

Вопросы-загадки по теме “Повседневная жизнь США и Канады”

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Несколько лет живя и работая на североамериканском континенте, а также много путешествуя по США и Канаде, я поняла, насколько наши учебники по английскому языку, порой, оторваны от реальной жизни двух крупнейших англоговорящих стран. Как часто простейшие, самые обыденные явления, реалии языка и культуры ставят в тупик россиян, оказавшихся на североамериканском континенте. Находясь в стране изучаемого всю жизнь и преподаваемого более 20 лет иностранного языка, ты постоянно сталкиваешься с поразительным явлением: смотришь на английскую фразу, все слова, ее составляющие, тебе знакомы и вроде бы понятны, но при этом смысл фразы от тебя таинственным образом ускользает. И ты, к своему удивлению и огорчению, вдруг обнаруживаешь, что решительно ничего не понимаешь. Давайте будем учить наших учеников ориентироваться в современной повседневной жизни англоязычных стран, а не теряться в ней, ведь живой английский язык должен непременно вписываться в структуру нашего любого языкового урока и занятия. Вот и давайте, уважаемые преподаватели и учителя английского языка, планировать, строить, компоновать свои повседневные уроки и занятия таким образом, чтобы в них всегда находилось место живому английскому — языку жизни англоязычных стран. Для преподавателей английского языка, а также лиц, этот язык изучающих, выпускается масса книг, словарей, справочников по идиомам, неологизмам, сленгу и т. п. Но не так-то просто найти путеводитель по их, американским и канадским, повседневным явлениям и культурным реалиям, с которыми сталкиваешься на североамериканском континенте буквально на каждом шагу и которых нет ни в школьных, ни в вузовских учебниках. Ведь мы, преподаватели иностранных языков, должны учить своих учеников и студентов не только языку, но и целой языковой культуре, давая им не только знания из пробырки, но и знания непосредственно из жизни. Иногда на североамериканском континенте меня просто охватывала досада: “Ну почему, эти, такие простые и распространенные у них, реалии языка и культуры не вошли в наши российские учебники по английскому языку?!”

Но составление новых учебников — процесс многотрудный и длительный. Что реально можем мы, учителя и преподаватели английского языка, предпринять в этом

плане? Уверена — мы можем многое. Вот несколько идей по поводу того, как можно реалии языка и культуры США и Канады внести немедленно в наши российские учебные курсы и программы по английскому языку.

“Страноведческие минутки” на уроке

Почему бы нам не ввести на своих обычных уроках и занятиях по языку “минутки страноведения” или “страноведческие минутки”?! Можно назвать их и “страноведческие загадки”. Обычно на наших уроках английского языка присутствует материал по страноведению англоговорящих стран, но, как правило, он исторического характера. Я же предлагаю сделать своеобразный курс современного страноведения. Я собирала приведенные ниже “страноведческие загадки” более двух лет, путешествуя по Канаде и США с ручкой и блокнотом в руках. Думаю, моих “находок”, этих своего рода страноведческих изюминок, хватит как раз на целый учебный год, если разбирать с ребятами на уроках по 1–2 “загадки” 1–2 раза в неделю, отводя несколько минут на наших обычных уроках и занятиях по английскому языку. Скажем, за 3–5 минут до звонка, когда уже основной урок, запланированный вами, практически завершен, можно устроить в своей английской группе “страноведческие минутки”. На доску выписываем одну или максимум две из приводимых ниже “загадок”, а вернее сказать, реалий языка и культуры североамериканского континента, и задаем ребятам вопрос: “Что бы это значило?” Выслушиваем, насколько позволяет время, разные версии ответов, не давая при этом своих оценок и комментариев по поводу правильности или их ошибочности. Можно, если верного толкования “страноведческой загадки” не прозвучало, дать школьникам задание поразмышлять над этой “загадкой” дома и попытаться найти правильный ответ, используя словари, энциклопедии, интернет. Правильное толкование реалии языка и культуры США и Канады оставляем до следующего раза, до наших следующих “страноведческих минуток”.

Ведение страноведческого словарика

Хорошо при этом вести с учащимися краткие записи, составляя своеобразный страноведческий словарик, который будет довольно внушительным, если мы, учителя и преподаватели английского языка, будем

последовательны в проведении страноведческого курса для своих учеников и студентов.

Страноведческие плакатики

Можно к “страноведческим загадкам” рисовать плакатики и иллюстрации соответствующего содержания (смотри примеры таковых ниже) с условием, что подписи на них будут на английском языке.

