

# MASS MEDIA

## THE PRESS



Чытальная  
зала

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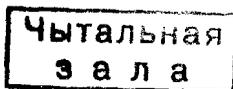
В.М. Кузьмина

**СРЕДСТВА МАССОВОЙ  
ИНФОРМАЦИИ  
ПЕЧАТНЫЕ СМИ**

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В пособие включены оригинальные тематические тексты, а также языковые и речевые упражнения и практические задания по теме «Средства массовой информации».

Предназначается для студентов 3 курса факультетов иностранных языков.

## CONTENTS

<b>PART 1 THE BEGINNING</b>	6
The communication process	15
<b>Self-access</b>	
Comic books – international classics	23
<b>PART 2 DEVELOPMENT OF PRINT MEDIA</b>	25
Cultural history of books	40
Early origins of newspapers	41
The two types of national newspaper	43
Magazines and periodicals	44
Papers and politics	52
<b>Self-access</b>	
Playboy	54
Press Associations and Press Agencies	56
<b>PART 3 LOOKING AT THE NEWSPAPER</b>	57
National newspapers: ownership and circulation	58
Have a look at the newspaper	61
Looking through <i>the Independent</i>	62
<b>Self-access</b>	
Happy birthday, Queen Mum!	69
Where to go, what to see, what to do	70
<b>PART 4 BIASES OF THE PRESS</b>	72
Biases and other problems	79
All the Good News	81
Distorting the Truth	83
Libel takes a variety of form	83
<b>Self-access</b>	
Gossip and the glitterati	85
Mellor: the right to know and the right to stay in office	86
Bad news can damage your health	87
<b>PART 5 HOW NEWSPAPERS ARE PRODUCED</b>	88
Delivering news	90
Headline English	92
<b>Self-access</b>	
Shock-horror headlines	103
<b>PART 6 JOURNALISTS' ETHICS</b>	105
The society of professional journalists	117
Freedom of the Press	119
<b>Self-access</b>	
Freedom of information in the USA and in Britain	128

## ПРЕДИСЛОВИЕ

Настоящее пособие предназначено для студентов 3 курса институтов и факультетов иностранного языка, а также для изучающих английский язык как второй иностранный.

Пособие состоит из 6 частей, в которых представлены оригинальные тексты по теме «Средства массовой информации». Каждая часть включает тематическую лексику и систему лексических упражнений, а также ряд упражнений на развитие устной речи студентов. В пособие включены коммуникативные упражнения, ролевые игры, что дает возможность полного погружения в языковую среду.

Каждая часть включает задания для контролируемой самостоятельной работы.

## HOW TO USE THE BOOK?

MASS MEDIA (Print Media) contains six units which deal with a certain aspect of print media. The units include the following sections in various order:

- Starter activities
- Learn before you read
- Vocabulary exercises
- Reading
- Language focus
- Grammar section
- Speaking
- Listening
- Suggestions
- Writing
- Self-access work

### STARTER ACTIVITIES

This section, which occurs at the beginning of each unit, is an introduction of a new topic and is designed to stimulate discussion of the new topic.

### LEARN BEFORE YOU READ

This is a section, which deals with new topical vocabulary and is meant to be learned before students pass on to reading texts. It consists of a Word List containing new words with their meanings and examples of their use.

### VOCABULARY EXERCISES

The exercises used in this section concentrate on developing various language skills while activating the new vocabulary.

## READING

This section is structured upon authentic texts. They include articles from books, newspapers and magazines.

### LANGUAGE FOCUS

A wide variety of activities are used to focus on the language skills. These include giving definitions, finding synonyms and antonyms, gap-filling, matching, explaining and paraphrasing, etc.

### GRAMMAR SECTION

As this is not a grammar book, grammatical exercises are not plentiful and concentrate only on problem areas, such as prepositions and articles. This is because the readers of this book will have studied grammar and will need supportive exercises.

### SPEAKING

The speech exercises are topic-based and focus on such themes as: the beginning of mass communication, the development of mass media, kinds of newspapers and magazines, reading habits, biases of the press, the character of the journalist, the press controls and freedom of the press. The activities used in this section vary considerably to encourage students to express their opinions on the problems discussed. They usually occur as the final part of the listening or reading activity.

### LISTENING

This section is preceded by pre-listening tasks to create an atmosphere necessary for oral perception and is followed by a discussion.

### SUGGESTIONS

This section is in fact a list of discussion points ( Speaking) and written tasks ( Writing). There is no need to discuss all of the points.

### WATCHING THE VIDEO

This section occurs in the book only once and the video is used only for self-access work.

### SELF-ACCESS WORK

In this section there are texts and exercises that students can do by themselves, but they can be discussed in class if the teacher finds it necessary. Or the teacher can use them for reading comprehension tests.

To the teacher

The author is grateful to all the colleagues who contributed to this book and hopes that the book will be helpful while teaching mass media.

All critical remarks and suggestions will be gratefully accepted.

# MASS MEDIA

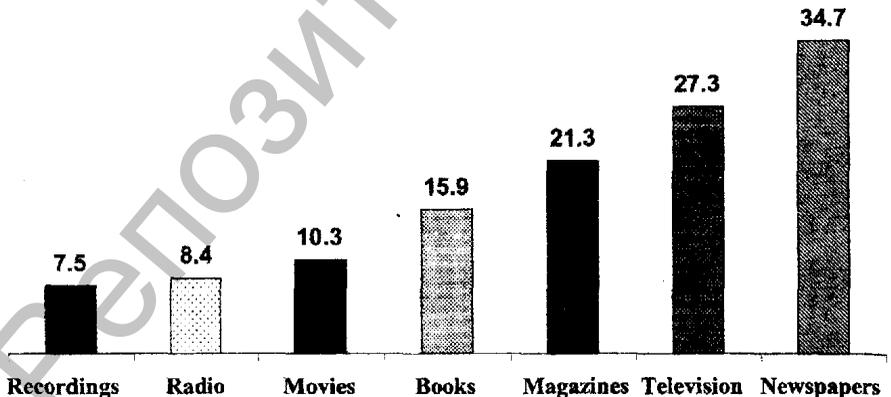
## Print Media

### Part 1

# THE BEGINNING

#### STARTER ACTIVITIES

- Have you heard the term mass media before? What does it mean in your language? What mass media do you know?
- Look at the chart below and make your comments on the incomes of mass media in the United States. Do you think the figures will be the same in your country?



1991 estimated annual income of mass media (in billions of dollars).

SOURCE: *U.S. Industrial Outlook*, 1992 (Washington, D.C.: U.S. Government Printing Office, 1992)

## SUGGESTION

- Conduct a poll in your group to find out how much money your fellow students spend on the media shown in the chart above.

## LEARN BEFORE YOU READ

### Word List

#### Audience *n*

- 1 the act or state of hearing
- 2 a formal hearing or interview < *an audience with the pope* > < *private audience* >
- 3 a) a group of listeners or spectators < *to perform before a large audience* > b) a reading, viewing, or listening public < *an audience of 50,000* > c) a group of ardent admirers or devotees, following

#### Commodity *n*

- 1 an economic good: as a) a product of agriculture or mining b) an article of commerce c) a mass-produced unspecialised product
- 2 a) something useful or valued b) convenience, advantage < *modern commodities* >

#### Communication *n*

- 1 an act or instance of transmitting < *communication process* >
- 2 a) information communicated b) a verbal or written message < *to receive a communication* >
- 3 a) a process by which information is exchanged between individuals through a common system of symbols, signs, or behaviour < *lack of communication* >; also exchange of information < *to be in communication with smb* > b) the technology of the transmission of information (as by print or telecommunication) < *telegraphic/wireless / communication* >

#### Evolve *vb*

- 1 to produce by natural evolutionary processes
- 2 develop, work out < *to evolve social, political, and literary philosophies* >
- 3 to undergo evolutionary change < *society evolved through the ages* >

#### Format *n*

- 1 the shape, size, and general makeup (as of something printed) < *a stamp of triangular format* > < *the format of 24 by 36 mm* >
- 2 general plan of organization, arrangement, or choice of material (as for a television show) < *the format of a conference [an interview]* >

**format** *vt* to arrange (as material to be printed or stored data) in a particular format  
< *a trendily formatted collection of contemporary material* >

**'Mean** *adj*

**1** occupying a middle position: intermediate in space, order, time, kind, or degree  
< *Greenwich mean time* >

**2** occupying a position about midway between extremes; esp being the mean of a set of values; average; < *the mean yearly rainfall* > < *the mean temperature* >

**3** serving as a means; intermediary < *means of transport* >

**²mean** *adj*

**1.** common, shared, akin to

**2** lacking distinction or eminence; humble < *mean abilities* >

**3** lacking in mental discrimination; dull < *no mean abilities* >

**4** worthy of little regard; contemptible < *mean abode* >

**5** lacking dignity or honour; base < *mean trick; to be mean to smb* >

**6** greedy < *to be mean over /about/ money (matters)* >

**mean** *vb*

**1** to have in the mind as a purpose; intend < *she means to win; I did not mean to offend you; to mean well [fill] (by /to/ smb)* >

**2** to serve or intend to convey, show, or indicate; signify < *a red sky means rain* >

**mean** *n*

the average < *the mean of 3, 5 and 7 is 5* > < *the golden /happy/ mean* >

**means** *n pl*

resources available for disposal; esp material resources affording a secure life

< *means of communication* > < *means of living /of subsistence* >

**by all means** - most assuredly, certainly **by means of** - through the use of **by no means** - in no way, not at all

**Medium** *n, pl mediums or media*

**1 a)** something in a middle position < *the happy medium* > < *of medium height [quality, size]* > **b)** a middle condition or degree; mean

**2 a)** a means of effecting or conveying something: as a substance regarded as the means of transmission of a force or effect < *advertising medium* > **b)** *pl* usu **media** a channel or system of communication, information, or entertainment

**mass medium** *n, pl mass media* a medium of communication (as newspapers, radio, or television) that is designed to reach the mass of the people. **electronic media**

**medium frequency** *n* a radio frequency between high frequency and low frequency

**Message** *n*

**1** a communication in writing, in speech, or by signals < *to send/ deliver a message* >

**2** a messenger's errand or function < *to go on a message* >

**3** an underlying theme or idea < *the message of the book* >

**message** *vb* to send as a message or by messenger

### **Printing** *n*

**1** the act or product of one that prints < *the invention of printing* >

**2** reproduction in printed form < *printing books is a complicated process* >

**3** the art, practice, or business of a printer

**printing office** *n* an establishment where printing is done

**printing press** *n* a machine that produces printed copies

### **Shape** *vb*

**1** form, create; esp to give a particular form or shape to < *to shape into a ball [into a cube]* >

**2** devise, plan to embody in definite form, to make fit for (as a particular use or purpose); adapt < *you must shape your plans to your abilities* > < *the dress was shaped to her figure* >

**shaped** *adj in shape* in an original, normal, or fit condition < *exercises to keep in shape* >

### **Share** *n*

**1 a)** a portion belonging to, due to, or contributed by an individual or group < *one's share of the expenses [of the plunder]; proper* > < *fair share of smt* >

**2** the part allotted or belonging to one of a number owning together property or interest < *to hold shares in a company [in a firm, in a bank]* >

### **share** *vb*

**1** to divide and distribute in shares < *to share smt equally* > < *to share one's bread with smb* >

**2 a)** to partake of, use, experience, occupy, or enjoy with others < *to share a bathroom with smb* > < *to share responsibility [blame]* > **b)** to have in common < *to share smb's likes and dislikes* >

**time-share** joint ownership or rental of a vacation lodging by several persons with each occupying the premises in turn for short periods **time-share** *vt*

**lion's share** *n* the largest portion

### **Transmit** *vb*

**1** to send or convey from one person or place to another; forward, hand down

< These plates were transmitted from firm to firm > < to transmit traditions/ property/ disease >

2 to send out (a signal) either by radio waves or over a wire < to transmit news >  
**transmission** *n* < radio transmission >

## VOCABULARY EXERCISES

### Exercise 1

Find another way of expressing the same idea. Use the words from the word list above.

a place for official receptions

a performance that is sure to be a success

communication between two people/ offices etc

lack of understanding

a biologist who shares Darwin's ideas

neither too bad nor too good, just in between

the time that commands all the clocks and watches

### Exercise 2

What's the difference between the following words?

Audience – audition

Convenience – commodity

Printing – publishing

Shape – format

Evolution – revolution

### Exercise 3

Combine a phrase from column A with a suitable word from column B and make up sentences.

**Example:** A group of listeners or spectators *is called* an audience.

A	B
1. A group of listeners or spectators	commodity.
2. The technology of the transmission of information	message.
3. A general plan of organization, arrangement	printing press.
4. A mass-produced unspecialized product	format.
5. A communication in writing, in speech, or by signals	audience.
6. A machine that produces printed copies	commodity.

### Exercise 4

Fill in the gaps with one of the words from the word list. Use the words in an appropriate form.

1. Frank tore the envelope and read off the brief ... it contained.
2. He looked forward to seeing his name in ...

3. The mark of a foot was ... on the sand.
4. The ... yearly rainfall in this part of the country does not reach 50 centimetres.
5. They were ... an audience with the President.
6. The hurricane caused ... of telephone communication
7. We decided to go ... with the other group in all the expenditures.
8. Reading helps ... the powers of mind.

### **Exercise 5**

**Paraphrase the following sentences replacing the words in italics by the fitting words from the word list.**

1. He didn't *participate* in the plot.
2. I *am of* the same opinion.
3. They *divided* the money into equal parts
4. The steamship company will *send* your baggage whenever it receives the word.
5. The committee *should listen to his opinion*.
6. It was very *bad* of him to behave like that.
7. He is *quite serious*.
8. They received *the part of the profit that they earned*.

### **Exercise 6**

**Translate into Russian.**

- |  |  |
|--|--|
| <ol style="list-style-type: none"> <li>1. The exercises are to acquaint students with the format of the tests.</li> <li>2. It is clear to the meanest intelligence.</li> <li>3. What do you mean to do?</li> <li>4. They were meant for each other.</li> <li>5. It will mean a lot of expense.</li> <li>6. You don't mean it!</li> <li>7. He is not by any means a wicked man; he is by no means a wicked man.</li> <li>8. He got his full share.</li> <li>9. He has had no small share in framing the destinies of our country.</li> <li>10. Shares!</li> <li>11. He scooped all the shares he could lay hands on.</li> <li>12. Rats transmit disease.</li> <li>13. I shall transmit the money by a special messenger.</li> </ol> | <ol style="list-style-type: none"> <li>14. The publishing house released a trendily formatted collection of contemporary material.</li> <li>15. A mean house in a mean street.</li> <li>16. He means (you) no harm.</li> <li>17. The conflict probably means war.</li> <li>18. Does the end always justify the means?</li> <li>19. I mean it!</li> <li>20. Would you give him this message?</li> <li>21. In his last book you can find the writer's message to his age.</li> <li>22. I must give you due share of the credit.</li> <li>23. Shares have fallen.</li> <li>24. He had been scheming for a bigger share in the running of the business.</li> <li>25. The shares have sunk to nothing.</li> <li>26. Acquired habits are not transmitted.</li> <li>27. Metals transmit electricity.</li> </ol> |
|--|--|

The evolution of the ages. Mean appearance, mean abode, mean remark. Means of communication; means of identification; means of production; means of protection; means of transportation. Means to an end. Ways and means. By fair means or foul. Private means. To strike the happy medium. To stick to the happy medium. Media event. Media leak. Media man. A telephone(d) message. Telegraph message. Wireless message. A message to Parliament. The message of the Sovereign. The President's message to Congress. To run messages. Meteorological message. To shape a song [a poem]. To shape a legend into a song.. To shape a plan. To shape an answer [a statement]. To shape one's ideas. Party [shared] line. To fall to smb's share. To share and share alike. Picture transmission.

### **Exercise 7**

**Explain or paraphrase the following sentences.**

- |  |   |
|--|---|
| <ol style="list-style-type: none"> <li>1. He should have an audience with the committee.</li> <li>2. It is an audience-proof comedy.</li> <li>3. Your communication came in time to change all my plans.</li> <li>4. He is no mean scholar.</li> <li>5. I have the meanest opinion of him.</li> <li>6. He has no mean opinion of himself.</li> <li>7. That was a mean trick.</li> <li>8. It is mean of him.</li> <li>9. He certainly meant what he said.</li> <li>10. I meant this remark for a joke.</li> <li>11. This picture is meant for him.</li> <li>12. He was meant to be /for/ a teacher.</li> <li>13. He is by no means to see you here.</li> <li>14. He has ample means at his disposal.</li> <li>15. The media were waiting for him at the airport.</li> </ol> | <ol style="list-style-type: none"> <li>16. It is a book without a message.</li> <li>17. I try to make him understand, but he never gets the message.</li> <li>18. They got their due share of profit.</li> <li>19. I'll go shares with you on that dinner.</li> <li>20. I have had my share of worries.</li> <li>21. What share had he in their success?</li> <li>22. The shares are up today.</li> <li>23. He fell in for the major share of the blame.</li> <li>24. The legend transmitted by his friend impressed him greatly.</li> <li>25. My emotionalism transmitted itself to him.</li> <li>26. Mosquitoes are the only means of transmission of malaria.</li> <li>27. He means business.</li> </ol> |
|--|---|

### **Exercise 8**

**Find English equivalents of the following phrases.**

- |   |   |
|---|---|
| <p>частная аудиенция<br/>         переписываться с кем-л.<br/>         канал связи<br/>         план, «сценарий» конференция<br/>         [интервью]<br/>         низкого происхождения</p> | <p>отсутствие общения, дефицит<br/>         общения<br/>         теория эволюции, дарвинизм<br/>         незаурядные способности<br/>         мелочно придирается к кому-л.<br/>         принимать участие в чём-л.</p> |
|---|---|

посылать сообщение /донесение, письмо, записку/; извещать придавать форму; делать по какому-л. образцу  
(по)делиться чем-л. с кем-л.  
перевод денег по телеграфу  
разделять чьё-л. горе; переживать чужое горе как своё  
передавать своим наследникам титул [имуущество]  
радиопередача

доставить сообщение /донесение, письмо, записку/; передать сообщение; передать то, что поручили  
жить вместе /в одной комнате/ с кем-л.  
передавать сообщение по радио  
отправлять пакет железной дорогой  
обеспеченный успехом у любой публики (о спектакле); «верняк»  
пересылка пакетов

## Exercise 9

### Translate into English

1. Его книга дошла до широких кругов читателей.
2. Ураган оборвал телефонные провода.
3. Общество развивалось на протяжении веков.
4. У нас всё общее.
5. Среднее между 2, 4 и 6 равно 4.
6. Вы намереваетесь пробыть здесь долго?
7. Я не собираюсь с этим мириться.
8. а) Что вы этим хотите сказать? б) Почему вы поступаете так?
9. Что вы, собственно говоря, имеете в виду?
10. Я предназначаю этот подарок вам.
11. Деньги для меня не имеют значения.
12. Мы найдём способ убедить его.
13. Его постигла та же участь.
14. Это совсем /отнюдь/ не легко.
15. Он среднего роста.
16. Я вчера передал ему то, что вы просили.

21. Телекомментатора одновременно слушают и смотрят миллионы.
22. Она поделила хлеб на пять человек.
23. Радио - это средство связи.
24. Представление в своём новом варианте включало как музыкальные, так и комедийные номера.
25. Не будь таким злым со мной.
26. Я не хотел вас обидеть.
27. Только мы двое знали эту тайну.
28. Вы имеете в виду его [меня, её]?
29. В чём дело, почему ты смеёшься надо мной?
30. Вы думаете, он говорит серьёзно?
31. Давай пойдём под одним зонтом.
32. Это замечание относилось к вам.
33. Это имя ничего мне не говорит.
34. Он тоже несёт ответственность.
35. Ты должен это сделать во что бы то ни стало.
36. У неё на это не хватит средств.
37. Он просил что-нибудь передать?
38. Мне передали по телефону.
39. Я готов разделить с вами расходы.

- |  |   |
|--|---|
| <p>17. Он продал свою долю в фирме и ушёл на покой.</p> <p>18. Концерт будет транслироваться непосредственно из Парижа.</p> <p>19. Он почти никогда не вступал с нами в разговор.</p> <p>20. Я наметил себе линию поведения.</p> | <p>40. Он развернул черновые заметки в книгу.</p> <p>41. Мне не нравится оборот, который принимают дела [события].</p> <p>42. Нобелевская премия была присуждена совместно этим двум химикам.</p> |
|--|---|

## Time for Fun



### What Does It Mean?

Choose the correct Russian equivalents of the phrases on the left. There can be more than one correct variant.

- |   |  |
|---|--|
| <p>1. to strike the happy medium</p>              | <p>a) ударить медиума<br/>b) найти золотую середину<br/>c) найти удачное средство</p>  |
| <p>2. party [shared] line</p>                     | <p>a) ленточка, которая выдается всем участникам вечеринки<br/>b) политика, проводимая партией<br/>c) спаренные телефоны</p> |
| <p>3. to fall to smb's share</p>                  | <p>a) упасть в яму, вырытую для другого<br/>b) выпасть на чью-л. долю<br/>c) впасть в заблуждение</p>                        |
| <p>4. picture transmission</p>                    | <p>a) контрабанда картин<br/>b) проявление фотопленки<br/>c) телевидение</p>   |
| <p>5. I'll go shares with you on that dinner.</p> | <p>a) Я разделю обед с тобой.<br/>b) Расходы по обеду мы с вами разделим поровну.<br/>c) Я заплачу вам за обед.</p>          |

## SUGGESTIONS

### 🗣 Speaking

- Make up a dialogue or a short story using the word *mean* as many times as possible. Make sure you use it in different meanings. See who will manage to do it best.

### **Writing**

- Make up as many derivatives of the word *evolve* as you can.
- Below there are several examples of words denoting things of different shape. Can you add more? Who can think of most examples?  
*Almond-shaped, ball-shaped, V-shaped...*
- Do exercise 8 in writing and compare your version with those of the other students.

### **READING**

## **THE COMMUNICATION PROCESS**

Before we examine how mass media have evolved, we need to take a look at how the communication process - and mass communication in particular - works. Communication can be defined simply as the process by which individuals share information, ideas and attitudes. A key word in this definition is 'share'. The word means to give or receive a part of something, or to enjoy or assume something in common.

We also need to define the more complex process of mass communication. We should note that mass communication consists of (1) professional communicators shaping and sharing messages, (2) then transmitting them over some distance using technological devices called mass media, (3) reaching large audiences.

If we take these factors of mass communication and place them into an operational definition, we might say that: mass communication is a process whereby professional communicators use technological devices to share messages over some distance to influence large audiences.

## **THE BEGINNING OF MASS COMMUNICATION**

Books are the most permanent form of mass communication because they are durable, designed to be passed from person to person and are housed in libraries.

Civilizations have been recording permanent messages in portable form since the Sumerians used clay tablets 4,500 years ago. Other ancient forms of books

included papyrus scrolls and the codex \*; these were the predecessors to the hand-written book on paper made from wood pulp.

In Western culture, mass communication began in the fifteenth century when the German printer Johannes Gutenberg (1398-1468) invented the process of movable type. Movable type allowed moulds of alphabet characters to be rearranged to form any message desired. Printing became the first mass-produced and mass-distributed commodity in this new Western culture. Most books published during the first century of printing were reproductions of traditional religious works, such as the Bible.

