater engagement opportunities for brands compared to traditional image posts, making them more suitable for reaching and connecting with the target audience.

3. What is the expected trend regarding e-commerce on social media?

- a. become even more prevalent on social media, with more in-app purchase options become available.
- b. is evolving, requiring brands to adapt their strategies to stand out and be memorable.

4. Why are long-term brand partnerships with creators valuable in influencer marketing?

- a. to allow relationships to evolve and introduce the influencer's audience to the brand, resulting in more effective results.
- b. to understand exactly how it's changing in order to leverage it properly.

5. What is the role of user-generated content (UGC) in social media marketing?

- a. to meet users' specific needs and focus on the logic of displaying elements in interactive designs to optimize the user experience.
- b. to attract brand awareness and provide social proof, as marketing messages featuring actual users of a product or service are more persuasive than creative ads.

(10 scores)

Task № 2

Read the text. Define whether the following statements are true or false.

Digital prepress technology has transformed the entire print industry. It has increased our capabilities, reduced production costs, and shortened turnaround times. Prepress is the science of converting an initial idea into a printed reality. To paraphrase Thomas Edison, graphic design is 1% inspiration, 99% production without understanding of prepress issues and techniques. There was little crossover between responsibilities. One department designed a project; another

department produced art work; one department generated the type; another department shot films; one department imposed them for printing; another generated plates. The technology was too broad and complex for a person to work beyond the limits of his job description. Powerful computers and software have blurred the lines that once separated these tasks. A single person can create illustrations, scan images, design a multi-page document, and produce print-ready films, often from the same workstation. To achieve success and profitability, you must understand how your responsibilities tie into the overall process. A designer makes an error when constructing a document, and the output specialist can't print films; a scanner operator miscalculates while acquiring an image, and the corrector can't balance the colors. Computers have radically changed your methods. It's not enough to know how to use an application; you must grasp the cause and effect relationship between your files and the finished piece. If you have conventional printing experience, you must be willing to relearn the process using modern tools. The tasks required to complete a project is no longer isolated; prepress is integrated at every stage of the workflow, and you, your colleagues, and your vendors are more interdependent than ever before.

1.	If you have printing experience, you must be willing to change the process using modern tools.	
2.	Computers and software miscalculate the lines that once separated these tasks.	
3.	Prepress is integrated at every stage of the workflow and you, your colleagues are dependent on each other.	
4.	They understand how their responsibilities tie into the overall process.	
5.	The technology was too weakened for a person to work beyond the limits of his job description.	

(10 scores)

Task № 3

Read the text. Choose the word that best fits each space (a, b, c or d).

Prepress is the science of converting an initial idea into a printed reality. Before the advent of desktop computers, prepress existed as a series of 1..... trades. A single person can create 2, scan images, design a multi-page document, and produce print-ready films, often from the same workstation. Computers have radically changed your methods, but your goal is the same as ever, putting 3 on paper.

The physical 4 involved in running a project on-press have not changed, and they permeate every facet of your work. The tasks required to complete a project is no longer isolated; prepress is integrated at every stage of the workflow. Gutenberg invention of movable 5 improved things considerably. Here, letters were chiseled from wood, dipped in ink, and pressed onto paper. Methods arose, but until the 6 of the computer. By 1900 the linotype and monotype machines enabled type to be cast and set simultaneously, and found widespread commercial acceptance in the newspaper industry. As the lithographic process became perfected in the 20th century, the method of reproducing type lagged behind. Printers were still casting type in hot metal and then shooting the page with a camera to 7..... the necessary films. Finally, after World War II, the last major conventional type development appeared the 8 Here, a machine (loosely based on the Monotype) projected letter shapes onto a photosensitive 9....., producing films that could be incorporated more easily with the overall project. Unlike hot metal type, the films could be efficiently stored and readily 10 again by the print shop.

- | | | | |
|---------------------------|-------------------------|---------------------------|-----------------------|
| 1. a. conventional | b. roughest | c. well-defined | d. casting |
| 2. a. images | b. illustrations | c. facets | d. depiction |
| 3. a. record | b. mould | c. draft | d. ink |
| 4. a. ways | b. facets | c. branches | d. factors |
| 5. a. type | b. mode | c. tool | d. aspect |
| 6. a. introduction | b. acceptance | c. introduction | d. application |
| 7. a. produce | b. press | c. generate | d. enable |
| 8. a. typesetter | b. lightsetter | c. phototypesetter | d. monotype |
| 9. a. plate | b. shape | c. craft | d. print |
| 10. a. integrated | b. used | c. permeated | d. blurred |

(20 scores)

Task № 4

Read the following sentences Choose the correct answer (a, b, c or d).

1. If you have conventional printing experience, you must be willing to relearn the process using modern tools.

- a. relearn b. relearned c. to be relearn d. to relearn

2. Additional finishing highlights can with the proven anilox coating unit.

- a. be set b. be setting c. setting d. to be set

3. The production chain of prepress, press, and postpress through storage areas for the materials needed for the production as well as by storage areas for the semi-finished and end products of the printing job.

- a. interlinked b. is interlinked c. had interlinked d. interlink

4. We make a continuous effort to develop and improve products to the needs of our customers.

- a. corresponded b. is corresponded c. corresponding d. correspond

5. Despite the improvements in quality that have been made, and the various advantages of printing board sheets, especially for small print jobs, printing companies and corrugated board manufacturers have decided in favor of the preprinting of liner board on central impression cylinder flexographic printing presses.

- a. is corrugated b. to corrugated c. corrugated d. was corrugated

6. Our new boss is very friendly,he can be quite strict.

- a. moreover b. but c. in favor d. so

7. If I were you, I professional advice.

- a. would seek b. will seek c. can seek d. was seeking

8. Whether your business is packaging or commercial printing, this modern medium-format press is ideally for swift and cost-effective production.

- a. was suited b. suitting c. suited d. to suited

9. With up to seven printing units, you are in a position practically every customer wish.

- a. accommodates b. accommodated c. acomodated d. accommodate

10. The most successful businesses are those that are continually to changes in customers' needs and the volatile market.

- a. adapt b. adapted c. adapting d. is adapting

(20 scores)

Task № 5

Read the following sentences. Match the terms (1-10) with their definitions (a-j).

1. Solvent Evaporation	a. A method of representing data in a visual and a machine-readable form of information on a scannable, visual surface.
2. Barcodes	b. In flexography, two roll inking system with smooth fountain roll that transfers inks to an etched metal or ceramic coated metal roll with cells of fixed size and depth that transfer the ink to the plate.
3. Lithography	c. This printing process uses an engraved rotating roll that rolls the image onto the paper, is used for printing magazines.
4. Bespoke Printing	d. This is the line cut to produce the finished size. The trim cuts through the bleed area to ensure a continuous and sharp edge around a design.
5. Trim	e. This type of packaging provides substantial protection against physical impacts, ensuring that products remain intact from the manufacturing facility to the end consumer.
6. Rotogravure Printing	f. A technique which isn't restricted to certain printing products, materials or sizes. The technique is all about meeting a company's needs to create something truly unique which can't be produced elsewhere.
7. Imposition	g. Lithography: Lithographic printing is popularly used for high-quality image printing. The image is placed on the lithography plate, inked and then printed onto the paper. It's a fast and smooth printing process.

8. Bleed	h. During a drying process, the liquid parts of the ink evaporate depending on the print technology used. If solvents are evaporated, the pigments remain in place.
9. Durability	i. After paper has been printed, the inks may run over the trim marks of the paper. This is known as ‘bleeding.’
10. Anilox inking	j. The arrangement of pages in a sequence which reads consecutively when the printed sheet is folded.

(20 scores)

Task № 6

Read the following questions. Choose the correct answer.

1. What is one significant advancement that has changed publishing in recent decades?

- a. the invention of the printing press
- b. the development of desktop publishing software
- c. the use of letterpress printing

2. What is one challenge faced by the publishing industry due to digital transformation?

- a. increase in print publication
- b. digital rights management (DRM) issues
- c. limited access to information

3. What is the purpose of a saddle stitch in bookbinding?

- a. to glue pages together
- b. to sew a book's spine
- c. to bind pages with staples through the spine

4. What advantage does the internet provide to publishers?

- a. It reduces competition among publishers.
- b. It enables publishers to reach global audiences instantly.
- c. It restricts access to printed materials.

5. Which printing process uses a toner instead of ink?

- a. Gravure
- b. Flexography
- c. Laser printing

6. What does the term trim size mean?

- a. the thickness of paper stock
- b. the final dimensions of a printed piece after cutting
- c. the margins set for text placement

7. What is the main advantage of digital printing over traditional methods?

- a. lower cost for large volumes
- b. faster setup and ability to print small quantities
- c. greater durability of printed materials

8. Which printing technology is considered the fastest for small print runs?

- a. Offset printing
- b. Digital printing
- c. Flexography

9. Why is digital printing popular among small businesses and startups in Ukraine?

- a. It offers cost-effective production for small print runs.
- b. It requires complex equipment setup.
- c. It is suitable only for mass production.

10. How has digital technology impacted self-publishing?

- a. It has made self-publishing more difficult.
- b. It has eliminated self-publishing options.
- c. It has allowed authors to reach audiences directly.

(20 scores)

GRAMMAR REFERENCE

ACTIVE VOICE

Verb Tenses	Past	Present	Future
Simple	He uploaded videos on Youtube	He uploads videos on Youtube	He will be uploading videos on Youtube
Continuous	He was uploading videos on Youtube	He is uploading videos on Youtube	He will have uploaded videos on Youtube
Perfect	He had uploaded videos on Youtube	He has uploaded videos on Youtube	He would have been uploading videos on YouTube
Perfect Continuous	He had been uploading videos on Youtube	He has been uploading videos on Youtube	He would have been uploading videos on YouTube

<https://www.teachoo.com/6990/1883/Summary-of-different-Tenses/category/Verbs-and-tenses/>

THE PASSIVE VOICE

The most common way to form the passive is subject + be + past participle

Passive Voice Forms		
Verb Tense	Active Voice	Passive Voice
simple past	Jen wrote the report.	The report was written by Jen.
past progressive	Jen was writing the report.	The report was being written by Jen.
past perfect	Jen had written the report.	The report had been written by Jen.
simple present	Jen writes the reports.	The reports are written by Jen.
present progressive	Jen is writing the report.	The report is being written by Jen.
present perfect	Jen has written the report.	The report has been written by Jen.
simple future	Jen will write the report.	The report will be written by Jen.
future perfect	Jen will have written the report.	The report will have been written by Jen.
modal	Jen should write the report.	The report should be written by Jen.
modal perfect	Jen should have written the report.	The report should have been written by Jen.

<https://www.englishtutordia.com/passive-voice>

The *to*-infinitive is used:

1. to express purpose
2. after certain verbs (advise, agree, appear, decide, expect, hope, promise, refuse)
3. after certain adjectives (angry, happy, glad etc)
4. after question words (where, how, what, who, which, but not after “why”)
5. after would like/would love/would prefer (to express specific preference)
6. after too/enough constructions
8. with it + be + adjective (+ of + object)
9. with “only” to express unsatisfactory result

The gerund is used

1. as a noun
2. after certain verbs (admit (to), avoid, consider, continue, delay, deny, enjoy, escape, excuse, fancy, finish, forgive, imagine, involve, keep (= continue), look forward to, mention, mind, miss, object to, postpone, practise, prevent, report, resist, risk, save, stand, suggest, understand etc)
3. after love, like, dislike, hate, enjoy, prefer (to express general preference)
4. after I’m busy, it’s no use, it’s (no) good, it’s (not) worth, what’s the use of, can’t help, there’s no point (in), can’t stand, be/get used to, be/get accustomed to, have difficulty (in)
5. after prepositions
6. after see, hear, listen, watch to express an incomplete action, an action in progress or a long action I saw Kate painting the kitchen. (I saw Kate in the middle of painting. I saw part of the action in progress. I didn't wait until she had finished.) BUT: see, hear, listen, watch + *infinitive without to*
to express a complete action, something that one saw or heard from beginning to end I watched Kate paint the kitchen. It took her two hours. (I saw the whole action from beginning to end.)

