



russia talkingrussian.com:yrr

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You can learn to read Russian in 75 minutes!

Key Benefits: Once you have studied this 18-page document, you will be able to read Russian and speak Russian! Estimated time to master this is 75 minutes (spend fifteen minutes a day on this for the next five days).

Contents

TalkingRussian.com

Read Russian in 75 Minutes

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Roza Nazipova-Petherick



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Roza of Talking Russian has developed a unique system of ensuring quality, flexibility and value for its customers for more than three decades.

This document illustrates how also works to give you a valuable, yet easily achievable skill - the ability to read and speak Russian - in about seventy five minutes of study (or less)! Believe it - you can already speak Russian !

Over the past thirty plus years, Roza Nazipova-Petherick has evolved a unique series of processes and applications for language services. These have been distilled and systematised into advanced techniques and problem solving methodology across a range of industries and communication media, and take full advantage of cutting edge technology and language developments. Most importantly, they offer you unique benefits and cost savings to make your words make sense. Perfect sense.

- Roza is flexible and practical
- Roza's teaching methods are only available from Roza – she has not licensed, resold or shared her intellectual property
- **Roza Nazipova-Petherick** at talkingrussian.com is a quality benchmark for clear communication

Real World Problem One

A busy customer has no time to learn Russian, but wants to impress at a business dinner taking place in Russia in a few week's time.

Approach

Roza persuades the customer to give up ninety minutes of their valuable time at their own office, with a simple guarantee: If the client feels after returning from the trip to Russia that the ninety minutes they spent was wasted, and did not offer them any business advantage, he **will not pay a penny** for what is imparted to him during that ninety minutes.

Solution

In ninety minutes, Roza introduces the client to key Russian phrases, greetings and a few important customs. Upon enquiry as to the nature of the client's forthcoming trip, she drafts a short after-dinner toast. A business card is created, and by the next day, the client receives 48 neatly printed self-adhesive labels, to be attached to the back of his cards, with his name, contact details, and a short explanation of his business in Russian, along with a recording for his smartphone of key social phrases and the text of his toast to aid his pronunciation.

Success

In Russia, after the dinner, Roza's customer **completely floors the Russian business audience** with his apt, concise and witty toast, executed in flawless and perfectly pronounced Russian. After the vodka has been downed, the Russian audience members crowd around him to congratulate him on his performance, and to ask for his card. He is able to thank them, and exchange a few phrases of greeting in Russian.

(He smiles to himself, and remembers the sound file repeating the toast that he was able to play every day before he left for Russia, ensuring that he only needed a glance at the transliterated cue card before he began the toast).

He is also the **only person** in the group of over twenty who has his business details in Russian on the reverse of the cards he is presenting.

Meanwhile, the other members of the group, entirely neglected by the Russian audience, stare glumly at their plates, and wish they'd spent years learning Russian like our customer so obviously had...

Real World Problem Two

A customer is expecting a site visit from a Russian group, knowing that they will be bringing their own interpreter. The meetings and programme are crucially important to the customer, and they know that contract negotiations will be very tough indeed. What can they do to make the Russian visitors feel welcome, and ensure they get the result for which they have been working so long and hard?

Approach

After understanding the **business objectives** that the client has, and identifying the nature of the visit, Roza gives the management group an intensive two-hour language and cultural briefing via Zoom.

Solution

The entire group learns some **specially prepared vocabulary**, practice it together, and the Roza “acts the part” of Russians arriving at their facility, to test what they’ve learned. They are warned not to shake hands **through a doorway**. They are given examples of Russian negotiation techniques, and learn how to **anticipate, and deal effectively** with such tactics. The idea of a welcome notice is raised, and it is also decided to place a short message into the visitor's hotel rooms in Russian with welcome information and their itinerary for the visit, along with a suitable welcoming gift.

From the Russian welcome sign at the airport held by the MD, his and the driver's use of welcome phrases, and down to the detail of the note in the hotel's mini-bars, and the visit to a famous poet's house, as much as been done to make the visitors feel that they are important to our customer. All of the key people that the Russian visitors meet are able to greet them in Russian, explain who they are, and what they do within the organisation.

Success

Having anticipated and dealt with several of the negotiating techniques used by the Russian visitors, a tough contract negotiation ends with an **unexpected and early agreement**, and the planned 'quiet farewell' evening goes on long into the night. Friendships have been made, not merely a deal signed...

Surprise yourself: You really can do this!

How this way of learning works...

Virtually everybody who visits Russia or any of the countries of the former Soviet Union without ever learning Russian seems to wish they could at least decipher the Russian alphabet. Maps, building plaques, street names, menus - it's all just too difficult, isn't it? And besides, you really just don't have the time!