Самодельный журнал

“Страноведческий журнал про них и их очень загадочную жизнь”

Если вы, уважаемые педагоги, аккуратно относитесь к творческим работам своих учеников, бережно собирая их, то в конце учебного года (четверти, полугодия) можно подшить иллюстрации ребят по теме “Каждодневная жизнь США и Канады” в один самодельный журнал “Страноведческий журнал про них и их очень загадочную жизнь”. В названии вашего с ребятами рукотворного журнала, разумеется, возможны варианты.

Конкурс страноведческих плакатов

Пока же плакатики и иллюстрации учащихся не подшиты, интересно и полезно устраивать конкурсы страноведческих плакатов. При этом не следует ограничивать ребят иллюстрированием лишь только тех реалий языка и культуры, которые вы с ними изучаете в классе. Пусть они находят свои “страноведческие загадки” и приносят их в учебную аудиторию для коллективного обсуждения.

Присвоения звания

“Страноведческий чемпион”

Английской группе учащихся, у которой получится самый интересный и содержательный страноведческий журнал по итогам своеобразного “страноведческого ликбеза”, проводимого вами, уважаемые коллеги, целый учебный год, присваивается звание “страноведческого чемпиона”. Я лично люблю с младшими школьниками изготавливать самодельные медали из старых открыток. Но это уже дело вкуса.

Краткие сообщения на уроках по теме “Страноведение англоговорящих стран”

Можно ввести на наших обычных уроках традицию – выслушивать краткие сообщения учащихся на английском языке по теме “Страноведение”. Информацию для таких сообщений на 2–3 минуты ребята должны найти самостоятельно. Помощь учителя английского языка необходима лишь в коррекции и подготовке сообщения на английском языке.

Изучение американской и канадской рекламы

Изучению американской и канадской рекламы непременно следует уделить внимание на наших обычных уроках. Подобные рекламы и объявления – это яркие

образцы аутентичной речи, несущие к тому же важную смысловую нагрузку в деле изучения культуры и менталитета других стран.

Сочиняем свою рекламу по страноведческой тематике

Хороши здесь и творческие задания типа: “Сочини свою рекламу на эту же тему”, или “Сделай инсценировку рекламного ролика”, или “Разработай дизайн упаковки...”. Творчеству и мысли, как известно, нет предела. Вот и давайте, уважаемые коллеги, творить со своими учениками и студентами, но творить непременно осмысленно и конструктивно и на благо освоения иностранного языка.

Тест по реалиям США и Канады

В конце проводимого вами курса страноведения, такого своеобразного “страноведческого ликбеза”, можно провести итоговый тест по тем реалиям языка и культуры США и Канады, которые вы с ребятами изучали, анализировали, обсуждали целый учебный год (четверть, полугодие). А поскольку это необязательный программный материал, пообещайте своим ученикам и студентам ставить за этот тест только хорошие и отличные оценки, предоставив возможность заработать дополнительные высокие баллы. Если же некоторые работы ребят будут выполнены ниже, чем на “хорошо”, не оценивайте их совсем, поставив в конце проверенного листочка скромное и необидное «SEEN». Ведь нам в конечном итоге отметки и баллы не так уж и важны. Гораздо важнее, чтобы учащиеся и студенты все больше и больше погружались в языковую среду и учились понимать иное мышление, другой менталитет, отличный от нашего образа жизни.

Интеллектуальные игры по страноведческому материалу

Можно организовать в вашем учебном заведении серию интеллектуальных игр “Языковые загадки жизни, или загадки живого языка”. В названии серии интеллектуальных игр возможны варианты. В этих играх участникам будет предложено разгадать “загадки” ИХ жизни, которые, впрочем, жителям североамериканского континента “загадками” вовсе и не кажутся.

С приводимыми ниже вопросами и загадками, а вернее сказать, явлениями культуры и языка североамериканского континента, преподавателям английского языка можно не только проводить интеллектуальные игры типа “Что? Где? Когда?” или заседания “Клуба эрудитов”, а также занятия кружка любителей английского языка, языковые олимпиады, декады английского языка, лекции и другие занятия и мероприятия.

Совет: при изучении в учебной аудитории тех или иных реалий языка и культуры США и Канады, а также при проведении любых мероприятий, классных и внеклассных, лучше, уважаемые коллеги, если каждая

реалия будет написана либо на отдельных плакатиках, либо на доске. Это просто необходимо для облегчения нашим ученикам и студентам восприятия лингвострановедческого материала. Даже если вы уже изучили с ними

все эти реалии и играете в интеллектуальную игру типа “Что? Где? Когда?”, задавая ребятам очередной вопрос-загадку, надо держать в руках (прикреплять на доску или стену) плакатик с той или иной языковой реалией.