Verbs Followed by an Infinitive				
She agreed to speak before the game.				
agree	consent	have	offer	shoot
aim	continue	hesitate	ought	start
appear	dare	hope	plan	stop
arrange	decide	hurry	prefer	strive
ask	deserve	intend	prepare	swear
attempt	detest	leap	proceed	threaten
be able	dislike	leave	promise	try
beg	expect	like	propose	use
begin	fail	long	refuse	wait
care	forget	love	remember	want
choose	get	mean	say	wish
condescend	happen	neglect		

<https://www.learnenglishteam.com/gerund-and-infinitives-verb-lists/>

THE PARTICIPLES

The participles are:

- a) present participles (playing, running)
- b) past participles (played, written)
- c) perfect participles (having written)

PRESENT AND PAST PARTICIPLES CAN BE USED AS ADJECTIVES

The present participle (-ing) describes what somebody or something is (it answers the question “What kind?”).

It's a very tiring job. (What kind of job? Tiring.)

The past participle (-ed) describes how somebody feels (it answers the question ‘How do you feel?’).

He's very tired. (How does he feel? Tired.)

PARTICIPLES CAN ALSO BE USED:

- to express time
e.g. *After doing/having done her homework,*
- to express reason
e.g. *Being late, Adam took a taxi.*

(=Because he was late, Adam took a taxi.)

- **instead of a relative pronoun and full verb.**

e.g. *The man standing at the door is my boss.*

(= *The man who is standing at the door is my boss.*)

The information presented in the article was invaluable.

(= *The information which was presented in the article was invaluable.*)

- **instead of the past simple in narratives when we describe actions happening immediately one after the other.**

FORMS OF GERUND

Gerund	Active	Passive
Indefinite	writing	being written
Perfect	having written	having been written

FORMS OF INFINITIVE

	Active	Passive
Indefinite	to work	to be worked
Continuous	to be working	-
Perfect	to have worked	to have been worked
Perfect Continuous	to have been working	-

CONDITIONALS

Conditionals are clauses introduced with *if*. They consist of two parts, the ***if-clause*** (hypothesis) and the ***main clause*** (result). The *if-clause* can come *before or after* the main clause. When it comes before the main clause, the two clauses are separated with a comma.

If you drive carefully, you won't have an accident.

You won't have an accident if you drive carefully.

The main types of conditionals are: **Type 0, Type 1, Type 2, and Type 3.**

Type 0 Conditionals are used to express a general truth or are scientific fact.

We can use *when* (=whenever) instead of *if* in this case.

If-clause: **if + present simple**

Main clause: **present simple**

*If / When you **mix** red and yellow, you **get** orange.*

Type 1 Conditionals (real present) are used to express real or very probable situations in the present or future.

If-clause: **If + present simple cont./ present perfect/ present perfect cont.**

Main clause: **future/imperative can/may/might/must should/ + present bare infinitive**

*If I **finish** the project on time, I **may take** a few days off.*

*If she **hasn't cooked** dinner, we **will order** a takeaway.*

Note: We can use **when** instead of *if* in Type 1 Conditionals. **If** means that something **may** happen. **When** means that something will definitely happen.

*If he **calls**, I'll tell him the news. (but he might not call)*

***When** he calls? I'll tell him the news. (he will definitely call)*

CONDITIONALS

Type 2 Conditionals (unreal present) are used to express imaginary situations which are contrary to facts in the present and, therefore are unlikely to happen in the present or future.

We can use **were** instead of **was** for all persons in the if-clause.

We can also use the structure **if I were you** to give advice.

If-clause: **if + past simple or past continuous**

Main clause: **would/could/might + present bare infinitive**

If I were you, I would attend a computer course.

Type 3 Conditionals (unreal past) are used to express imaginary situations which are contrary to facts in the past. They are also used to express regrets or criticism.

If-clause: **if + past perfect/past perfect continuous**

Main clause: **would/could/might + perfect bare infinitive**

If they had invited us, we would have gone to the party.

If he had been listening, he might have heard what the teacher said.

We can omit if and use should (**type 1 conditionals**), were (**type 2 conditionals**), and had (**type 3 conditionals**) before the subject. This structure is more common in formal English.

If you should need my advice, you can call me.

Should you need my advice, you can call me.

If she were more efficient, she would get a promotion.

Were she more efficient, she would get a promotion.

If he had arrived on time, we wouldn't have missed the bus.

Had he arrived on time, we wouldn't have missed the bus.

CLAUSES

CLAUSES OF RESULT

Clauses of result are used to express the result of something. They are introduced with the following words/expressions.

- ◆ as a result/therefore/consequently
- ◆ such a/an + adjective + singular countable noun
- ◆ such + adjective + plural/uncountable noun
- ◆ such a lot of + plural/uncountable noun
- ◆ so much/little + uncountable noun so many/few + plural noun

CLAUSES OF REASON

Clauses of reason are used to express the reason for something. They are introduced with the following words/expressions: *because - as/since - the reason for/why - because of /on account of/due to - now that - for etc. + because*

- ◆ the reason for + noun/-ing form the reason why + clause
- ◆ because of/on account of/due to + noun because of/on account of/due to the fact that + clause
- ◆ for = because (in formal written style) A clause of reason introduced with *for* always comes after the main clause

CLAUSES OF PURPOSE

Clauses of purpose are used to express the purpose of an action. That is, they explain why someone does something. They are introduced with the following words/expressions:

- ◆ to-infinitive

e.g. She went shopping to look for a new printer.

- ◆ In order to/so as to + infinitive (formal)

In negative sentences we use *in order not to* or *so as not to*.

- ◆ so that + can/will (present or future reference)

so that + could/would (past reference)

in case + present tense (present or future reference)

in case + past tense (past reference)

- ◆ for + noun (when we want to express the purpose of an action) *for a check-up*

for + -ing form (when we want to express the purpose or function of something)

CLAUSES OF CONTRAST

Clauses of contrast are used to express a contrast. They are introduced with the following words/phrases: *but - although/even though/though - in spite of/despite - however - while/whereas - yet - nevertheless - on the other hand*

CAUSATIVE FORM (HAVE SOMETHING DONE)

We use **have + object + past participle** to say that we have arranged for someone to do something for us. The past participle has a passive meaning.

*She **had** her kitchen **redesigned** by an interior designer.*

(She didn't redesign it herself. The interior designer redesigned it for her.)

Questions and negations of the verb **have** are formed with **do/does** (present simple) or **did** (past simple).

*Does he **have** his suits **cleaned** every week?*

We also use **have something done** to talk about an unpleasant experience somebody had.

She **cleans** the printer.

She **has** the printer **cleaned**.

She **will clean** the printer.

She **will have** the printer **cleaned**.

She **cleaned** the printer.

She **had** the printer **cleaned**.

She **is cleaning** the printer.

She **is having** the printer **cleaned**.

She **was cleaning** the printer.

She **was having** the printer **cleaned**.

She **will be cleaning** the printer.

She **will be having** the printer **cleaned**.

She **has cleaned** the printer

She **has had** the printer **cleaned**.

She **had cleaned** the printer.

She **had had** the printer **cleaned**.

She **had been cleaning** the curtains. She **has been having** the curtains **cleaned**.

In the passive, the preposition that follows a verb is placed after the verb.

active: *They **accused** Ann **of stealing** the money.*

passive: *Ann **was accused** **of stealing** the money.*

The verbs **hear**, **help**, **see** and **make** are followed by the bare infinitive in the active but by the to-infinitive in the passive.

active: *They **heard** her **call** for help.*

passive: *She **was heard** **to call** for help.*

But: hear, see, watch, + ing form (active and passive)

active: *They **saw** him **swimming** across the lake.*

passive: *He **was seen** **swimming** across the lake.*

Let becomes **be allowed to** in the passive.

active: *He **lets** me **drive** his car.*

passive: *I **am allowed** **to drive** his car.*

WRITING TIPS

UNIT-1

HOW TO WRITE A SUMMARY

One significant challenge in writing an article summary is deciding what information or examples from the article to include. You do not have the space to explain every point the author makes. Instead, you will need to explain the author's main points and find a few excellent examples that illustrate these points.

You should also keep in mind that article summaries need to be written in your own words. Scholarly writing can use complex terminology to explain complicated ideas, which makes it difficult to understand and to summarize correctly. In the face of difficult text, many students tend to use direct quotations, saving them the time and energy required to understand and reword it. The brevity must come from you, in your own words, which demonstrates that you understand the article. The steps below are designed to help you write a summary.

1. Read and take notes.

Read or watch the original work you'll be summarizing. While you do, take brief pauses and explain to yourself what you just read or watched. As the main ideas start becoming clear to you, take notes. This will make the writing process easier.

2. Start with an introductory sentence.

In academic and formal contexts, summaries typically begin with an introductory sentence that states the work's title and author. This sets the stage for the reader by immediately identifying what is being discussed. However, if the work has already been identified, it may not be necessary to start with the title and author. For example, if you're in a class that is currently discussing Shakespeare's *Romeo and Juliet*, then you may not need to include that information in the introduction.

3. Explain the main points.

Identify and elaborate on the main arguments or messages, and seek supporting evidence, topic sentences, or thesis statements.

It's also a good idea to focus on the what, how, and why:

What are the key ideas or events?

How do they develop throughout the work?

Why are they important to the work's overall message?

Remember, be selective in what you include. Summaries are about the bigger picture, not the small details.

4. Organize your summary to ensure a smooth flow.

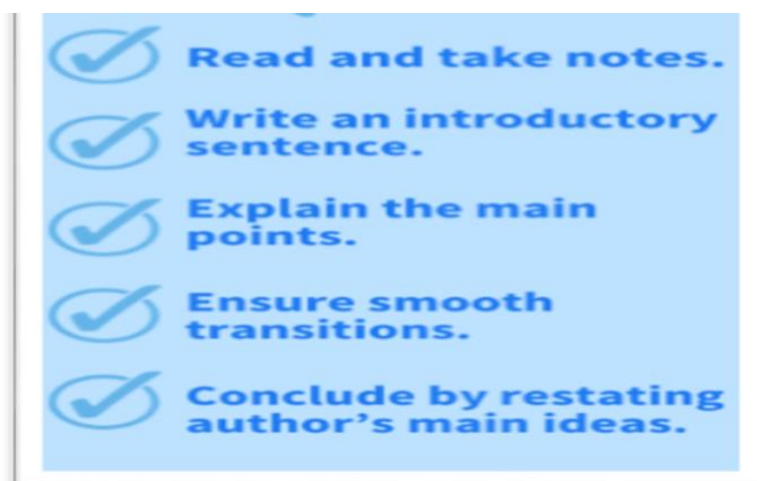
Your summary should be coherent and easy to read. Therefore, you should use transition words to ensure logical progression from one idea to the next. It's best to

structure your summary similarly to the original work. Despite being a condensed version, it should still stand on its own as a cohesive piece of writing. In other words, ensure that there is a clear beginning, middle, and end.

5. Conclude by restating the author's thesis.

Finish your summary with a clear statement that effectively captures the author's main argument or purpose. Keep in mind that the conclusion of a summary should not introduce new information but instead provide a sense of closure. This will leave the reader with a comprehensive understanding of the original text.

Illustration shows summary of the steps to writing a summary.



The main phrases

◆ Introduction

The text under consideration deals with ...

The article addresses the issue of ...

The author focuses on ...

The main purpose of the text is to ...

◆ Main Part

The central argument is that ...

The author provides evidence that ...

It is emphasized that ...

The text highlights ...

Another significant point discussed is ...

◆ Conclusion

In summary, the text provides insight into ...

To conclude, the author draws attention to ...

Overall, the article contributes to the understanding of ...

Thus, it can be concluded that ...