No, it is not difficult, and you can make the time - 75 minutes is a reasonable estimate - split that up into 15 minutes a day over the next five days. Sections are marked A to E with day numbers to help you - and day one is very simple - because you already know all of the letters from English - and they all look *and* sound the same in Russian. So it's actually just four days, and an hour!

This guide will close the gap between you and the Russian alphabet. Persevere, and you will be reading Russian in an hour!

You will be surprised at how easy it is to get the gist of words and signs in Russian - once you can decipher the letters, and have gained some idea of pronunciation from hearing Russians speak.

Read it through, keep it with you for reference; and your time in Russia, or meeting Russians will be made easier, more enjoyable, and who knows, perhaps more profitable.

Firstly: The individual letters of the Russian alphabet are introduced, not in their alphabetical order, but in groups, **first** according to their phonetic or visual closeness to English, and **also**, with the "non-English" letters, according to their origin or other criteria.

Secondly: Following each group of letters, real examples of individual Russian words are given using the letters learned so far. Wherever possible, these have been so selected as to be meaningful to you transliterating them. Out of a strange-looking cluster of Russian letters, you will soon be able to unearth the name of a Russian newspaper, a place name, a famous Russian writer or composer. All the words so used are "genuine", and as a visitor to Russia you will see several of them at the airport, or in your hotel, on notice boards, on the streets, and so on.

Enjoy learning! And remember that only practice makes perfect. Your newly found skill will be sure to impress your colleagues, friends and relatives, and most importantly, your Russian friends, clients or partners!

If you want to learn more...

Roza Nazipova-Petherick is happy to offer you advice on learning methods for this material. Repetition, using a recording and practising writing characters are the obvious techniques that will assist you - but everyone learns in a slightly different way. Contact Roza for assistance via talkingrussian.com

***A marked characteristic** of Russian is that one syllable of each word is always heavily accentuated. I have not added accents in this publication, as it is designed to merely introduce you to the letters and allow you to read and pronounce them correctly. To improve your spoken Russian, you simply need to listen carefully to how Russians pronounce their own language, or indeed pronounce words in English. Roza is happy to advise you on suitable self-study and multimedia material which she has tested and can recommend.*

Should you feel after mastering these basics that your ambitions are fired, or that you need a little further encouragement or assistance, **Roza Nazipova-Petherick** is ready to teach you Russian — at your own pace, using a variety of teaching techniques customised for you, remotely via Zoom, Skype or WhatsApp. Visit talkingrussian.com today to arrange an initial assessment, and agree on a programme that suits you.

Finally, I hope that you enjoy learning to read and speak Russian using this system, and that your further understanding of Russian language, and Russia's culture and people, is made just a little easier.

Russia is a huge country full of amazing people, and you will appreciate both better with the knowledge you can gain here.

Kind Regards,



Roza Nazipova

Pocket Reference for the Russian Alphabet

А Б В Г Д Е Ж З И (Й) К Л М Н О П Р С Т У Ф Х Ц Ч Ш Щ
(Ъ) Ы (Ь) Э Ю Я

Russian	English
THE FIVE ENGLISH LETTERS	
К	K
М	M
Т	T
А	A
О	O
THE SEVEN FALSE FRIENDS	
В	V
Н	N
Р	R
С	S
Х	KH
Е	YE (YO)
У	OO
THE GREEK ORTHODOX NINE	
Б	B
Г	G
Д	D
З	Z
Л	L
П	P
Ф	F
И	I
Й	Y
THE HEBREW FIVE	
Ж	ZH
Ч	CH
Ш	SH
Щ	SSHCH

Ц	TS
THE SIX RUSSIAN STRAGGLERS	
Э	E
Ю	YOU
Я	YA
Ы	IY
Ъ	hard sign
ь	soft sign

A The Five English Letters (Day 1)

There are five letters in Russian that look like and (more or less) sound like their English counterparts. We told you this was easy to learn!

K M T A O

K M T - as in English! Well done. That's 3 down, just 29 to go!

A is pronounced as in "father", never as in "May".

O is much more round and open in Russian, sounding almost like the 'aw' as in "Shaw".

When the letter 'o' does not carry the stress in a word, it is pronounced rather like the first 'o' in "tomato". Listen to the Russian pronunciation of Moskva (Moscow), written **МОСКВА**, and it will sound like maskva, with the first 'o' very much "watered down".

Examples:

AKT means ACT

ATOM means ATOM

KOMA means COMA

TAKT means TACT

M is what you'll see on Male toilets

That's not bad for your first day – almost nothing to learn!