Вопросы-загадки к интеллектуальным играм, языковым викторинам, олимпиадам и страноведческим минуткам уроков

1	What is a <i>Baby Changing Station</i> or <i>Diaper Desk</i> ? They are also called <i>Changing Tables</i> .
2	Do you know what a <i>Drop Box</i> or a <i>Tape Drop</i> means? It is also called a <i>Return Slot</i> .
3	Explain what a <i>Building Pass</i> means.
4	What is a <i>Butt Stop</i> ?
5	A <i>Call-me Service</i> is one of the services provided by any telephone company. Can you guess how it works?
6	Modern people have many duties. What is a <i>Car Pool Duty</i> ?
7	A <i>Children's Play Area</i> or a <i>Child-Friendly Waiting Room</i> – it is simple! Children can play there. Where can you see such areas in North America?
8	Passports can be different. What is a <i>Community Involvement Passport</i> ?
9	A <i>Clean-up Day</i> or <i>Environment Day</i> is very important and popular in North America. Do you have any ideas what it means?
10	Do you know what a <i>High-Rise</i> mean?
11	Many people in the US and Canada live in <i>Condominiums</i> . What is it like?
12	<i>Courtesy Phones</i> – it is definitely about telephones. What kind of telephones are these?
13	<i>Cushion Mailers</i> / <i>Bubble Cushion Mailers</i> / <i>Bubble Wrap</i> – what is it about?
14	A <i>Deep End</i> is for sure about the end that is very deep. Where can this end be found?
15	<i>Drive Time</i> or <i>Driving Time</i> – it is definitely about driving. Do you know what it means?
16	Have you ever heard anything about an <i>Employee Ticket Raffle</i> or <i>Blank Ticket Raffle</i> ?
17	<i>Empty Nesters</i> – is it really about birds and their nests?
18	Can you explain what a <i>Fire Drill</i> means?
19	What do people sell on a <i>Garage Sale</i> or <i>Yard Sale</i> ? Please keep in mind they do not sell garages or yards there.
20	Not all hours in our life are happy. What is a <i>Happy Hour</i> ?
21	A <i>Honey Do List</i> is not a recipe for making honey. What is it then?

22	<i>Housewife Time</i> is something about women who do not work. What it is?
23	<i>ID</i> – it is the abbreviation of ... Of what? Can you give a full version?
24	Can you explain what <i>Infant and Toddler Stroller Rentals</i> means?
25	An <i>Information Fair</i> – it is definitely about collecting some information. Can you give any details about it?
26	What is a <i>Kiddy Condo</i> ?
27	Can you explain what <i>Latchkey Kids</i> or <i>Latchkeys</i> mean?
28	What does a <i>Lazy Boy</i> mean? Are all boys lazy?
29	A <i>Neck Pillow</i> or <i>U-shaped Pillow</i> – what kind of pillow is this? What is it used for?
30	Do you know the word <i>Netflix</i> ? What does it mean?
31	Is an <i>Open House</i> one that is open because the owners forget to close and lock the door?
32	A <i>Party Room</i> is for sure the room to have parties in. Where can such a room be found?
33	A <i>Patio and Patio Furniture</i> – what is it about?
34	<i>Pay – Per – View</i> – what does this mysterious phrase mean?
35	A <i>Pep-Rally</i> or <i>Prep Rally</i> – such events are very popular in North America. Can you describe them?
36	<i>Phonies</i> – is it about telephones or something else?
37	<i>Prime Time</i> – it is definitely about time. But what does it mean?
38	Is a <i>Sandwich Man</i> a guy who likes sandwiches very much?
39	A <i>Self-Addressed Pre-Paid Express Post Envelope</i> – what kind of envelope is this? When can you use it?
40	<i>Snow Birds</i> – what kind of birds are these?
41	<i>Speed Calling</i> is something that is very fast. What is it?
42	A <i>Sympathy Card</i> or <i>Condolence Card</i> – what kind of a post card is this? When can you use it?
43	A <i>Thank You Card</i> – what kind of a post card is this? When can you use it?
44	A <i>Travel Cup</i> – this is something about traveling. Can you give any details?
45	24 / 7 (<i>Twenty-Four / Seven</i>) – What is it all about?
46	<i>VIP Alert</i> – do you know what it means?

Что бы это значило? Ответы-разгадки

1. **Baby Changing Station / Diaper Desk / Changing Tables**

Most public washrooms in Canada and restrooms in the U.S. have a designated area for changing babies' diapers that is called *Baby Changing Station*. Usually, it is a retractable plastic table which, when not used, is secured against the wall in the upright position. Young mothers can use it for changing diapers for their babies, dressing and undressing them. You will find *Baby Changing Stations* or *Diaper Desks* in washrooms / restrooms of entertainment parks, airports, museums, shopping centres, big stores, malls and the like. On a map, *Changing Tables* are marked with the sign CT.