<https://languagetool.org/insights/post/how-to-write-a-summary/>

Sample summary

The study "*Print Quality Analysis of Stone Paper and Coated Sticker Paper Used in Screen Printing*"

(https://www.researchgate.net/publication/382729165_Print_Quality_Analysis_of_Stone_Paper_and_Coated_Sticker_Paper_Used_in_Screen_Printing) examines the behavior and performance of screen-printing inks on two distinct substrates: stone paper and coated sticker paper. Stone paper, an eco-friendly material composed of calcium carbonate (CaCO₃) and polymers like HDPE, is presented as a sustainable alternative to cellulose-based paper due to its water and oil resistance, high tear strength, and minimal environmental impact.

The author focuses on.....

Methodology:

Screen printing tests were conducted using both solvent-based and UV-based inks, employing three mesh counts (90, 120, 140 threads per centimeter). Parameters such as ink adhesion, rubbing resistance, optical density, ink consumption, and lightfastness were measured for both materials. Advanced analytical techniques, including Scanning Electron Microscopy (SEM) and surface contact angle analysis, were used to evaluate substrate surface properties and ink distribution.

The study is emphasized that ...

Findings:

1. Printability and Efficiency:

- Stone paper exhibited comparable printability to coated sticker paper, with reduced ink consumption due to its non-absorbent polymer surface.
- UV-based inks provided superior rubbing resistance and lightfastness compared to solvent-based inks, achieving high performance even with reduced ink layers.

2. Sustainability and Durability:

- Stone paper's high resistance to water and oil makes it suitable for outdoor and durable applications, including packaging and signage.
- The reduced reliance on cellulose and water in its production positions stone paper as a sustainable alternative for the printing industry.

3. Optimization of Screen Printing:

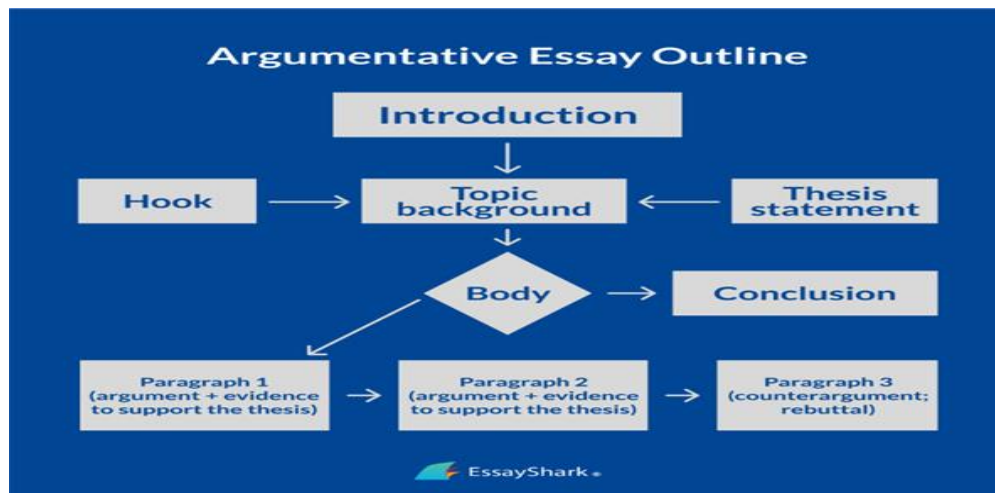
- A 140 tpc mesh yielded the best results for both ink types, balancing low ink consumption with high-quality prints.
- Coated sticker paper, while offering high ink absorption, incurred significantly higher ink usage, making stone paper a cost-effective choice.

To conclude, the author draws attention to ...

Conclusion: The study underscores the potential of stone paper to replace traditional printing substrates, especially in applications requiring durability and

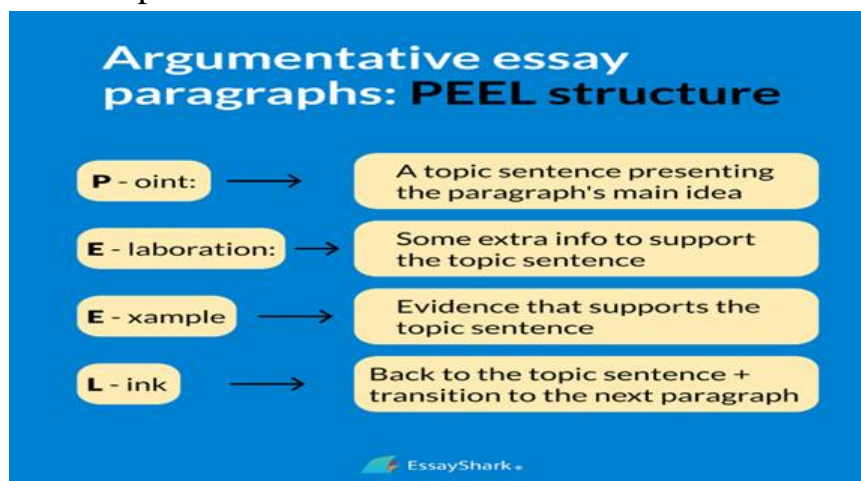
sustainability. Its adoption in the printing industry could reduce environmental impact while maintaining high-quality standards. Future research is recommended to explore the biodegradability of stone paper and its applications in emerging printing technologies.

ARGUMENTATIVE ESSAY



The main tips:

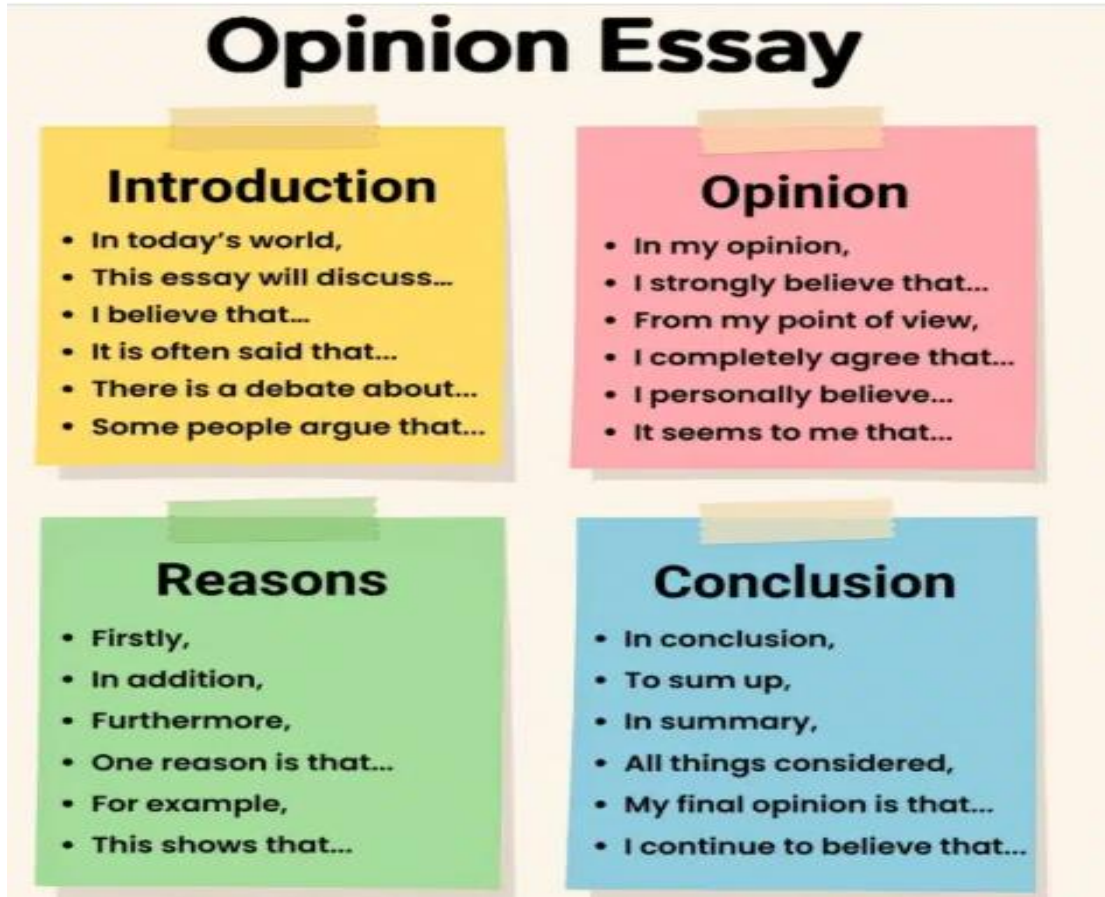
- Choose a debatable topic that has two or more opposing viewpoints
- Ensure that you have a substantive enough argument with adequate evidence
- Establish a clear-cut position on the topic
- Remember to include counterarguments and refute them
- Use a formal voice.
- Make your thoughts flow. Use transition phrases and linkers between paragraphs and sentences for better coherence: “however,” “more than that,” “this shows,” “for example,” etc.
- Use simple formulations.
- Write in the second person.



<https://essayshark.com/blog/argumentative-essay/>

OPINION ESSAY

An opinion essay is a formal piece of writing where you clearly express your view on a specific topic and support it with reasons and examples. The goal is to explain your opinion in a logical way that helps the reader understand and agree with your point of view.



<https://vocaberry.com/writing/how-to-write-an-opinion-essay-in-english/>

Sample argumentative essay

The Role of Digital Technologies in the Traditional Publishing Market

The publishing industry has changed a lot because of digital technologies. Books, magazines, and newspapers are now available online, and many people wonder if this is bad for traditional publishing. This essay argues that digital technologies help the publishing industry grow rather than destroy it.

First, digital platforms make reading easier and faster. E-books, online magazines, and digital libraries allow people around the world to access information instantly. Traditional print publishing cannot reach so many readers so quickly.

Second, digital technologies reduce costs. Printing, shipping, and storage are expensive, while online publishing is cheaper. This allows publishers to reach more readers and even helps small publishers compete in the market.

Third, technology allows new forms of creativity. Interactive books, multimedia content, and digital magazines attract young readers and provide experiences that print alone cannot offer.

Some people argue that digital publishing reduces the value of print books and increases piracy. While this is true, publishers can solve these problems by combining print and digital formats and protecting copyrights.

In conclusion, digital technologies do not harm the publishing industry—they improve it. They make reading easier, reduce costs, and create new creative opportunities. The industry should embrace technology as a tool to grow, not fear it as a threat.

UNIT-2

ABSTRACTS

Abstracts provide a summary and preview of an academic work, such an article, research proposal, or conference presentation. Abstracts are the first part of an article that readers will see: They set expectations and help readers understand what will come next.

- Title of abstract;
- Introduction (stating the significance of the topic and presenting the background knowledge);
- Body paragraph (introducing key ideas, examples, and supporting evidence);
- Objectives (the main tasks or questions that must be solved in the study);
- Methods (research model / design, sample / participants, instruments and procedure, data analysis);
- Results (present key research findings and insights that support your ideas. Share your innovative solution or approach to the problem);
- Conclusion (summarising the main points and emphasize the value of your proposal).

Sample Abstract

THE PROSPECT OF INTRODUCING ARTIFICIAL INTELLIGENCE INTO THE PRINTING INDUSTRY

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Keywords: publishing, printing, artificial intelligence, AI, statistics.

Introduction. Artificial intelligence (AI) is playing an increasingly prominent role in various aspects of our lives, spreading its influence across more and more industries. With its capacity to streamline processes, enhance efficiency, automate routine tasks, and cut down on operational expenses, AI's significance is growing rapidly. One sector that stands to gain a great deal from AI integration is the printing industry. AI can transform traditional printing processes by automating workflows, optimizing resource use, and enabling customized solutions. In fact, adopting AI is not just a chance for growth – it's becoming essential for the printing industry to remain competitive in today's ever-more digital environment.

Objectives. Assess the growing impact of artificial intelligence on the printing sector and analyze the extent of its implementation. In particular, the research will focus on how AI technologies are changing the different stages of the printing process from initial set-up to quality control – and assess how these AI solutions can improve operational efficiency.

