

Конкурс буклетов (лифлетов) в рамках фестиваля был представлен впервые и учащиеся успешно справились с поставленной задачей. Поскольку буклет является информационно-рекламным носителем, его цель кратко и информативно донести до читателя сведения о продукции или услугах компании. Нашим конкурсантам пришлось немало потрудиться, чтобы их буклеты были не только красочными, исполненными на хорошей бумаге, но и профессионально информативными. Буклеты некоторых участников конкурса содержали не только необычную информацию о различных аспектах английского стиля, но и подробные контактные данные. Интересно, что с помощью рекламных буклетов наших конкурсантов можно с легкостью запланировать отдых в Англии с посещением редких и удивительных мест!

Буклет - (от фр. *bouclette* - колючко) - разновидность рекламного проспекта, неперiodическое листовое издание, как правило, многокрасочное, отпечатанное на одном листе с обеих сторон листа. Текстовая информация буклета должна быть так же чёткой и лаконичной. Все тексты в буклете должны нести информационную нагрузку.

Для того чтобы достичь необходимой цели, рекламный буклет должен отвечать следующим правилам:

- быть качественно исполненным,
- соответствовать фирменному стилю заказчика,
- содержать яркие изображения,





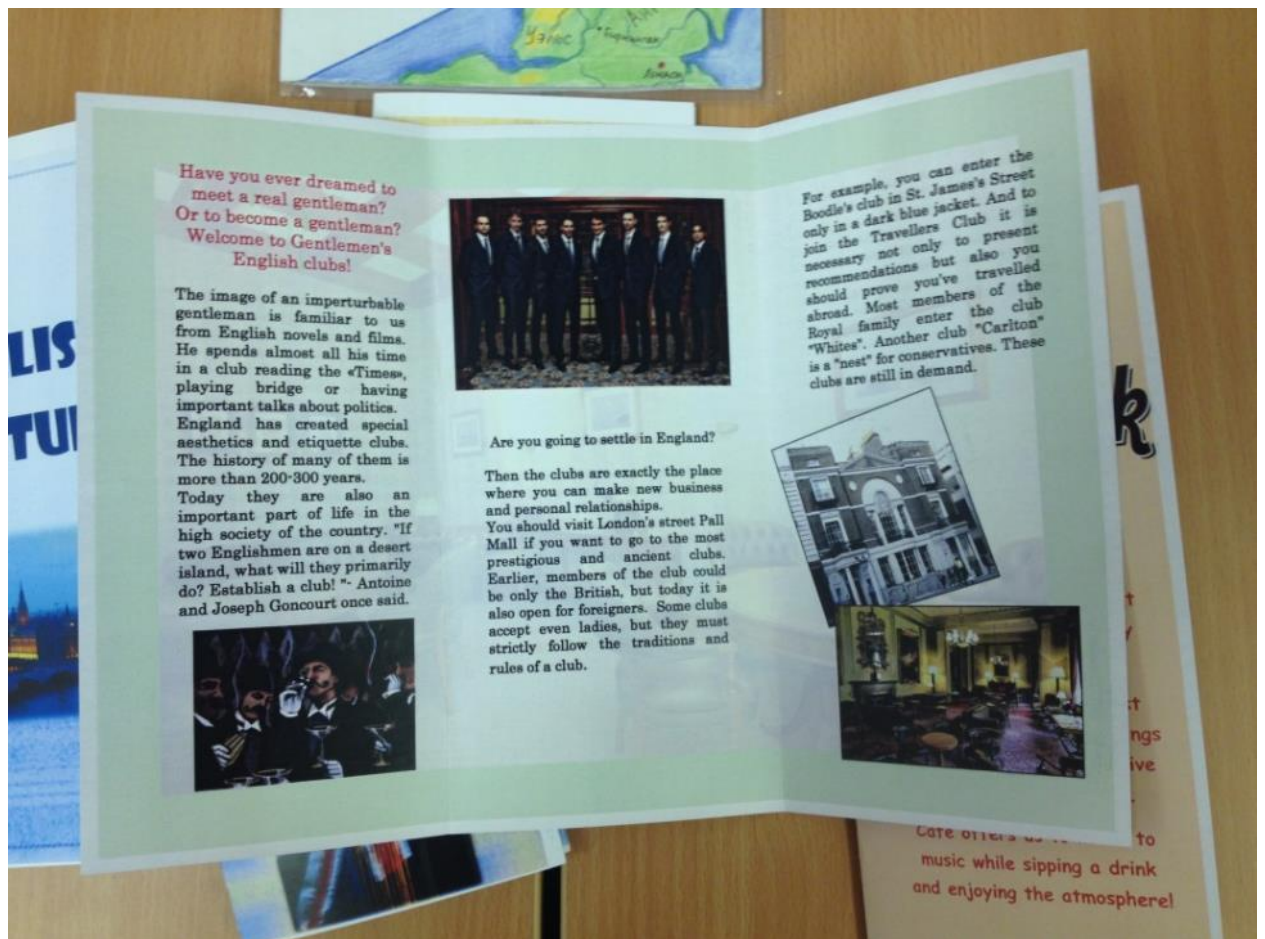


























the Park Yard American football  
is now headed by the famous

The Plot of 1605 involved a failed attempt by English Catholics to blow up the Houses of Parliament and the Protestant King James I and aristocracy. Since that year, the cellars have been searched, recently for the sake of form only.