Notes:
diaper – подгузник
liner – одноразовая
бумажная простынка

2. **Drop Box / Tape Drop / Return Slot**

It is a video rental return shoot for returned software by that particular store. It can be seen in any movie or video rental store. You can come any time and just drop borrowed items into the box. Without entering the building, you may drop off these items through a slot in the door of the rental store. This is similar to the slot in a mail box. When the items are returned, each borrowed item has a bar code that is scanned for your name and date of rental.

3. **Building Pass**

It is a plastic card with a magnetic stripe which allows you to enter a building or an office.

4. **Butt Stop / Smoking Area**

It is a sign which designates a smoking area. In such an area you can see a middle sized metal box similar to our mail boxes. It hangs on the wall outside a building in places where smoking is not prohibited. In North America, smoking is prohibited almost everywhere inside the buildings, offices and houses. You may smoke only out of doors in specially designated areas marked with a *Butt Stop* sign with a metal box on the walls or a specially designed stone or metal bin on the ground. After finishing smoking, you should put your cigarette butts inside these boxes or bins. It is forbidden to dispose of cigarette butts anywhere else. Sand is put inside those boxes and bins to help extinguish glowing cigarette butts.

Notes:
cigarette butt – окурок
bin – урна

5. **Call-me Service / Call Collect / Reserve Charge / Call (for long distance calls)**

Many telephone companies offer it, which means to place a telephone call and have the receiving party billed for the placed call, generally, long distance applies. It can be given as birthday and Christmas presents. *Call-me Service* lets your selected people call directly to your number and you get the bill. So, your nearest and dearest call you and you cover the cost.

6. **Car Pool Dut**

It is the obligation, through a mutual agreement, of family members or neighbours or friends to deliver children to school by car in turn. It is also share rides to work.

7. **Children's Play Area / Child-friendly Waiting Room**

It is a designated area with swings, plastic slides and stairs, toy furniture and big toys for kids to play with parental supervision. *Children's Play Areas* are located throughout airport terminals, train stations, big shopping centers and some other public places. Access to the area is free.

Notes:
slides – детские горки

8. **Community Involvement Passport**

In Canada and US, many people work at different places without pay. They volunteer. And they are called volunteers. Some people do it in their spare time to be useful for their community. Others do it in order to gain experience in a specific field because without appropriate experience you will hardly be hired on a job position that you want. *Community Involvement Passport* is a document registering your volunteering experience with a detailed description of places where you volunteer or have volunteered and the summary of your job responsibilities.

9. **(Community) Clean-up Day / Environment Day**

(Что-то вроде нашего российского субботника). It is a day set aside for neighborhood or general clean-up. Thousands of people across the city take to the streets, schoolyards, parks and ravines to clean up the area they live in. People usually participate either on a Friday afternoon or a Saturday morning. Thousands of individuals and groups pitch in to help beautify their city. This great display of civic pride shows how much citizens care about their city. During *Community Clean-up Days*, participants become all partners in the effort to rid litter and to keep streets and parks clean. Community spirit is demonstrated at such events and it makes the city cleaner and more beautiful. As a rule, the city Mayor thanks people for their participation. Also, the events are published in the local newspapers:

It's time to get together with friends, co-workers and neighbors in your community. Pick any space such as a park or watercourse — not private property — and pick up the litter you find. It's that simple! To register call ... (telephone number), so city staff can advise you where to put the litter you have picked up for collection. Garbage bags are provided. We are asking everyone to come outside and spend some time cleaning up the area near their workplace or school.

**Check our website below
for details and phone to register.**

10. **High-Rise**

It is a building with many storeys.

11. **Condominium**

It is a *High Rise* in which units are individually owned by different people. A separate living unit in such a many-storey building is also called *Condominium*. It is usually shortened to Condo.

12. **Courtesy Phones / Courtesy Desk**

These are free telephones located in public places. You can use these phones to make local call free of charge. But the duration of your call is limited to 3 minutes. Often, phone companies will offer as part of their service a *Courtesy Phone* and Repair Program that provides paying customers with a complimentary phone while their own phones are being repaired. In terminals, these phones are placed strategically allowing travelers to immediately contact reservation centres of the major local hotels. *Courtesy Phones* can be found in hotels allowing guests to contact the hotel operator, front desk, various hotel services and guest rooms.