Methods. To conduct a thorough assessment of the impact of artificial intelligence on the printing industry, this study used a multifaceted research approach.

Results. The findings showed that AI has had an influence on the printing sector by boosting automation efforts significantly. AI tools have played a role in enhancing production efficiency and helping businesses ramp up their output while cutting down on operational expenses. A noteworthy instance is Heidelberg's implementation of an AI driven printing setup in 2022. This system slashed machine setup durations by 35% leading to a rise in production capacity from 4,500 to sheets, per shift. The increase in efficiency also led to a 15 percent drop in energy usage. In total the company saved \$250,000 (Heidelberg, 2023).

In addition to automating tasks in the printing industry AI is also improving the ability to customize products. Canon introduced an AI powered system in 2023 that utilized customer data to design marketing strategies. This resulted in a boost of 18% in revenue and a 12% increase in repeat purchases leading to a \$3 million in yearly earnings (Canon Global, 2023). The capacity to tailor goods according to each customer's preferences is an asset for companies as there is a growing demand for.....

Conclusions. The integration of artificial intelligence into the printing industry presents substantial opportunities to boost productivity, cut operational costs, and elevate the quality of printed products. The examples outlined in this study illustrate the various ways AI is already reshaping the field – from automating production workflows and minimizing machine setup times to enabling personalized marketing strategies and enhancing quality control with real-time defect detection.

References:

- Canon Global. (2023). *The realities of generative AI in the print industry today*. <https://pps.csa.canon.com/sites/default/files/2023-12/The-Realities-of-Generative-AI-in-the-Print-Industry-Today-WP.pdf>
- Heidelberg. (2023). *Continuous process optimization. Artificial intelligence and the Speedmaster*. https://www.heidelberg.com/global/en/products/offset_printing/to pics_1/artificial_intelligence/artificial_intelligence.jsp

SUMMARIES

Remember. Summaries are much shorter than the article itself. You do not have the space to explain every point the author makes. Instead, you will need to explain the author's main points and find a few excellent examples that illustrate these points.

1. Introduction. Establishes paper's context and motivates the research or discussion
".....influence key...processes...."
2. Purpose. Indicates purpose or thesis, outlines the aim behind the paper
"This study examined....."
3. Method. Provides information on design, procedures, data analysis, etc.
".....were analysed....."
4. Result. Indicates results and key findings
".....displayed significantly higher rates...."
5. Conclusion. Points to applications or wider implications and interpretation scope
"These results suggest ..."

HOW TO WRITE REPORTS

The ability to write organised and thorough reports is an important part of many professions. Creating successful reports may be challenging, but it's a valuable skill that increases your marketability and makes you a more valuable employee. Learning this skill requires that you understand the basic elements of a report and know how to organise your research and writing.

Organise your time wisely.

Collaborate with others.

Understanding your audience's needs and expectations allows you to better structure the report.

A report is a professional document that allows you to present the results of a project or research. Your main purpose is typically to inform, educate and present options and recommendations for future actions. Here are some steps you can take to learn how to write a report:

1. Determining the terms of reference for your report allows you to share its purpose with the readers.
2. Most reports may require that you conduct a specific type of research to collect relevant information or data. This is typically the most time-consuming part of writing a report, as it often requires that you request access to certain documents. Depending on what type of report you're preparing, you may also choose to conduct interviews,

design and distribute surveys or analyse your team's or the organisation's performance during a period of time.

3. After gathering all relevant information and data, your job is to analyse and organise those findings. It's important that you find the best way to present them to a bigger audience, for example, in a visual way.

4. Creating an outline is one of the most important steps to ensuring your report is well-organised and covers everything you want to include in it.

5. Present data and record findings. Findings are the most important part, as this section includes the essence of the report. This step allows you to make the report attractive to the audience.

6. The final section of your report's body usually includes your recommendations. After conducting research and analysing the data, you're qualified to share your opinion on a subject and use this section to present an idea that solves a problem within your industry or field.

7. Distributing your report may look different depending on your desired audience.

REPORT PLAN

1. Introduction (Paragraph 1): state purpose and content of the report

2. Main Body (Paragraphs 2-4): present your suggestions and supporting points in separate paragraphs under appropriate headings

3. Conclusion (Paragraph 5): summarise suggestions, make a general assessment & give recommendation

Useful language

Introduction

- The purpose/aim of this report is to ...
- This report contains ...

Suggestions

- One possibility is to ...
- We could ...
- It would be a good idea if ...
- A further consideration would be to ...

Supporting points

- Reasons: because, as, since, due to
- Examples: for example/instance, such as, like
- Results: in this way, as a result, therefore

Recommendation

- I would (not) recommend ...
- I suggest that ...
- I believe/think (that) ...

Conclusion

- To sum up ... • On the whole ... • In conclusion ...

Sample Forum Report: The Impact of Artificial Intelligence on Creative Industries

The World Economic Forum has turned its attention to how Artificial Intelligence (AI) is reshaping creative industries such as publishing, design, film, and music. These fields are facing the same kind of transformation that other sectors experienced earlier. This report highlights the problem, analyzes its effects, and suggests which skills will be most useful in the future.

Identifying the Problem

AI can now produce text, images, and music in seconds. This creates fears of job loss, challenges traditional roles, and raises questions about copyright and ownership.

Analyzing the Problem

AI brings both benefits and risks. It can save time, improve efficiency, and reach wider audiences. At the same time, traditional skills may lose value if professionals fail to adapt. Ethical and legal issues remain unresolved.

Possible Solutions

Workers need to shift from routine tasks to higher-level competencies. Collaboration with AI, rather than competition, is key. Human creativity, critical thinking, and emotional intelligence will remain essential.

Best Strategy

The most effective approach is to combine AI tools with human expertise. Professionals should develop digital literacy, problem-solving, and the ability to evaluate AI-generated work. Training and lifelong learning are necessary to keep pace with rapid changes.

Implementation

Universities and companies should revise programs, offer workshops, and provide guidance on using AI responsibly. Governments and businesses need to work together to set ethical standards.

Conclusion

AI should be seen not as a threat but as a catalyst for progress. The future workforce must combine technological skills with uniquely human qualities. In this way, creative industries will continue to grow while preserving originality and cultural value.

UNIT-4

SUMMARIES

Sample Outline for an Argumentative Article Summary

1. Introduction
 - a. General topic of article
 - b. Author's research question or approach to the topic
2. Author's thesis
3. Main points

- a. Explain some key points and how they support the thesis
 - b. Provide a key example or two that the author uses as evidence to support these points
4. Conclusion
- a. Review how the main points work together to support the thesis?
 - b. How does the author explain the significance or implications of his/her article?

Sample Outline for an Empirical Article Summary

1. Introduction
 - a. General topic of study
 - b. Author's research question
 - c. Variables and hypotheses
2. Methods
 - a. Participants
 - b. Experiment design
 - c. Materials used
3. Findings and discussion (could be 2 paragraphs)
 - a. Key results
 - b. Did the results support the hypotheses?
4. Conclusion
 - a. Implications or applications of the study
 - b. Major limitations of the study

<https://www.trentu.ca/academicskills/how-guides/how-write-university/how-approach-any-assignment/writing-article-summaries>

WRITING A FORMAL LETTER

Formal letters are an important part of the professional communication. Having a comprehensive knowledge of the formal letter format and structure will help you in structuring one efficiently. The well-structured and formatted letter will help you in conveying your concerns. In the corporate workspace, you will need to draft an appropriate official letter at every step.

When writing a formal letter, you need to remain focused on your purpose. Why you are writing the letter should be clear. Think about the purpose of your letter and include all the relevant details to help the reader understand the reason for your writing and respond when required. The reader should be left in no doubt about what it is you are trying to achieve. As such, your letter needs to be precise and to the point.

The address and date should always be at the top of your letter. This makes it easy for the person who receives your letter to know who it was from, when it was sent and how to get back in touch with you. They should be laid out in this way:

Your full name should be on the first line.

Your full address, including postcode, should be underneath this (using separate lines for each new line of your address).

Your email address should then be immediately underneath this.

The date (writing the month and year in full) should immediately follow beneath this.

Most formal letters will start with 'Dear' before the name of the person that you are writing to. You can choose to use first name and surname, or title and surname. However, if you don't know the name of the person you are writing to, you must use 'Dear Sir or Madam'.

Dear Sir / Madam, (if you don't know the name)

Dear Mr or Mrs X (if you do know the name)

Your opening sentence, which needs to be on a new line, should then clearly state why you are writing the letter - get to the point straight away.

How you sign off will depend on how you started your letter. Here are the rules you must follow:

- If you used someone's name at the start, end with 'Yours sincerely,'
- If you used 'Dear Sir or Madam' instead, end with 'Yours faithfully,'

Again, whichever way you need to end your letter, it must be followed with a comma.

Formal Letter Example

Dear Sir / Madam,

I am writing to extend my sincerest gratitude for the opportunity to interview for the position at [Company Name]. I highly appreciate the time and opportunities.

I am particularly impressed by the [mention specific skills, insightful questions]. It was an enlightening conversation that helped me know more details about the role.

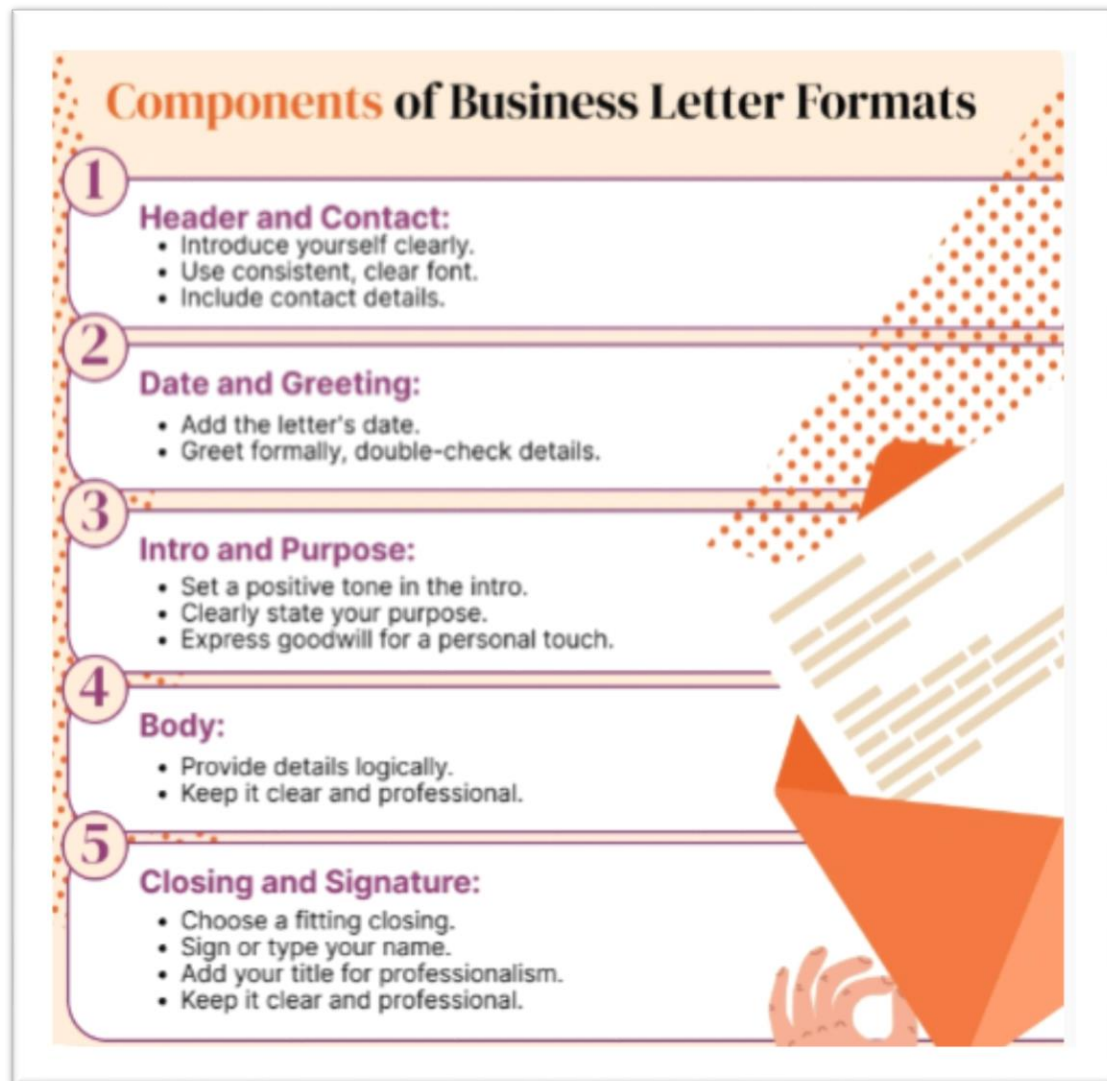
I want to extend my deepest appreciation for the opportunity. I am looking forward to being a part of the team. Should you have any questions, please contact me at [Contact Number].