### A ceremonial search in the Palace of Westminster



Before the monarch departs her residence, the Crown takes a member of the House of Commons to Buckingham Palace as a ceremonial hostage. This is to guarantee the safety of the Sovereign as she enters a possibly-hostile Parliament. The hostage is released upon the safe return of the Queen. This tradition stems from the time of Charles I, who had a contentious relationship with Parliament and was eventually beheaded in 1649 at the conclusion of a civil war between the monarchy and Parliament. In 1642 Charles I stormed into the House of Commons in an unsuccessful attempt to arrest five of its members for treason. Since that time no British monarch has been permitted to enter the House of Commons. The custom dates back to centuries when the monarch and Parliament were on less cordial terms.

Once these precautions have been taken, the Queen travels from Buckingham Palace in a State coach to the Palace of Westminster, usually accompanied by the Duke of Edinburgh.



### The Imperial State Crown



The Imperial State Crown travels in its own carriage, ahead of the Queen, escorted by Members of the Royal Household. On arrival, the Queen puts on the Imperial State Crown and her parliamentary robes ready for the ceremony itself. This takes place in the House of Lords.

### The House of Lords



### The Ceremony of the State Opening of Parliament



The State Opening takes place in the House of Lords Chamber and, before 2011, was usually held in November or December or, in a general election year, when the new Parliament first assembled. In 1974, when two general elections were held, there were two State Openings. However, from 2012 onwards, the ceremony takes place in May. This is owing to the introduction in 2011 of fixed-term parliaments of five years in length, with parliamentary elections being subsequently held in the May of every year divisible by five, with the next such election being scheduled for 2015. The 2012 ceremony took place on 9 May and the 2013 date was 8 May.



### Do you know that...

1. There are less Britain's Ethnic Population than migrants in London.
2. Mohamed is the most popular name in the UK
3. The population of England speak more than 300 languages
4. Almost 87% of English population live in the big cities

### Multicultural London English



Multicultural London English (abbreviated MLE) is a dialect of English that emerged in the late 20th century. It is spoken authentically by working class, mainly young, people in London. However, elements of the dialect are widely imitated throughout southern England. According to research conducted at Lancaster University, Multicultural London English is gaining territory from Cockney.



### Notting Hill Carnival

Held each August Bank Holiday week, the Notting Hill Carnival is the largest festival celebration of its kind in Europe.

Every year the streets of West London come alive, with the sounds and smells of Europe's biggest street festival.

Thousands of vibrant colorful costumes surround over 50 static road systems, hundreds of Caribbean food stalls, over 40,000 visitors and over 1 million Notting Hill carnival visitors.

Starting its life as a local festival set up by the West Indian community of the Notting Hill area, it has now become a full-blown Caribbean carnival, attracting millions of visitors from all over the globe. The Notting Hill Carnival is London's most exciting annual event.

The Notting Hill Carnival used to get under way on the Saturday with the steel band competition. Sunday is 'Rasta Day', when the costume parade is awarded. On Monday, the main parade takes place.





## Idioms

Every cloud has a silver lining  
You can derive some benefit from every bad thing that happens to you

Water under the bridge  
Something that has happened and cannot be changed

Couch potato  
A lazy individual, addicted to television-viewing

Once in a blue moon  
Very rarely

Make a mountain out of a molehill  
To make a slight difficulty seem like a serious problem


Elephant in the room  
There is an obvious problem or difficult situation that people do not want to talk about

Let the cat out of the bag  
To tell people secret information, often without intending to


Monkey on one's back  
A serious problem that someone cannot forget

## SMS English


Hearing	Word → → Numeral	Abbreviation
U you	4U for you	NP no problem
Y why	ANY1 anyone	TC take care
CU / CYA see you	GR8 great	BB bye bye
UR your	U2 you too	ASAP as soon as possible
K ok	L8R later	HAND have a nice day



As tough as nails - tough, strong-willed  
As warm as toast - warm, cozy  
As bold as brass - impudent  
As sly as a fox - crafty  
As thick as blackberries - a lot of, in abundance  
As black as thundercloud - very ominous  
As scarce as hen's teeth in hell - scarce, rare, almost non-existent  
As bright as a new pin - very clean, very neatly dressed  
As large as life - live  
As cool as a cucumber - calm  
As tall as a maypole - very tall  
As thick as pea soup - thick, dense



If you're interested in history you should visit The British Museum!