13. **Cushion Mailers / Bubble Cushion Mailers / Bubble Wrap**

These are bubble-padded mailing envelopes for extra protection. Durable, highly resistant to tears, punctures and moisture, this material provides continued protection during shipping. *Cushion Mailers* are available in seven sizes, each with address lines and self-adhesive flaps. By all sold packaging materials, you will read the following to ensure safe delivery: "Pack it safe! Wrap it up! Ship it out!"

14. **Deep End**

A *Deep End* sign can usually be seen at the deepest side of a bathing pool. On the other side, which is the shallowest one, there is a *Shallow Area* sign. This area of a bathing pool is generally considered for small kids.

15. **Drive Time / Driving Time / Commuter's Rush Hour**

This is radio broadcast periods during which people are in their cars, going to or back from their work. It is supposed that most of them are listening to the radio during *Drive Time*.

Notes:
rush hour — час пик

16. *Employee Ticket Raffle / Blank Ticket Raffle / Tombola*

It is a lottery organized by a firm or company for their employees. The prize of the lottery may be a trip, tickets, household appliance or a piece of furniture. Tiny paper rolls are prepared for the game. Only one of them carries the inscription "Prize". The rest of the papers are blank. Each employee draws one paper roll. Whoever draws the winning paper roll is the prize winner. The winner takes it all. Next time the winner may be another person and the prize will be different. Very often, roles are purchased with consecutive numbering. With some lotteries, tickets are drawn from a tombola, a revolving drum, than checked against a collection of prizes with numbers attached to them. Besides, it is a tradition to buy national lottery tickets as a group where every member of the group pitches in and, in case of a win, the prize money is divided equally among the members of the group. In some cases, the company administration where the lottery is held may pitch in.

17. *Empty Nesters*

These are people whose grown-up children have left home leaving their bedrooms empty.

18. *Fire Drill*

It is when the *Fire Alarms* go off in the building for the purpose of making every resident practice evacuating the building. *Fire Drills* can happen any time, very often at inconvenient times, for example during the night.

19. *Garage Sale / Yard Sale*

It is a sale of all kinds of things, including: clothes, books, pieces of furniture, appliances, whatever. Garages of private homes are very often a place where all kinds of old things end up. On the day of a *Garage Sale*, all the things collected in the garage for many years are taken out and put out on display in front of the house on the lawn or driveway. This is where the name *Garage Sale* comes from. If the things for sale are taken out from an apartment of an apartment building they are put out for display in the yard, hence the name *Yard Sale*. People passing by, look at the things on sale and may buy something. Prices on *Garage* or *Yard Sales* are extremely cheap. Such sales are held not for making big money but rather for getting rid of old stuff which is useless at home but too good to be thrown out. Advertisements about such sales can be placed on trees and streetlight poles of the neighborhood or even published in the local newspaper. Noticing such advertisements, people who drive by may want to change their itinerary and stop by such a sale to buy something useful but incredibly cheap.

20. *Happy Hour*

It takes place at some bars and cafes between approximately 5 and 8 p.m. *Happy Hour* means hors d'oeuvres, *Finger Foods* and drinks are at a discounted rate and, in some cases buffet food is free or inexpensive during this time. *Happy Hour* is a chance to eat a cheap meal. It is done for the purpose of promotion for bars and cafes if they want to attract customers.

21. *Honey Do List*

It is a list of things that a wife writes down for her husband to do. Very often wives and husbands address each other as "Honey". Such a list is given by a wife to her husband before a holiday or guest reception day. It may contain things to do in different spheres: household chores, cars, kids, pets, phone calls, shopping, and errands and such. The phrase *Honey Do* sounds very much like "honeydew" which means a sweet and delicious sort of melon.



* Здесь и далее рисунки автора статьи А. С. Бикеевой

22. **Housewife Time**

In radio broadcasting, this is the name for the period of time from 10 a.m. to 3 p.m. During *Housewife Time*, housewives are supposed to listen to the radio more often.

23. **ID**

It stands for "Identification" and refers to any official photo identification that reads your first name, your last name, your birth date and postal address.

24. **Infant and Toddler Stroller Rentals**

There is a service in a mall, shopping center or entertainment park where you can rent strollers and other devices for kids if it is difficult for them to walk or they are tired.

25. **Information Fair**

It is a special event on a specific topic or theme, for example: lung cancer, smoking, drug addiction. The aim of such event is to edify the general public on the announced topic and raise money. As a rule, admission to *Information Fairs* is free.

26. **Kiddy Condo**

This stands for "Condominium for kids". Such condominium or apartment is bought by parents for children or a child to live in while in college or university.

27. **Latchkey Kids / Latchkeys**

These are children left at home alone for at least part of the day while their parents work.