After mass communication developed, more and more people learned to read and write, especially among the middle classes.

In the early nineteenth century a steam-powered cylinder press was invented. This new development allowed for the rapid reproduction of printed materials. In 1845 a rotary press was developed that could produce about 20,000 copies of a newspaper per hour.

The rotary press was just one tiny part of the great technological explosion known as the Industrial Revolution.

\* *Codex*, early form of book, consisting of bound sheaves of handwritten pages. Even after this form was replaced by printed books, a book of law could be referred to as a codex.

## **MASS MEDIA IN MASS SOCIETY**

In the nineteenth century the role of mass communication was to supplement face-to-face communication and provide a means of disseminating and creating the new mass culture.

**CULTURAL NICHES.** As new technologies developed in the industrial age, they had to find a way to serve the new society. Among the mass media, for example, the newspaper found its niche by becoming a medium where the common person could learn about what was happening in his or her city.

**THE TELEPHONE** was invented by a person working on the invention of a hearing aid and at first was considered as a possible device for broadcasting. However, its developers found a better use for it as an electronic extension of interpersonal communication.

**PHOTOGRAPHY** was invented in the nineteenth century as a quicker and less expensive alternative to family portraits produced by an artist. It later became an essential part of the way metropolitan newspapers covered events. Today photography is important in many fields of mass communication.

RADIO was developed in the early twentieth century for ship-to-shore communication and for military use; messages could now be transmitted without having to string wire between two points. However, radio's more important function was as a mass medium for news and entertainment. For the first time people could hear news as it was happening and listen to a variety of free vaudeville entertainment in their homes. Radio became a mass medium just before the Great Depression hit in 1929, and free entertainment was one of the few bright spots in the bleak 1930s.

Besides providing free entertainment, radio allowed members of the newly mobile society to take their favourite entertainment with them when they moved from the family farms and small towns to the large cities. Still to be able to hear such familiar voices as Amos 'n' Andy and Jack Benny when they left their homes in Iowa or Oklahoma for the impersonal cities or agricultural lands of California was an enormous comfort to the migrants of this era.

TELEVISION was invented as a potential replacement for radio by adding a picture to the sound. When radio programs - comedies, variety shows and soap operas moved to television, the format of radio changed to specialized music and news. Radio became a different medium, thus finding a new place for itself in mass society. This trend continues as new technologies come on the scene.

## **CHANNELS OF MASS COMMUNICATION**

The technological devices or mass media used to send messages over some distance include books, pamphlets, magazines, newspapers, direct-mail circulars, newsletters, radio records, audiotapes, television, motion pictures, videotapes and computer networks.

You will note that we have not included telephones, stage plays or rock concerts. One could certainly argue that telephones transmit messages over some distance and that long running plays or huge rock concerts are seen by large audiences. Then why aren't they considered mass media? Let's examine each of these in relation to our definition of mass communication.

The telephone does use technological devices to transmit messages across some distance, but it does not reach large audiences. Instead, it usually transmits a one-on-one conversation and is an electronic extension of interpersonal communication. Although new technologies such as teleconferencing expand the size of the audience, it is still not sufficient to meet the concept of a large mass-media audience.

Although stage plays and rock concerts use some technological devices (lighting and sound systems) to reach large audiences, such shows are limited to a confined area and thus do not transmit those messages over some distance. If these

events are broadcast or if audio or videotapes are made, then the broadcast medium or the tapes become the mass medium, not the stage play or concert itself. The Live Aid concert in 1985, for example, made an impact on our popular culture largely because it was shown on network and cable TV.

There is one more thing about the media that we must always keep in mind: the American mass media are businesses and their purpose is to make a profit. If they don't, they go out of business. Collectively, the mass media in the United States are one of the largest industries, with an annual estimated income in 1991 of more than \$125 billion, and they employ more than 1 million people.

(From *Mass Media/Mass Culture* Stan Le Roy Wilson)

## USEFUL VOCABULARY

annual estimated income	audiotape
codex	comedy
computer network	cylinder press
designed to be passed from person to person	direct-mail circular
durable	hand-written book
impersonal cities	mass distributed commodity
motion pictures	newly mobile society
newsletter	one-on-one conversation
pamphlet	papyrus scrolls
permanent	portable
predecessor	pulp
rotary press	soap opera
sufficient to meet the concept of	to come on the scene
to disseminate	variety show
vaudeville	videotape

## Word Combinations

to reach/influence large audiences  
to cover events  
to be limited to a confined area  
to make an impact on

## LANGUAGE FOCUS

### Exercise 1

Practice in reading the following words.

audience                      medium

media	transmit
audiotape	codex
papyrus	cylinder
mobile	pamphlet
predecessor	

### **Exercise 2**

**Find synonyms of the following words.**

To share, to mean, mean, medium, permanent, durable, to broadcast, essential, to disseminate, comedy, motion picture, variety, predecessor.

### **Exercise 3**

**Find the opposites of the following words.**

Permanent, portable, predecessor, medium, essential.

### **Exercise 4**

**Explain or paraphrase the following.**

face-to-face communication  
 interpersonal communication  
 ship-to-shore communication  
 a one-on-one conversation  
 the newly mobile society  
 the impersonal cities  
 to come on the scene  
 metropolitan  
 to be limited to a confined area  
 to meet the concept of

### **Exercise 5**

**Give definitions of the following.**

communication	mass communication
mass media	format

### **Exercise 6**

**Paraphrase the following sentences using the words and expressions from the text.**

1. Books were designed *to be used by many people*.
2. New technologies were developed *to make mass media available to large groups of people*.
3. Books became the first *mass produced article of commerce* among mass media.
4. In ancient times the only way of communication was *by using gestures and language*.
5. New media technologies *have appeared* recently.

6. Rock concerts *take place in a not very big area*.
7. The concert *produced a great impression* on the public.

### **Exercise 7**

**Complete the following sentences with appropriate words from the texts.**

1. ... became the first mass-produced and mass-distributed commodity in the Western culture.
2. ... was invented as a possible device for broadcasting.
3. ... is the process by which individuals share information, ideas and attitudes.
4. ... was invented as a potential replacement for radio by adding a picture to the sound.
5. ... was invented as a quicker and less expensive alternative to family portraits produced by an artist.
6. ... was developed for ship-to-shore communication.

### **Exercise 8**

**Use the following words and expressions in the sentences from the text and then give your own examples.**

to share messages

designed to be passed from person to person

to reach/ to influence large audiences

less expensive alternative to...

to make an impact on

to provide free entertainment

to send messages over some distance

## **GRAMMAR SECTION**

### **Exercise 1**

**Complete the following sentences with prepositions if necessary.**

1. Technological devices are used to share messages ... some distance to influence ... large audiences.
2. Rock shows are limited ... a confined area.
3. The invention of the telephone made a great impact ... the development of interpersonal communication.
4. He was received ... audience ... the President.
5. It's difficult to perform ... a large audience.
6. Scientists think that an ape evolved ... a human being.
7. Thoughts are expressed ... means ... words.
8. He's got such an expensive car. He seems to be living ... his needs.
9. Looking at her worn out clothes one can think that she lives ... her needs.

10. He is mean ... money.
11. I heard it ... the media.
12. Public opinion is formed ... the medium of the press.
13. The boy went ... message ... his friend.
14. Can you get this message ... .. him?
15. The girl shaped a vase ... .. clay.
16. Plans were shaping themselves ... a systematic programme.

### **Exercise 2**

**In the following sentences insert articles where necessary.**

1. ... newspaper found its niche by becoming ... medium where ... common person could learn about what was happening in his or her city.
2. ...radio became ... different medium, thus finding ... new place for itself in ... mass society.

### **Exercise 3**

**Find the mistakes in the following sentences and correct them.**

1. Mass communication began in fifteenth century when German printer Johannes Gutenberg invented a rotary press.
2. Most books published during the first century of printing were reproductions of traditional religious works, such as bible.
3. Photography was invented as more quick and less expensive alternative for family portraits produced by an artist.
4. Radio became a mass media just before great depression hit in 1929.
5. Radio became a different media, thus finding a new place for himself in a mass society.

## **✶ SPEAKING**

### **Exercise 1**

**Answer the questions.**

1. What is communication?
2. What does communication consist of?
3. How did mass communication originate? What is important about books?
4. How did mass communication begin in Western cultures?
5. What were the first publications?
6. What did printing promote?
7. What new developments influenced the evolution of mass communication?
8. Why was the radio very important for the Americans?
9. What are the technological devices or mass media?
10. Why isn't the telephone considered a mass medium?
11. When do stage plays and rock concerts become the mass medium?

## Exercise 2

- Work in pairs.

Look at the list below and tick those things, which humans use to communicate with each other. Then compare your answers with your partner's.

style of dress

listening

accurate use of language structures

body posture

hair style

behaviour

gestures

facial expression

eye movement

fluency

vocabulary

accent

## Exercise 3

- Exploring communication.

Think of other forms of communication. Have you heard of the 'body language'? Do you know any signs, which mean the same things in the UK and in Belarus? And which have different meaning?

The language is a means of communication. What are the most widely spread languages in the world? Find information about Esperanto.

## **SUGGESTIONS**

### **🗣️ Speaking**

- Make up a short story using the expressions from exercise 7.
- Speak about the process by which individuals share information, ideas and attitudes.
- Speak about the kinds of mass media you know.

### **✍️ Writing**

- Below there are several examples of word combinations. Continue the lists.  
*Mass media, mass communication...*
- Do exercise 8 in writing.

## **SELF-ACCESS WORK**

### **TASK 1**

Read the text below

## COMIC BOOKS

### INTERNATIONAL CLASSICS

The comic book is a relatively new American publishing genre that has become an international phenomenon. These books became popular in the late 1930s with the introduction of Defective Comics and Action Comics, publications that featured original stories rather than comic strip reprints.

Soon youngsters in the American popular culture were reading about the fantastic achievements of such superheroes as Superman and Batman and Robin. Following these flying crime fighters onto the comic book pages were animal characters developed by Terrytoons Comics and Walt Disney's Comics and Stories. In 1939 60 different series of comic books were being published. This figure grew to 650 by 1954 (the year a strict self-censorship code was enforced), and included such comic characters as Airboy, Captain America, Captain Marvel, The Phantom, Dick Tracy, Popeye, Flash Gordon, Donald Duck, Mickey Mouse and Tarzan. There was even a series of classical literature tales told in the comicbook format, such as Huckleberry Finn, Robin Hood, Ivanhoe and King Arthur and the Knights of the Roundtable.

The development of the American comic book was influenced by other twentieth-century mass media, particularly motion pictures, radio and eventually television. The Western genre of the motion picture became a popular subject for comic books. Even singing cowboy radio and movie stars like Gene Autry and Roy Rogers became comic book characters, as did fictitious action/ adventure characters like The Lone Ranger, The Shadow, Sergeant Preston of the Yukon and The Green Hornet. In the 1950s, following television's entry into the popular culture, some comic books began featuring TV action/ adventure themes such as Have Gun Will Travel, Gunsmoke, Lawman and 77 Sunset Strip.

Although created in the United States, the modern comic book never really gained respectability here as an art or literary form. It was perceived as children's entertainment and as such became a target for concerned parents and others who feared that the comic book would corrupt the youth. Strong objections developed over the use of themes of sex and violence in comic books. The Comics Magazine Association of America (CMAA) attempted to establish a code of ethics in the 1940s.

The government got into the act when the Kefauver Crime Committee began holding hearings on the effect of comics on children. A stringent code of conduct was enforced by the CMAA in 1954, and approved comics began carrying a seal indicating that they contained only wholesome material. In 1955 the State of New York passed a law making it illegal to sell obscene, objectionable comics to minors



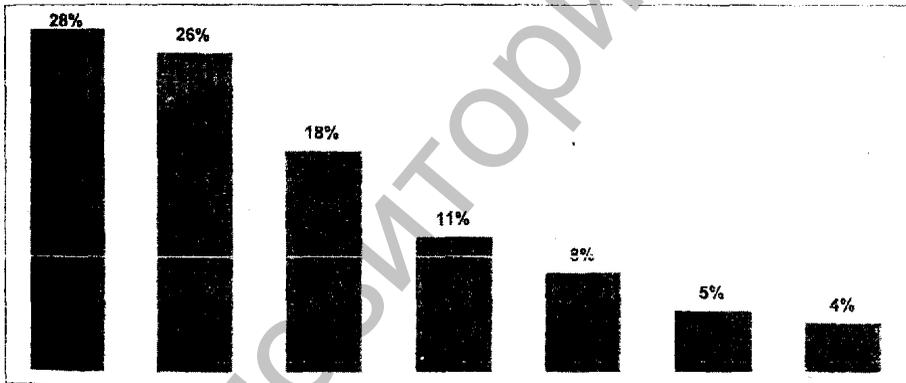
## PART 2

# DEVELOPMENT OF PRINT MEDIA

### STARTER ACTIVITIES

### WHAT DO PEOPLE READ?

- Study the diagram below and make your comments on people's reading habits in the United States.



Textbooks    Trade books    Technical Scientific and Professional    Book clubs/ Mail order    Mass market paperbacks    Reference books    Religious books

Percentage breakdown of U.S. book sales by categories.

SOURCE: *U.S. Industrial Outlook*, Washington D.C.: U.S. Government Printing office, 1992

- Do you think people in your country read the same kinds of books?
- Are textbooks as widely read in your place as in the United States?

- Are religious books least read in your country too?

### **SUGGESTION**

- Conduct a poll on reading habits in our group/ university. Share the results in class. Or make a diagram like the one below.

### **LEARN BEFORE YOU READ**

#### **Word List**

##### **Appeal** *vb*

to arouse a sympathetic response < *to appeal to smb's feelings* >

**appeal** *n* the power of arousing a sympathetic response, attraction < *movies had a great appeal for him* >

**sex appeal** *n* 1 personal appeal or physical attractiveness for members of the opposite sex

**broadcast appeal**

##### **Broadsheet** *n*

*Brit* a newspaper with full-size pages as distinguished from a tabloid.

##### **Cater** *vb*

to supply what is required or desired < *catering to middle-class tastes* >

##### **Censor** *n*

one who supervises conduct and morals: as **a**) an official who examines materials (as publications or films) for objectionable matter **b**) an official (as in time of war) who reads communications (as letters) and deletes material considered sensitive or harmful < *swearwords were blipped by a censor* >

**censor** *vb* to examine in order to suppress or delete anything considered objectionable < *two scenes in the movie were censored.* >

**ensorship** *n* **1 a**) the institution, system, or practice of censoring **b**) the actions or practices of censors; esp censorial control exercised repressively

**censorial, censoring, censored**

##### **Circulation** *n*

**1** orderly movement through a circuit; esp the movement of blood through the vessels of the body induced by the pumping action of the heart

**2** flow < *air circulation* >

**3 a**) passage or transmission from person to person or place to place; esp the interchange of currency < *coins in circulation* > < *we owe the circulation of this rumour to him* > **b**) the extent of dissemination: as **(1)** the average number of copies

of a publication sold over a given period < *this paper has a circulation of more than a million* > (2) the total number of items borrowed from a library < *circulation period* >

### **Comment** *n*

**1** commentary

**2** a note explaining, illustrating, or criticizing the meaning of a writing < *to make comments on smt* >

**3 a)** an observation or remark expressing an opinion or attitude **b)** a judgment expressed indirectly < *his strange behaviour has been causing comment in the neighbourhood* >

**comment** *vb* to make a comment on < *the discovery ... is hardly commented by the press - Nation* > *vi* to explain or interpret something by comment < *commenting on recent developments* >

**commentary** *n*, **1 a)** an explanatory treatise--usu. used in pl. **b)** a record of events usu. written by a participant--usu. used in pl. < *running commentary* >

**2 a)** a systematic series of explanations or interpretations (as of a writing) **b)** comment

**3 a)** something that serves for illustration or explanation < *the dark, airless apartments and sunless factories ... are a sad commentary upon our civilization - H. A. Overstreet* > **b)** an expression of opinion

**commentate** *vb*

to give a commentary on *vi* to comment in a usu. expository or interpretive manner; also to act as a commentator

**commentator** *n* one who makes comments

### **Coverage** *n*

**1** something that covers: as **a)** inclusion within the scope of an insurance policy or protective plan, insurance **c)** inclusion within the scope of discussion or reporting < *the news coverage of the trial* >

**2** the total group covered, scope as: **a)** all the risks covered by the terms of an insurance contract **b)** the number or percentage of persons reached by a communications medium

**3** the act or fact of covering

### **Current** *adj*

**1** occurring in or existing at the present time < *current month* >

**2** most recent < *the current issue* >

**currently**, **currentness**

### **<sup>1</sup>Digest** *n*

**1** a summation or condensation of a body of information: as **a)** systematic compilation of legal rules, statutes, or decisions < *a digest of the week's news* > **b)** a periodical devoted to condensed versions of previously published articles < *The Digest* >

**2** a product of digestion

### **<sup>2</sup>digest** *vb*

**1** to distribute or arrange systematically, classify < *to digest the facts* >

**2** to convert (food) into absorbable form < *to digest well* >

**3** to take into the mind or memory; esp to assimilate mentally < *to digest the lesson* >

### **<sup>1</sup>Feature** *n*

**1** the structure, form, or appearance esp. of a person < *she had oriental features* >

**2 a)** the makeup or appearance of the face or its parts **b)** a part of the faces < *her eyes are her best feature* >

**3 a)** a prominent part or characteristic < *a lake is an important feature of a landscape* >

**4** a special attraction: as **a)** the principal motion picture shown on a program with other pictures **b)** a featured article, story, or department in a newspaper or magazine < *an account of the fire was a feature of the Sunday supplement* > **c)** something offered to the public or advertised as particularly attractive < *wet weather is a feature of life in Scotland* >

### **featureless** *adj*

### **<sup>2</sup>feature** *vb*

**1** to resemble in features

**2** to picture or portray in the mind, imagine < *Can you feature wearing a necktie out here?* >

**3 a)** to give special prominence to < *her article was featured in this magazine* > **b)**

to have as a characteristic or feature < *small hills feature the landscape* >

**4 vi** to play an important part

### **Journal** *n*

**1 a)** a record of current transactions **b)** an account of day-to-day events **c)** a record of experiences, ideas, or reflections kept regularly for private use < *to keep a journal* > **d)** a record of transactions kept by a deliberative or legislative body < *journal of a conference* > **e)** log

**2 a)** a daily newspaper **b)** a periodical dealing esp. with matters of current interest < *He subscribes to a number of journals concerned with his subject.* >

**Miscellany** *n*

- 1 a)** *pl* separate writings collected in one volume **b)** a collection of writings on various subjects < *a miscellany of American short stories* >  
**2** a mixture of various things

**Outlook** *n*

- 1 a)** a place offering a view **b)** a view from a particular place < *the room has a nice outlook* >  
**2** point of view < *a positive outlook on life* >  
**3** the act of looking out  
**4** the prospect for the future < *the outlook for steel demand in the U.S. - Wall Street Jour.* >

**Paperback** *n*

a book with a flexible paper binding, also **paperbacked** *adj* < *mass-market paperbacks* >

**<sup>1</sup>Periodical** *adj*

- 1** published with a fixed interval between the issues or numbers < *periodical newspapers* >  
**2** published in, characteristic of, or connected with a periodical < *periodical press* >  
**<sup>2</sup>periodical** *n* a periodical publication < *monthly periodical* >

**Popular** *adj*

- 1** of or relating to the general public < *popular election* >  
**2** suitable to the majority: as **a)** adapted to or indicative of the understanding and taste of the majority < *a popular history of the war* > **b)** suited to the means of the majority, inexpensive < *sold at popular prices* >  
**3** frequently encountered or widely accepted  
**4** commonly liked or approved < *a very popular song* >  
**popular** *n* a popular newspaper/ magazine  
**popularly** *adv*, **popularist** *n*, **popularization**, **popularize**, **popularizer**

**<sup>1</sup>Press** *n*

- 1** a crowd or crowded condition, throng < *to make one's way through the press* >  
**2** an apparatus or machine by which a substance is cut or shaped by pressure < *wine press* >  
**3** closet, cupboard < *linen press* >  
**4 a)** an action of pressing or pushing, pressure < *to give smt a slight press* >

5 the properly smoothed and creased condition of a freshly pressed garment < *out of press* >

6 a) printing press b) the act or the process of printing c) a printing or publishing establishment

7 a) the gathering and publishing or broadcasting of news, journalism b) newspapers, periodicals, and often radio and television news broadcasting

< *periodical press/ daily press* > c) news reporters, publishers, and broadcasters

< *Oxford University Press* > d) comment or notice in newspapers and periodicals

< *the bill had a bad press* >

<sup>2</sup>press *vb*

1 to act upon through steady pushing or thrusting force exerted in contact, squeeze < *he pressed his way through the crowd* >

2 a) assail, harass b) afflict, oppress < *Stop pressing them.* >

3 to squeeze out the juice or contents of < *to press wine* >

4 a) to exert influence on: constrain b) to try hard to persuade, beseech, entreat

5 to move by means of pressure < *to press the button* >

6 a) to lay stress or emphasis on b) to insist on or request urgently < *they pressed on accepting the offer* >

7 to clasp in affection or courtesy < *to press smb to one's heart* >

8 to make (a phonograph record) from a matrix

**press** *vi*

1 to crowd closely, mass < *the throng pressed* >

2 to force or push one's way < *to press through the crowd* >

3 to seek urgently, contend < *he is pressed for money* >

4 to require haste or speed in action < *he is pressed for time* >

5 to exert pressure

6 to take or hold a press

**press the flesh** to greet and shake hands with people esp. while campaigning for political office

<sup>3</sup>**press** *vb* 1 to force into service esp. in an army or navy, impress

2 a) to take by authority esp. for public use, commandeer b) to take and force into any usu. emergency service

**press agent** *n* an agent employed to establish and maintain good public relations through publicity **press-agent** *vb* **press-agentry** *n*

**military press** *n*

**press cloth** *n* a cloth used between an iron and a garment

**press box** *n* a space reserved for reporters (as at a stadium)

**re-press** *vt* to press again < *to repress a record* >

**press conference** *n* an interview or announcement given by a public figure to the press by appointment

**Public** *adj*

**1 a)** exposed to general view, open **b)** well-known, prominent **c)** perceptible, material < *public figure* >

**2 a)** of, relating to, or affecting all the people or the whole area of a nation or state < *public law* > **b)** of or relating to a government **c)** of, relating to, or being in the service of the community or nation < *public lands/ debt* >

**3 a)** of or relating to people in general, universal **b)** general, popular < *public opinion* >

**4** of or relating to business or community interests as opposed to private affairs, social < *public library* >

**5** devoted to the general or national welfare, humanitarian < *public health* >

**6 a)** accessible to or shared by all members of the community < *public transport* >

**public** *n*

**1** a place accessible or visible to the public--usu. used in the phrase *in public*

**2** the people as a whole, populace < *the public are not admitted* >

**3 a)** a group of people having common interests or characteristics; specifi the group at which a particular activity or enterprise aims < *reading public* >

**public officer** *n* a person who has been legally elected or appointed to office and who exercises governmental functions

**public relations** *n pl* the business of inducing the public to have understanding for and goodwill toward a person, firm, or institution; also the degree of understanding and goodwill achieved