The largest and oldest nation museum has mummies from Egypt, Roman antiquities found in the Thames, beautiful Japanese warriors' clothes from hundreds of years ago, and Aztec death masks made of precious stones.









Exhibit from the museum



If you want to know more about London we advise you to go to The Museum of London!



The museum tells the story of London and Londoners and stands on the site of a Roman fort. It has over a million different bits and pieces from London through the ages, some are even prehistoric! Exhibits include a Roman bikini, a cell from Newgate Prison and the Lord Mayor's coach, built in 1756.



If you're keen on biology the Natural History Museum is your destination!

This beautiful building houses a huge skeleton of a 150 million year-old Diplodocus. If you want to feel like you are in the film "Jurassic Park" then comes here to view the robot dinosaurs and take part in the interactive exhibits. The children love the stuffed bears and the living ant colonies contained in glass.

Diplodocus





#### SOME FACTS KNOWN TO EVERYBODY

Big Ben is the nickname for the Great Bell of the clock at the north end of the Palace of Westminster in London and often extended to refer to the clock and the clock tower.

The tower is officially known as the Elizabeth Tower, renamed to celebrate the Diamond Jubilee of Elizabeth II.

The tower holds the largest four-faced chiming clock in the world and is the third-tallest free-standing clock tower.

The tower was completed in 1858 and had its 150th anniversary on 31 May 2009, during which celebratory events took place. The tower has become one of the most prominent symbols of the United Kingdom and is often in the establishing shot of films set in London.

Do you think you've heard everything London's Big Ben Clock Tower?

If you thought it was simply a clock, then think again

1. The real name of the tower that houses the clock is simply "The Clock Tower". Big Ben is just the nickname given to the largest bell in the tower, formally known as "Great Bell". However, since the nickname is much more recognizable, "Big Ben" has become much more commonly used.

2. According to a survey carried out in 2008, Big Ben is the UK's most popular tourist attraction.

3. The Clock Tower is also known as Big Ben Tower, and is sometimes erroneously referred to as St. Stephen's Tower. St Stephen's Tower is actually found in the center of the west side of the Houses of Parliament, and acts as the public entrance.

4. Big Ben first chimed on the 31st of May, 1859.



5.



A golden inscription, written in Latin, can be found at the base of each clock dial. It reads "Domine Salva Fac Reginam Nostrum Victorian Primam", that means "O Lord, keep safe our Queen Victoria the First".

6. The origin of the name "Big Ben" remains uncertain. Some believe that the Clock Tower was named after civil engineer and politician Benjamin Hall, who was very tall. Others believe the tower was named after heavyweight boxer Benjamin Count, an Englishman who won a tournament in the year the tower was at the center of a great debate in London.



7. Big Ben chimes every 15 minutes and the sound can be heard for a radius of up to 5 miles.



## History of MADAME TUSSAUD

1761: Marie Grobholz, later known as Madame Tussaud, was born in Strasbourg.

1802: She travels from town to town with her caravans, organizes advertising and supplies the newspapers with anecdotes or arranges charity campaigns.

1835: Madame Tussaud into her future exhibition room "The Baker Street Bazaar" in Baker Street, London.

1846: Punch Magazine coins the name Chamber Of Horrors for Madame Tussaud's "Separate Room", where gruesome relics of the French Revolution are displayed.

1859: Madame Tussaud dies.

1884: Marie's grandsons move the attraction to its current site on Marylebone Road.

1925: The attraction is devastated by fire.

1928: Restoration is completed with the addition of a cinema and restaurant.

1940: Madame Tussauds is struck by a German World War II bomb destroying 352 head moulds, and the cinema.

1958: Madame Tussauds opens the Commonwealth's first Planetarium.

1990-1993: The attraction undergoes extensive refurbishment, with the inclusion of new interactive, themed areas.

1993: The Spirit Of London, a spectacular animatronic ride, arrives at Madame Tussauds.

The London Planetarium is re-opened after a £4.5 million re-development, including the installation of the world's first Digital II star projector.

1996: Madame Tussauds opens a special display in conjunction with Time Magazine, portraying some of the publication's nominated Top 100 people of the 20th century.

1997: Madame Tussauds opens a special exhibition of wedding dresses made for its Diana, Princess Of Wales, Sarah, Duchess Of York and Sophie, Countess Of Wessex.

1999: Major new star show 'Wonders Of The Universe' opens at The London Planetarium.



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Madame Tussauds LONDON