The modern Russian alphabet is derived from the Cyrillic alphabet invented by St. Cyril of Thessalonica, who converted to Christianity in the 9th Century. It was St. Cyril who made the first translations of the scriptures into a Slavonic language, Old Bulgarian, which is a forerunner of modern Russian. The Russian alphabet; after many modifications over the centuries, today consists of thirty two letters.

B The Seven False Friends (Day 2)

The next letters are those which look like English letters, but which have a totally different phonetic value.

B H P C X E Y

The "key" for the first four consonants is as follows:

B is pronounced V, as in "**V**iolet"

H is pronounced N, as in "**N**arrow"

P is pronounced R, as in "**R**ed"

C is pronounced S, as in "**S**ilver"

Examples:

KBAC Russian rye beer - *kvass*

KOCMOC Space, or the *cosmos*

MOTOP Motor

HOC Nose

COYC Sauce

TAHK Tank

TPAKTOP Tractor

X The letter **X** is traditionally linked to the ch as in "loch".

For the best guide to how this sound is pronounced, listen to the much used word *kharasho* (**ХОРОШО**), which means 'fine, well, good, OK'.

E The Russian **E** sounds like the 'ye' as in "yet", not as the 'e' in "bend", for which there is a separate letter (Э).

Everyone knows that the Russian word for no is *nyet*. The Russian is, however, a three, not a four letter word: **HET**.

Of all the Russian consonants it is the **T** and **A** ('D', introduced later under The Greek Orthodox Nine) which undergo the most marked audible change when followed by the letter **E**. **T**, when followed by **E**, sounds similar to the t in "lecture", and **A**, when followed by **E**, to the d in "endure".

There is another unsettling point about the letter E: in some circumstances it is pronounced as the 'yo' in "yonder". Sometimes to distinguish the 'yo' - mainly for the benefit of learners - the **E** is printed as **Ё**. But in normal use, it is not differentiated in this way. One of the most important words with 'yo' is **ВСЁ**, meaning 'all' or "everything". Listen out for the frequently used expression **ЭТО ВСЁ** (eta vsyo), "that's it", "that's all". And just to keep the fun going, **ВСЁ** (vsyo) means everything, but **ВСЕ** (vsye) means everyone. **Sorry.**

Y is pronounced as the 'oo' in moon and is usually transliterated by the letter 'U'.

Examples:

МЕТРО Metro

МОСКВА Moscow

НЕВА Neva, St Petersburg's river

НЕРВ Nerve

ОМСК Omsk

РЕСТОРАН Restaurant

ТОМСК Tomsk

ИРКУТСК Irkutsk

И Well (as a highly informal question - 'well then?')

C The Greek Orthodox Nine (Day 3)

The next letters to be introduced are the remaining ones which have been derived from Greek; consonants first:

Б Г Д З Л П Ф Й

Б is pronounced as B, as in "boy"

Г is pronounced as G, as in "great"

Д is pronounced as D, as in "dish"

З is pronounced as Z, as in "fizz"

Л is pronounced as L, as in "late"

П is pronounced as P, as in "peach"

Ф is pronounced as F, as in "fear"

The vowel **И** is equivalent to the 'ee' as in "see".

The **Й** is only used following a vowel to produce a diphthong, as the 'y' in "boy" or "May". It never stands independently, and thus is not pronounced separately.

Й is usually transliterated in English by the letter 'y', and often appears at the end of a word to slightly soften the sound.

Examples:

АРБАТ Well known street for taking a walk in Moscow.

АППЕТИТ Appetite

БЕРЁЗКА 'Beriozka' – a small birch tree

ВИНО Wine

ВОДКА Vodka

БОРОДИН 19th Century Russian composer who wrote 'Prince Igor'.

ГАРДЕРОБ c.f. the French 'Garderobe' or wardrobe

ДА Yes

НЕТ No

ДОСТОЕВСКИЙ Author of 'Crime and Punishment'

ИДИОТ Idiot - another novel by Dostoyevsky

ИНТУРИСТ Intourist - Russian travel agency

КОММУНИЗМ Communism – don't see this word in so many phrasebooks now

КОФЕ Coffee

ЛЕНИН Lenin

ЛЕНИНГРАД Leningrad - the city is now called St. Petersburg, but the region surrounding the city retains the name 'Leningrad Region'

МИР Name of the former space station – *Mir*, which means 'world', and also 'peace'.

ЛИКЁР Liqueur – watch out for the dots above the E (see page 11).

ЛИФТ Lift

ПРОСПЕКТ Wide boulevard in Russian cities

ПУДИНГ Pudding

РИМСКИЙ-КОРСАКОВ Wrote 'The Flight of the Bumble Bee'.