Thank you once again for the opportunity, and I am looking forward to the possibility of working together.

UNIT-5

BUSINESS LETTER

Business letter is a formal, often single-page document used for professional communication between organizations or between a company and its clients, suppliers, or other external parties. It serves as a permanent written record for official requests, announcements, ordering, or resolving issues, and features a structured format including sender and recipient addresses, date, a formal salutation, a clear and concise body, and a professional closing. Key elements include a formal tone, clear grammar, proper formatting.



Greeting and Introduction

Polite opening.

Brief self-introduction and your role.

Phrases:

Dear [Client's Name],

I hope this message finds you well.

My name is [Your Name], and I am a web designer at [Company Name].

Purpose of the Letter

Explain that you want to collect details for building their website.

Phrases:

I am writing to discuss the details of your new website project.

To ensure we meet your expectations, I would like to ask a few questions.

Main Section – Professional Questions

Target Audience: Who will use the website, their age, interests.

Goals: Sales, informational, portfolio, branding, etc.

Resources: Logos, text content, images, hosting, existing materials.

Budget and Timeline: Expected budget and project deadline.

Phrases:

Could you please describe your target audience?

What are the main goals you would like to achieve with this website?

Do you have any existing resources such as logos, images, or text content?

Closing Section

Confirm willingness to cooperate and thank them for the information.

Phrases:

I look forward to your answers so that we can start planning your website effectively.

Thank you in advance for your time and cooperation.

Best regards, / Sincerely,

<https://paperwriter.com/blog/business-letter-format>

Letter Example

Dear [Client's Name],

I understand from our acquaintance that you are looking to retain an accountant to assist you in the sale of your business. I would welcome the opportunity to show you how [Company Name] was able to help Mr..... successfully sell his business earlier this year.

As you'll see on our website, my associates and I have extensive experience in financial accounting, internal audits, and tax compliance. For the past several years, we have specialized in business evaluation and transition services for sellers. We enjoy working closely with clients throughout the sale process to ensure a smooth transition. As our clients can attest, our various pre-sale price improvement strategies can significantly optimize a business's sale price.

Should you be thinking of purchasing another business, please note that we also offer business acquisition services. For your convenience, I have enclosed additional information describing full range of services.

Call to action: To set up an appointment to discuss your specific needs, please contact me at tel.....

Best Regards,

Signature Block

<https://www.xerox.com/uk-ua/small-business/tips/business-letter>

UNIT-6

SCIENTIFIC ARTICLES

Today's scientific articles are written both by people with academic degree and students. Science is constantly evolving and attracting pupils who deals with complex works, works hard to find the original sources, contribute their innovative proposals.

There is should be definite plan during the creation of scientific text. It's necessary to determine the features of text which will lead it to the forefront among the

same scientists or collaborators. The article should be innovative, consist of authentic ideas, conclusions and remarks. The structure should be demarcated as reference system must be theoretically underpinned. Such kind of work will be interesting for scientists, as well useful for studying.

Define the problem and its relevant part, that you show in the text.

If you are already familiar with the subject you have drafts of articles, be sure to deduct it. This will help avoid minor mistakes and differences of opinion.

Imagine what kind of innovation you can offer on a selected topic and how you can submit structured.

Always go back to the primary sources of research. Make connection with the library, pay attention to the new developments that made at last year. It will be particularly relevant in the form of references to the literature. Do not miss sight periodicals such as magazines, collections. Often these are summed up of various scientific conferences.

You can insert links to your articles printed earlier.

If you have never written articles before, you should become familiar with the primary sources in this area. Determine the topics concern to you and choose the most important. Reinforce your choice by your decisiveness to offer new solutions for selected problems. Consider the work plan. It is a priori logical and structured. Such plan consists of:

- the beginning as introductory part;
- the main part including small sections;
- the final part including conclusions;
- references;
- a list of used sources and literature.

The rules to publications included the writing of annotations, which consists of no more than 10 sentences and keywords.

Pay attention to the methodology of research work. It should be modern, and only consider your problem.

Save a draft of article. Set out subject and the future form of the work, and theoretical arguments underlying reason in it. This will allow you to make their own conclusions. Complete the main part and be prepared to work on the introductory remarks and conclusions. Introductory part consists of:

- small sentences with information;
- your evaluation of subjects in the work;
- justified reason of writing;
- essentials of your assumptions;
- the relevance of your work;
- the plan of work.

Look at all the sources of introduction and the main part. Place all of the results in the final block. They will not look new to the reader as it is the end of all your beliefs. The output should not contain any new information. Summarize the above, but not repeat it.

Make a final check. Make emphasis on the consistency of the material, its consistency and compliance with the results of the initial objectives. Then design work.

Do not ignore the rules and regulations set by the organizers and read the scientific article *The Evolution of Digital Art: From Early Experiments to Contemporary Practices*

https://www.researchgate.net/publication/386161452_The_Evolution_of_Digital_Art_From_Early_Experiments_to_Contemporary_Practices

Sample Article

Digital Printing for Packaging: What You Need to Know

If you're planning a packaging project, choosing the right printing method is crucial. Digital printing is becoming increasingly popular because it allows fast, high-quality production without the need for traditional printing plates. In this article, we will explore how digital printing works, its main advantages and disadvantages, and when it is the best choice for your packaging needs.

Understanding the process - from preparing your design files to the final printed product - will help you make an informed decision and ensure your packaging stands out on the shelves.....

Sample Article

How 3D Print Building is Changing the Future

By: Robin Fearon

Building with 3D printing technology is sparking widespread interest in the construction industry. Besides reducing waste and our impact on the environment, it can speed up construction from weeks, or months, to days. Projects that use simple raw materials like soil, straw, and even salt, can be built in a fraction of the time and cost of traditional construction.

Walls are built up layer by layer using an industrial 3D building printer. Construction waste is minimized and, because the printers are mobile like small cranes, they can be set up quickly where they are needed. Home design can be customized easily giving architects more creative freedom.

Companies use recycled products and eco-friendly cements to reduce carbon dioxide emissions and make building more sustainable. By using a range of simple, readily available or even waste materials like plastic in the mix, it then reduces the chance of materials being unavailable or too costly.

Most construction uses conventional methods, but 3D print is growing steadily. To see how the technology can change the world around us, here are five projects that highlight bold ideas in 3D print building.

Community building takes on new meaning with the creation of a neighborhood of 10 3D printed homes in Tabasco, Mexico, aimed at tackling global homelessness. American non-profit New Story and tech company ICON built each concrete house – including two bedrooms, living room, kitchen and bathroom – from start to completion in 24 hours. Families in the area live on less than \$3 a day and New Story says its aim is to provide shelter for the more than one billion people without homes around the world. Each community will feature a vertical garden for growing food and a laboratory with a desktop 3D printer for making furniture, artistic objects and more. The technology could be used for larger infrastructure projects and affordable housing. <https://www.discovery.com/science/3d-print-building>

UNIT-7

Follow this step-by-step guide to create a professional business report:

1. Plan before you write

Treat the formal business report as you would handle a project. Before you start compiling research and writing down sections, plan exactly what you want to achieve. You will have a better chance of creating a report in a clear and simple style.

2. Use an established format

Using an established format will help your report look more professional. You should also add your name and the names of others who have worked on the report and the date you wrote it.

3. Write a table of contents

The table of contents should follow the title and authors in a formal report. Although placed at the beginning, it should be written last to ensure accuracy. Ensure section headings and page numbers match the report's content.

4. Add a summary

The summary highlights the key points of a formal business report and can be helpful but isn't mandatory for shorter reports. It's best to check with the requester if a summary or abstract is needed. Although it appears at the start, write the summary last to incorporate details from the conclusion and recommendations. The summary should tell the reader about your findings and even draw on points from your conclusion. A brief overview of what the reader will find in the report is also important.

5. Write an introduction and outline your methodology

The introduction should address the purpose of the report and background information on the subject you are writing about. Should explain to the reader the research methods you have chosen to create this report, such as using a qualitative method, a quantitative method or a combination of both.

6. Present your findings

It is important to present your results logically and succinctly while making sure that you have included enough information to prove that you have researched the matter thoroughly.

7. A conclusion and recommendations

You present your assessment from the findings, then make recommendations for action. If you add any goals, you should add measurable actions to them. Each goal, method or option suggested should tell the reader how it will affect the organization.

8. Add a bibliography

List all sources used in the report, including periodicals, online articles, and books, in alphabetical order.

9. Proofread

After completing your report, thoroughly proofread it to eliminate any grammatical or spelling errors to enhance its credibility. Write clearly and concisely, using appropriate terminology.

<https://www.indeed.com/career-advice/career-development/formal-business-report-example>

Sample Report on the American Institute of Graphic Arts

Introduction

The American Institute of Graphic Arts (AIGA) is a leading professional association for designers in the United States. Founded in 1914, it supports professionals, educators, and students in the creative industries by providing resources, networking, and professional development.

Purpose of the Organisation

AIGA promotes design as a professional and cultural force. It encourages ethical standards, innovation, and knowledge sharing among members. The organisation also highlights the value of design in business and society.

Membership and Benefits

AIGA offers membership for professionals, students, and educators. Members can attend workshops, webinars, and industry events. Networking opportunities connect members with peers and experienced designers, helping them grow professionally. AIGA also recognises outstanding work through awards, motivating members to maintain high standards.

Professional Development

AIGA provides conferences, training, and mentorship programs to help members stay updated with industry trends and best practices. Publications and research materials support continuous learning and informed decision-making.

Conclusion

AIGA is a platform for growth, learning, and recognition in the design community. Membership helps professionals improve skills, expand networks, and contribute to the advancement of design. For anyone in graphic design or related fields, AIGA offers valuable support and resources for career success.

AUDIOSCRIPTS

Unit – 1

- We're seeing our customers who moved away from print to pure digital, in fact, making their move back to a combination of both print and digital, which we're calling omni-channel delivery of campaigns.
- Automation is number one. We have so many folks concentrating on automating processes.
- I'm learning how to solve problems for the clients, outside of the traditional ink on paper, toner on paper, commodity-based fulfilment that they were doing before.
- My customers are asking for quality. Simple as that? Quality and fast turnaround.
- What's new? What can take them to the next level. Because bear in mind, printers don't just provide print, they help their customers grow their businesses.
- They're expecting us to produce the right product, in the right place, at the right time, on the right technology, with the right channel.
- And not just give them printing, but give them the whole package.
- I think one of the biggest challenges is to be able to continuously compete.
- When the economy crashed in 2008, an email went out to the entire university that said publications. And that day, our work went from 100 orders a day to 2.
- Keeping the cost of our operation as low as possible, being as efficient as we possibly can be, so that we can meet these turnarounds, these unreasonable demands of our customers.
- In a market where shorter run has taken over, there's a lot of long-run business kind of isn't there anymore. So it's to be able to maintain kind of growth and profitability, I think is one of the biggest challenges that we have as a company.
- I also keep up at night with just dreams, and I have so many ideas of where we're going to be, and it's exciting.
- Find yourself a millennial that you can confide in and they can teach you things, they keep you abreast of their technology and how they like to communicate.
- Never quit.
- Network. Come to trade shows, get to know your peers, get to know the vendors. See all the capabilities that are out there.
- Work with your suppliers. Partner with the right suppliers, who are ahead of the curve and they can tell you what's going to be the new technology coming out, so you can be there right in the forefront.
- You cannot be a 'me too' in this market, I think if you're a 'me too' in this market, you're dead. You've got to continuously keep looking for innovation.