28. **Lazy Boy**

- 1). A reclining chair with a footrest.
- 2). *La-Z-Boy* is a furniture manufacturer that specializes in reclining chairs or sofas.

29. **Neck Pillow / Travel Pillow / U-shaped Pillow**

It is a special pillow which makes long-distance travel more comfortable. Most often, a *Neck Pillow* is made in the shape of a horse shoe. Sleeping on a plane or bus may be uncomfortable because your head tends to fall on your shoulders all the time and wakes you up. But when you use this special pillow putting it around your neck, traveling becomes more comfortable. The pillow sits on your neck and props your head up.

30. **Netflix**

It is an online movie rental service. The orders are placed online and the movies come into your mail box. There is a fixed monthly fee that does not depend on the amount of movies you order. After the movies are viewed, they are sent back in the envelope with a pre-paid postage. There are no late fees and no due dates, and shipping is free both ways.

31. **Open House**

- 1) It is an event arranged by a real estate agent or the owner of the house put on sale to attract prospective buyers. When *Open House* is announced, a real estate agent or the owner of the property will stay available on the premises during the appointed hours. Anyone can drop in and have a look at the property for sale without an appointment. Most often, every visitor will be given a plan of the house and offered a tour of all rooms.
- 2) *Open House* can also be announced at any educational establishment such as a school, college, university. It is a time when an institution is open for public. On such a day, would-be-students can visit the school, college, or university together with their parents, relatives and friends. During this event, visitors will be offered a series of presentations, handout materials, tours of the campus and even refreshments.
- 3) *Open House* is also a party during which one's home is open to all relatives and friends who may want to visit.

32. Party Room

Every condominium has a *Party Room*. Condominiums are high rises with privately owned apartments. If you do not want to invite your guests inside your apartment you can meet them in a *Party Room*. It is big in size and very cozy with all necessary furniture and fixtures available for tenants to rent. Parents may organize their child's birthday party in a *Party Room*.

33. Patio and Patio Furniture

Patio is a type of an open air veranda attached to the back of your house or any establishment. It is a platform without a roof and walls, but may have railings and banisters and sometimes a small fireplace. It is a wonderful out-of-doors rest area for the family to relax in good weather, where you can have meals and entertain your guests. This is where BBQs are typically found and enjoyed. Special *Patio Furniture* is manufactured for *Patios*: plastic or wicker chairs, armchairs, tables with parasols and all sorts of light summer furniture. When the weather is fine, house owners and their guests prefer to sit out in the open instead of being inside the house.

Note: BBQ = barbecue

34. Pay — Per — View

It is the name of the American TV channel which shows only movies and you are supposed to pay for each movie. But each movie is shown several times a day and if you paid for it you can watch it as much as you wish. It is called "All day ticket".

35. Pep-Rally / Prep Rally

Every now and then, school and college sports teams participate in an important match such as basketball, football or baseball. A *Pep-Rally* is a get-together, usually for a high school or college, held to cheer for its team before the day of the game.

36. Phonies

These are people hooked on talking on the telephone. *Phonies* just cannot live without telephones.

37. Prime Time

It is the evening broadcasting hours on radio and television generally between 7 and 11 p.m. *Prime Time* is considered to draw the largest audience.

38. Sandwich Man / Sandwich Board

A company can hire a person to carry a *Sandwich Board* for advertising. This type of advertising consists of two hinged boards that hang front and back from the shoulders of a person who walks back-and-forth as a walking advertisement. It is supposed to draw the attention of potential consumers as it is a large moving board that many pedestrians have to avoid on the sidewalks.

39. Self-Addressed Pre-Paid Express Post Envelope

Some companies and institutions may require that you provide a *Self-Addressed Pre-Paid Express Post Envelope* when you make an inquiry, so that they can mail their reply to you in this envelope. These envelopes can be of different sizes and you may choose any one which suits your purposes.



40. **Snow Birds**

These are people on the North American continent who change their place of residence twice a year like migrating birds. Northerners head south in wintertime to escape cold and snow. People from Northern US and from Canada come to Florida or California in November and stay there until March. In April, they return to their residences in the North and live there till October. It is mostly popular among retired people who like neither the excessive cold of the North nor the excessive heat of the South.

41. **Speed Calling**

It is a special telephone service offered by many telephone companies. It allows you to make calls to certain telephone numbers by dialing only two numbers. You should pay an extra fee for this service.

42. **Sympathy Card / Condolence Card**

It is a post card that is mailed or handed to the relatives of a deceased person to express one's condolences. The relatives may send special cards, "Thank you for Your Expression of Sympathy", to people who were present at the funeral or who had sent *Sympathy Cards* to them.