**public works** *n pl* works (as schools, highways, docks) constructed for public use or enjoyment esp. when financed and owned by the government

**public utility** *n* a business organization (as an electric company) performing a public service and subject to special governmental regulation

**public assistance** *n* government aid to needy, blind, aged, or disabled persons and to dependent children

**public defender** *n* a lawyer usu. holding public office whose duty is to defend accused persons unable to pay for legal assistance

**public health** *n* the art and science dealing with the protection and improvement of community health by organized community effort and including preventive medicine and sanitary and social science

**publication**

**1** the act or process of publishing

**2** a published work

**publish** *vb*

**1 a)** to make generally known **b)** to make public announcement of

**2 a)** to disseminate to the public **b)** to produce or release for distribution; specif print **c)** to issue the work of (an author)

**publish** *vi*

**1** to put out an edition

**2** to have one's work accepted for publication

**publishable** *adj*

**Quality** *n*

**1 a)** peculiar and essential character, nature < *her ethereal quality - Gay Talese* >

**b)** an inherent feature, property < *had a quality of stridence, dissonance - Roald Dah* > **c)** capacity, role < *in the quality of reader and companion - Joseph Conrad* >

**2 a)** degree of excellence, grade < *the quality of competing air service - Current Biog.* > **b)** superiority in kind < *merchandise of quality* >

**3 a)** social status, rank **b)** aristocracy < *people of quality* >

**4** a distinguishing attribute, characteristic < *possesses many fine qualities* >

**quality** *adj* being of high quality < *quality paper* >

**Readership** *n*

**1 a)** the quality or state of being a reader (звание доцента) **b)** the office or position of a reader

**2** the mass or a particular group of readers < *a magazine's readership* >

**Release** *vt* **released**

**1** to set free from restraint, confinement, or servitude < *to release hostages* > < *released from her job* > < *to release pent-up emotions* > < *to release the brakes* >; also to let go, dismiss

**2** to relieve from something that confines, burdens, or oppresses < *he was released from her promise* >

**3** to give up in favour of another, relinquish < *release a claim to property* >

**4** to give permission for publication, performance, exhibition, or sale of; also to make available to the public < *the commission released its findings* > < *to release a new movie* >

**releasable** *adj*

**release** *n*

**1** relief or deliverance from sorrow, suffering, or trouble < *a feeling of release* >

**2** discharge from obligation or responsibility

**3** the state of being freed

**4** a device adapted to hold or release a mechanism as required < *release carriage / knob, button* >

**5 a)** the act of permitting performance or publication; also performance, publication < *it became a best-seller on its release* > **b)** the matter released; esp a statement prepared for the press

**timed-release** or **time-release** *adj* consisting of or containing a drug that is released in small amounts over time (as by dissolution of a coating) usu. in the gastrointestinal tract < *time-released capsules* >

**release print** *n* a motion-picture film released for public showing

**Revenue** *n*, often *attrib*

**1** the total income produced by a given source < *a property expected to yield a large annual* >

**2** the yield of sources of income (as taxes) that a political unit (as a nation or state) collects and receives into the treasury for public use < *public revenues* >

**3** government department concerned with the collection of the national revenue

**revenue stamp** *n* a stamp (as on a cigar box) for use as evidence of payment of a tax

**<sup>1</sup>Spectacular** *adj*

of, relating to, or being a spectacle, striking, sensational < *a spectacular display of fireworks* >

**<sup>2</sup>spectacular** *n* something that is spectacular; esp an elaborate film, television, or theatrical production

**<sup>1</sup>Supplement** *n*

**1** something that completes or makes an addition < *dietary supplements* >

**2** a part added to or issued as a continuation of a book or periodical to correct errors or make additions < *a supplement to THE SUN* >

**<sup>2</sup>supplement** *vt* to add or serve as a supplement to < *he does odd jobs to supplement his income* >

**<sup>1</sup>Tabloid** *adj*

**1** compressed or condensed into small scope < *tabloid criticism* >

**2** of, relating to, or characteristic of tabloids; esp featuring stories of violence, crime, or scandal presented in a sensational manner < *tabloid press* >

**<sup>2</sup>tabloid** *n*

**1** digest, summary

**2** a newspaper that is about half the page size of an ordinary newspaper and that contains news in condensed form and much photographic matter < *a lively, well-edited tabloid* >

**1Tend** *vb*

1 to pay attention, apply oneself < *tend to your own affairs* >

2 to act as an attendant, serve < *to tend a lock* >

3 a) to have or take charge of as a caretaker or overseer < *to tend the sick* > b) cultivate, foster c) to manage the operations of, mind < *to tend the store* >

**2tend** *vi*

1 to move, direct, or develop one's course in a particular direction < *cannot tell where society is tending* >

2 to exhibit an inclination or tendency, conduce < *tends to be optimistic* >

## **VOCABULARY EXERCISES**

### **Exercise 1**

Find another way of expressing the same idea. Use the words from the word list above.

events presently elapsing

modern/ latest fashions

an optimistic disposition

in the centre of the crowd

high quality

highest quality

publication of news

to absorb/ to take in the lesson

to grasp/ to understand the facts

at reasonable, acceptable prices

to make freely available, to publish

low quality

a noble lady

to kill the pain

### **Exercise 2**

Match the words with their definitions.

Release print      a newspaper with full-size pages as distinguished from a tabloid.

Feature            the average number of copies of a publication sold over a given period.

Broadsheet        inclusion within the scope of discussion or reporting.

Coverage           a special attraction.

Circulation        a motion-picture film released for public showing.

Tabloid            the total income.

Revenue           a newspaper that is about half the page size of an ordinary newspaper and that contains news in condensed form and much photographic matter.

### **Exercise 3**

What's the difference between the following words?

To cross - to censor

Cover - coverage

Current - latest

Public - people  
Quality - property  
Supplement - addition

### **Exercise 4**

**Fill in the gaps with one of the words from the word list. Use the words in an appropriate form.**

1. His ... met with a generous response.
2. A woman was hired to ... dinners.
3. I tried to find a book in the ... department /division/.
4. The article was published in the ... issue of the magazine.
5. I need time to ... what I have read.
6. The speech contained some excellent ....
7. We broaden our ... by learning languages.
8. The paper is hot from the ... .
9. He was hard ... for an answer.
10. This actress is often in the ... eye.
11. Gallup samplings of ... opinion show that ...
12. The speech was ... to the press.
13. He suddenly ... the brake.
14. They agreed on a fixed date for ... .
15. This payment will ... you from any further obligation to the company.
16. Every weekend he reads a ... to *The Times*
17. We employed a girl to ... the children for a few hours every day.
18. I see whither your question ... .

### **Exercise 5**

**Paraphrase the following sentences replacing the words in italics by the appropriate words from the word list.**

1. Advertisements seek *to be attractive to* the crowd.
2. This playground *can be used* by children of all ages.
3. Two scenes in the movie were *suppressed*.
4. *Any explanation* is needless.
5. *There will be no commentaries on that*.
6. The newspaper *made* the story of the murder *its central issue*.
7. When will the main *film* come on?
8. This paper *is sold to* more than a million readers.
9. He *makes live reports* from football matches for television.
10. They are showing a new film with Julia Roberts as a leading actress.
11. There is a pleasant *view* over mountains.
12. The country has good possibilities for foreign trade.

13. We need an encyclopaedia written *comprehensively for general public*.
14. He'll never say it *openly*.
15. The *audience* is not admitted.
16. They produce wine of *high class*.
17. The pupils tested the teacher's *character*.
18. He *shot* an arrow from a bow.
19. He was *discharged* from prison.
20. *They allowed him not to pay his debt*.
21. *She told him not to keep his promise*.
22. His first job was *to look after sheep [the flock]*.

### **Exercise 6**

#### **Translate into Russian.**

- |   |   |
|---|---|
| <ol style="list-style-type: none"> <li>1. The film appealed to the multitude.</li> <li>2. Advertisers try to use techniques with a popular appeal.</li> <li>3. Several people commented on his absence.</li> <li>4. Further outlook: dry and sunny.</li> <li>5. The new tax presses heavily on the people.</li> <li>6. Weather reports are a feature of the morning papers.</li> <li>7. Shorts were forced as tie-ins with feature films.</li> <li>8. The outlook is pretty dim.</li> <li>9. He digested an insult.</li> <li>10. He is being pressed by his creditors.</li> <li>11. The press estimated the number of demonstrators as 2,000.</li> <li>12. He leaked the story to the press.</li> <li>13. The speech was released to the press.</li> <li>14. Our team pressed home its attack.</li> <li>15. The chamomile possesses healing qualities.</li> <li>16. Time presses.</li> <li>17. The banker released the farmer from debt.</li> <li>18. The government tapped a new source of revenue.</li> </ol> | <ol style="list-style-type: none"> <li>29. He'll give a taste of his quality.</li> <li>30. They have to cater to the public demand.</li> <li>31. We should upgrade the quality of incoming students.</li> <li>32. This is more than I can digest.</li> <li>33. An account of the fire was a feature of the Sunday supplement.</li> <li>34. A new feature of the case developed today.</li> <li>35. The actress is the main feature of the show.</li> <li>36. He has a morbid outlook on life.</li> <li>37. Her eyes are her best feature.</li> <li>38. She pressed a kiss on his lips.</li> <li>39. She pressed a gift upon them but they wouldn't accept it.</li> <li>40. I'm hard pressed.</li> <li>41. Have you any business that presses?</li> <li>42. Don't press him too hard.</li> <li>43. Just press the button, and there you are.</li> <li>44. Most woollens tend to shrink.</li> <li>45. Their successes are widely trumpeted by the press.</li> <li>46. They tended to regard the Watergate affair as a fractional plot.</li> </ol> |
|---|---|

- |   |   |
|---|---|
| <p>19. He pressed the trigger.</p> <p>20. The author has a welcome tendency to use the latest research literature.</p> <p>21. He tends to use the substandard language.</p> <p>22. Unlike Napoleon, Wellington <b>tended</b> to stand apart from his men.</p> <p>23. He wished to release them from care.</p> <p>24. I owe my release to your advocacy.</p> <p>25. Letters to the editor trigger the press.</p> <p>26. Don't slow down the movement in this scene; it is tending to drag.</p> <p>27. She preferred blue tending to green.</p> <p>28. Letters to the editor trigger the press.</p> | <p>47. He released the trigger of a gun.</p> <p>48. The text is supplemented by an adequate glossary.</p> <p>49. You tend to let your feelings run away with you.</p> <p>50. The weather shows a tendency to improve.</p> <p>51. His portraits tend towards caricature.</p> <p>52. He is pressed for time.</p> <p>53. There is a tendency to unite extremes.</p> <p>54. There is a tendency for the weak vowels to disappear.</p> <p>55. He tends to business himself.</p> <p>56. Children have a tendency to catch cold.</p> |
|---|---|

The blue pencil of the censor. Circulation department/ circulation desk/ circulation file. TV coverage of the election campaign. Current expenses. Hard-featured/ sharp-featured. Feature story/ feature page. Feature editor. Double-feature/ double-feature programme/ two-feature schedule. Feature-length. Self-help journals. To be on the outlook. Lowbrow paperbacks. Popular government/ popular suffrage/ Popular Front/ popular error. Press of work /business/. Press of modern life. "Stop press". Stop press news. The hirelings of the press. Jingo press/ kept press. The powder-puff press. Printed press/ print press. A pressing question. Press comment. Tabloid press. Wet from the press. Public fixation on crime. Transition from quantity to quality. Estimated readership. Revenue stamp. Press release. A lively, well-edited tabloid. To tend one's plants [the sick]. To tend the fire. To tend store. To tend on smb. To tend to /towards/ radicalism [to the same conclusion].

### **Exercise 7**

**Explain or paraphrase the following sentences.**

- |   |  |
|---|--|
| <p>1. It is popularly believed that ...</p> <p>2. The film had /got/ a good press.</p> <p>3. My shoe presses (on) my toes.</p> <p>4. They are pressing (us) for an answer.</p> <p>5. Don't press him, try a little gentle persuasion.</p> <p>6. Hers was a tendentious child</p> <p>7. The new magazine achieved a wide readership.</p> | <p>14. He made his way through the press.</p> <p>15. The boy was lost in the press.</p> <p>16. The mob pressed me pretty close.</p> <p>17. They launched a tabloid.</p> <p>18. Debts pressed heavily upon him.</p> <p>19. An account of the fire was a feature of the Sunday supplement.</p> <p>20. The authorities put a lid on release of information.</p> |
|---|--|

- |  |  |
|--|--|
| <p>8. His death was a merciful release.<br/>         9. He supplemented his salary by outside work.<br/>         10. It tends to become cold.<br/>         11. Fruit tends to decay.<br/>         12. Serious controversy tends to be studiously avoided.<br/>         13. He tends to exaggerate.</p> | <p>21. Television is cross-sectional in appeal.<br/>         22. He supplemented the menu with cheese.<br/>         23. Smoking tends to injure the voice.<br/>         24. Prices are tending upwards.<br/>         25. Farms tend to use more machinery now.</p> |
|--|--|

### Exercise 8

Find English equivalents of the following phrases.

- |  |   |
|--|---|
| <p>вычёркивать или изменять по цензурным соображениям<br/>         взывать к чувствам, а не к рассудку<br/>         современное положение; текущий момент<br/>         правительство, заигрывающее с массами<br/>         мрачный вид на заводские здания<br/>         а) отпустить; выпустить из рук; б) утратить власть (над чем-л)<br/>         чувство облегчения<br/>         популяризировать науку<br/>         склонность к злоупотреблению спиртными напитками<br/>         набирающая силу тенденция</p> | <p>книги, которые привлекают внимание широкого круга читателей<br/>         денежное [вексельное] обращение<br/>         другие, менее известные персонажи, которые фигурируют в книге<br/>         он популярен /его любят/ в обществе<br/>         тенденциозная интерпретация<br/>         завоевать /снискать/ популярность<br/>         производить товары различного качества<br/>         выпуск новой модели автомобиля<br/>         выпустить птицу из клетки<br/>         низкопробная или сенсационная журналистика<br/>         последняя (выпущенная) модель</p> |
|--|---|

### Exercise 9

Translate into English.

1. Какие у вас есть замечания по поводу поведения моего сына?
2. У него были правильные, но довольно мелкие черты лица.
3. Этот журнал начал выходить /был основан/ в 1942 г.
4. Считается, что чёрные кошки приносят несчастье.
5. Материя высшего качества дороже.
6. Дорога ведёт на юг.
7. Задача нашей программы популяризировать науку.
8. Правительство явно заигрывает с массами.
9. У него наблюдается склонность к злоупотреблению спиртными напитками.
10. Местная промышленность производит товары различного качества.
11. Последняя модель автомобиля оказалась непопулярной.

*What Does It Mean?*

Choose the right meaning of the English phrases from the column on the right. There can be more than one correct variant.

1. to have the public rolling in the aisles    a) насмешишь публику до слёз  
b) заставить людей кататься по палубе (сильная качка)  
c) заставить людей толпиться в проходах (в кинотеатре)
2. to go public    a) предать гласности  
b) пойти на панель  
c) выбрать карьеру общественного деятеля
3. The press was struck dumb.    a) Печатный станок остановился.  
b) Пресса словно воды в рот набрала.  
c) Утюг перестал работать.
4. to press the button    a) застегнуть кнопку  
b) нажать на все кнопки  
c) пустить в ход связи
5. hot from the press.    a) только что отглаженная одежда  
b) только что опечатанные листы  
c) горячий от утюга
6. to press one's suit    a) добиваться принятия прошения  
b) настаивать на своей просьбе  
c) гладить костюм
7. released time    a) отгул  
b) время, сэкономленное при повышении производительности труда  
c) освобождение от части нагрузки

## SUGGESTIONS

### 🗣 Speaking

- Make up a short story using the words from the word list.
- Make your comments on the following:
- 

«A good newspaper is a nation talking to itself.»

*Arthur Miller, The Observer, 1961*

### ✍ Writing

- Below there are several examples of word combinations containing the word *public*. Can you add more?  
*Public library, public opinion, public school...*
- Do exercises 8 and 9 in writing and compare your version with the other students'.

## 🗣 SPEAKING

You know already that books were the first form of mass communication. Speak about the history of book printing and spreading using the information below.

### THE CULTURAL HISTORY OF BOOKS

2500 BC	Sumerian clay tablets.
600 BC	Papyrus scrolls used in Egypt.
540 BC	First public library founded in Athens.
1st century AD	Books regarded as household treasures by the elite.
5th century	Great Library of Alexandria, Egypt, destroyed.
5th-10th centuries	Books preserved in monasteries.
9th century	Chinese invent printing.
13th century	Rise of European universities.
1456	Gutenberg Bible printed from movable type.
16th century	Books become the first mass-produced and mass-distributed commodity.
16th century	Books help spread the ideas of the Protestant Reformation; authorities invoke censorship to control printers.
1640	<i>Bay Psalm Book</i> published at Harvard College.
18th-19th centuries	Industrial Revolution.
19th century	Rise of American novelists and publishing houses.

(From *Mass Media/Mass Culture* Stan Le Roy Wilson)

## READING

### EARLY ORIGINS OF NEWSPAPERS

Early attempts to disseminate printed information to the public can be traced back some two thousand years to the official news sheets, called *acta diurna* (daily acts), posted by the Roman government in public places. However, it wasn't until the mid-sixteenth century that efforts to sell printed news began. Leaders in Venice made news regularly available to the public on printed sheets that sold for a coin called a *gazetta*. Later many newspapers would adopt the name *Gazette* for their publications.

**CORANTOS.** Another forerunner of today's newspaper began appearing in Germany around 1609 and in London in 1621. Called *corantos*, they consisted of printed single sheets containing current news that was published at regular and frequent intervals - often once or twice a week. Amsterdam, where *corantos* were published in Dutch, German, French and English, became the first major newspaper center.

**FIRST ENGLISH PAPERS.** In 1665 the first real English-language newspaper - the *Oxford Gazett* - started publishing twice weekly under the authority of the English Crown. Later renamed the *London Gazette*, it continued publishing into the twentieth century. The first daily newspaper in English was the *Daily Courant*, which began publication in London on March 11, 1702. This high-quality, highly literate paper was aimed at the educated elite. Like newspapers of today, it relied on advertising for its revenue.

Like all other publications, these early English newspapers were subject to censorship by the Crown, although censorship was rarely enforced after the late seventeenth century. In the American colonies, however, colonial governors continued to censor newspapers well into the eighteenth century.

(From *Mass Media/Mass Culture* Stan Le Roy Wilson)

### NEWSPAPERS IN BRITAIN

British people watch a lot of television. They are also reported to be the world's most dedicated home-video users. But this does not mean that they have given up reading. They are the world's third biggest newspaper buyers; only the Japanese and the Swedes buy more.

What other country in the world has its daily newspapers delivered at the door before breakfast? Paperboys and girls push the papers through the letterboxes before going to school. It is a luxury of the British, and for the paperboys and girls

it is a way of earning extra pocket money. These 'paper rounds' are organised by most newsagents in Britain.

Newspapers are, as you'll probably know, the bread and butter for the English. Before the Second World War the man in the street used to read three or four newspapers a day. Since that time, however, there has been a sharp decline in the total circulation of newspapers, which has led to take-overs, mergers and even bankruptcies.

It is an old joke on Fleet Street that the owners of Britain's newspapers may come and go but it is the unions that run the show. Fleet Street has been plagued for years by strikes and overstaffing. Except for the *Sun* most London papers are either losing money or making very small profits. No wonder then that Fleet Street's proprietors are trying to reduce costs by modernising plants and cutting work forces.

## **THE IMPORTANCE OF THE NATIONAL PRESS**

*There are 10 daily morning newspapers and nine Sunday newspapers in substantial circulation in most parts of Britain. They have an average total circulation of over 13 million copies on weekdays and 15 million on Sundays, attracting an overall readership of some 40 million people each day.*

Newspaper publication is dominated by the national press, which is an indication of the comparative weakness of regional identity in Britain. Nearly 80% of all households buy a copy of one of the main national papers every day. There are more than eighty local and regional daily papers; but the total circulation of all of them together is much less than the combined circulation of the national 'dailies'. The only non-national papers with significant circulations are published in the evenings, when they do not compete with the national papers, which always appear in the mornings.

Most local papers do not appear on Sundays, so on that day the dominance of the national press is absolute. The 'Sunday papers' are so-called because that is the only day on which they appear. Some of them are sisters of a daily (published by the same company) but employing separate editors and journalists. The morning newspaper is a British household institution; such an important one that, until the laws were relaxed in the early 1990s, newsagents were the only shops that were allowed to open on Sundays. People could not be expected to do without their newspapers for even one day, especially a day when there was more free time to read them. The Sunday papers sell slightly more copies than the national dailies and are thicker. Some of them have six or more sections making up a total of well over 200 pages.

*(From Britain, the Country and its People by James O'Driscoll)*

## THE TWO TYPES OF NATIONAL NEWSPAPER

Each of the national papers can be characterised as belonging to one of two distinct categories. The 'quality papers', or 'broadsheets', cater for the better-educated readers. The 'popular papers', or 'tabloids', sell to a much larger readership. They contain far less print than the broadsheets and far more pictures. They use larger headlines and write in a simpler style of English. While the broadsheets devote much space to politics and other 'serious' news, the tabloids concentrate on human-interest stories, which often means sex and scandal!

However, the broadsheets do not completely ignore sex and scandal or any other aspect of public life. Both types of paper devote equal amounts of attention to sport.

The reason that the quality newspapers are called broadsheets and the popular ones tabloids is because they are different shapes. The broadsheets are twice as large as the tabloids. It is a mystery why, in Britain, reading intelligent papers should need highly developed skills of paper folding! But it certainly seems to be the rule. In 1989 a new paper was published, the *Sunday Correspondent*, advertising itself as the country's first 'quality tabloid'. It closed after one year. A very noticeable feature of the national press is its shallowness. Few other European countries have a popular press, which is so 'low'. Some of the tabloids have almost given up even the pretence of dealing with serious matters; they concentrate on the more spectacular and scandalous aspects of life in Britain.

Although newspaper sales have fallen slightly over the past few years, newspapers have an important effect on public opinion. Most British newspapers are owned by big businesses and although they are not directly linked to political parties, there are strong connections. The majority of newspapers - even those that carry little serious news - are conservative in outlook.

The old image of London's Fleet Street as the centre of the newspaper printing and publishing world has changed, and in fact all the big newspapers have moved from Fleet Street to more modern premises. New technology has altered the whole shape of the industry, with changes in the production process and a reduction in the number of employees.

One of the beneficial results of computerised production has been improved graphics and photographs. The tendency has been for newspapers to become smaller but to contain more pages. Sunday papers have colour magazines and several of the dailies have weekend supplements, perhaps because people now have more time to read them. Competition for circulation is intense and newspapers have

tried several methods to increase the number of people who read them, including the use of colour, competitions and national bingo games.

As it may interest you to learn a bit more about British newspapers, let's have a look at them.

There is *THE TIMES* one of the best-known newspapers in the world. It is independent and deals above all with home, overseas and business news, politics, sport, science etc.

*THE GUARDIAN*, a liberal newspaper, expresses independent views on political and national subjects on rather a high level.