РОСТБИФ Roast beef - best with Yorkshire **ПУДИНГ** of course

РУССКИЙ Russian

СПУТНИК Satellite or 'Fellow Traveller'

СУП Soup

ТОЛСТОЙ Author of 'War and **МИР**'

ТУАЛЕТ Toilet

ПАСПОРТ Only one 's' in the Russian word for passport

ТАКСИ Taxi

Д The Hebrew Five (Day 4)

Next come some of those funny letters that look impossible.

Ж Ч Ш Щ Ц

Fear not. First let us consider the so-called "hush sounds" - 'ch', 'sh' and the 's' as in "pleasure". Each of these sounds is conveyed in Russian by its own letter.

Ж represents the 's' as in "pleasure".

This letter is normally transliterated by 'zh' in English.

Ч represents the 'ch' as in "cheese".

Ш represents the 'sh' as in "shin".

There is a fourth hush sound in Russian: this is written **Щ**, and is in fact a combination of **Ш** and **Ч** i.e. sh and ch, as in "fish & chips".

English speakers often have difficulty pronouncing this. Think of it in practice pronounced as a 'long' **Ш**. Alternatively, drink a few too many vodkas, and you'll find you can produce this sound perfectly, even if you can't make other sounds

All of these letters are derived, it is thought, from Hebrew script, as is the last letter in this group

Ц represents the sound 'ts' as in "hits".

Examples:

БИФСТЕКС Despite the 's', only one portion of beefsteak!

БОРЖОМИ Georgian mineral water

БОРЩ Beetroot soup

ЖУКОВ Famous Russian 2nd World War Marshall

***Inside Information:** Russians refer to the 2nd World War as The Great Patriotic War*

СОЦИАЛИСТ Socialist (USSR was **СССР**)

ЧАЙКОВСКИЙ Composer of 'Swan Lake' and 'The Nutcracker'

ЧЕХОВ Author of 'The Cherry Orchard' and 'The Three Sisters'

ШАМПАНСКОЕ Russian champagne is very palatable

ЩИ Russian cabbage soup

ПТИЦА Bird

Ж Sign on Female Toilet

E The Six Russian Stragglers (Day 5)

Finally, there are the stragglers, the last six letters to learn in the Russian alphabet. You've got this far – and the last two you can really forget at this stage, so there are just four more letters to learn to complete your knowledge.

Э Ю Я Ы Ъ Ь

Э, corresponds to the 'e' in "Edinburgh" or "Eric".

(Remember, the Russian **Е** sounds like the 'ye' as in "yet". **Э** and **Е** are different sounds, but in English, are almost always represented by the single letter "e") Air travellers will have seen "**АЭРОФЛОТ**", the name of the Russian national airline writ large on the side of Tupolevs, Antonovs and Ilyushins. **Э** also occurs in the very frequent word "**ЭТО**" meaning "this".

Remember the meaning of "ЭТО ВСЁ"?

Ю represents 'yu' as in "yule", or as the 'u' in "unicorn". The Soyuz (meaning "Union") of spacecraft fame is spelt **СОЮЗ**.

Я, the R back-to-front, is pronounced 'ya' as in "yarn". Just on its own, the letter '**Я**' means "I", as in "Me, myself, I".

The final three letters are a little more difficult to describe.

Ы - or the "sixty-one", as it is sometimes known - is a "hard" vowel, corresponding to the English pronunciation of 'er' as in "butter".

You can always get by with pronouncing the **Ы** as the 'i' in "it".

Listen to the frequent Russian word **Вы**, which means "you", or **Мы**, meaning "we"; it will strike you that the sound is markedly different from the 'i' in "vim" or "milk". Normally **Ы** is transliterated in English by the letter 'y' (for example, in *Petrovsky*) which, as we have already noted, is also used to represent **И**.

The **Ъ** and **Ь** are called the hard and soft signs. The **Ъ** is not very common and can be ignored for your present purposes: it can be considered as a silent letter. The soft sign **Ь** softens the consonant which it follows. Until you can clearly establish, through careful listening, what the effect is of the soft sign, it is safe to ignore it. And ignore the hard sign until you've had a vodka or two.

Examples:

АНГЛИЯ The Russian for "England"

ГУЛЯШ Not always Hungarian Goulash

ИЗВЕСТИЯ The Russian newspaper Izhvestia

ИНТЕРВЬЮ Interview

КОКТЕЙЛЬ Cocktail, please Mr. Molotov

КОНТРОЛЬ At the airport you will see ПАСПОРТНЫЙ КОНТРОЛЬ - Passport Control

КОНЬЯК Not necessarily French cognac – What is known in Russian as Armenian cognac is excellent.

МЕНЮ You should be able to read this by now - the menu!

РОССИЯ Russia

(БЫВШИЙ) СОВЕТСКИЙ СОЮЗ (former) Soviet Union

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