Unit – 2

Fraser: Well, hi. There I'm with Vincent Villa of Agfa. Vincent, good to see you.

Vincent: Good to see you, Fraser.

Fraser: Thank you very much for just joining me. We're obviously at the Leaders Summit in Geneva, and coming to the end of the day, and everyone's still in there listening to some of the presentations, I'm just wondering so you've been here, you've heard some of the subjects that people have been talking about other. Other people are in the industry. What kind of key takeaways do you get from being here?

Vincent: Sure um. There's actually quite a number of common themes that come out of the day. Sustainability is certainly a big one. Everyone's working on sustainability the whole industry is working on it, and it's not just a buzzword, it is something that we need to do to really um. I think provide the right solutions for the customers uh making sure that we have something that is you know gonna be there and be there not for the short term but for the really long term, so, that is a very common theme. I think we're all also having the same challenges in terms of innovation and making sure that we everyone is talking and acquires as well that we're bringing full solutions to the customers. That is something that we as a digital print industry really need. We need to convince a lot of the customers, still a lot of the industry, still, to make that move to inkjet, um and doing that with a full solution is really the only way to do it.

Fraser: I guess from your point of view um as a business that is leading the industry. um.... Are there certain things that you were doing that you would say, listen, we hold this up as our, as you know, ways in which we can help our customers through certain, you know, products or developments.

Vincent: Yeah absolutely, I mean. It's coming back to the solution thing the customer is not looking for a printer or for an ink he's looking for a solution he wants an end product that he can sell to his or her customer and it means that we need to think that way. We need to think the way our customers looking at the product, he doesn't care much about what happens in the middle, he wants something that is hassle-free easy to use sustainable, environmental friendly, so, and something that in the end divide delivers the value at a lower cost and at the highest quality possible versus whatever solution. They're having now.... or even with inkjet. We're also providing some options that were not uh possible in the past in terms of making things that are very much uh tailor-made that are uh time to market I mean short time to market uh very much at the end of the supply chain that you can make, still make changes. These solutions are endless solutions that you can only bring with inkjet there as well.

Fraser: Yeah and i just wonder you there's obviously some other leaders here um so you're having a chance to have a conversation with other manufacturers. What are you talking about when you discuss things with them?

Vincent: One of the things we're discussing is the current market because we are seeing unseen uh events have unseen challenges. I mean coming all together, I mean, I guess every, you know. every two years something happens in the industry and you know crisis hits us from time to time. But if you look at everything that's happening now who could have said two years ago that it would be COVID, and that what it would bring um who could have said six seven months ago that there would be a war on the European uh continent so, so... Many things are happening and then on top of that and of course linked also to the war we have the huge inflation that is happening, uh all of this is really, is a huge challenge for any industry, but specifically, for inkjet as well and that is good to hear and to exchange a bit what the others are experiencing and how they're dealing with it.

Fraser: Yeah, actually. I think to be honest you just pretty much summed up. I don't have to go and ask anyone else the question you've summed up exactly what I'm hearing when I'm talking to people, so, thank you for that.

Vincent: Thank you very much. We're all we're all living in the same world so I guess we're seeing this...

Unit – 3

The World Economic Forum's Future of Jobs 2023 report finds analytical thinking, creative thinking and AI and big data will be top in-demand skills by 2027. Leadership and social influence and curiosity and lifelong learning are among other skills expected to see growing demand.

Six in 10 workers will require training before 2027, but only half of workers are seen to have access to adequate training opportunities, according to the report.

In the future jobs market, it will pay to have skills that are in demand.

The World Economic Forum has predicted these likely skillsets – and how demand for them could grow – in its Future of Jobs 2023 report.

Between now and 2027, businesses predict that 44% of workers' core skills will be disrupted, because technology is moving faster than companies can design and scale up their training programmes. Here are some key growth skills for workers and employers wanting to stay ahead of the change curve.

The top 10 skills of 2023.

Cognitive skills top the list of those deemed to be of greatest importance for workers in 2023. Analytical thinking is considered to be a core skill by more companies than any other skill, making up, on average, 9.1% of the core skills reported by companies. Creative thinking comes second, ahead of three self-efficacy skills – resilience, flexibility and agility; motivation and self-awareness; and curiosity and

lifelong learning – which recognize the importance of workers' ability to adapt to disrupted workplaces.

"There's more of a focus and an interest in having people with analytical thinking, people with creativity," Saadia Zahidi, Managing Director of the World Economic Forum said in an interview for the Radio Davos podcast on the Future of Jobs Report 2023. "But it's also become very important to have leadership skills and to have social influence, and the ability to work with other people. The traits that make us human, make us able to relate with each other and to get innovative, creative things done in the workplace."

Future skills - growing in importance.

Analytical thinking also comes high on the list of skills predicted to grow in importance for workers - by 72% over the next five years, businesses report. Their rationale is that reasoning and decision-making are currently the least automated workplace task, and account for just 26% of task automation. Meanwhile, businesses surveyed for the report believe demand for creative thinking will grow faster in the next five years – by 73% – than demand for analytical thinking.

Technology literacy is the third-fastest growing core skill, while curiosity and lifelong learning; resilience, flexibility and agility; and motivation and self-awareness complete the top five. Businesses surveyed deemed no skills to be in net decline, but some companies judge reading, writing and mathematics; global citizenship; sensory-processing abilities; and manual dexterity, endurance and precision to be of declining importance for their workers.

Skills training priorities

Six in 10 workers will require training before 2027, but only half of workers are seen to have access to adequate training opportunities today, according to the report. But companies recognize the need to upskill and reskill employees, with 82% planning to invest in learning and training on the job.

AI and big data rank seventh for skills growing in importance today, with 60% growth in demand predicted by 2027. But when it comes to training priorities for companies over the next five years, AI and big data ranks third and will be prioritized by 42% of surveyed companies, the report found.

Leadership skills, which come ninth in the top skills for 2023 and 11th for skills growing in importance, will be the focus of four in 10 corporate skills strategies. Upskilling workers in leadership is reported to be a particular priority in the automotive and aerospace and infrastructure industries. It's also the number one priority in the supply chain and transportation and advanced manufacturing industries.

World Economic Forum Growth Summit 2023

Developing human capital – including investing in education and skills – is a core theme of the World Economic Forum’s Growth Summit 2023: Jobs and Opportunity for All. The event, which takes place between 2-3 May 2023 at the Forum’s headquarters in Geneva, Switzerland, will bring together business, government, civil society, international organizations and academic leaders to devise a plan for growth that is focused on people and equitable recovery.

“Rapidly advancing technology, restructured value chains and the green transition are creating enormous opportunities for economies and businesses to thrive,” the Forum says. “But, entire sectors of the global economy are also being disrupted in parallel, resulting in significant displacement of workers and decline in previously thriving geographies.” The developing human capital theme will include sessions on What Next for Jobs? Skills for Growth: Creating a Future Ready Workforce; Generation AI and Reskilling Revolution: A Business Imperative.

Unit – 4

Printing is still integral to various industries, including education, healthcare, and legal services. From medical records to legal documents, there are several situations where physical copies are needed to ensure their authenticity and reliability. With the advancement of printing technology, printers have become more than just printers.

In today's video, we're going to be going over the top seven trends in the printing industry right now. Number one, apps. The year 2024 sees a growing trend of integrating applications with printers. In recent years, apps have become a crucial aspect of the printing experience. Users want to easily access printer functions from both their computers and mobile devices. Combining printing and app technology improves productivity, promotes collaboration, and facilitates remote printing for today's hybrid workforces.

Number two, smaller printers with more office-like functions. With more and more workplaces downsizing and moving towards hybrid workflows, there's a growing demand for smaller, versatile printers that can fulfill office-like functions. These compact printers offer features such as scanning, copying, and faxing capabilities, making them an all-in-one solution for small businesses and home offices.

Number three, automation and AI. AI and automation are increasingly becoming part of the printing industry. They're replacing repetitive tasks such as file management and maintenance in printing devices. Xerox Robotic Process Automation uses AI-powered algorithms to optimize print workflows, improve print quality, and reduce operational costs.

Number four, cost consciousness. In today's world where inflation is rising and budgets are getting tighter, there's an increasing demand for printers that offer value without compromising performance or quality. At SCPT, we have noticed a growing trend among our customers this past year. Due to budgetary concerns, they are increasingly inquiring about affordable printers such as smaller A4 machines.

Number five, e-commerce for configuring and purchasing. The printing industry is increasingly embracing e-commerce and adapting to how users want to buy printers. With the help of modern technology, customers can now use interactive tools that allow them to configure their purchases in minutes. They can easily find the price of the printer they want and even add finishing options with just the click of a button.

Number six, 3D printers. It's no secret that 3D printers have taken the world by storm, revolutionizing industries left and right. With unparalleled flexibility and innovation in product design and prototyping, 3D printers are paving the way for a new era of creativity and productivity.

Number seven, sustainable printing. On every major print manufacturer's website, you will undoubtedly see a section on sustainability. Eco-friendly printers use recycled paper, biodegradable inks, and energy-efficient technologies to minimize their ecological footprint.

Innovation and adaptation are essential to stay ahead of the competition. From apps and AI to sustainability in e-commerce, the future of printing is full of possibilities, and we're here to support you every step of the way. If you want to learn about cutting-edge printing solutions and how they can help your business, contact us or visit our website and check out our product configuration.

Unit – 5

For me, books have always mattered because of the chance they give me to just escape. The information, the entertainment, they give us laughs, and hopefully tears occasionally. People will always want to lose themselves in a book.

1. Editorial

The start of the process is really about receiving a submission from an agent for an exciting new book. Then, we're lucky enough to acquire the book, working with the author to develop it to be the best it possibly can be. As an editor, it's important to track the life of your books the whole way through, liaison not only with the author and agent but also with all the teams within the publishing house, sales, marketing, publicity, and design, to really drive the book through the process.

2. Design

When we're given a brief, we aim to understand what we're trying to convey, not in words, but through colours, shapes, and textures. There are different ways we can choose the right cover, whether we go for an illustrator or design it ourselves. We create several visuals, show them to the entire company, and then refine the concept into the final cover that we see in stores today. In a way to collaboration itself going back and forth with production. They help us get the final product to be what it is.

3. Production

Production is involved in the publishing process right up to the delivery of the final book. We work with design teams and editorial teams to make sure we're getting the best product at the best price. We need to get to know the story and figure out how to best translate it into a book. We can emboss titles, add foil, use spot UVs, or different laminates to make the book feel and look unique. We also work with sales, the audiobook team, and sometimes marketing to produce promotional materials. It's exciting because we get to interact with so many parts of the business.

4. Marketing

It's an interesting time to work in marketing in the publishing industry. There have never been more ways to connect our books and our amazing authors with potential readers. A marketing campaign might include 8, 9, 10, or even 15 strands, some digital, some offline. It could be posters in the subway or even guerilla marketing. We spend a lot of time working with social media platforms, trying to figure out who the audience is, how big it is, and whether they would buy a book on this subject or by this person.

5. Publicity

Marketing and publicity work really closely together. While our jobs are different, our aim is essentially the same: to connect books with readers. Publicity involves a variety of activities, such as interviews on the radio, written pieces in national newspapers or magazines, author signings in bookstores, and supporting local bookshops. The relationship with an author is often very intense, in the best way possible. You might be emailing for months leading up to publication and then spend a week on the road with them. It's great fun! Ultimately, it all comes down to the book. Why would someone want to buy this? What can we say to make people pick it up?