*THE DAILY TELEGRAPH* is independent and conservative in political outlook and deals with subjects of common interests. It has the largest circulation of the quality newspapers.

*THE DAILY MIRROR* politically left of centre but independent of any political party is known for being outspoken on topical matters. It has the largest circulation of the popular newspapers.

*THE DAILY MAIL*, which is also independent, but somewhat right wing, is read by all classes of readers.

'*TODAY*' is a new newspaper, which aims to address the man in the street.

#### MAJOR REGIONAL PAPERS WITH CIRCULATIONS OVER 200,000.

<b>Scotland</b>	
Sunday Post	1,393,000
Sunday Mail	888,000
Daily Record	768,000
<b>England</b>	
London Evening Standard	493,000
Manchester Evening News	290,000
Wolverhampton Express and Star	245,000
Liverpool Echo	204,000

The examples are all 'paid' newspapers. A new development during the 1970s and 1980s was the growth of free weekly newspapers, paid for entirely by advertising.

## MAGAZINES AND PERIODICALS

Periodicals, publications released at regular intervals, often called journals, or referred to as magazines when designating those for recreational reading.

Periodicals generally appear at intervals longer than a day (weekly, biweekly, monthly, quarterly, or even annually). As a whole, periodicals feature, often exclusively, material of special interest to particular audiences. The contents of periodicals can be unrelated to current news stories; when dealing with the news, they tend to do so in the form of summaries or commentaries.

The first periodical of the modern general type, devoted to a miscellany of reading entertainment, was the English publication *The Gentleman's Magazine* (1731-1907)—the first instance of the use of the word *magazine* to denote a forum for entertaining reading. It contained reports of political debates, essays, stories, and poems and was widely influential, serving, for example, as the model for the first true American periodicals, *General Magazine and Historical Chronicle* and *American Magazine*. Both of these periodicals first appeared in Philadelphia, Pennsylvania, in January 1741 as rival publications; both proved unsuccessful, however.

Another trend, the publishing of magazines composed of a variety of reading material digested from other sources, is exemplified by the pocket-sized *Reader's Digest* (1922). Since the 1950s, *Reader's Digest* has had a monthly circulation in the millions.

Since their beginning in the eighteenth century, magazines have provided a wide variety of material for their readers. All magazines, by their very nature, specialize in some way.

Magazines did not really begin to flourish until the 1820s, when new technologies, coupled with a new literate society brought on by compulsory education, paved the way for their expansion. By the end of the nineteenth century, magazines had entered the popular culture with general-interest, special-interest and low-cost publications.

The beginning of the twentieth century was the heyday of muckraking articles in magazines, but after World War II, general-interest magazines started to decline, and the age of specialization was firmly established.

Magazines can be classified in a variety of ways, but what is abundantly clear is that there seems to be a magazine for just about every interest and taste in both our popular and elite cultures.

There are nearly 5,000 periodicals published in the United Kingdom. The weekly periodicals with the highest sales are those, which carry full details of the forthcoming week's television and radio programmes. *What's on TV*, *Radio Times* and *TV Times* each have circulations in excess of 1 million. *Reader's Digest*, which covers just about any subject, has the highest circulation (1.6 million) among monthly magazines.

Women's magazines traditionally enjoy large readerships. The top-selling title is *Take a Break* with a weekly circulation of nearly 1.5 million.

There are magazines and periodicals for almost every trade, profession, sport, hobby or interest.

*The Times* publishes separately a weekly *Educational Supplement*, *Higher Educational Supplement* and *Literary Supplement*.

*Punch* is a long-established humorous magazine.

(From *Media in Britain*, The UK Foreign Office)

## USEFUL VOCABULARY

... aims to address the man in the street	spectacular and scandalous aspects of life
computerised production	subject to censorship
dedicated home-video users	subjects of common interests
human interests stories	to attract readership
independent of any political party	to be conservative/ liberal in political outlook
intense competition	to carry news
left of centre	to digest from other sources
periodical (weekly, biweekly, monthly, quarterly, annually)	to favour a political party
pocket-size	to have an effect on
political outlook/ coverage	to invoke censorship
reading habits	to pave the way for
recreational reading	to spread the ideas
rival publications	to decline significantly
somewhat right-wing/ left-wing	forerunner
to give popular culture a sex life	to appear on the scene
comics	to launch the sexual revolution
genre	free-lance artist
comic book format	to release
concerned parents	to feature smt.
to corrupt youth	centerfold
sex and violence	to accept advertising
to establish a code of ethics	
to contain only wholesome material	

## LANGUAGE FOCUS

### Exercise 1

Read the following words correctly.

Release, journal, designate, scandalous, digest, to digest, subject to censorship, papyrus, comment, commentary, miscellany.

### Exercise 2

**Find synonyms of the following words.**

Overseas, outlook, revenue, to bring on, to appeal, to cater for, to reduce, to spread, to release, journal, to designate, heyday.

**Exercise 3**

**Find the antonyms of the following words.**

Overseas, predictable, long-established, paperback, to decline.

**Exercise 4**

**Match the words with their definitions.**

- |                     |   |
|---------------------|---|
| 1. Heyday           | ancient manuscripts                         |
| 2. Periodical       | a place where newspapers are published      |
| 3. Newsagent        | a book with a soft cover                    |
| 4. Paperback        | a man selling newspapers and magazines      |
| 5. Publishing house | a publication released at regular intervals |
| 6. Papyrus scrolls  | the peak of your success                    |

**Exercise 5**

**Give definitions of the following.**

Clay tablets, current news, paper round, take-over, merger, paperboy outlook, broadsheet, tabloid, quarterly, muck-raking.

**Exercise 6**

**Explain the difference between the following pairs of words.**

- Print - publish  
Reduce - diminish  
Magazine - journal  
Designate - mean

**Exercise 7**

**Explain or paraphrase the words and phrases in italics.**

1. Early attempts *to disseminate printed* information to the public can be *traced back* some two thousand years to the official news sheets.
2. Fleet Street *has been plagued* for years by strikes and *overstaffing*.
3. Each paper has an idea of what kind of reader it is appealing to and a fairly *predictable political outlook*.
4. Each newspaper can be seen, rather simplistically, as *occupying a certain position on the right-left spectrum*.
5. They concentrate on the more *spectacular and scandalous aspects* of life.
6. Periodicals are publications *released at regular intervals*.
7. *The top-selling title* is 'TAKE A BREAK' with a weekly circulation of nearly 1.5 million.
8. 'PUNCH' is a *long-established* humorous magazine.

9. The beginning of the twentieth century was the *heyday* of *muckraking* articles in magazines.
10. After World War II, general-interest magazines started to decline, and the *age of specialization* was firmly established.
11. Another trend, the publishing of magazines composed of a variety of reading material *digested from other sources*, is *exemplified by the pocket-sized 'READER'S DIGEST'*.

### **Exercise 8**

**Fill in the gaps with one of the following words**

(Format, journal, tabloid, headlines, supplement, sensation, the royal family, quality, real news, addition).

A popular or (a) ... newspaper focuses more on (b) ... than real news whereas a (c) ... newspaper professes to be more interested in (d) ... than in sensation. A tabloid usually has a smaller (e) ... than a quality paper, it has larger (f) ... and shorter stories and, in Britain, it prefers stories about film stars, violent crimes and (g) ... .

A (h) ... is the name usually given to an academic magazine. A colour (i) ... is a magazine which comes out once a week (often on Sundays) as an (j) ... to a newspaper.

### **Exercise 9**

**Paraphrase the following sentences replacing the words in italics by the appropriate words and expressions from the texts above.**

1. British people are fond of watching videos at home.
2. The newspaper is *a bit conservative*.
3. The newspaper aims *to appeal to common people*.
4. Women's magazines traditionally *have a lot of readers*.

### **Exercise 10**

**Use the words and expressions from the useful Vocabulary List in the sentences from the text and then give your own examples.**

## **GRAMMAR SECTION**

### **Exercise 1**

**Fill in the gaps with prepositions if necessary.**

1. The newspaper aims to address ... the man ... the street.
2. It is independent ... any political party and is a bit left ... centre.
3. It regularly publishes a digest ... other sources.
4. The newspaper aims ... attracting ... a large readership.
5. Newspapers in Britain are not subject ... censorship.
6. Most newspapers don't favour ... a political party.

7. The invention of printing paved the way ... development of mass communication.

### Exercise 2

**Correct the mistakes in the following sentences.**

1. It wasn't until the mid-sixteenth century that efforts to selling printed news begun.
2. It made news regular available for the public.
3. Early English newspapers were subjected for censorship by the crown.
4. British people is also reported to being world's most dedicated home-video users.
5. Only Japanese and Swedes buy more newspapers then British people.
6. As mostly local papers do not appear on Sundays, so that day the dominance of the national press is absolutely.
7. They contain farther less print than the broadsheets and too more pictures.
8. The broadsheets are twice larger than the tabloids.
9. Some of tabloids have almost give up even the pretence to dealing with serious matters.
10. There are nearly 5,000 periodicals being published in the United Kingdom.

### **Time for Fun**



#### *What Does It Mean?*

**Choose the correct Russian equivalents of the phrases on the left. There can be more than one correct variant.**

1. Newspapers are bread and butter for the British.  
a) Британцы заворачивают бутерброды в газету.  
b) Британцы не могут обойтись без газет.  
c) Британцы читают газеты во время завтрака.
2. New inventions paved the way for further progress.  
a) Новым прогрессивным изобретением стал тротуар.  
b) Новые изобретения стали на пути прогресса.  
c) Новые изобретения проложили путь прогрессу.
3. ... but it is the unions that run the show.  
a) ... именно профсоюзы командуют парадом.

b) ...объединения актеров отвечают за проведение спектаклей.

c) ...объединения актеров отвечают за проведение спектаклей.

## 🔊 SPEAKING

### Exercise 1

Answer the questions.

1. When and where did the first newspapers appear?
2. What was the first English newspaper? What was it like?
3. Were the first English publications subject to censorship?
4. How are daily newspapers delivered to many Britons in the morning?
5. What is a 'national' newspaper? Name two in Britain.
6. Why is the dominance of national press absolute on Sundays? How popular is it on weekdays?
7. What is meant by an 'independent' newspaper?
8. What is the difference between a 'quality' paper and a 'popular' paper?
9. What's the difference between a left-wing and a right-wing newspaper?
10. In what part of Britain will you find the *Western Mail*?
11. What problems does the newspaper business encounter?
12. What new tendencies can be observed in newspapers?
13. Why did the *Sunday Correspondent* close after one year?
14. Is freedom of speech important for the British? Prove it, giving example from the text.
15. What do periodicals aim at?
16. What developments paved the way for the expansion of magazines?
17. What were the first English and American periodicals?
18. What periodicals enjoy the largest readerships?
19. Is freedom of the press a reality in Britain?
20. What limits freedom of the press in the UK?
21. Why will you probably lose a lot of money if you write a newspaper article saying that a well-known politician is a thief, when it can be easily proved that he isn't?
22. Why can't you publish an interesting article giving all the details of Britain's latest nuclear submarine?

### Exercise 2

Use the following words and expressions in the sentences from the text and then give your own examples.

... aims to address the man in the street  
independent of any political party

human interests stories  
intense competition

left of centre  
 recreational reading  
 somewhat right-wing/ left-wing  
 subject to censorship  
 to attract readership  
 to carry news  
 to digest from other sources

political outlook/ coverage  
 rival publications  
 spectacular and scandalous aspects of life  
 subjects of common interests  
 to be conservative/ liberal in political outlook

### Exercise 3

**Which periodical would you buy?**

1. ...if you were interested in business and industry?
2. ...if you felt like a good laugh?
3. ...if you were interested in national and international events looked at from a left-wing point of view?
4. ...if you had these same interests, but preferred to read about them from a Conservative point of view?
5. ...if you were on the far left of the Labour Party?
6. ...if you were a school teacher?

### Exercise 4

**Complete the following sentences choosing one phrase from the list on the right.**

- |   |  |
|---|--|
| 1. Many British newspapers are not making profits because of                            | a) the high standards of its publications.   |
| 2. Newspaper owners would like to introduce new and cheaper printing methods because of | b) the rising printing costs.                |
| 3. Some printers may lose their jobs because of   | c) cutting work forces.                      |
| 4. <i>The Times</i> is respected because of   | d) a sharp decline in the total circulation. |

### Exercise 5

**Complete the following chart using the information from the text above.**

#### POLITICAL SPECTRUM

Newspaper	Political views	Topics
THE TIMES		
	conservative	
		political, national subjects
		topical matters
TODAY		
	right-wing	

- Give your reasons for the prevailing of the right-wing press in Britain.
- Read the comments of James O'Driscoll on the political orientation of British newspapers.
- Compare his opinion with the result of your findings in the chart above.

### PAPERS AND POLITICS

None of the big national newspapers 'belongs' to a political party. However, each paper has an idea of what kind of reader it is appealing to and a fairly predictable political outlook. Each can therefore be seen, rather simplistically, as occupying a certain position on the right-left spectrum.

As you can see, the right seems to be heavily over-represented in the national press. This is not because such a large majority of British people hold right-wing views. It is partly because the press tends to be owned by Conservative party supporters. In any case, a large number of readers are not interested in the political coverage of a paper. They buy for the sport, or the human-interest stories, or for some other reasons.

(From *Britain, the Country and its People*, James O'Driscoll)

	LEFT	CENTRE	RIGHT
T A B L E O I D S		The Daily Mirror	The Sun
			The Daily Mail
			The Daily Express
			The Star
B R O A D S H E E T S	The Guardian		The Daily Telegraph
		The Independent	
			The Times
			The Financial Times

## 🔊 LISTENING

### • Pre-listening task

Explain the following expressions.

wide coverage of events

to favour a political party

### • Listen to the journalist Mona Doan speaking about the British press.

While listening try to fill in the chart below.

	Name	Size	News
Quality papers			
Popular papers			

### • Listen again and fill in the gaps in the following sentences.

1. The circulation of the national newspapers ....
2. ... papers have a higher circulation than the dailies.
3. Quality papers have a colour ... (usually full of ...).
4. ... or ... newspapers serve towns and areas outside London.
5. Most of the newspapers have a political ...

### • Answer the questions

1. Why did some newspapers have to close?
2. Where do the editors take money to run their newspapers?
3. What other newspapers did Mona Doan mention?

### • Discussion

Discuss the following.

**'Whenever I see a newspaper I think of the poor trees. As trees they provide beauty, shade and shelter, but as paper all they provide is rubbish.'**

Sir Yehudi Menuhin

Said 1970

## SUGGESTIONS

### 🗣️ Speaking

- Find some information about the first newspapers in your place. Share it with your friends.
- Speak about the origin of the press.

- It is easy to tell by the size and shape of British newspapers what kind of readers they are aimed at. Speak about the two main types of newspapers in Britain. What are the other differences between them?
- Are there similarly clear distinctions between types of newspapers in Belarus?

### ✎ Writing

- Continue the following lists of word combinations.  
*Public library, public school, public image...*  
*Press release, press conference, press agency...*
- Write a short essay about the press in Britain.

## SELF-ACCESS WORK

### Task 2

- Read the text below.

### PLAYBOY

*Playboy* appeared on the scene in 1953. It has since been credited by some and criticized by others for launching the sexual revolution in America. The first issue in 1953 was put together on a card table in the kitchen of the founder, Hugh Hefner, a former *Esquire* magazine employee.

Hefner enlisted the assistance of a freelance artist on the promise of some stock in his new company, and the first issue of *Playboy* was polished and released featuring a nude centerfold of movie actress Marilyn Monroe. By 1954 *Playboy* was selling more than 100,000 copies a month, and this figure climbed to nearly 800,000 two years later. It now sells 3.4 million copies a month, down from its best years, when it sold more than 7 million.

Intent on building a sophisticated image for his nudie magazine, Hefner also ran articles by well-known and respected writers. At first he refused to accept advertising, but later he carefully added this form of revenue by accepting only "quality-image" advertising; he rejected more than 80 percent of the ads submitted for publication. His plan paid off, as in a few short years his magazine became accepted by many in the popular culture. John Brady, former editor of *Writer's Digest*, said that Hefner 'gave popular culture a sex life.'

(From *Mass Media/Mass Culture* Stan Le Roy Wilson)

- **Comprehension Check**  
Say whether these sentences are true or false.

1. Hugh Hefner owned the magazine *Esquire*.
2. A free-lance artist borrowed him some money to start a new magazine.
3. There was a nude actress on the front cover of the magazine.
4. *Playboy* now sells twice as much as it used to in its best years.
5. Articles of well known and respected writers are not published in *Playboy*.
6. Hugh Hefner does not accept advertising in his magazine.

• **Reading for detail**

**Read the text again and try to explain the following.**

1. *Playboy* appeared on the scene in 1953.
2. It has since been credited by some and criticized by others for launching the sexual revolution in America.
3. Hefner enlisted the assistance of a freelance artist.
4. ...the first issue of *Playboy* was polished and released featuring a nude centerfold of movie actress Marilyn Monroe.
5. He accepts only 'quality image' advertising.
6. John Brady, former editor of WRITER'S DIGEST, said that Hefner 'gave popular culture a sex life.'

**USEFUL VOCABULARY**

• **Learn the following words and word combinations and use them in your discussions about mass media.**

to appear on the scene	to launch the sexual revolution
issue	free-lance artist
centerfold	to release an issue of a newspaper
to run an article	to feature
to accept advertising	

**WATCHING A VIDEO**

- In the *Class of the 20th Century* cassette number 5 there are people speaking about their impression of the first issue of *Playboy*. Watch the video and share your impression with your friends in class.
- Have you read this magazine in Russian? Was your impression like that of the people in the video?

**Task 3**

Read the text below

## PRESS ASSOCIATIONS AND PRESS AGENCIES

Press Associations and Press Agencies are organisations for the collection, transmission, and distribution of news to newspapers, periodicals, television, radio and other journalistic and mass communications media. These news-gathering organisations originated in a general need for faster transmission of news.

Large newspapers, such as the *New York Times*, usually have their own news-gathering networks and syndicate stories filed by their reporters; however, these papers rely on the international services for broader coverage.

The oldest press association in the U.S., the Associated Press (AP), was formed in 1848 by six New York dailies to finance co-operatively the cost of gathering national news. From this modest beginning, it has since become the largest world-wide news service. United Press International (UPI), another giant U.S. agency offering international news coverage, was formed in 1958.

Baron Paul Julius von Reuter established the pioneer British news agency, Reuters. Reuter set up his chief office in 1851 in London; beginning in 1865, cables were laid between England and Germany and between France and the United States. Today Reuters is one of the largest European agencies, with subscribers in such countries as Australia and New Zealand. Another pioneer British press group, the Press Association, was established in 1868 for speedier transmission of domestic news. Besides Reuters, the most important press agencies in continental Europe currently are Agence France-Press, and ITAR-Tass, the Russian news agency, successor to Tass, the news agency of the Soviet Union.

(From *Media in Britain*, The UK Foreign Office)

- **Comprehension check**

What was the main reason for creation of news associations and agencies?

What are the most important press agencies in the world?

- **Learn the following words and word combinations and use them in your discussions about mass media.**

transmission of news      news-gathering networks

## PART 3

# LOOKING AT THE NEWSPAPER

### STARTER ACTIVITIES

#### HOW DO YOU CHOOSE YOUR NEWSPAPER?

- Work in pairs.

Discuss with your friend how you choose your newspaper. Use the hints below.

• a good sports section	• good political columnists
• an amusing cartoonist	• few advertisements
• cheap	• easy to read on a bus/ train
• a good international section	• good crosswords
• not too right/left wing	• little politics
• horoscopes	• advice column

- Ask your friends about their reading habits and then share the information with your group.

### READING HABITS

1. Do you read newspapers?
2. Do you buy newspapers or get them delivered to your home?
3. Do you read the same newspapers as your parents?
4. Is it a local/ regional/ national paper?
5. Do you read it in the morning, at meals or in bed in the evening?
6. Do you start from the front page?
7. What columns do you never miss to read?
8. Which parts do you never read? Why?
9. Do you believe everything you read in a newspaper?
10. What newspapers do you find interesting/ boring/ overloaded with specialised information/ serious/ entertaining/ good reading/ primitive?

### SPEAKING

## Exercise 1

- Work in groups. Compare the newspapers in the charts below. Find the oldest and the most recently established ones. Compare their circulations. Find the biggest owners of the newspapers.

### NATIONAL NEWSPAPERS: OWNERSHIP AND CIRCULATION

Title	First published	Controlled by	Circulation average 1997
-------	-----------------	---------------	--------------------------

#### NATIONAL DAILIES

Tabloids			
The Mirror	1903	Mirror Group plc	2,372,365
Daily Star	1978	United News and Media plc	750,458
The Sun	1964	News International plc	3,962,745
Daily Mail	1896	Daily Mail & General Trust plc	2,119,262
The Express	1900	United News and Media plc	1,205,536
Qualities			
Financial Times	1888	Pearson	303,621
The Daily Telegraph	1855	Telegraph Group Ltd	1,117,281
The Guardian	1821	Guardian Media Group plc	402,839
The Independent	1986	Mirror Group consortium	259,661
The Times	1785	News International plc	783,260

#### NATIONAL SUNDAYS

Tabloids			
News of the World	1843	News International plc	4,537,641
Sunday Mirror	1963	Mirror Group plc	2,366,912
The People	1881	Mirror Group plc	2,019,845
The Mail on Sunday	1982	Daily Mail & General Trust plc	2,135,970
The Express on Sunday	1918	United News and Media plc	1,168,272
Qualities			
The Sunday Telegraph	1961	Telegraph Group Ltd	863,147
Independent on Sunday	1990	Mirror Group consortium	279,053
The Observer	1791	Guardian Media Group plc	460,235
The Sunday Times	1882	News International	1,344,638

\* Circulation figures are those of the Audit Bureau of Circulations (consisting of publishers, advertisers and advertising agencies) and are certified average daily or weekly net sales for the period.

(From *Media in Britain*, The UK Foreign Office)

## Exercise 2

The weekly newspaper *Argumenty I Fakty* has the biggest readership not only in Russia but in the world – over 3,000,000. The newspaper has been presented in the *Guinness Book of Records*.

Look at the chart below and say who reads the newspaper. Why do you think this newspaper is so popular?

### Where do they read *Argumenty I Fakty*?

Country	Readership	Country	Readership
Russia	243,500	Czech Republic	780
Ukraine	100,000	Spain	600
Belarus	90,000	Turkey	570
Kazakhstan	75,000	Italy	559
Uzbekistan	36,700	Austria	542
The Baltic states	25,000	New Zealand	423
Germany	17,329	Belgium	405
Moldova	16,000	Poland	320
Georgia	8,000	Sweden	280
Armenia	8,000	Great Britain	236
USA	7,950	Malta	200
Azerbaijan	5,500	Slovakia	200
Greece	3,500	Switzerland	182
Cyprus	1,500	Bulgaria	150
Rumania	1,200	Ireland	140
France	1,130	Brazil	125
The Netherlands	1,026	Japan	105
Australia	1,020	Denmark	86
Canada	1,000	Luxemburg	70
Hungary	948	Finland	51
Slovenia	840	Norway	22
		Other countries	281

Do you ever read *Argumenty I Fakty*? What other popular Russian newspapers do you read?