43. **Thank You Card**

It is a written note of gratitude. *Thank You Cards* are usually mailed to people whom you wish to thank for their hospitality, enjoyable party, for help or for a gift. Actually it is entirely up to you think of an occasion to thank someone for.

44. **Travel Cup**

It is a thermos cup with a tight lid. It is ideal for traveling. If you have no time to drink tea or coffee at home, you can pour your favorite hot beverage into *Travel Cup* before leaving the house. Or you can put some soup in it. The thermos properties of the cup will keep your drink hot. And the lid will not allow the beverage to spill. If you turn the upper part of the cup lid, a hole in the lid will appear through which you can drink your hot beverage. After taking a few sips, you may turn the upper part of the cup lid back, not to spill the drink around. In America and Canada, you can sometimes see people with *Travel Cups* in their hands in stores, busses, subway stations, offices, streets and so on. You cannot only take the hot beverage from home but also buy one in a cafe or fast food restaurant and have your favorite drink poured into your personal *Travel Cup*.

45. **24 / 7 (Twenty-Four / Seven)**

It means twenty four hours a day, seven days a week. This is a numeric representation of the hours of operation (business hours) of various businesses and services such as ABM (Automated Banking Machine), gas stations, some cafes and stores, etc.

46. **VIP Alert**

It is a service offered by telephone companies. If you don't have time to talk to goofballs, birdbrains and ding-a-lings, you can order *VIP Alert* from your telephone company. A call coming from approximately 12 local numbers that you select will have its own special ring. That way you will know when you are getting an important call. So if you order *VIP Alert*, your most important calls will have a certain specific ring.



Где могут быть написаны такие слова и что они могут значить?



"Be kind — rewind." You can see this phrase on video tapes borrowed from a library or from a video-rental store.

"Box It Up." You can see these words on boxes for parcels in a post office. They are sold as flat sheets. And customers are supposed to assemble boxes from those flat sheets themselves. They can easily do it just folding the sheets using the factory prepared creases. These easy-to-assemble boxes come in five convenient sizes: extra-small, small, medium, large, extra-large.

"Correction Notice." It is a little article in a newspaper acknowledging that incorrect information was published in the recent issues and apologizing for this to the readers.

"Golden Ager cards are available." *Golden Agers* are old people, senior citizens. The US National Park Service issues passes at a discount price for seniors in national parks of America. These discounted tickets are called *Golden Ager Cards*. You can see such a phrase on the windows of a ticket office of many National parks of the US.

"May we suggest you walk up one floor or down two floors." / "May we suggest that you take the stairs instead of the elevator. It is faster and better for your health." You can see this notice next to the elevator call button in some office buildings. It is done to conserve electricity and encourage people to exercise more unless they are going high up in the building.

"Seal and Send It." You can see these words on mailing envelopes that are sold as flat sheets. Customers are supposed to fold the envelopes themselves, put their letters inside and then mail them. These envelopes can be of various sizes.

"Soak it to me!" There is an interesting tradition of planting and growing young trees. A wooden stake is placed near each young tree to which the tree is tied. A tag is attached to each tree which reads: *"Soak it to me! New trees need about 20 liters of water every day (2 pails or 2 minutes with a hose)."* Newly planted trees are marked on the map of the area. Water trucks go around and water all the young trees according to a fixed schedule. In a few months, water trucks stop coming. And a tree tag serves as a reminder for the people living nearby to take care of young trees.



"Spit responsibly!" It is written on a paper or plastic cup when you buy sunflower seeds in the USA. In such a cup, there is a little plastic bag with sunflower seeds. When you eat sunflower seeds you are supposed to spit the shells into this cup. It is called a *Travel Cup*. When you

finish with the seeds you should put the cup, with the shells in it, into the plastic bag and only after that put the bag into garbage. You should not litter anywhere. That is why on the cup you can read the words: "Spit responsibly!"

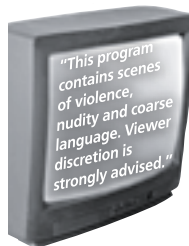
"Do not disturb." This wording is found on a sign that is hung on the door knob of a hotel room when guests do not want to be disturbed. Nobody enters the room then. "Please clean the room" — is written on the opposite side of the sign.

"No Trespassing." (Посторонним вход воспрещен) It is a sign that is hung on fences, walls of buildings, street poles and so on to ward off potential intruders of private property.

"No Soliciting." (Рекламным агентам, распространителям товаров и услуг, т.е. людям, рекламирующим товары и услуги, вход воспрещен). It is a sign put up on the doors of office buildings and sometimes private homes to distract and even prohibit engaging in advertising activities on the premises. Actually, you may enter the building but you are not allowed to offer your services or those of your company.