6. Sales

There are two key aspects to sales. One is to take the books we publish and work closely with retailers to place them where readers can find them,...whether that's in bookstores, libraries, online platforms, as physical books, e-books, or audiobooks. We work with retailers to make that happen. The other thing we do is we take information about what's going on out in the market and we feed that in internally to inform what we do with our publishing. It could be whether we do a book in a particular format and

we use that to publish things better all the time. It's about knowledge of the market knowledge of the reader and knowledge of the book all kind of working together.

7. Distribution

The distribution is the receipt of product from the printers a storage of it, collecting and processing customer orders then packing them and then putting them on transport for delivery onwards to customers. We have two main sites where we distribute 80 million books a year, and overall we store here up just over 30,000 different titles, to some of our customers were bought three thousand different titles in one order, and we have to pick those, put them in the right boxes and make certain they go where they need to be.

I have always loved stories. They're just the most magical things that people continue to love and enjoy. You feel like they're in your life that books part of your life for a week which is a really nice feeling. Even after you're done reading a book, they're still with you whether it's the physical book or an e-book or an audio book the heart of it will always be there. The story would always be there and I don't think that what ever go anywhere.

Unit – 6

The web offset press is designed to create long runs of high volume publications from a fast moving continuous paper web. The press consists of four main sections. The webbing up system splices together and loads the reels of paper into the print units. The first four print units print the paper with black, cyan, magenta and yellow ink to form a CMYK halftone image. The fifth print unit can apply an optional spot colour, varnish or fragrance. The wet inks on the rapidly moving web of paper are dried in the heat-set oven. And finally, the printed paper web is cut and folded in the folding unit.

This press is designed to run at high speed, continuously and without stopping, creating over 2.4 million pages of print every hour, 24 hours a day. The webbing up system contains two wheel feeds. As the current wheel runs through the press, the press operator prepares a new reel of paper ready to be loaded onto the second feed unit. The webbing-up unit monitors the batch identification number and weight of the reel and the time remaining before the new reel is required. The reel is unwrapped and checked and the outer windings are discarded in case any damage in transit causes a web break in the press. The operator prepares a splice on the end of the new reel using double-sided tape. The reel then moves automatically into place and is lifted onto the feed unit and aligned. As the current reel nears its end, the splicer unit begins to rotate the new reel up to speed. And as the existing reel comes to an end, the splicer automatically joins the splice to the paper feed and switches the web feed to the second reel. The web of paper continues to feed into the press at up to 15 meters per second with no interruption.

Optical sensors and tensioning rollers keep the paper web precisely aligned and at the proper tension as it enters the press. The web offset press prints both sides of the paper simultaneously, and so each of the five print units consists of two printing couples, one directly above the other and each with a different plate. The two blanket rolls press against each other, offsetting the ink from the plates onto opposite sides of the paper web that's rolling between them. This is called blanket-to-blanket printing. The four-colour image, and any optional additional colours, builds on the web of paper as it moves at high speed along the print units. The print units are fed with ink from a central reservoir. In a large printing company, this may feed several presses with a continuous supply of ink.

Web offset inks differ from sheet offset inks in that they are heat-set by rapid evaporation of mineral oil solvents. This happens in the oven unit, where hot air blows across the paper surface, evaporating the solvents in the ink. The paper must remain in the oven for at least 1 second in order for the inks to dry properly. If the press operates at a printing speed of 15 meters per second, the oven needs to be at least 15 meters long. The oven consists of several compartments, each with a different temperature. Usually the first compartment has the highest temperature, with each following compartment set gradually lower. The final temperature of the web as it leaves the oven is over 100 degrees Celsius. The web passes around a series of chill rollers which cool the paper and ink down to around 25 degrees Celsius. This sudden temperature drop stabilizes the ink and makes it tough enough to endure the forces applied during cutting and folding.

A silicon water mixture is then applied to both sides of the paper web. This protects the surface of the ink producing a smoother surface and preventing the ink from smearing in the folder unit. The paper web is many pages wide and must be cut and folded to the correct size for each publication. The folding unit can be formatted to create many different folding and pagination variants, depending on the size and layout of the finished publication. Rotating knives cut the web into different streams, which fold onto each other. The turner-bars use a compressed air cushion to prevent damage to the printed image. The folded sheaf containing the different pages is cut to page length as it leaves the press. Books and magazines are generally printed and bound in sets of 8, 16, 32 or more DIN A4 size-pages called signatures. These signatures are laid out partially overlapping on a conveyor belt, which transports them away from the press. All calibration adjustments to the printed image have to be made while the web is running at high speed through the press.

Automatic camera systems continuously scan the printed image. And closed-loop control systems monitor and control the colour register, ink density and print quality as the press is run. The operators check sample signatures at regular intervals during the run and can fine tune the press if required. A high speed web press like this

creates two thousand sixteen page signatures during every minute of operation. Several different signatures together with laminated or board cover pages may need to be combined to create all the pages of the finished magazine or brochure.

Unit – 7

Getting started with paper printing - business cards, flyers.

Welcome back to the print shop! Now, you might be wondering: why? Why do I call this "The Print Shop" all the time when all I've talked about recently is lasers? That's because it really is a great job, print, promo, marketing, branding, whatever! I've been talking about lasers because they make a lot of money.

Today, however, we're not going to talk about lasers. In the Facebook group, a lot of people have asked about getting started in printing, like actual paper products, and they want to know some more details. Maybe you're looking for an entry-level printer or cutter. So, we're going to talk about a few of those things and my take on it. Keep in mind, this is just my take. If you want other people's opinions, make sure you check out the link to the Facebook group down below.

Let's jump over to the print section of the print shop. This is the printer I bought to start doing internal print production. I definitely went the overkill route and bought a really nice, really fancy printer, the Konica Minolta C3080. Originally, I was going to get what I think was called the 3070L, or maybe the 3050L or 3060L. It's basically the "baby brother" of this one. It just had the print engine, one large capacity tray, and one output tray. It's smaller and less expensive.

This was actually a floor model, which is why it's super fancy and has all the bells and whistles. I highly recommend floor models because you can save a lot of money. I got this for about 50% off. So, is it overkill? Yes. Is this what I would necessarily suggest jumping in? No. But I have a couple of suggestions for printers on the other side of the print shop that we'll talk about in a minute.

Here's what I run: This is called the large capacity tray. Then we have an extension of that tray. Next is the print engine. Between the engine, there's a de-curling unit, an anti-static device, and an IQ unit. Finally, there's the finisher. My finisher combines a saddle stitch, hole punch, and stapler unit kind of combined, but it doesn't do any of those things exceptionally well. Over in the print section, I also have my cutter: Duplo DC-616. I think the latest model is the 618, but we'll talk about cutters in a minute. I also have this little baby stack cutter.

Now, is this the stuff I'd suggest you buy starting out? I did, but the reason is that I'm all about automation and having machines do most of the work while people do less. If you're starting on a budget, I wouldn't suggest it. However, if you know you're going to commit fully to paper printing, can finance it or buy it outright, and are confident you won't face issues, then yes, a bigger setup can be worth it.

Specifically, I like my little cutter, but I'll show some b-roll of a cutter right now that is a lot less expensive. My Duplo was about \$25,000. However, you can get a small paper cutter for a lot less. While it has its limitations, it's good for starting out, doing business cards, and earning money to build the rest of your print side of your business. You can also get a stack cutter. Mine was a used one for \$500. It could use service, but I don't bother since I don't use it enough.

If you're starting on a budget, here's what I'd recommend: This is what I consider an office copier. It still does a decent job and has multiple trays for different paper sizes. It can handle paper copies, 100-pound text weight, and possibly 100-pound cover weight, though it might not manage heavier stocks. You can also get finishers for it. Usually, you can pick these up used for a few hundred to a few thousand dollars. New ones cost around \$5,000. Another option is an Okie printer. However, which are no longer distributed in the U.S., so you'd need to find a used one. They have a straight paper path through the print engine, making them great for versatile printing.

For budget setups, consider finding copiers like these. I actually picked up five of them for free! Trevor from the Facebook group is going to take these and get them running. Regarding cutters, check out the affordable ones from Toolots. Thanks to Daniel for providing roll! You could also go hog wild and get a Duplo. Just remember that paper, maintenance, and supplies are additional expenses. Sometimes outsourcing is the best option, it's how I started my business as a print broker. Outsourcing is a great way to begin. You can gain sales experience, learn the ropes, and decide what equipment to buy later. I still outsource more than I print here in-house. Lastly, let's talk about paper: I keep a small selection of stocks on hand to save money. Here's what I have:

- 100-pound glossy text
- 120-pound semi-gloss cover (coated on two sides)
- 100-pound uncoated
- 8.5x11 uncoated
- 11x17 uncoated

For business cards, I use 120-pound cover. For flyers, 100-pound text. I organize my drawers for efficiency and rarely switch them out. If you have any questions about the print side of the business or how to get started, leave a comment below. Make sure you join the Facebook group for more information. Thanks as always. See you in the next one.

DICTIONARY

Abrasion Resistance: The resistance to scratching of a surface of paper by other paper surfaces or other materials.

Absorption: When the first inks are drying onto the surface of the material, it's usually referred to as absorption.

Acceptance sampling or inspection: The evaluation of a definite lot of material or product that is already in existence to determine its acceptability within quality standards.

Accountability: The ability to allocate print expenses to particular users or departments is one of the main benefits of print job tracking software. This approach gives employees a greater sense of responsibility, which motivates them to print more carefully and deliberately.

Assembled View: In illustration, a term used to describe a view of a drawing in its assembled or whole format.

Acetate: A thin and flexible sheet of transparent plastic that's often used to make overlays.

Adhesives: In print, adhesives are substances which are used to make things stick firmly together.

Anchoring: In flexographic printing, term describing process of bonding or fusing inks to the substrate.

Angle of wipe: In gravure and flexographic printing, the angle the doctor blade is set from the centerline of cylinder, before loading. Also called Set Angle.

Anilox inking: In flexography, two roll inking system with smooth fountain roll that transfers inks to an etched metal or ceramic coated metal roll with cells of fixed size and depth that transfer the ink to the plate. Also used in keyless offset.

Alteration: Change in copy of specifications after production has begun.

Anti-offset or set off spray: In printing, dry spray of finely powdered starch used on press to prevent wet ink from transferring from the top of one sheet to the bottom of the next sheet.

Aqueous Coating: A clear coating used to protect printed pieces to create a high-gloss surface that improves durability.

Assembled Negative: Film negatives consisting of line and halftone copy which are used to make plates for printing.

Author's Alterations: Changes made after composition stage where customer is responsible for additional charges.

Barcodes: A method of representing data in a visual and a machine-readable form of information on a scannable, visual surface.

Base: Often used in referring to a full strength ink or toner. Generally refers to the major ingredient used in a clear lacquer, varnish or ink. May refer to either the solvent or binder system. A cylinder before it is engraved. Base film before addition of coating.

Bespoke Printing: A technique which isn't restricted to certain printing products, materials or sizes. The technique is all about meeting a company's needs to create something truly unique which can't be produced elsewhere.

Blanket: On a lithography printing press, the interior cylinder used for printing is covered by a rubber blanket. It's used to help transfer the print onto the paper.

Blade coating: In gravure and flexography, the predominant method of applying coatings to paper, in which an excess of coating is applied to a cylinder and then wiped off with a blade; the excess coating is returned to a reservoir for re-use.

Collating Marks: Black step-marks printed on the back of folded sheets, to facilitate collating and checking of the sequence of book signatures.

Calliper: The measurement of the thickness of paper, measured in thousandths of an inch or mils.

Capillary action: A phenomenon associated with surface tension and angle of contact. That force which transfers inks and coatings from engraved cells to a contacting surface as from an anilox roll. Also the rise of liquids in capillary tubes and the action of blotting paper and wicks are examples of capillary action or capillarity.

Carbon-Balanced Paper: The simple way to reduce your carbon impact when printing and there's very little or no cost to the end user.

Chemical Resistance: The extent to which printed materials will resist reacting with chemicals it comes into contact with - ensuring no damage is done.