#### • Things for thought

1. Why do the tabloids have larger readerships?
2. Why are Sunday papers so popular?

- **Discussion point**

Is there any control of the press in your country? Who controls it?

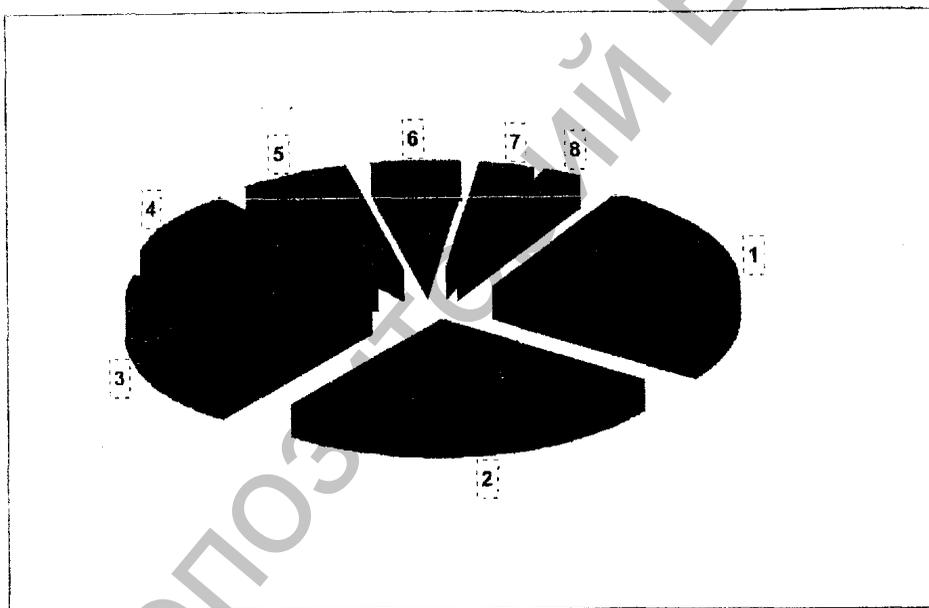
- **Compare the circulations of Russian and Belorussian newspapers with the British ones.**

**Exercise 3**

Look at the diagram below and make your comments on it.

Have you read any of these newspapers? Which do you find reliable? Which don't you believe? Why?

**Рейтинг доверия печатным СМИ.**



1. **АРГУМЕНТЫ  
И ФАКТЫ**

2. Местные газеты и журналы

3. **КОМСОМЛЬСКАЯ  
ПРАВДА**

4. **ИИ**

5. **SPEED**

Инфо

6. **ТРУД**

7. **СОВЕРШЕННО**

**СЕКРЕТНО**

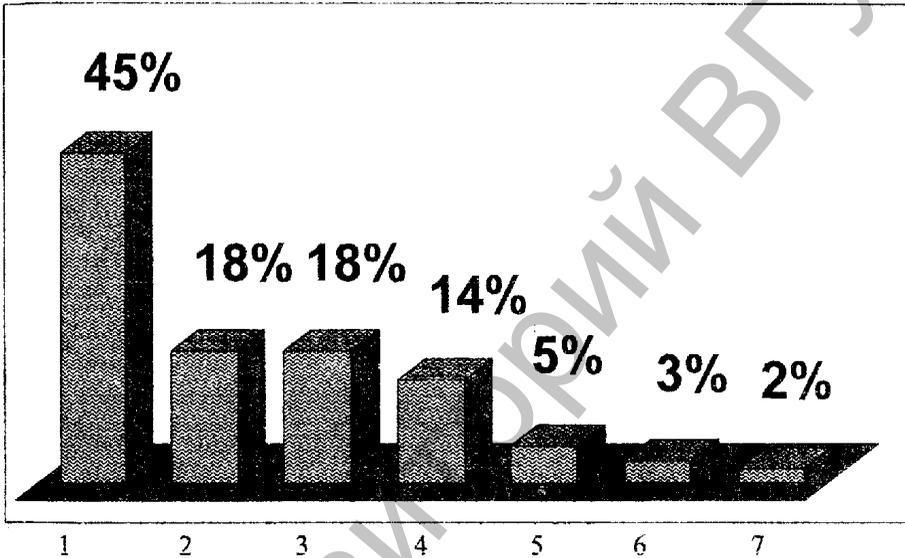
8. **ИЗВЕСТИЯ**

(From *Аргументы и факты*, № 4, 2001)

### Exercise 4

Below there is a part of the poll on the students' reading habits conducted by students of group 305. See what newspapers your fellow students used to read and compare their preferences with yours.

#### THE STUDENTS' READING HABITS



1. Віцебскі Кур'ер	5. Народнае слова
2. Віцьбічы	6. Віцебскі рабочы
3. Аргументы и факты	7. Беларуская дзелавая газета
4. Комсомольская правда	

(From *PUBLIC OPINION POLL*, J. Asmalouskaya, K. Pasniak, L. Schavrov)

### Exercise 5

#### HAVE A LOOK AT THE NEWSPAPER

- Look at the list of some parts of the newspaper *East Anglian Today*
- |            |                       |
|------------|-----------------------|
| Local News | Editorial Comment     |
| Advice     | Letters to the editor |
| Sports     | Comics                |

Classified ads	Entertainment
Obituaries	Personal announcements
Crosswords	Horoscope
Radio and TV	Local weather

- Compare the columns in the *East Anglian Today* with the results of your investigation.
- What other parts have you found?
- **What part of the newspaper would you look through if you want to know:**
  - a. ...what's on TV?
  - b. ...if today's match in on BBC 2 or ITV?
  - c. ...who was injured in yesterday's car crash?
  - d. ...if they have published your letter to the editor?
  - e. ...what the weather will be like this afternoon?
  - f. ...if you can get a ticket to Madonna's concert?
  - g. ...if this will be your lucky day?
  - h. ...if you can find a job in the area?
  - i. ...who won yesterdays' final?
  - j. ...if there is a good film on in town?
  - k. ...what you should do in the garden?

### Exercise 6

#### **LOOKING THROUGH THE INDEPENDENT**

Look through the INDEX from page 2 of the newspaper *THE INDEPENDENT* Thursday 13, 1998 and say:

- what kind of newspaper it is.
- how many pages it contains.
- what sections it carries.
- what issues it concentrates on.
- what the letters to the editor (foreign affairs, home matters) can be about.
- if THURSDAY REVIEW is a separate edition.
- what information could be found in *Leaders and comments*.
- what the *Fast track* can be about.
- what you can find in *Listings*.

### Exercise 7

Look through the INDEX of *THE INDEPENDENT* again and say

- if home or foreign news prevails.
- what the articles might be about.
- what you would read in the newspaper, what you would start with.

# THE INDEPENDENT

## HOME NEWS

PAGES 2-10

### **Heart probe looks at 1,000 cases**

A public inquiry into the Bristol heart surgery disaster will consider the cases of more than 1,000 children operated on over more than a decade.

Page 7

### **Tuition fees 'may deter students'**

Tuition fees may cause students to withdraw their university applications at the last moment.

Page 8

## FOREIGN NEWS

PAGES 11-14

### **Internet rumours led to arrests**

Police in Malaysia used a draconian security law to arrest two people alleged to have spread rumours of riots on an Internet news group.

Page 11

### **Protest for kidnapped diplomats**

150 protested outside Pakistan's embassy in Tehran to demand freedom for Iranian diplomats and a journalist held by the Afghan Taleban militia.

Page 14

## BUSINESS NEWS

PAGES 15-20

### **Insurance merger costs surge**

The cost of implementing the merger of insurance giants Commercial Union and General Accident has edged up from £300m to £320m.

Page 16

## SPORTS NEWS

PAGES 21-26

### **Bath sign NZ winger Jon Preston**

Bath have signed Jon Preston, the New Zealand rugby union half-back, on a two-year contract.

Page 23

## THURSDAY REVIEW

20-PAGE BROADSHEET SECTION

### **Hamish McRae**

'Mr Blair and his colleagues will need to learn how to govern in bad times, when they are hated and being blamed for things beyond their control.'

Page 4

### **Bidisha**

'Women live in constant fear of violence from men, a very primitive, instinctive fear.'

Page 4

Letters	2
Leaders	and 3-5
comment	
Obituaries	6-7
Features	8
Arts, film	9-11
Edinburgh festival	12
Fast track	13-14
Education	15-16
Listings	17-18
Radio, Satellite TV	19
Concise crossword	19
Today's TV	20

## Exercise 8

### Roleplay

Imagine you are members of the editing board. Read the following letters to the editor and discuss which of them you would publish and why.

### **LETTERS TO THE EDITOR**

Sir: Your front page of 10 August carries the headline "Wealthy Arab who hates the US" over a picture of Osama bin Laden. Would you publish a picture of Binyamin Netanyahu with the caption "wealthy Jew", or a picture of Jesse Jackson with the caption "wealthy black"? I think not. This implicit racism is now reserved for the Arabs - presumably because we need an enemy and we no longer have the Soviet Union.

SIMON JAKES  
Tonbridge, Kent

#### **Right and left**

Sir: Am I left-handed or right-handed? After reading Charlotte Packer's interesting report "It's the right way to handle the left" (8 August) I am no longer sure.

I used to consider myself left-handed because I write with my left hand, something I certainly cannot do with my right. Yet I would be quite unable to use any of the ingenious knives, peelers, rulers, specially designed for left-handers, she describes. Writing is the only thing I can do with my left hand. In every other respect I am completely right-sided. Parents beware - perhaps the issue of left-or right-handedness is not simply one of either/or.

Dr MARK LARRAD  
Rochdale, Lancashire

#### **Gays in Baker St?**

Sir: Your report "The strange case of the missing gay detectives" (3 August) raises, once more, the proposition that Sherlock Holmes and John Watson were homosexual. Professor Stephen Knight seems to believe that they were, though there is no real evidence for that belief.

It has been my privilege, over the last few years, to edit for publication some newly discovered manuscripts believed to be from the pen of Dr Watson.

While these documents throw no more light on the pair's sexual orientation than the original stories, it is possible to deduce from those original tales that both Holmes and Watson were susceptible to women.

Watson; we know, married Mary Morstan, heroine of *The Sign of Four*, and some biographers believe that he married twice more. Holmes admired intellect in a woman and admitted to Watson that he wished he possessed female intuition.

On the other hand he regarded women as potentially disruptive of his fierce intellectual discipline, an attitude which suggests that he too was very susceptible to them.

BARRIE ROBERTS  
Walsall, West Midlands

### Exercise 9

Below there is a weather column in *THE INDEPENDENT*. Read it and try to guess the month or the season.

Compare this forecast with weather forecasts in your country's newspapers.

#### British Isles weather

Friday will be unsettled with a lot of cloud across England and Wales and rain in the north and west, mainly over hills and coasts. In Scotland and Northern Ireland, rain will clear to blustery showers; Saturday will be showery in the north and west but dry in the south and east. A spell of rain is likely for most parts of the UK on Sunday but this will not reach the far north of Scotland and south-east England until late in the day.

#### Outlook for the next few days

Heavy rain in western Scotland will ease, but it will remain overcast and foggy with drizzle. Eastern Scotland will also have a spell of rain, although skies will brighten in the late afternoon as the rain clears. Rain in Northern Ireland will ease to a little drizzle in places but it will remain mostly cloudy. Northern England and northern Wales will cloud over with rain breaking out in places.

Southern Wales and remaining parts of England will be dry with sunny spells.

### Exercise 10

Below there are several columns from *THE TIMES*. Read them and say what information you can find there.

Court circular

Royal engagements

Appointments

Anniversaries

Dinners

Church news

Forthcoming marriages

Personal column

Births

Deaths

Wanted

For sale

To let

Flatshare

### LISTENING

- Pre-listening task.

You will hear an interview with Nigel Dempster, a journalist who writes the most famous gossip column in Britain for the *Daily Mail*.

- First, discuss the following questions in groups.

1. Which people do newspapers like to gossip about in your country? Are they society people, pop stars, or film stars?

2. Why do people like to read gossip about the rich and famous? Is it envy? Is it to learn that they have similar weaknesses to us?
3. It has been said that the Royal Family in Britain is like a soap opera. To what extent do you think this is a fair comparison?
4. What rumours have you heard recently about the Royal Family?

- Find the meaning of the following words and expressions which will occur in Nigel Dempster's speech.

gossip column  
 to be concerned with  
 to feature in a newspaper  
 financial misdemeanours  
 class ladder  
 to reimbursing the expenses  
 explicit  
 to banish

gossip columnist  
 an added bonus  
 to equate to  
 homogenous society  
 preponderance  
 outrageous  
 inaccurate reporting

- Now listen to the interview.
- Comprehension check.

Complete the sentences with the matching words from the text.

1. Obviously if we entertain them at the same time that's ...
2. We're basically ... informing our readers.
3. You're by far Britain's best-known and most widely read ...
4. The very nature of a gossip column is that people do not enjoy ... in it.
5. But ... is why people buy newspapers.
6. We can ... to stories about people who live at one end of the country.
7. And everyone within that class system is totally aware of where they are on that ...
8. You often see much more ... and ... stories about the Royal Family in foreign newspapers and magazines.

- What is meant by: *We all lived cheek by jowl.*
- Answer the questions.

- 1 To what extent does Nigel Dempster answer the interviewer's first question?
- 2 In your opinion, does Nigel Dempster think his Diary has a serious purpose?
- 3 He quotes four kinds of stories that find their way into the Diary. Use your imagination to think of some concrete examples of each.
- 4 What is his attitude to the *Express*? Why, do you think?
- 5 All journalists wield a lot of power. What is the power that Nigel Dempster has over his 'subjects'? Why does he describe them as subjects?

6 What is his point about the basic ingredient for gossip? Do you agree?

7 How are stories about the Royal Family obtained?

8 What's his attitude to the Royal Family?

9 What is his attitude to the reporting on the Royal Family outside Britain?

• **Explain or paraphrase the following.**

1. We take the view that those who want to get in, don't, and those who don't want to get in, certainly do.
2. There is an amusement value as long as you start with the initial presumption that nothing is ... is true.

• **Discussion**

- 1 Do you think such gossip columns serve a social purpose or do they cater to baser instincts?
- 2 Randolph Hearst, the American newspaper publisher said '*News is what someone, somewhere, does not want reported. All the rest is advertisement.*' Can you think of any recent news stories, which show the truth (or not) of this statement?
- 3 Louis Kronenberger said '*It is the gossip columnist's business to write about what is none of his business.*' Do you agree?

**Exercise 11**

Choose any newspaper (it could be in your own language if you can't find an English one) and complete the following sentences.

1. The main story today is about ...
2. The editorial is about ...
3. There are readers' letters on page ... and they deal with the following topics: ...
4. The most interesting feature is about ...
5. There is some scandal on page ... a crossword on page ... a cartoon on page ... and some small ads on page ...
6. The most interesting business story is about ... and the largest sports article is about ...
7. The most striking photograph shows ...
8. There are advertisements for .... and ...
9. An article about .... on page ... made me feel ...

**GRAMMAR SECTION**

**Exercise 1**

Correct the mistakes in the following text.

Newspapers is one of the main sources from what we learn what is going on – in world policy, science, local government, the arts, fashion, food, education and

sport. The papers we chose show our interests and usually the politics which we believe in. Many people question the objectivity of newspapers. How objective they are?

## **Exercise 2**

Fill in the gaps with prepositions if necessary.

- |  |  |
|--|--|
| 1. Make comments ... the text.   | 10. Everyone commented ... her new hat.  |
| 2. She is popular ... men.   | 11. The farmers press juice ... apples.  |
| 3. I'm pressed ... money.  | 12. All early English newspapers were subject ... censorship.  |
| 4. We employed a man to tend ... the garden for summer.  | 13. The film called ... comments.  |
| 5. <i>The Daily Mirror</i> , politically left ... centre but independent ... any political party is known ... being outspoken ... topical matters. | 14. Books are sold ... popular prices.   |
| 6. He is popular ... his kindness.   | 15. He writes ... papers ... the press.  |
| 7. The government is pressing ... an international treaty.   | 16. The newspaper expresses independent views ... political and national subjects ... rather a high level. |
| 8. The <i>London Gazette</i> aimed ... the educated elite. It relied ... advertising ... its revenue.  | 17. It's somewhat conservative ... political outlook and deals ... subjects ... common interests.          |
| 9. The magazine is just ... the press.   | 18. Two reporters are keeping up a running commentary ... a match.   |

## **SUGGESTIONS**

### **🗣️ Speaking**

- Find some information about Belorussian newspapers. Which of them has the biggest circulation. Are they free of political bias? Who controls the press in Belarus? Is it absolutely free?
- Speak about the newspapers you usually read.
- Have a look at a couple of examples on each type of national newspaper. Try to get hold of examples from the same day. Make your comments on the organisation of the newspapers. Which parts of the newspapers do you like best? Why? What deserves criticism? Why?
- Conduct a poll on the students' reading habits and draw a diagram like the one in exercise 4.
- Make up your own 'hatch, match and dispatch' column. Try to make it funny.

### **✍️ Writing**

Write a short story, describing a newspaper (may be an imaginary one). You may use exercise 6 and 11 as a plan.

- Write a letter to the editor of your local newspaper with suggestions of its improvement and the consequent rise in popularity.

## SELF-ACCESS WORK

### TASK 4

- Read the article from the SUNDAY MIRROR.

## Happy birthday, Queen Mum!

RESILIENCE does not begin to cover it, ma'am. Indestructible more like. The superwoman with the bionic hip. But as you blow out the candles on your birthday cake, and look back over the year, it's amazing that you can summon up the puff.

With your family crumbling around you like a motorway bridge on the M1, it's not been the greatest of years. Sometimes the real-life plot of the royal soap opera has seemed more fraught than EastEnders with Phil and Grant on the rampage.



How you've managed to keep your serenity when underneath you must have been spitting feathers absolutely defeats us all.

*But you've done it — and remained the only firm rock against the tide. Not that we're really surprised.*

You've lived through wars and recessions and the unfathomable vagaries of fashion.

Flappers, rockers mods, punks, hippies, micro skirts and maxi shirts... you've seen them all come and go.

And you still look like you keep raiding that old theatrical props trunk you must have up in the loft at Clarence House.

But we love you for it, for every silly hat and every floaty dress.

Most of all though, we love you for your steadfastness among so much uncertainty.

There'll always be a Queen Mum. So the happiest of happy birthdays today.

And if you fancy an extra gin and tonic tonight, never mind the odd disapproving stare.

Have it on us!

- What is the style of the article? Can you imagine that kind of writing in *THE TIMES*? Why (not)?
- There are a lot of colloquial words and expressions in the text. Find some and explain their meaning.
- Answer the questions.

1. Why do you think the author calls the Queen a superwoman?
2. Why does he compare the life of the royal family with a soap opera?
3. Why does he compare her with 'the only firm rock against the tide'?
4. Does the author appreciate her clothes?
5. Why do the British love their Mother Queen?

### TASK 5

Look through the column from **THE INDEPENDENT** and choose what you would do at the weekend.

### WHERE TO GO, WHAT TO SEE, WHAT TO DO

<p><b>Up for the craic</b>  <i>Festival:</i> 'From the Heart', an Irish festival of arts, music, dancing and food sponsored by <i>The Independent</i>, begins at the Barbican Centre on Friday for two weeks.</p> <p><b>Party talk</b>  <i>Politics:</i> For anyone who is listening, the other parties – those of the political variety – are launching their manifestoes this week.</p>	<p><b>Crime time</b>  <i>Film/Book:</i> A celebration of murder in the cinema, 'Murder Ink', begins tomorrow at the NPT, with 10 weeks of talks and shows demonstrating the connections between films and the crime novels/ thrillers on which they were based. The main guest is Elmore Leonard, whose books were adapted for <i>Get Shorty</i> and a new film, <i>Touch</i> (public interview 19 April).</p>
<p><b>Flat and fast</b>  <i>Racing:</i> Donnington Touring Car Championship starts today with the opening round at the East Midland venue. The German Frank Biela defends his crown, driving with the Audi team. Races start at 10am with a classic touring car race at 5pm. £15 child with adult free.</p>	<p><b>Funky fiddlers</b>  <i>Classical/Folk:</i> Taraf De Haidouks, a group from the heart of a Romanian gypsy community, make their first London concert appearance at the Barbican Hall tonight. An incredible live set with flying fiddles, funky accordion and heart-wrenching violin pieces.</p>
<p><b>Future stars</b>  <i>Theatre:</i> The 42nd Student Drama Festival begins on Wednesday at 4pm with Sandi Toksvig making a guest appearance. Warwick University's stars of the future perform <i>Amloði's Journey</i> - reflections on the Hamlet story from Iceland to Schwarzenegger, via Shakespeare. Also workshops, talks and masterclasses. All-in ticket £129 or £85 concs, or £4.50-£8.50 per show.</p>	<p><b>Top of the taps</b>  <i>Dance:</i> Raunchy rhythms and fancy footwork of Tapping Harlem at the Deragate Theatre, Northampton from tomorrow night until Saturday as part of a national tour, capturing the sounds of Fats Waller, Louis Armstrong and James Johnson. 7.30pm, Wed 2.30pm, Sat 6 and 9pm. £10-16, £9.50-12.50 concs. No matinee concs. Sat £14-18.50, £12.50-£16 concs. 6pm concs £9.50-£16 (0160424811)</p>
<p><b>The silk girls</b>  <i>Pop:</i> Eternal could be caught up, or hyped up, in an Oasis vs Blur style confrontation with the Spice Girls. They begin their UK tour at</p>	<p><b>Wave rave</b>  <i>Sport:</i> it's the beginning of the wind-surfing season, heralded by The Boardwise West Cornwall Wave Classic tomorrow pitting international performers against one another. It</p>

Glasgow SECC tonight with their irresistible brand of silky smooth dancey, catchy pop. The all-girl south London vocal trio recently hit the charts with 'Don't You Love Me' and the new album 'Before the Rain'. Tour ends 11 April. £14.50/£15 (0990 321321 for whole tour/0141-248 9999 for Glasgow)

may not be Hawaii, but the Spring tide can launch surfers 30ft high. Ends Sunday. (Entry forms 0141-3345559)

**Countdown**

*Millennium:* The Old Royal Observatory at Greenwich marks the 1000th day to 2000 with special events on Saturday. The 1000th visitor will receive a lovely commemorative gift pack. Details: the observatory (0181 8584422)

РЕПОЗИТОРИЙ ВІ

# Print Media

## Part 4

# BIASES OF THE PRESS

### STARTER ACTIVITIES

- Answer the questions.

Do you think that newspapers can publish any information about anyone? Why? Why not?

Do you believe everything you read in newspapers?

If you were a decision-maker what information would you ban?

- Discuss the following.