"No Flyers." A Flyer is a small printed handbill or announcement. It usually advertises some goods or services. As a rule, flyers are carried around by a postman or specially employed people to be dropped into private mailboxes. Those people, who do not want to receive these numerous handbills that are delivered every day, put the sign "No Flyers" on their doors or mailboxes.

"Delivery to a home where illness exists is unintended." These words are printed on fliers and booklets distributed by funeral homes while advertising their services.



"This program contains scenes of violence, nudity and coarse language. Viewer discretion is strongly advised."

You can see these words on the TV screen prior to the movies or programs containing mature subject matter. Practically every movie and TV program is interrupted

Note:

commercial — теле- или радио-реклама, прерывающая передачи.

by commercials. Every time at the end of all commercials this warning appears on the TV screen again.

"Wheelchairs and Strollers Available." This phrase can be seen in the store and museum flyers and brochures. You can also read it on the signs in the entertainment parks and advertisements of different exhibitions as the above mentioned events usually occupy large areas.

Их объявления и рекламы

“Be in the know before you say hello!”

It is an ad of a telephone company's service that allows you to know who is calling before you pick up the phone, as the telephone number of the calling party pops up on your telephone display.

“Emergency notice: hot water shutdown.”

It is a notice in one of the American institutions in a situation when there was no hot water in the building.

“How to tell an important call from a ding-a-ling?”

It is an ad of a telephone company service that is called *VIP Alert*. This service provides the customers with a special different ring for selected incoming telephone calls.

“IF YOUR SOCIAL LIFE IS BUSY, YOUR PHONE LINE SHOULDN'T BE.”

It is an ad of a telephone company's service that is called *“Call Waiting / Second Line”*. If you do not want to worry about missing incoming calls while you are on the line, you may add this service to your phone.

“It's your cup of tea!” It is an advertisement of a brand of green tea. This ad also shows a hand offering the viewer a cup of tea. Here, an allusion to an idiom *“It's my cup of tea”* (Вот это — для меня! Это как раз то, что мне надо. Это — как раз мое.) is contained.

“Best rest in the West!”

It is an ad of one of the American inns.

“Pants hemmed while you wait.”

It is a notice on the door of an Alterations shop.

Note: Alterations shop — швейная мастерская

“Home, Suite Home!” It is an ad of apartments for rent. It is an allusion to a famous saying — *“Home, Sweet Home!”* This is an English play on words, *“sweet”* (сладкий, приятный) and *“suite”* (квартира). These two words are identical in pronunciation but different in spelling and meaning.

“Don't go digging up trouble.”

“Before you do any extensive digging or construction on your property or public lands, please give your phone company a call. They'll let you know if you'll be digging into any of their telephone lines. All too often, private home owners and construction crews unintentionally dig up land where lines and cable are located. This sometimes results in costly damage or destruction. So, let's work together to avoid needless disruption of telephone service in our community.” It is a caution published in a telephone directory. Here a playful hint to an idiom *“to dig up trouble”* (искать себе приключений, найти приключений на свою голову) is contained.

Note: telephone directory — телефонный справочник

“It redials busy numbers for busy people.”

It is an ad of a telephone company's service. When you get a busy signal, you may dial a certain combination of digits (various telephone companies may have different combinations) and after that the telephone company will call you back when the line is free. So, you are free to do more important things than redialing.

“Fixed right the first time or you don't pay a dime!”

The company of this ad provides repair services for furnaces and heat pumps as well as all sorts of heating systems.

“Leak detection without destruction.” It is an ad for a company that provides electronic leak detection and repair of pools, spas, fountains and the like.

“Post no bills.” It is a notice that is placed on temporary fences of construction areas. Sometimes you can also see such a notice on street poles.

“Smoking and drinking policy.”

“The minimum age for purchasing alcohol is 19. The minimum age for purchasing tobacco is 19. Bylaws restrict smoking in bars and restaurants. Be sure to check with your server before lighting up.” It is an extract from a California Restaurant Catalogue.

Note: to light up — закурить

Acknowledgements

My deepest appreciation and very special thanks go to my helpers and advisors:

Barbara Kita — a Canadian citizen and native of Ontario, a proofreader, B.A. English and Anthropology and my likeable co-worker;

Daniel Terry — an American citizen and native of California; B.A. Behavior Science, Criminal Justice and my favorite son-in-law;

Vladimir Bikeev — a Russian citizen; a professional English-Russian and Russian-English interpreter and my beloved husband.

The Author.