Coating: To reduce the risk of ink smudging after printing, a special liquid coating can be applied to the paper. It's particularly beneficial for literature prints.

Colour Bars: A test strip that's printed on the waste portion of a press sheet. It helps to monitor and control the quality of the printed material relative to ink density, registration and dot gain.

Colour Separation: The process of separating colours into their basic elements.

Colour Sequence: The order in which inks are printed in the press. Also known as colour rotation.

Commercial printing is printing for businesses, is an essential part of many businesses. Companies use commercial printing services to produce a large volume of printed materials. Unique formatting, finishing techniques, and large formatting are available for mass production through commercial print.

Constellation Snow: A luxury stock which provides a textured effect. This paper comes with an embossed linen effect to give a high-end feel.

Creep: Refers to the moving or shift that happens to the margins in a document when pages are folded during the finishing process of a booklet. The amount of creep can vary depending on the thickness of paper and the number of pages.

Crop Marks: Lines put onto the pages to show where the document or print will be trimmed.

Crossover: An image or rule on one printed page that carries over to an adjacent page of folded work.

Customisation and personalisation: Advances in digital printing have made it easier to produce customised and personalised materials. Variable data printing (VDP) allows for unique text, images, and graphics on each printed piece, enabling targeted marketing and enhancing customer engagement.

Debossing: Stamping a design into the surface of an object or paper so that there's an indent.

Demand for print services can quickly exceed the capacity of print businesses. Consider customer demand: complex orders with special finishing processes, such as multiple print runs or unusual materials or supplier delays, stock shortages, printing machines

Diversification: is a technique of allocating portfolio resources or capital to a mix of different investments.

Die-cut: In the world of printing, a die refers to a precise, razor-sharp steel blade that allows multiple pieces of the same shape to be created in an efficient and uniform manner.

Diffusion: A spreading out or equalized dispersion of a material, force, or condition into the surrounding medium; as, the diffusion of heat by conduction; the diffusion of light through a translucent material or reflection from a rough surface; the diffusion of gases, liquids or granular solids into the surrounding medium.

Digital Printing: Using lasers, digital printing is a fast printing method and commonly used in offices and at home. It's ideal for quick and small-scale jobs.

Dimensional Stability: The qualities of paper to stabilize its original size when undergoing pressure or exposed to moisture.

Dye-Sublimation: Rather than putting colour onto the material, dye-sublimation changes the colour of the material instead.

Efflorescence: A specific form of spontaneous desiccation (drying up). The property of a crystalline substance to become dehydrated or anhydrous when exposed to air and to crumble to a powder. Opposite of delinquescence.

Electronic Composition: The assembly of characters into words, lines and paragraphs of text or body matter with graphic elements in page layout form in digital format for reproduction by printing.

Electronic colour scanner: This device brings the flexibility of electronic controls to photographic techniques in continuous tone colour separations. A high-speed computer

is built into the scanner that instantaneously calculates the necessary colour correction from the original copy.

Embossing: The process of creating raised relief images on paper and other materials. The design will bulge out of the paper.

Evaporation: The changing from the liquid to the gaseous or vapour stage, as when the solvent leaves the printed ink film.

Fadeometer: An instrument used to measure the fading properties of inks and other pigmented coatings.

Feeder: Equipment used to 'feed' or supply the paper into the printer in the correct position for printing.

Finishing: The finishing touches of a print (for example, cutting the crop lines and adding protective gloss).

Flexography: A method commonly used for printing onto uneven surfaces such as packaging. Flexographic printing uses a flexible relief plate to print and this process prints letters and small texts - popularly used for labels.

Gear marks: A defect in flexographic printing. Usually appears as uniformly spaced, lateral variations in tone exactly corresponding to the distance between gear teeth.

Ghosting: On a printed image, another lighter image in the same print is called ghosting because of the lighter, ghostly finish.

Gripper: Special grips inside printers that hold the paper in place during print.

Gutter: Space between pages in the printing frame of a book, or inside margin towards the back or binding edge. The blank space or margin between the type page and the binding of a book.

Hardness: This is a term used for when the quality or the condition of a printed product remains 'hard.' So, the quality doesn't deteriorate the more it's used.

Hickey: An accidental imperfection mark that appears on a finished printing product; it may be caused by dust or issues with the ink.

Imagesetter: A high-resolution device that prints directly to plate ready film.

Imposition: The arrangement of pages in a sequence which reads consecutively when the printed sheet is folded.

Impression cylinder: In printing, the cylinder on a printing press against which the paper picks up the impression from the inked plate in direct printing, or the blanket in offset printing.

Ink Set-Off: Ink that is unintentionally transferred from a printed sheet to the back of the sheet above it when the materials have been printed and are stacked in a pile.

Kerning: In typography, this is the process of adjusting the visual spacing between characters, usually to achieve a more aesthetically pleasing result. **Laminate:** A thin transparent, plastic sheet applied to usually a thick stock to provide a glossy protective layer against liquid and heavy use.

LED UV: LED UV is a print technique which provides a high-end finish. Inks are mixed to perfection and pressed onto the stock (paper, card, etc.). This then gets blasted under LED lights to dry it quickly. This helps keep colours sharper and speeds up the whole printing process.

Lamination: A plastic film bonded by heat and pressure to a printed sheet for protection or appearance.

Lithography: Lithographic printing is popularly used for high-quality image printing. The image is placed on the lithography plate, inked and then printed onto the paper. It's a fast and smooth printing process.

Lock Bound: Often used for publications that need to be durable, an adhesive is pushed between the perforations during the binding process. It's a stronger way to bound a book to ensure longevity.

Lux Paper: A stock which suits classic products. This material is an ultra-thick, triple-layered card which features a signature coloured core running through the centre layer.

Makeup: In composition, the arrangement of lines of type and illustrations into sections or pages of proper length.

Monochrome: An image in black and white or varying tones of only one colour.

Mounting and proofing machine: Device for accurately positioning rubber plates to the plate cylinder and for obtaining proofs for register and impression, off the press.

Offset Printing: Commercial printing method, in which ink is offset from the printing plate to a rubber roller then to substrate.

Opacity: The quality of the paper defines the opaqueness of it. If it isn't opaque enough, your design might show through to the other side.

Operating side: That side of a flexographic press on which the printing unit adjustments are located; opposite of driving side or gear side.

Overprinting: Any additional printing over an area that's already been done.

Page description language: In computer imaging, a method for communicating page, font and graphic information from the work station to the printout device.

Pantone Colour: A universal colour language that designers, printing companies and brand owners use. This helps the right colour to be achieved again and again.

Paper-Over-Board: These are hardcovers that take a more designed approach, allowing for more creativity when it comes to textures and illustrations.

Photopolymer coating: In photomechanics, a plate coating consisting of compounds that polymerize on exposure to produce tough abrasion-resistant plates capable of long runs especially when baked in an oven after processing.

Print Blemishing: If printed using an unsuitable or outdated printing technique, materials can feature small marks of flaws which spoils the overall appearance or quality.

Print quality: A term describing the visual impression of a printed piece. In paper, the properties of the paper that affect its appearance and the quality of reproduction.

Process Colours: The process colours are cyan, magenta, yellow and black. The printer combines these base colours to create different colours.

Proofing: The stage of making a number of trial prints to judge the final result prior to editioning.

PUR Binding: This refers to a softcover book binding method that uses Polyurethane Reactive (PUR) adhesive, which creates clean and perfect edges.

Register: To accurately position an image or text onto paper, register marks are used as reference points to help make sure the printing work is accurate at every step.

Resolution: In electronic imaging, the quantification of printout quality using the number of spots per inch.

RGB: The colour space of Red, Green and Blue which computers use to display images on your screen. An RGB computer file must be translated into CMYK in order to be printed accurately.

Rotogravure Printing: This printing process uses an engraved rotating roll that rolls the image onto the paper. Rotogravure is used for printing magazines.

Print management: involves all aspects of business printing. Print management software administers the processes involved in connecting hardware to print-enabled devices. The software provides device management, ensures compatibility, and delivers a user-friendly, secure printing and scanning experience.

Print quality management systems allow printers to measure, analyse and achieve accurate colour. Print buyers and brand owners already recognise that print quality management systems are a mark of quality and reliability from printers.

Runnability: How quickly a printer can ‘run’ without making any mistakes is often referred to as a printer’s runnability.

Scan-a-web: In web printing, a rotating mirror arrangement where speed can be varied to match speed of press so image on paper can be examined during printing.

Scratch Resistance: Depending on the technique used, it can be difficult to scratch or cause damage to products because the physical properties will have been dramatically improved.

Screen Printing: With screen printing, a fine mesh is used to transfer an image onto another material. It’s useful for printing logos onto clothes and printing fabric banners.

Service bureau: The facility that provides professional services to graphics and printing professionals.

Service design: is the activity of planning and arranging people, infrastructure, communication and material components of a service in order to improve its quality, and the interaction between the service provider and its users.

Sheetwise: The printing of two different images on two different sides of a sheet of paper by turning the page over after the first side is printed and using the same gripper and side guides.

Silk Paper: Silk paper is a stock which has a low surface sheen and provides excellent ink-to-paper contrast. Colours appear a lot brighter and more defined when printed on, making it a better choice for readability.

Skid: A pallet used for a pile of cut sheets.

Solvent Evaporation: During a drying process, the liquid parts of the ink evaporate depending on the print technology used. If solvents are evaporated, the pigments remain in place.

SPC: Acronym for statistical process control.

Spot Colour: This is achieved by actually mixing ink into the desired colour you want in your print project, as opposed to using the CMYK process to achieve it.

Spot Varnish: A way of highlighting a certain area of a page by selectively applying a varnish to it.

Specifications: A precise description of a print order.

Stock: This is what's receiving your printed images and content. It can be paper, card, foil or whatever. It can also massively alter the impact of printed pieces.

Tack: In printing inks, the property of cohesion between particles; the separation force of ink needed for proper transfer and trapping on multicolour presses. A tacky ink has high separation forces and can cause surface picking or splitting of weak papers.

Thread-sewn: A very strong binding which ideal for high-quality, long-lasting publications and those that need to be opened flat, without splitting along the spine.

Thermography: A printing process that results in raised type similar to engraved printing.

Transparency: A positive photographic slide on film allowing light to pass through. This refers to images or text that aren't completely opaque. Just make sure to flatten your transparency and spot colour to CMYK to avoid issues when printing.

Typography: Everything related to the text on the printed product. Your printer will want to know the layout of your text, along with colour and style.

Ultraviolet Light: UV light is a form of radiation which isn't visible to the human eye, it's in an invisible part of the electromagnetic spectrum. In LED UV printing technology, this light is what instantly dries the ink.

UV Curing: A drying method which uses light instead of heat. It's a photochemical process where the high-intensity UV light instantly cures or dries inks, coatings and adhesives.

UV Varnish: A thin coating which is applied to a printed sheet for protection and appearance. It's dried immediately by UV light.

Vacuum frame: In platemaking, a vacuum device for holding copy and reproduction material in contact during exposure.

Varnish: A thin, protective coating applied to a printed sheet for protection or appearance. A glossy finish added to a finished printed product to give it an extra shine and protection against damage.

Vignette: An illustration where the background gradually fades away until it blends into the unprinted paper.

Watermark: A logo or design printed onto the paper. It's only visible under light.

Web tension: The amount of pull or tension applied in the direction of travel of a web of paper by the action of a web press.

Work and Tumble: The process of printing one side of the paper and then turning the paper over to print the other side. The paper has to be precisely aligned to ensure continuity and accuracy.

Work and Turn: One side of paper has the front and back of a print. When the printing is complete, the paper is turned over and the back and front is printed - creating two copies of the print.

3D Printing (Rapid Prototyping) – Is a manufacturing method whereby 3D objects are quickly made on a reasonably-sized machine connected to a computer containing blueprints for the object. The basic principles are like that of a 2D printer – materials cartridges, flexibility of output, translation of code into a visible pattern.