**'Have you noticed that life, real honest to goodness life, with murders and catastrophes and fabulous inheritances, happens almost exclusively in newspapers?'**

Jean Anouilh *The Rehearsal*

### LEARN BEFORE YOU READ

#### WORD LIST

<sup>1</sup>Adversary *n*

1 one that contends with, opposes, or resists; enemy < *intentions and purposes of your adversaries* >

<sup>2</sup>adversary *adj*

1 of, relating to, or involving an adversary

2 having or involving antagonistic parties or opposing interests < *divorce can be an adversary proceeding* >

<sup>1</sup>Bias *n*

1 a line diagonal to the grain of a fabric; esp: a line at a 45 degrees angle to the selvage often utilized in the cutting of garments for smoother fit < *a bias line* >

**2 a)** bent, tendency < *racial bias* > **b)** an inclination of temperament or outlook; **esp:** a personal and sometimes unreasoned judgment; prejudice **c)** an instance of such prejudice < *without bias* >

**on the bias** - askew, obliquely

**bias** *vt* to give a settled and often prejudiced outlook to < *his background biased him against foreigners* >

**<sup>1</sup>Bombard** *n* a late medieval cannon used to hurl large stones

**<sup>2</sup>bombard** *vt*

**1** to attack esp. with artillery or bombers < *to bombard a peaceful city* >

**2** to assail vigorously or persistently (as with questions)

**bombardment** *n*

**Controversy** *n*

**1** a discussion marked esp. by the expression of opposing views; dispute < *border controversy* >

**2** quarrel, strife < *to engage in controversy* >

**controversial** *adj* < *controversial question* >

**Distort** *vb*

**1** to twist out of the true meaning or proportion < *to distort the facts* >

**2** to twist out of a natural, normal, or original shape or condition < *a face distorted by pain* >; also: to cause to be perceived unnaturally < *the new lights distorted colours* >

**distortion** *n*

**<sup>1</sup>Edit** *vt*

**1 a)** to prepare (as literary material) for publication or public presentation < *to edit a manuscript* >

**b)** to assemble (as a moving picture or tape recording) by cutting and rearranging < *to edit the news* > **c)** to alter, adapt, or refine esp. to bring about conformity to a standard or to suit a particular purpose < *the speech carefully edited* >

**2** to direct the publication of < *to edit the daily newspaper* >

**edition** *n* < *the latest edition* >

**editor** *n*

**1** someone who edits esp. as an occupation < *senior editor* >

**2** a computer program that permits the user to create or modify data (as text or graphics) esp. on a display screen

**managing editor** *n* an editor in executive and supervisory charge of all editorial activities of a publication (as a newspaper)

**editor in chief** *n* an editor who heads an editorial staff

<sup>1</sup>**editorial** *adj* of or relating to an editor or editing < *an editorial office* >

<sup>2</sup>**editorial** *n* a newspaper or magazine article that gives the opinions of the editors or publishers; also: an expression of opinion that resembles such an article < *a television editorial* >

<sup>1</sup>**Libel** *n*

**1 a)** a written or oral defamatory statement or representation that conveys an unjustly unfavourable impression **b)** a statement or representation published without just cause and tending to expose another to public contempt **c)** defamation of a person by written or representational means **d)** the publication of blasphemous, treasonable, seditious, or obscene writings or pictures **e)** the act, tort, or crime of publishing such a libel < *the portrait is a libel upon him* >

<sup>2</sup>**libel** *vb* **libeller** *n* **libellous** *adj*

**Messenger** *n*

**1 a)** one who bears a message or does an errand: as a forerunner, herald < *King's messenger* > **b)** a dispatch bearer in government or military service **c)** an employee who carries messages < *hotel messenger* >  
связной, посыльный; курьер

<sup>1</sup>**Objective** *adj*

**1** of, relating to, or being an object, phenomenon, or condition in the realm of sensible experience independent of individual thought and perceptible by all observers: having reality independent of the mind < *objective reality* >

**2** expressing or dealing with facts or conditions as perceived without distortion by personal feelings, prejudices, or interpretations < *an objective history of the war* >  
< *an objective judgment* >

**objectively** *adv* **objectiveness** *n* **objectivity** *n*

<sup>2</sup>**objective** *n*

**1 a)** something toward which effort is directed: an aim, goal, or end of action **b)** a strategic position to be attained or a purpose to be achieved by a military operation < *objective of a military mission* >

**Obscene** *adj*

**1** disgusting to the senses; repulsive

**2 a)** abhorrent to morality or virtue; specif: designed to incite to lust or depravity < *obscene joke* >

b) containing or being language regarded as taboo in polite usage < *obscene lyrics* > c) repulsive by reason of disregard of moral or ethical principles < *an obscene misuse of power* > d) so excessive as to be offensive < *obscene wealth* >  
**obscenity** *n* **obscenely** *adv.*

### Additional Vocabulary

obituary	accuracy
fairness	to invade a person's right to privacy
competitive business	controversial institution
adversarial relationship	to reflect favourably
to receive criticism from	

### VOCABULARY EXERCISES

#### Exercise 1

Group the words below into columns of synonyms of the words in the chart.

Adversary	Bias	Controversy	Distortion	Libel

opponent	rival	enemy	challenger	foe
antagonist	opposition	prejudice	partiality	unfairness
favouritism	preconception	predisposition	argument	disagreement
hullabaloo	bend	buckle	twist	deformation
misrepresentation	alteration	lie	defamation	vilification
slander				

#### Exercise 2

Find another way of expressing the same idea. Use the words from the word list above.

to be impartial  
 a conflict at the frontier  
 to influence smb in a favourable way  
 to report the news from your own point of view  
 a lesson illustrating something vividly

#### Exercise 3

What's the difference between the following words?

Adversary - opponent  
 Publication - edition  
 Objective - aim  
 Obscenity - insult

### **Exercise 4**

**Fill in the gaps with one of the words from the word list.**

1. The book has just entered the seventh ... .
2. The papers were delivered by a diplomatic ... .
3. His ... was to get a visa and to leave the country.
4. The workers engaged in a ... against the owners of the plant.
5. The headmaster expelled him from school for bringing in class ... pictures.
6. His latest book was written with no taint of ... .
7. In his essay he ... all the facts so that it was difficult to recognize the original story.

### **Exercise 5**

**Match the words with their definitions.**

- |                |  |
|----------------|--|
| 1. Adversary   | the expression of opposing views   |
| 2. Controversy | forerunner, herald   |
| 3. Libel       | one that contends with, opposes, or resists  |
| 4. Distortion  | bent, tendency   |
| 5. Messenger   | the publication of blasphemous, treasonable, seditious, or obscene writings            |
| 6. Objective   | obscene writings   |
| 7. Bias        | a twisting from the true, natural, or normal something toward which effort is directed |

### **Exercise 6**

**Paraphrase the following sentences replacing the words in italics by the appropriate words and expressions from the word list.**

1. The lecturer *was asked so many questions* that he felt completely worn out after the lecture.
2. The government decided not to interfere in the *conflict* between the company and the union.
3. The book *provoked a lot of discussion with opinions ranging from high praises to most severe criticism*.
4. His face *changed beyond recognition* by pain.
5. I don't see what *you're driving at*.
6. *Swear words* are not allowed in children's programmes.
7. She treated the girls with unconscious *prejudice*.

### **Exercise 7**

**Translate into Russian.**

1. Which school is our adversary in this week's game?
2. He always tries to bias everybody's opinion.
3. They seem to be biased by interest.

4. We must admit in all objectivity that our recent publications did not appeal to the readers.
5. Let this be an object lesson to you.
6. The engineers exhibited improved edition of the airship.
7. The work is to be issued in an edition limited to 100 copies.
8. I don't see his objective.
9. He was bombarded with abuse.
10. Both candidates tried to avoid controversial issues.
11. The newest edition of a popular musical revue was a success.

### Exercise 8

**Find Russian equivalents of the following phrases.**

the (old) Adversary

beyond /without/ controversy

objective evidence

long-run objective

object teaching

obscene books.

### Exercise 9

**Find English equivalents of the following phrases.**

достойный противник

косая линия в ткани

пристрастие,

предубеждение,

политическая необъективность

пристрастное отношение

с явным пристрастием

расовый предрассудок

беспристрастность, непредвзятое

без пристрастия

отношение

бомбардировать; бомбить

засыпать, забрасывать (вопросами,

спор,

дискуссия,

полемика,

просьбами, жалобами и т. п.)

расхождение во мнениях

спорный вопрос [пункт]

любящий спорить, несговорчивый

искажать; искривлять; перекашивать

извращать /передёргивать/ факты

перекошенное лицо

искажённая картина чего-л.

редактировать рукопись

быть редактором, редакторствовать

популярное /массовое/ издание

карманное издание

вечерний выпуск (газеты)

тираж

передовая статья, передовица;

редакторский, редакционный

редакционная статья

дискредитировать, позорить (кого-л.)

клеветническое заявление;

клеветническое утверждение

утверждение, порочащее кого-л.

искажение мнений [фактов]

клеветник; пасквильянт

разносчик телеграмм

журнал, не брезгующий

мальчик-посыльный

диффамацией

цель, задача; стремление

посыльный в гостинице

объективная реальность

королевский гонец

объективное мнение

дипломатический курьер

непристойная шутка	объективный,	действительный;
неприличие,	материальный	
бесстыдство	отвратительный поступок	
послать с посылным	наглядное обучение	
неприлично вести себя	осыпать кого-л. оскорблениями	
объективный факт	сохранять объективность	

### Exercise 10

**Explain or paraphrase the following sentences**

1. They decided to *sap the adversary's stamina* and to make them surrender.
2. Her younger sister was a *weaker edition of herself*.
3. His book is a *libel on mankind*.
4. At least he could face a *worthy adversary*.
5. She describes the incident *with considerable bias*.
6. He *behaved so obscenely* that the public was shocked.
7. He *pinked his adversary* in the arm.

## **GRAMMAR SECTION**

### Exercise 1

**Fill in the blank spaces with prepositions if necessary.**

1. We would fight an adversary ... his own weapon(s).
2. I think he is biased ... me.
3. You shouldn't engage ... (a) controversy ... them ... publishing this report.
4. The portrait is a libel ... him.
5. He doesn't even try to conceal his bias towards her; it's evident that he favours her.

### Exercise 2

**Correct the mistakes in the following sentences.**

1. None of the big national newspapers 'belongs' to a political party.
2. A large number of readers is not interesting in the political cover of a paper.
3. Some people claimed that by publicizing terrorism, the media were giving others the idea to behave likewise.
4. A story about a blizard might be a bad news for residents of a community but a great news for people elsewhere planning ski trip.

## Time for Fun



### What Does It Mean?

Choose the correct Russian equivalents of the phrases on the left. There can be more than one correct variant.

1. to cut on the bias  
a) срезать путь  
b) кроить по косой линии  
c) быть тенденциозным
2. a distorted picture of Uncle Sam  
a) неправильное представление об американцах  
b) картина, испорченная дядей Сэмом  
c) потрескавшееся изображение дяди Сэма
3. editorial board  
a) доска для сообщений в редакции  
b) верстка газеты перед печатью  
c) редакция, редакционная коллегия
4. objective case  
a) объектный или косвенный падеж  
b) объективное расследование дела  
c) реальное происшествие

## READING

### BIASES AND OTHER PROBLEMS

There are five basic functions of the press (both print and electronic): (1) to inform, (2) to entertain, (3) to influence through editorials, (4) to present advertisements and (5) to transmit the culture. Most of the criticism of the press focuses on how it carries out the first of these - to inform. Reader, listener or viewer biases account for much of this criticism.

**BLAMING THE MESSENGER.** For one thing, it is simply human nature to blame the messenger for bad tidings. (In an ancient Greek play by Sophocles, for example, a king beheads a messenger who has brought him some bad news.)

For example, when there were riots on American streets and university campuses in the 1960s, many people blamed the press for causing the disturbances. They

claimed that by publicizing riots in one place, the media were giving others the idea to riot elsewhere. More recently, the press's coverage of terrorist activities has been criticized for encouraging more terrorist attacks.

This is one reason the press ranks near the top of most lists of the nation's most controversial institutions. Researchers have found that criticism of the press rises in direct proportion to the amount of unpleasant news being reported.

**WATCHDOG FUNCTION** Keeping the citizens of the country informed about its government necessarily puts the press and government in an adversarial relationship, at least some of the time. When the press reports on activities that do not reflect favourably on the government and its leaders, it often receives a great deal of criticism from the government.

**BAD NEWS ONLY MYTH.** Many people also suffer from a misconception that the press prints "only bad news because that's what sells newspapers." In fact newspapers carry both good and bad news, but readers often ignore the good. There is some disagreement on just what constitutes bad news. Although an obituary should be considered bad news, just ask your newspaper editor what happens if he or she leaves one out of the paper. Editors are bombarded with angry telephone calls from family and friends. And for that matter, a story about a blizzard might be bad news for residents of a community but great news for people elsewhere planning a ski trip.

**MYTH OF MEDIA TRUTH.** Another problem the media have is the popular misconception that if something appears in print or is heard over the airwaves, it has to be true. How many times have you heard someone attempt to win an argument by saying "I saw it in the newspaper" or "I saw it on television"? So when the media do make mistakes - as they inevitably will - people are bitterly critical.

**BIASES.** Finally, many people blame the press for being biased. Certainly everyone has his or her own biases, and newspeople are no exception. Good journalists do try to keep their biases out of their stories and present all sides of the story fairly, objectively and accurately. However, most readers and viewers forget that they too have biases. And often when they read or hear a story that is trying to present several sides, they react negatively to those parts that conflict with their own biases.

- **Comprehension check**

1. What are the main functions of the press?
2. Why were journalists accused of causing disturbances in the USA in the 60s?
3. Is it fair to blame journalists for publishing bad news?
4. What is meant by the 'watchdog function' of mass media?

- **Answer the questions**

1. People tend to believe what they read in newspapers. Is it always justified?
2. Can journalists be absolutely unbiased? And the readers?
3. What are the biases of the readers? Which of them do you share?

- Read the text below and do the exercises.

## ALL THE GOOD NEWS

The Sunday Times November 12

### ★ OUR NEWS PRESENT TO CHARLES

*Prince Charles, speaking at a Press Awards lunch, once asked why newspapers only printed the bad news. Why don't they, for a change, tell us how many jumbo jets landed safely at Heathrow Airport? Later the same year a leading British newspaper published a column of 'good news' as a birthday present for Prince Charles. Here are some of the news items.*

\* Last week 330 jumbo jets landed or took off without incident at Heathrow, the world's leading international airport, with 20 million international passengers, which is double the number at New York's Kennedy Airport, the world's second busiest international terminal.

\* Approximately 12,200 happy, gurgling babies were delivered to British mothers last week.

\* 92 per cent of the first class mail was also delivered on time.

\* The battle to clean up the River Thames is being won. Species of fish, which even ten years ago could not have survived in the polluted water are being caught in increasing numbers.

\* About 6,500 couples emerged happily from churches and registry offices.

\* Last week was 'National Tree Planting Week'. Thousands of seedlings were planted.

\* British Rail carried two million passengers each working day with 88 per cent of express trains arriving within ten minutes of schedule.

\* Canterbury Cathedral was conducting services in its 798th year.

\* At the Houses of Parliament, where Big Ben was telling the right time the House of Commons resumed its 306th Parliament since 1213.

\* Britain's ladies won the Wightman Cup tennis tournament.

\* Two women clerks won equal pay for 14,000 young women at Lloyds Bank.

\* Five children at the Great Ormond Street Hospital for Sick Children were successfully operated on for congenital heart defects - some of the 2,000 babies now benefiting from the treatment each year.

\* Britain's gold and currency reserves amounted to £15,977 million and this year we have repaid foreign loans to the value of £1,500 million.

\* Sotheby's, the auctioneers, auctioned a cello for a record. £144,000.

\* By the end of this year 30.000 home students will have been awarded degrees by the Open University, which operates through post, television radio, and short summer courses to enable people to get a university degree at home.

\* Even farmers were smiling last week. At the beginning of the good weather they were able to bring in a record cereal harvest with the minimum effort. Since then, there has been no rain and autumn ploughing and sowing is going wonderfully well.

PS: The death rate from suicide is going down.

### **Exercise 1**

**Find words in the text, which mean:**

1. Something big and clumsy.
2. A place where people can marry without a religious ceremony.
3. A young newly grown tree.
4. A programme of pre-arranged times.
5. A contest of skill between several players.
6. Groups of animals or plants (which are able to breed together).
7. All the gold and money a country possesses.
8. Firms, which sell goods at a public sale to the person who offers most money.
9. The collection of fruit, grain or vegetables made by a farmer.

### **Exercise 2**

**Find expressions which mean:**

- |                                 |                             |
|---------------------------------|-----------------------------|
| twice as many as                | with no unusual occurrences |
| to appear suddenly              | showing the time correctly  |
| with as little work as possible |                             |

### **Exercise 3**

**There are three examples of the use of 'to win'. What are they?**

### **Exercise 4**

**Compare the second and third items. They both contain the word 'to deliver'. What effect is produced by combining these two items of news?**

### **Text discussion**

1. What impression does this article produce? What kind of news is published? Is it really news? What can be called news?
2. Prince Charles said the newspapers always print the bad news. Is that true?
3. Why do you think newspapers might concentrate on 'bad' news?

4. Would you buy a newspaper, which only reported 'good' news? Why? Why not?
5. Did you hear the news yesterday? What was it? Was it all bad?

### **Exercise 5**

- Read the text below and discuss it.

## **DISTORTING THE TRUTH**

Newspapers can twist stories to suit their own purposes. Consider the following story.

A few years ago the Pope was visiting New York. A reporter asked him a very silly question: 'Will you be seeing any prostitutes while you're here?'

By way of avoiding the question, the Pope asked a rhetorical question: 'Are there any prostitutes in New York?'

The newspaper next day splashed the story:

**POPE'S FIRST QUESTION ON ARRIVING IN NEW YORK WAS**

- Do you know any similar stories?

### **DISCUSSION**

1. If you were an editor of a newspaper which of the following stories would you decide to print? If you decided not to print, would it be because you thought people wouldn't be interested or for some other reason?

- a. An important member of the government is having an affair with his secretary. She's expecting his baby.
  - b. A highly respected public figure of 75 was caught shop-lifting. She stole a tin of tuna.
  - c. A minor scandal about a public figure that happened twenty years ago.
  - d. The design of the bathroom suite belonging to a soap opera star.
2. Randolph Hearst said

**'Dog bites man isn't news. Man bites dog is.'**

What does this say about the kind of story newspapers look for?

3. Norman Mailer said 'Once a newspaper touches a story, the facts are lost forever, even to the protagonists.' Do you agree?

### **READING**

## **LIBEL TAKES A VARIETY OF FORMS**

- Pre-reading task
- Discussion work

Libellous information is banned in all mass media. But is it always easy to differentiate between libel and truth? What do you think?

- **Read about different forms of libel in newspapers.**

Libel results from a variety of printed and broadcast information, not just news stories.

For example, a jury recently found *Soldier of Fortune* magazine liable for \$9.4 million for publishing a classified advertisement that led to a contract killing. The case began when the son and mother of a slain Texas woman sued the publication because the woman's husband had hired the killer through a classified ad in the magazine. The ad read: 'Ex-marine. '67-'69 Nam vet. Ex-DI, weapons specialist - jungle warfare. Pilot. ME. High-risk assignments. U.S. or overseas.' Lawyers for the publication unsuccessfully argued that the publication should not be found liable for the slaying because the magazine's executives had no way of knowing the ad was for an illegal activity. The jury disagreed.

In another case, a Chicago newspaper was sued for libel for running a map attempting to show the location of a house of prostitution. The newspaper contended that these illegal bordellos existed in the city and that the Chicago police were not doing anything about them. The only problem with the map was that the "X" locating the brothel was placed on the house next-door, and its owners sued for defamation.

- Do you agree with the court decisions in both cases? Do you think the editors printed the information thoughtlessly or purposefully?
- Now read the following article and say whether the story described in it is an example of libel or just an innocent attempt to entertain the readers.

A professional wrestler, in another Chicago case, sued a newspaper for running his photograph next to one of a gorilla. A sports editor had noted a similarity in features in the two photos and had run them side by side with a humorous caption suggesting that there was something to the theory of evolution.

- Does the article deal with libel or obscenity? Would you like to have your photo printed next to a gorilla's? Why? Why not?
- Make up a dialogue between
  - a. the wrestler and the judge
  - b. the editor and the judge
  - c. the wrestler and the editor

## **SUGGESTIONS**

### **Speaking**

- Do you agree that the messenger should be accused of bringing bad news? Give some examples of the press being accused of encouraging riots, terrorist actions, etc.
- How important is the 'watchdog function' of the press in Belarus? Do you think it would be better for the journalist to show only the positive results of the government's activity?
- Interview your friends to find out how many of them believe that the media are always truthful.
- Look through the latest issue of a local newspaper and count the good and the bad news in it. Which prevails?
- Give examples of libel in mass media.

### **✎ Writing**

- Do exercise 9 in writing.
- Make up a news column containing only good news. Compare your column with those of your friends. Whose news sounds more optimistic? And more realistic?

## **SELF-ACCESS WORK**

### **TASK 5**

- Read the text below

## **GOSSIP AND THE GLITTERATI**

Newspapers, especially tabloid newspapers, are often accused of taking an excessive interest in the private lives of famous people such as film stars: celebrities, or, very informally, celebs. Celebrities are sometimes referred to slightly humorously, and perhaps critically, as glitterati. This expression has replaced beautiful people and jet set, reminiscent now of the 1960's.

Celebrities, as well as more ordinary people, complain about invasion of privacy or a breach of privacy when they feel their private lives are being examined too closely. They complain about intrusive reporting techniques like the use of paparazzi, photographers with long-lens cameras who take pictures without the subject's knowledge or permission. Other intrusive methods include doorstepping, waiting outside someone's house or office with microphone and camera in order to question them, and secretly recording conversations by bugging rooms with hidden microphones, or bugs.

## USEFUL VOCABULARY

celebrity/ celeb	glitterati (only <i>pl.</i> )
jet set	breach of privacy
intrusive	paparazzi (sg. paparazzo)
long-lens camera	doorstepping
bug	bugging

• **Complete the following sentences.**

1. A celebrity is someone who ...
2. An intrusive person is someone who ...
3. A long-lens camera is something ...
4. A bug is ...
5. Paparazzi are ...
6. Doorstepping is ...
7. Bugging is ...

### TASK 6

- **Read the extract of a letter from a member of parliament to the editor of the times and answer the questions.**

#### MELLOR: THE RIGHT TO KNOW AND THE RIGHT TO STAY IN OFFICE

Sir,

As might be expected from a Press Complaints Commission which includes tabloid editors, it has now stated that the public have the right to be informed about the private behaviour of politicians if it affects the conduct of public business.

Was it therefore in the public interest for the tabloid editors to pay an 'electronics expert' who had bugged a bedroom then sold the tapes and photographs of it? Have we now reached the stage where it is easier for those who acquire other people's damaging personal secrets to sell them to the tabloids rather than risk jail over blackmail?

The statement amounts to a simple approval of the tabloids' use of paid informers, as, for example, did the KGB in Moscow or the Stasi in East Germany. Like them, the tabloids use such information to destroy lives without trial, defence or jury.

It endorses the practice of allowing a picket line of doorstepping journalists outside a house, to barricade relatives and children and cause them enormous distress, all in the interests of 'a good story'.

• **Comprehension check.**

1. Why is 'electronics expert' in inverted commas?
  - a) the person doing the bugging didn't know much about electronics,
  - b) the person was less interested in electronics than in earning money by selling the secret recordings to newspapers,
  - c) you don't really know, but it might be a combination of a and b.
- 2 What sort of state employs large numbers of informers?

