

Alberta Cecilian - Terence Brett

ENGLISH FOR GRAPHIC ARTS  
AND COMMUNICATION

- I -

ESP- English for Special Purposes

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*English for Graphic Arts and Communication*  
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# ENGLISH FOR GRAPHIC ARTS AND COMMUNICATION

-I-

ESP- English for Special Purposes





# INTRODUCTION

“English for Graphic Arts and Communication - 1” is a book intended for students of ESP in the field of Graphic and Communication Science.

The purpose of this book is to integrate the study of the English language with practical everyday applications in order to make the language itself a living instrument which can be applied to studying and working situations.

The book is divided into Fourteen Units, a Further Reading Section and three Appendixes.

At the end of each Unit an English/Italian Glossary and a Grammar Focus section help the reader gain full benefit from the Unit content revising grammar rules and practising the newly acquired vocabulary.

A complete coverage of the basic English grammar is meant as a revision of even the simplest rules to the more complex ones. This will help the beginner improve his knowledge in order to understand the written texts, and the more advanced student as a consolidation practice.

The “Activity” practice integrates the study of the language with immediate, everyday professional life-related situation practice.

“English for Graphic Arts and Communication” was written within the parameters of the European Language Framework.

Students are assumed to have reached the A2/B1 Level but, thanks to Grammar Focus, Glossary and Appendix II and III, even students of lower levels will be able to fill the gap and increase their proficiency and technical terminology in line with the aim of this course book.

Unit after unit, students will increase their vocabulary, learn how to grasp the gist of an article, a text, or English language sources and passages on the Internet and be able to a) reproduce its content using their own words, and b) relate what they have learnt to their practical technical knowledge thus becoming independent in producing or decoding input/output situations according to their professional English needs.



## **Unit I**

### **TO SPREAD THE KNOWLEDGE**

The spreading of knowledge is an activity that has left its marks in prehistoric caves and Egyptian tombs, Chinese parchments and Roman tombstones allowing us to have at our disposal an enormous amount of information which allows for the reconstruction of human history.

Once upon a time the Holy Scriptures were transcribed, in ornate handwriting, by amanuenses, monks of the Middle Ages, in churches and monasteries some of these books were then enriched with illuminations and miniatures and then artisanally bound.

The art of printmaking and drawing is historically known as “Graphic Arts” and it can be traced back to the first instances of the stamped image or word. It now refers to the trade-skills of a pressman, pre-press technician, or typesetter. The term can include, among others, the trades of lithography, serigraphy and bindery.

Graphic art is the production of a design on a medium, such as rubber or other materials, in order to transfer the images to the materials of choice as, for instance, paper, cloth, wood, metals, and plastics etc.

#### **Tang Dynasty and Bi Sheng**

Early in the Tang dynasty around about the 7th century, the technique of printing with carved blocks of wood appeared. It was invented as a way to inscribe thousands of sheets of rice paper with the name of a beloved Empress so that her people could never forget her and every sheet of paper was placed on hilltops and shrines all over China.

Bi Sheng, of the Song dynasty between the years 1041 and 1048, first invented movable type, invention recorded by his contemporary Sen Koo in his Dreamworld Essays, and an important contribution to the development of movable type printing was made by the agriculturist Wang Zheng during the 13-14th centuries.

Movable type was probably first used in Europe in the mid-15th century by Gutenberg in Germany,

Johannes Gutenberg, in about 1455, invented the movable characters and the printing press, which had by him been re-adapted from a wine-press. This combination then rapidly spread to the rest of Europe.

This fact marked a revolution for printing and book production.

## GLOSSARY

Parchment = pergamena	tombstone = pietra tombale
Amount = quantità	to allow = (rv) permettere
Once upon a time = una volta	monk = monaco
Handwriting = calligrafia	illumination = miniatura
To bind –bound-bound = legare/rilegare	mould = stampo
Movable type = carattere mobile	to regard = (rv) considerare

## GRAMMAR FOCUS

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### ARTICLES

**A** and **AN** are the indefinite articles in English. “A” is used before words beginning with a consonant, “AN” is used before words beginning with a vowel. Eg:

*A cat – a door – a girl – a boy. But AN elephant – AN angel – AN old house.*

**THE** is the definite article both masculine and feminine, singular and plural. We use “THE” when it is clear from the situation or context which thing or person we mean Eg:

*I saw a dog. THE dog I saw was brown.*

*THE sun is very hot today.*

*We say Italy, England, Spain but THE U.S.A, THE U.K, THE U.E, THE USSR, THE Netherlands.*