A p ... state.
3. If you endorse an activity, do you support it and approve of it?
4. Is this a picket line in a literal sense?
5. If someone barricades people into a house, do they let them leave?
5. If someone causes someone distress, do they upset them?

**Suggestion**

Write an answer to the author of the letter. You may discuss it first in groups.

**TASK 7**

Read the text below and say if the same can be applied to the press.

***BAD NEWS CAN DAMAGE YOUR HEALTH***

Gloomy news is bad for your emotional health, according to the first scientific study into the effects of television news reports. The findings confirm what has long been suspected - that broadcasts of reports of famine, violence, poverty and crime leave viewers considerably more depressed than do happy stories of lottery winners and "miracle" recoveries.

The research, conducted at the University of Sussex and published in the *British Journal of Psychology*, involved three groups of people being shown one of three different types of news bulletin: negative, positive or neutral.

All three groups were in similar emotional states before the 15-minute broadcasts, but afterwards their moods varied - with the people who saw the negative bulletins showing considerably more anxiety than the others.

# Print Media

## Part 5

### HOW NEWSPAPERS ARE PRODUCED

#### STARTER ACTIVITIES

Who is making a newspaper? How many trades and professions in publishing business do you know?

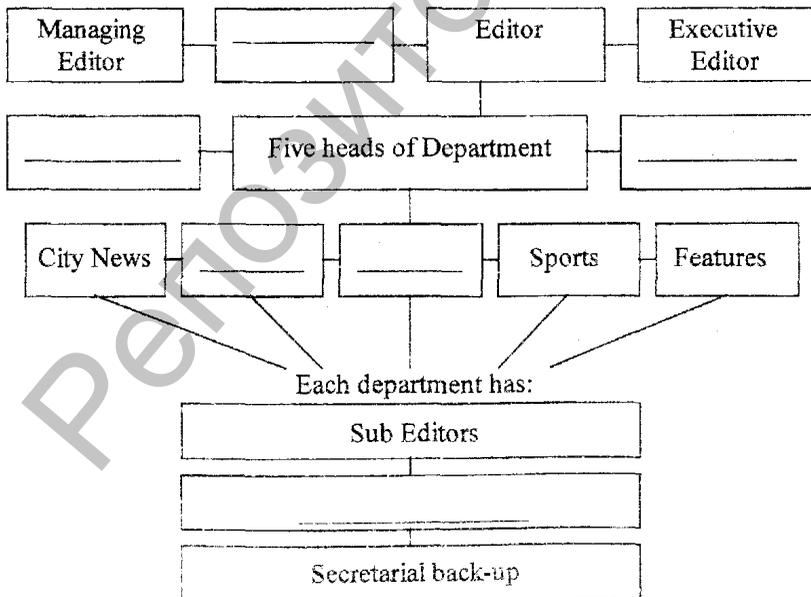
#### LISTENING

Running a newspaper is an expensive and competitive business. Reporters, of course, are the source from which the facts must come, but there are many other people involved in and influencing a newspaper.

The chart shows the organisation of a major newspaper.

- Listen to the tape and complete the chart.

#### HOW NEWSPAPERS ARE PRODUCED



There are several conferences during each working day in which news stories are discussed. The paper is printed by 9.40 each evening after which it is ready for distribution. This is a typical day's timetable:

10.00 am	Reporters/ editors /department heads arrive.
10.00-11.00	Mail is read. News list is prepared. Stories are given to journalists in each department. First reaction to early news.
11.15-11.45	First editorial conference is held with editors and department heads (ideas, possibilities are discussed).
11.45-1.00 pm	Department heads return to desks. Conference is held by the Editor with leader writers, journalists and specialists.
1.00-2.30	Lunch, during which journalists often do a lot of work.
2.30-4.15	Meeting with Night Editor, who starts his day here and is now given information about the morning's events.
3.00-3.15	Space conference where position of advertisements/ amount of space for each section is discussed. The paper is put together; articles are written. Some early pages are printed now.
6.15-6.25	A final conference; more detailed than the first. The importance of the different stories is discussed.
8.40	8.41 Page one, which is the last page, is sent to the printer by this time.
9.40	The paper is now printed in its first edition.
11.00	Second edition.
12.30	Third edition.
2 00	Fourth edition.

- Read the text below and do the exercise that follows.

### Ladies and gentlemen of the press

The people in charge of newspaper content are editors. The people who write for them are journalists, sometimes referred to informally as **journos** or insultingly as **hacks**. Someone who writes articles that appear regularly, usually in the same place in the paper, and often with powerfully expressed opinions, is a columnist.

The British national press is referred to as **Fleet Street**, although no national paper is now produced in this London street.

- Write definitions explaining what jobs each of these people involved in the media do?

*Example: A make-up artist makes up the faces of people who are to appear on TV.*

a foreign correspondent	a bookseller
a sub-editor	a publisher
a continuity person	a columnist
an editor	a camera operator
a librarian	a critic

### Discussion work

*Running a newspaper is an expensive and competitive business.* Do you agree?

Is it seen from the timetable above that running a newspaper is a difficult job?

Whose duties and responsibilities in the editing of a newspaper would you like to take up? Why?

### READING

Read the following newspaper articles, using a dictionary if you need.

Say which articles you find amazing, amusing, surprising, disgusting, shocking, etc.

## DELIVERING NEWS

1

A man, alleged to have been caught stealing six chickens from a butcher shop was said to have told the police: 'I was taking them home to throw at the wife. We've had a row.'

(from *The News of the World*)

2

BEFORE going to sleep at night I read in bed for twenty minutes. During that time I warm my feet by breathing in through my nose and out through a length of rubber tubing reaching from my mouth to my feet. Within five minutes I am glowing with heat.

(from *The Daily Mail*)

3

A woman who had a passport picture taken in a 'While-you-wait' photographer's in the West End was told to call back next day for the print.

She said she wanted to wait for it. The reply was: 'We only take the photograph while you wait.'

(from *The Evening Standard*)

4

I'll never forget my first kiss. I was 65 at the time and was having a snooze on the Fish Hoek beach when I got kissed. I looked up and saw a large dog running away.

(from *Cape Times Weekend Magazine*)

5

A man I know locks up his alarm clock in a tin medicine chest (for extra noise) every night before retiring. To reach the key to open the chest to turn off the alarm he has to plunge his arm into a deep jug full of icy water where he dropped the key the night before. This is the only way he knows to be certain of waking up.

(from *The Sunday Graphic*)

6

AN ELDERLY German decided to commit suicide, took a lot of sleeping pills, tied a briefcase full of stones around his neck, rowed out to the middle of the Rhine - and was found sound asleep in his boat.

(from *The Buffalo News*)

7

Bologna, December 13. Umberto Montanari was unable to get rid of a mouse, which chewed holes in his car's carpet, so he put a pot of water inside the vehicle and dropped a block of carbide into it. The method succeeded. An explosion destroyed the mouse - and the car.

(from *Reuter*)

8

Moinesti, Romania, Wednesday.

Mourners of the burial of Ann Bochinsky were astonished to see the 'dead' woman jump out of her coffin while it was being carried with the lid open - as is the custom in Romania - from the cemetery to the grave.

She ran into the road and was run over and killed by a motorcar.

(from *The Daily Express*)

9

'Nothing annoys me more than finding a few stray maggots under the grill when I am about to do the toast for breakfast,' says Mrs V.M. Hart of West Drayton, whose husband is a keen fisherman.

Mr Hart, according to his wife, likes to keep a tin of maggots handy in the refrigerator. This she says is bad enough, but sometimes when the cold has made them lethargic, he warms them up under the grill.

(from *The Daily Telegraph*)

In Oklahoma, 54-year-old Charlie Smith was driving steadily enough and at a moderate pace when police stopped him - because there was a horse sitting in the back seat of his car.

He explained: 'The poor old thing was looking so bored out there in the country I thought I'd bring him to town.' He was charged with being drunk while in control of a car and with stealing a horse.

(from Weekend)

10

U.S. AIR FORCE General Don Flickinger said last night that all chimpanzees used in space flights would be volunteers. He was asked how chimpanzees could volunteer. He replied: 'We hold an apple in one hand and a banana in the other. If they choose the banana, they are judged to have volunteered. They almost always choose the banana.'

(from *The Daily Express*)

11

The other morning you reported that a small quantity of washing powder put in a duck-pond would make all the ducks sink to the bottom.

My neighbour's little boy put a whole packet in, but the ducks still went on swimming. It makes you wonder if you can believe everything you read in the newspapers.

(Letter in *The Birmingham Gazette*)

### **Discussion**

1. Can you find any examples of serious news items in the articles? If yes, which ones?
2. Is there any article containing libellous or obscene information?
3. What story described in the articles might have happened in your country?
4. What stories don't seem to have really happened at all?
5. You have read some information, which dealt with myths about media. What myths are illustrated in some of the articles?

### **Roleplay**

Take the parts of the members of the editing board and discuss what material you would publish. Give reasons for your choice.

## **HEADLINES**

- Look at the headlines below and think what the articles could be about.

Boy George in Trouble

Pop Star Bob Geldof Knighted by Queen

1% More Unemployed

Aspirin May Be Bad for You

English Schools Need Money

'Why I'll Never Play with Sharks Again'

• On the left there is a list of headlines. On the right there is a list of news topics. Match the headlines with the appropriate topic as in the example.

- |                             |                                      |
|-----------------------------|--------------------------------------|
| 1. PM BACKS PEACE PLAN      | a. marriage of famous actress        |
| 2. MP SPY DRAMA             | b. royal jewels are stolen           |
| 3. SPACE PROBE FAILS        | c. person who saw crime in danger    |
| 4. QUEEN'S GEMS RIDDLE      | d. proposal to end war               |
| 5. STAR WEDS                | e. satellite is not launched         |
| 6. KEY WITNESS DEATH THREAT | f. politician sells secrets to enemy |

## READING

### HEADLINE ENGLISH

Headline writers try to catch the reader's eye by using as few words as possible. The language headlines use is unusual in a number of ways.

- Grammar words like articles or auxiliary verbs are often left out, e.g. EARLY CUT FORECAST IN INTEREST RATES
- A simple form of the verb is used, e.g. QUEEN OPENS HOSPITAL TODAY
- The infinitive is used to express the fact that something is going to happen in the future, e.g. PRESIDENT TO VISIT MINE
- Newspaper headlines use a lot of distinctive vocabulary. They prefer words that are usually shorter and generally sound more dramatic than ordinary English words.
- Newspaper headlines often use abbreviations, e.g. PM for Prime Minister, MP for Member of Parliament.

Some newspapers also enjoy making jokes in their headlines. They do this by playing with words or punning, e.g. a wet open air concert in London by the opera singer Luciano Pavarotti was described as:

TORRENTIAL RAIN IN MOST ARIAS ['most areas']

An announcement that a woman working at the Mars chocolate company had got an interesting new job was:

**WOMAN FROM MARS TO BE FIRST BRITON IN SPACE**

(note that the word 'Briton' is almost exclusively found in newspapers)

- Below there is a chart containing words most commonly used in newspapers, both in articles and headlines.

n--only used as a noun

v--only used as a verb

\*--very conversational, almost slang.

Newspaper word	Meaning	Example
aid	assistance, help	£10m government aid
alert	warning to be on the lookout for smt	Terrorist alert
axe (v)	to dispense with, to cut , to remove	Council budget axed
back (v)	to support	Tenants back Council plan
ban	prohibition	Drug ban
bar	to prevent smt from happening	Last-minute slip bars win
bid (n)	attempt	Escape bid
blast (n)	explosion	3 die in hotel blast
blaze (n)	fire, usually large, out of control	Shop blaze
blow (n)	set-back, disappointment	Blow to chances
boom	sudden large beneficial increase	Sales boom
boost	increased impetus, lift, encourage	Exports boost
boss (n)/ head	manager, director	Boss accused of bribe
bring (v)	to cause, result in	Floods bring chaos
bug (n*)	disease, infection, virus	Bug kills babies
call for	demand	Better security call
clash	argument, conflict, dispute	Clash over Budget
cop (n*)	policeman	Cop in car chase drama
crook (n*)	criminal	OAP's cheated by crook
curb	restraint, restriction, limit	Imports curb
cut	to reduce, lower	Bank rate cut
deal (n)	agreement	Trade deal
drama (n)	dramatic action, incident, tense	Children in zoo drama

	situation	
drive (n)	campaign, effort	Peace drive
fear	anxious expectation	Assassination fear
flee (v)	to run away from smt	Hundreds flee famine
gems (n)	jewels	Royal gems stolen
go (v)	to be knocked down; sold (of property); dismantled (of institutions)	Church to go
go-ahead (n)	approval	Go-ahead to reforms
haul (n)	quantity of smt which has been gained, stolen, seized or gathered	Cash haul
hit (v)	to affect adversely	Snow hits ports
hold (v)	to detain in police custody	Suspects held
horror (n)	horrifying incident	Plane horror
hurdle (n)	obstacle	New hurdle to peace
jail	to imprison	Killer jailed
key	essential, vital	Key issues in economy
kid(n*)	child	Kids turn on teachers
killing (n)	incident of manslaughter, murder	Terrorist bomb killing
link	connection	London arms link
loom (v)	to approach (of smt threatening)	Strike looms
mob (n)	large, uncontrolled crowd	Mob attacks killer
move	step towards a desired end	Move to agreement
net (v)	to capture	Police net escapees
no (n)	refusal, rejection	Government No to wage rise
ordeal (n)	unpleasant, painful experience	Cliff-top ordeal
oust (v)	push out	Fans ousted form stadium
peril (n)	danger	Flu peril
plea (n)	strong request	Plea for blood
pledge	to promise	Union pledges support
ploy (n)	clever activity	Useless ploys
plunge	dramatic fall	Cliff plunge
poll (n)	election/ public opinion survey	Poll results
press (v)	to insist on smt	MP's press for reform
probe	investigation	Police probe

quit (v)	to resign, leave	Director quits
quiz (v)	to interrogate	Man quizzed
rap	strong criticism, reprimand	School rap
riddle (n)	mystery, puzzling incident	Corpse riddle
row (n)	disagreement, argument	Student row
scare (n)	alarm (verging on panic)	Typhoid scare
seek (v)	to request	Flood village seeks action
shock (n)	surprising revelation (unpleasant)	Rock star shock
slam (v)	to criticise severely	Unions slammed
smash (v)	to break up, destroy	Drugs ring smashed
snub (v)	to turn down, reject (causing offence)	Minister snubbed
soar (v)	to increase dramatically	Ticket sales soar
strife	conflict	Parliament strife
storm (n)	violent disagreement	Government storm
talks (n)	discussions	Talks to start tomorrow
threat (n)	danger, smt negative which may happen	Drought threat
tragedy (n)	fatal accident, heart-breaking incident ending in death	Gun tragedy
toll (n)	number of people killed	Toll rises to 100
urge (v)	to recommend strongly	PM urges inquiry
vow	to promise, threaten	Killer vows revenge
wed (v)	to marry	Actress to wed for 8 <sup>th</sup> time
win (v)	to gain, achieve	Steel workers win rise
woo (v)	to try to win the favour of	Tories woo householders

### Exercise 1

Explain what the following headlines mean in ordinary English. Refer to the table above if you need.

Example: SHOP BLAZE 5 DEAD Five people died in a fire in a shop.

1. MOVE TO CREATE MORE JOBS
2. GO-AHEAD FOR WATER CURBS
3. WOMAN QUILTS AFTER JOB ORDEAL
4. POLL PROBLEMS SPENDING HABITS
5. BID TO OUST PM

## 6. PRINCE VOWS TO BACK FAMILY

### Exercise 2

In the following headlines you have examples of words from the table used as verbs. Look at the underlined verbs and explain what they mean.

1. BOOK LINKS M15 WITH KGB
2. CHANCELLOR CUTS INTEREST RATES
3. BOMB BLASTS CENTRAL LONDON
4. PM PLEDGES BACKING FOR EUROPE
5. PRESIDENT HEADS PEACE MOVES

### Exercise 3

Would you be interested in the stories under the following headlines? Why (not)?

Mortgages cut as bank rates fall again

*Price curbs boost exports*

New tennis clash

Teenage £4m fraud riddle

Women barred from jobs

Royal family quits

### Exercise 4

Look at this example. This article has one *noun* missing from its headline.

The main point of the article is that a large number of people have died in the typhoon.

Look at the list that follows the articles. The word in the list that journalists use to refer to the number of people dead in a case like this is 'toll'.

So the headline can be completed with *toll*.

TYPHOON **TOLL**

At least 80 people were feared dead yesterday after Typhoon Bess hit central Japan causing widespread floods and landslides. Bess, which swept in from the Pacific, was downgraded yesterday as its force became spent.

*Reuter.*

Read the articles below and then complete each headline with a noun that makes sense from the list below.

A JOBS ..... FOR NEW TOWN

A major oil-related company is to set up in Cumbernauld Newtown, Strathelyde, which could eventually lead to the creation of 150 jobs. Macdonald Steel, a Buckinghamshire-based company, has taken over a 70,000 sq. ft. Factory in the town's Wardpark Industrial estate to process drilling pipes for the onshore and offshore oil industry.

**B CIDER** .....

Sales of cider are rising faster than any other drink, according to makers Coates Gaymers. But beer consumption continues to fall, with a 12 per cent drop in the last three years.

**C SAFETY** .....

Tougher controls on the use of retread tyres on aircraft are urged in a Department of Trade report about an incident in which four tyres burst when a plane landed at Heathrow.

**D SUGAR PAY** .....

The British Sugar Corporation is to give 2,500 of its workers a 9.5 per cent pay increase despite a breakdown of talks with trade union leaders. Half the workforce had already accepted the offer, which will now be imposed on the other employees.

**E YACHT** .....

Lone yachtsman Thomas Vallyely, 43, of Pendiebury, near Manchester, is missing presumed drowned. Wreckage washed up near Southport has been identified as parts of his boat.

**F PRESS** .....

Zimbabwe's Government information department confirmed yesterday that foreign journalists would be required to inform the government of any trips beyond 25 miles of the capital and the second largest city, Bulawayo.

**G SKI** .....

Two Dutch skiers, who were caught in an avalanche, have been rescued unharmed after spending 70 hours clinging to a tree on a ledge overhanging a 300 ft drop in Vorarlberg, Austria.

**H BANGLADESH** .....

Brussels (AP) – The European Community granted £ 3.1m to Bangladesh, one of the world's poorest countries, to improve its agriculture. The grant will pay for rice and wheat seed, and for fertiliser storage centres.

**I CAR** .....

A Booby-trapped car exploded yesterday in front of the Iraqi Planning Ministry in Baghdad, the Iraqi news agency reported. Pedestrians and Ministry employees were killed, but no figures were given. – AP.

**J CHEESE** .....

Two brothers discovered a secret hole in a warehouse wall and used it to make raids in which they stole cheese worth more than £2,000. Yesterday Peter Binney, 26, of Leeds Road, Heckmondwike, was jailed for nine months and Robert Binney, 19, of the same address, was sent to borstal.

**K** £2000M .....

Plans for a £200 million sports and leisure complex at Lamesley, near Gateshead, put forward by a Texan businessman, have been thrown out following a public inquiry.

**L** BIG .....FOR COUGH JABS

A campaign to encourage parents to vaccinate their children against whooping cough is being launched following the outbreak of a national epidemic. Last week nearly 2,000 cases were reported, 500 more than the previous week.

**M** AIR RECORD .....

Two Canadian pilots took off from Montreal in a light aircraft yesterday to try to beat the around-the-world speed record.

**N** BOMB .....

A live 3 ft. German bomb, unearthed on a building site in Altyre Road, Croydon, South London, yesterday, was carried into the site office by labourer Mick Welch - sending workmates running for cover. Army experts later took it away.

aid	blow	curb	haul	scare
bid	boom	deal	ordeal	toll
blast	boost	drive	plea	tragedy

**Exercise 5**

Here are four phrases taken from some of the articles in the exercise above. Below them is a list of verbs.

Which verb is closest in meaning to each phrase as it is used in the article? Write your answers in the boxes.

a	take away (article N)	
b	throw out (article K)	
c	put forward (article K)	
d	take over (article A)	

acquire	control	display	dominate	expel
emit	propel	propose	reduce	reject
remove	subtract			

### Exercise 6

Here are four verbs taken from other articles in the exercise above. Below them is a list of phrases.

Which phrase is closest in meaning to each verb as it is used in the article? Write your answers in the boxes.

a	accept (article D)	
b	discover (article J)	
c	improve (article H)	
d	explode (article I)	

blow out	blow up	bring in	build up	burst out
come across	come over	find out	make up	put forward
take in	take up			

Phrasal verbs like *put forward* and *take over* in question 2 and 3 above are very often used in more conversational style.

### Exercise 7

Below there are 12 articles and 16 headlines. Read the articles and write the appropriate headline at the top of each one.

A.....

A report after a three-year survey at Shipham, Somerset, where the soil and locally grown vegetables are contaminated with cadmium, has concluded that there is no evidence of a health risk.

B.....

EXPERTS were examining an incendiary device found early yesterday at an arson blaze at a student hostel in Bayswater road, West London.

C

A CORONER criticised the condition of kitchens at Lancaster Moor Hospital yesterday during an inquest on five elderly patients who died from salmonella poisoning. Verdict: Misadventure.

D.....

Police are investigating allegations that a patient at Ely mental hospital in Cardiff was ill-treated. A male nurse, alleged by hospital staff to be responsible, has been suspended.

E.....

Ten people including four children were evacuated yesterday as a brush fire threatened to engulf a country pub.

F.....

A BRITISH tourist has been quizzed over the death of Geordie James Thompson, 21, who died after a brawl in Ibiza.

G.....

Ronald Corner, 49, died in hospital yesterday from burns after throwing petrol on a garden fire at his home in Settrington Road, Liverpool.

H.....

Police were last night trying to identify the headless body of a young woman found on a railway track, near Southcote Farm Lane, Reading, Berks.

I.....

Holidaymaker Stephen Wesson, 21, of Colne, Lancashire, died after falling out of a hotel window in Corfu.

J.....

Three more patients were confirmed as salmonella poisoning victims yesterday at Moor Hospital, Lancaster, where four people have died. Sixty cases have now been diagnosed at two hospitals in Lancaster – apart from the deaths – in the last two weeks.

K.....

Irish police found four bags of explosives after stopping a van five miles from the Ulster border yesterday. Two men escaped after a chase.

L.....

Enough cyanide to kill more than half a million people has been stolen from a firm in Bilston, West Midlands.

Hospital rap	Killer bug's	new	Fire-bomb riddle
<b>BLAZE HORROR</b>	victims		
<i>Poison peril</i>	<b>Corpse horror</b>		Poison all-clear
Worsening toll	Death probe		Alarm call
Cruelty probe	<b>Blast alert</b>		Blaze victim
<b>BLAZE TERROR</b>	<b>Bomb haul</b>		Death plunge

**Exercise 8**

The four verbs below are taken from the articles above. Which phrases from the list that follows are closest in meaning to each of these verbs as they are used in the articles?

Write your answers in the boxes beside the verbs.

a	examine (article B)	
b	investigate (article D)	

c	find (article K)	
d	escape (article K)	

break out	come across	come over	come to	dig up
get away	get out	look at	look into	look through
run into	watch for			

- How would the use of these phrases in place of the verbs change the style of the articles?
- There is an example of a 'running story' in the articles that you've just read. Can you find it?

### Exercise 9

Using a dictionary, find the *likely* meaning of the underlined word in these headlines.

1. EXPERT PROBES MOSQUE ATTACK
2. GET-TOUGH CUSTOMS MEN SEIZE RECORD HAUL
3. THORPE IN BID TO JOIN THE LORDS
4. MEAT BOYCOTTERS VOW TO PERSIST
5. POWER BILLS SPARK REVOLT
6. ROYALS EYE A THRONE
7. DINNER TO BAR SOME REPORTERS
8. TOWN COUNCIL AIRS ITS OBJECTIONS
9. FLIMSY EXCUSES CAUSE BLOOD DONATION LAG
10. KENNEDY DRUG RAP

### SUGGESTIONS

#### 🗣️ Speaking

- Look through some English language newspapers and find some examples of headlines illustrating the points made on the previous pages.
- Can you find similar examples in your local/ regional/ national newspapers?
- Journalists are accused of writing bad news mostly. If you look through the articles given on the previous pages can you confirm this accusation?

#### ✍️ Writing

- Find 6 headlines in English-language newspapers. Write them down. Bring them in class. Exchange your writing with that of your friend's. See if he/ she can say what the article is about.

### SELF-ACCESS WORK

#### TASK 8

Read the text below

## SHOCK HORROR HEADLINES

Some papers, especially tabloids, are famous for their headlines. Match these headline words to their meanings and then use them to complete the headlines below.

<b>1 BID</b>	a. unpleasant experience, usually lasting some time
<b>2 BOOST</b>	b. argument
<b>3 DASH</b>	c. attempt
<b>4 ORDEAL</b>	d. inquiry
<b>5 PLEA</b>	e. questioning by police or at an enquiry
<b>6 PLEDGE</b>	f. a fast journey, often with an uncertain outcome
<b>7 PROBE</b>	g. emotional request
<b>8 QUIZ</b>	h. a period of waiting, perhaps by an ill person's bedside or in protest at something
<b>9 ROW</b>	i. promise
<b>10 VIGIL</b>	j. increase in numbers or in confidence, morale or prospects

### I GLENDA KEEPS.....AT INJURED SON'S BEDSIDE

Actress Glenda Jackson left hospital last night after spending the day at her son's bedside, and spoke other relief that he was still alive.

### II LIVERPOOL' S EURO .....

Liverpool last night received a European lift when UEFA confirmed that Welsh international Ian Rush will no longer be classified as a foreign player.

### III MAN FACES ..... ON WIFE DEATH.

Detectives were waiting by the hospital bedside of a man to question him about the death of his wife.

### IV NIGEL'S.....

World champion Nigel Mansell took a lingering look across the Portuguese Grand Prix track which has caused him both heartache and joy yesterday before declaring: 'I will never come back here again — I'm finished forever with Formula One.'

### V OLYMPIC BOSS IN BRIBE.....

The head of the Olympics is threatening legal action over a TV documentary alleging his officials are corrupt.

### VI PILOT IN BRITISH PLANE.....

A British airliner has made an emergency landing in southern England after a cockpit window shattered and the pilot was almost sucked out.

### VII .....TO 'DIVORCE' BID GIRL

The mother of a teenager who has taken court action to 'divorce' her parents pleaded last night for her to come home.

**VIII PRIVATE HEALTH CARE FEES FOR THE POOR.....**

Fees charged for private medical treatment are to be investigated by monopoly watchdogs.

**IX SRI LANKA PEACE.....**

A Sri Lankan government negotiator is expected to try to reopen talks with the Tamil Tigers today in an attempt to end the outbreak of fighting between Tigers and the Army.

**X TEENAGE PAIR KILLED IN.....ACROSS M-WAY**

A teenage judo champion and a girl pal were killed in front of friends as they took a short cut across a motorway.

РЕПОЗИТОРИЙ ВЛН

# Print Media

## Part 6

# JOURNALISTS' ETHICS

### STARTER ACTIVITIES

Below are some qualities a good journalist might have. Rank them 1 (most important) to 7 (least important). Do the other students share your opinion? Curiosity, honesty, extrovert personality, ability to work hard, self-discipline, good command of language.

### LEARN BEFORE YOU READ

#### WORD LIST

**Accuracy** *n.*

**1** freedom from mistake or error correctness < *to speak one's mother tongue with accuracy* >

**2** a conformity to truth or to a standard or model exactness < *journalist's accuracy* >

**accurate** *adj* < *an accurate statement of what happened* > **accurately** *adv.*

**accurateness** *n* **inaccuracy** *n*

**Adhere** *vb*

**1** to give support or maintain loyalty < *to adhere to a party* >

**2** to hold fast or stick by or as if by gluing, suction, grasping, or fusing < *mud adhered to our shoes* >

**3** to bind oneself to observance < *to adhere to a decision* >

**adherence** *n*

**'Alien** *adj*

**1 a)** belonging or relating to another person, place, or thing; strange **b)** relating, belonging, or owing allegiance to another country or government; foreign < *non-resident alien* >

**2** differing in nature or character typically to the point of incompatibility < *ambition is alien to his nature* >

## <sup>2</sup>alien *n*

1 a person of another family, race, or nation < *organized smuggling of aliens into the country* >

2 a foreign-born resident who has not been naturalized and is still a subject or citizen of a foreign country; *broadly* a foreign-born citizen < *to grant naturalization to an alien* >

3 extraterrestrial

## <sup>3</sup>alien *vt*

1 alienate, estrange

2 to make over (as property)

**inalienable** *adj* incapable of being alienated, surrendered, or transferred < *inalienable rights* > **inalienability** *n* **inalienably** *adv*

## Despite *n*

1 the feeling or attitude of despising; contempt < *in smb's despite* >

2 malice, spite

**despite of / in spite of**

**despite** *prep*

## Dignity *n*

1 the quality or state of being worthy, honoured, or esteemed < *to maintain one's dignity* >

2 a high rank, office, or position **b** a legal title of nobility or honour < *to confer the dignity of a peerage* >

3 formal reserve or seriousness of manner, appearance, or language < *to have an impressive dignity* >

**dignify** *vb* **dignified** *adj*

## Enlighten *vb*

1 to furnish knowledge, to instruct < *he was thoroughly enlightened on the subject* >

2 to give spiritual insight to < *to enlighten the minds* >

3 to illuminate < *a smile enlightened her face* >

**enlightened** *adj* **enlightener** *n*

**enlightenment** *n*

1 the act or means of enlightening the state of being enlightened < *public enlightenment* >

2 *cap* a philosophic movement of the 18th century marked by a rejection of traditional social, religious, and political ideas and an emphasis on rationalism

### **Grievance** *n*

1 suffering, distress

2 a cause of distress (as an unsatisfactory working condition) felt to afford reason for complaint or resistance < *a labour union formed a grievance committee to discuss and where possible to eliminate grievances* >

3 the formal expression of a grievance; complaint < *What is your grievance?* >

**grieve** *vb* **grievous** *adj* **grievously** *adv*

### **Morbid** *adj*

1 **a)** of, relating to, or characteristic of disease < *morbid anatomy* > **b)** affected with or induced by disease < *a morbid condition* > **c)** productive of disease < *morbid substances* >

2 abnormally susceptible to or characterized by gloomy or unwholesome feelings < *to have a morbid outlook on life* >

3 grisly, gruesome < *morbid details* > < *morbid curiosity* > **morbidly** *adv*

**morbidness** *n*

### **Pander** *n*

1 a go-between in love intrigues

2 someone who caters to or exploits the weaknesses of others

<sup>2</sup>**pander** *vb*

to act as a pander; *esp* to provide gratification for others' desires < *films that pander to the basest emotions* > **panderer** *n*

### **Plagiarism** *n*

1 an act or instance of plagiarizing

2 something plagiarized **plagiarist** *n* **plagiaristic** *adj*

### **Seek** *vb*

1 to resort to go to < *to seek a shelter* >

2 **a)** to go in search of look for **b)** to try to discover < *to seek an explanation* > < *to seek the truth* >

3 to ask for request < *to seek advice* >

4 to try to acquire or gain aim at < *to seek fame* >

5 to make an attempt, try--used with *to* and an infinitive < *governments seek to keep the bulk of their people contented* - *D. M. Potter* >

**seeker** *n* **hide-and-seek** *n*

**Status** *n pl* statuses

1 the condition of a person or thing in the eyes of the law < *individuals of equal status* >

2 a) position or rank in relation to others < *the status of a father* > b) relative rank in a hierarchy of prestige; *esp* high prestige < *a rise in status* >

3 state of affairs

**status quo** *n*

**Worth** *n*

1 a) monetary value < *farmhouse and lands of little worth* > b) the equivalent of a specified amount or figure < *a dollar's worth of gas* >

2 the value of something measured by its qualities or by the esteem in which it is held < *a literary heritage of great worth* >

3 a) moral or personal value < *trying to teach human worth* > b) merit, excellence < *a field in which we have proved our worth* >

4 wealth, riches

<sup>1</sup>**worth** *adj*

1 *archaic* having monetary or material value

2 *archaic* estimable for all one is worth

**worthy** *adj*

1 a) having worth or value estimable < *a worthy cause* > b) honorable, meritorious < *worthy candidates* >

2 having sufficient worth or importance < *worthy to be remembered* > **worthily**

*adv* **worthiness** *n* **worthful** *adj* **worthless** **worthwhile**

3 fit or safe for < *a seaworthy vessel* >

4 of sufficient worth for < *a newsworthy event* >

<sup>2</sup>**worthy** *n, pl* **worthies** < *local worthies* >

a worthy or prominent person

**unworthy** *adj*

1 a) lacking in excellence or value; poor, worthless b) base, dishonorable

2 not meritorious undeserving < *unworthy of attention* >

3 not deserved unmerited < *unworthy treatment* >

4 inappropriate to one's condition or station < *actions unworthy of a gentleman* >

**unworthily** *adv* **unworthiness** *n*

## VOCABULARY EXERCISES

### Exercise 1

Find another way of expressing the same idea. Use the words from the word list above.

detailed description of what happened      a typist who makes very few mistakes

fitting the size perfectly  
harmful for smb  
someone who spreads knowledge  
cruel crime  
rights that people can't be deprived of  
alien word  
to look for a job  
self-serving, selfish  
current situation  
very important discoveries  
estate  
nob, kingpin  
praiseworthy

to stick to a decision  
to educate people  
We were sorry to learn...  
a foreigner, a stranger  
to copy smb's writings without referring  
to the source  
someone who is looking for adventures  
looking for sensations  
people of the same social position  
poems of low quality  
to be very rich  
to naturalize aliens

### Exercise 2

Build up four English proverbs from these blocks. Then make up short stories with two of them.

is worth two tomorrows

a bird in the hand

what her tail is worth

is not worth the candle

an ounce of practice

between two evils

the cow knows not

is worth two in the bush

the game

is worth a pound of theory

an ounce of prevention

until she has lost it

one today

'tis not worth choosing

### Exercise 3

Fill in the gaps with one of the words from the word list. Use the words in an appropriate form.

- |   |  |
|---|--|
| <p>1. The audience assessed the speech at its true ...</p> <p>2. The task was executed with the greatest possible ...</p> <p>3. Even under the circumstances he maintained his ...</p> <p>4. They produce precision equipment, ... within 0.001 mm.</p> <p>5. For his contribution he was conferred the ... of a peerage.</p> <p>6. Mud ... to our shoes.</p> <p>7. The property is ... \$5000.</p> <p>8. He was tried for organized smuggling of ... into the country.</p> <p>9. He is ... obsessed by curiosity.</p> <p>10. It's beneath his ...</p> <p>11. The little I have is not ... giving.</p> <p>12. He had a ... outlook on life.</p> <p>13. He ... to the party though he didn't share all the political views of the leaders.</p> <p>14. He did his best to ... publicity.</p> <p>15. She speaks her mother tongue with ...</p> | <p>16. They unwillingly grant naturalization to ...</p> <p>17. It may be ... our effort to investigate the matter.</p> <p>18. It was an ... soil and the people spoke and ... tongue.</p> <p>19. The house itself is not ... much but the land is valuable.</p> <p>20. His new book was very different and he was suspected of ...</p> <p>21. What is the franc ...?</p> <p>22. I shall ... my doctor's advice.</p> <p>23. The statement in itself is not ... serious consideration.</p> <p>24. He went on playing ... an injury.</p> <p>25. He had noble air and ... manners.</p> <p>26. The dog is not ... his keep.</p> <p>27. She ... to all his desires.</p> <p>28. The children were playing ...</p> <p>29. The teachers ... an explanation of the pupil's strange conduct.</p> <p>30. His new book was very different and he was suspected of ...</p> |
|---|--|

#### **Exercise 4**

**Paraphrase the following sentences replacing the words in italics by the appropriate words from the word list.**

- |  |  |
|--|--|
| <p>1. They decided <i>to stick to the previous plan</i>.</p> <p>2. My watch is <i>neither fast nor slow</i>.</p> <p>3. The child <i>should be punished</i>.</p> <p>4. I <i>am distressed</i> to see them in such poverty.</p> <p>5. We <i>hope to give them more information</i> in regard to the discoveries made during our research.</p> <p>6. His <i>fortune</i> is a hundred thousand dollars</p> <p>7. <i>To try to fall asleep</i> is only to drive</p> | <p>11. He was thoroughly <i>informed</i> on the subject.</p> <p>12. This idea is <i>good for nothing</i>.</p> <p>13. He <i>doesn't deserve</i> any respect.</p> <p>14. He is going to <i>find</i> his fortune in London.</p> <p>15. The experiment failed <i>in spite of</i> our efforts.</p> <p>16. They <i>searched</i> the house.</p> <p>17. The cause is to be <i>found</i> in his weakness.</p> <p>18. The pavilion is very unusual, <i>you</i></p> |
|--|--|

the sleep away.

8. The hint *made the situation clear*.

9. The smile *brightened* her face.

10. These principles *are strange and different* from ours.

*should see it.*

19. His conduct *upsets* his parents.

20. What's *troubling* you?

21. The reason is not far to *look for*.

## **Exercise 5**

**Find Russian equivalents of the following words and expressions.**

accuracy movement  
within the accuracy of  
to take accurate aim  
the dignity of labour  
dignity of chancellor  
full of dignity  
dignified walk  
in our enlightened age  
to seek further enlightenment  
grievous wrong  
to redress a grievance  
to air one's grievances  
the most glaring grievance  
rehearsal of old grievances  
solution to a grievance  
to ventilate a grievance  
alien to the country [me, smb's nature]  
to grieve beyond measure  
grievous incident [mistake]  
grievous loss  
grievous sin  
grievous pain  
grievously  
enemy aliens  
to grieve at /for, about, over/ smb, smt  
class alien  
to have /to nurse/ a grievance against smb  
morbid anatomy  
illegal aliens

accuracy of reading  
accurate fire  
dignity of bearing  
to lend dignity [enchantment, grace]  
to enlighten the minds  
an enlightened people  
sanitary enlightenment  
to seek the shore  
grievance committee  
to articulate an idea [one's grievances]  
to nurse a grievance  
to rehearse one's grievances  
to vent a grievance  
to grieve inwardly  
grievous farewell  
grievous decision  
to vent /to state, to air/ one's grievances  
grievous wound  
objectionable aliens  
an alien  
alien speech  
enemy alien  
seeking for /after/ favours  
to seek smb's life  
to be (much) to seek  
seeking after fame  
to want /to seek/ time-killing amusement  
to seek distraction  
to seek further enlightenment

to seek one's bed  
seekers after truth [after knowledge]  
sought-for  
to seek a milder clime  
to seek diversion from smt  
to seek escape from the heat  
to seek one's fortune  
to improve the status of the nursing  
profession  
to seek /to pick/ a quarrel with smb  
to seek relaxation in books  
to seek the seclusion of one's room  
to seek the truth  
to seek vengeance upon a person  
seeks to preserve the *status quo*  
his status among novelists  
the status of a father [of a minor]  
diplomatic [legal, international] status  
the low SES child  
in duty status  
status-quo  
unprofessional status  
to be of no worth  
to know a friend's worth  
to sell smt for a tenth part of its worth  
worth virtually zilch  
one's money's worth  
worth the money  
worth the name  
money's-worth  
to get one's quid's worth  
worthless woman  
worthless arguments  
in a worthwhile manner  
not unworthy of notice  
alien domination  
resident alien

not far to seek  
to seek /to buy, to sow/ gape-seed  
to seek notoriety  
to seek refuge  
to seek salvation in smt  
to seek scope for one's energies  
to ask for /to look for, to seek/ trouble  
to seek material values instead of  
human  
to seek sanctuary  
a doctor's professional status  
status report  
SES (socioeconomic status)  
to obtain dominion status  
inequality in status  
nutritional status  
full voting status  
a man of worth  
a pearl of great worth  
to seek smb's life  
to be worth its weight in gold  
worth attention  
not worth powder and shot  
for all one is worth  
to search a book for a passage worth  
quoting  
worthless excuses  
worthwhile experiment  
local worthies  
worthy of note  
to humiliate smb's dignity  
nonresident alien  
morbid imagination  
to be worth the whistle  
to lavish one's affection on unworthy  
objects

### Exercise 6

Translate the following sentences into Russian. Make situations using as many of the sentences as possible.

1. You must take care to be accurate in arithmetic.
2. She bears/ carries herself with dignity.
3. He wouldn't derogate from his dignity.
4. Among the successes were some sought-for changes in working conditions.
5. There is grace and dignity in each of her gestures.
6. Before starting his speech he adopted a dignified pose.
7. Our objective is to work for the enlightenment of mankind.
8. It was just a peg to hang a grievance on.
9. They represented their grievances to the governor.
10. It is below his dignity.
11. He enlightened them.
12. Her refusal grieved him to the heart.
13. I should be grieved to think, that ....
14. It must have been funny how I grieved.
15. His passing grieved us all.
16. He is much sought after.
17. They sought safety in flight.
18. They sought to climb Mount Everest.
19. The prize much sought after by the contestants was won by a novice.
20. A lot of young men sought her hand in marriage.
21. The management sought to twist the law to their own advantage.
22. The scholarly status of American
42. Your attitude to him is derogatory to his dignity.
43. Anger set afloat all his inner grievances.
44. His new dignity sits rather awkwardly upon him.
45. He promised himself that this little lady would not always be so distant and dignified.
46. The committee set forth the grievances clearly.
47. They gave the air to their grievances.
48. You shouldn't recite your grievances.
49. He dignifies a small shop with the name of stores.
50. The policeman caused the boy grievous bodily harm.
51. It is beneath you /your dignity/.
52. Don't trot out old grievances.
53. I was much grieved by his departure.
54. It grieved me to see him so changed.
55. The quarrel was not /none/ of my seeking.
56. It grieves me to the very heart.
57. Do not grieve.
58. Seek and ye shall find.
59. He is seeking election to the House of Representatives.
60. They sought a formula that would allow settling of the dispute.
61. Oncoming generations will begin to seek new goals.
62. Her connections gave her status in the set.
63. Universities are popular with status-

- universities is very high.
23. Some people buy higher-priced theatre seats as a status symbol.
24. Give me a shilling's worth of stamps.
25. An efficient secretary is yet to seek.
26. Woe [well] worth the day!
27. Don't be class-conscious, accept people at their true worth.
28. What is it worth?
29. It jolly well isn't worth it.
30. The greatest grievance to them was that they were denied the right to study.
31. This watch is not worth more than £10 at the outside.
32. His life won't be worth a day's [an hour's] purchase.
33. It is worth register and preservation.
34. Life is not worth living, situated as I am.
35. He will make it worth your while.
36. It is worthy of special mention.
37. She was debating with herself /in her mind/ whether he was worthwhile.
38. He was satisfied to have an enemy worthy of his steel.
39. It is alien to my thoughts.
40. You will not have far to seek.
41. He got his money's worth.
- conscious parents.
64. True worth often goes unrecognized.
65. Any art student worth the name would tell you that it's a bad painting.
66. He always gets his money's worth.
67. His personal worth is several millions.
68. She lives you your money's worth.
69. He earns /is worth/ his keep.
70. These blemishes notwithstanding, the book contains much that is well worth reading.
71. The property is worth, say, four million dollars.
72. He put me up to one or two things worth knowing.
73. We plugged for all we were worth.
74. I want twenty roubles' worth of stamps.
75. Is the experiment worthwhile?
76. The hypothesis is worthy of dismissal.
77. The men were prepared to stay out until their grievances were remedied.
78. It was a worthy tribute to the distinguished scholar.
79. He is a worthy party in a conversation.

## Exercise 7

### Exploring the language

- Give examples of *morbid curiosity*. What kind of people are usually subject to it? Do you find this quality harmful/ harmless, disgusting or ...
- If you were to decide would you allow showing *morbid details* of crime on TV? What kind of details would you censor? Why? Why not?
- What kind of people are usually *sought-after*? Do you know any?

- Who can be called *status-conscious*? Do you know any *status seekers*? What are their ways of *status seeking*? What *status symbols* do they crave for?
- Name as many *status symbols* of a 'new Belorussian' as you can think of.

### Exercise 8

Find English equivalents of the following phrases.

верность какому-л. делу	вопреки обстоятельствам
передовые взгляды	эпоха Просвещения
сводник; сутенёр	добиваться простора для
низменный мотив	приложения своих сил]
искать счастья	обращаться за сведениями
не заслуживающий доверия (о слухе и т. п.)	[помощью, руководством] (к кому-л.)
пытаться /стараться/ что-л. сделать	стремиться к заключению мира
покушаться на кого-л.	ищущий (чего-л.); охотник (за чем-л.)
низкий человек	изыскивать новые способы (чего-л.)
найти /отыскать/ виновника преступления	беспособный
требовать у кого-л. удовлетворения	продвижение по общественной лестнице
достойный уважения	семейное положение
высокое положение в обществе	честно прожитая жизнь
достойный противник	заслуживающий внимания
достойный похвалы	годный к запуску в космос
достойный порицания	

### Exercise 9

Explain or paraphrase the following phrases and sentences.

to adhere to a creed [to a principle]	to stand on /upon/ one's dignity
to have an impressive dignity	admission of aliens into a country
customs alien to the tribe	to bootleg aliens into the country
to seek shelter from rain	to be [to be not] worth one's while
two cents' (worth)	to be worthy of great praise
to be worthy of an artist's brush	things worthy of remark
conduct unworthy of an honest man	

1. It must be done without a sacrifice in dignity.
2. He is a man, formed to ornament, to enlighten, and to defend his country.
3. Don't be morbid about the future.
17. He assumed a dignified air.
18. Ambition is alien to his nature.
19. The writer pandered to the public taste.
20. He is worth money.

4. They sought each other's company.
5. Politeness is much to seek among them.
6. She is sought out as a guest.
7. It's worth a try.
8. Houses in that area are very much sought-after.
9. She died worth a million.
10. They ran for all they were worth.
11. It was worth it.
12. That was a fine gesture: something worth raising one's hat to.
13. I know a trick worth two of that.
14. This phrase, of which I have seen very few examples, is not worth learning.
15. We tried it but found it was not worthwhile.
16. It was a speech worthy of the occasion.
21. I don't care shucks about it.
22. She was sought for in marriage by many young men.
23. He is the most sought-after dress designer.
24. He sought to grasp the drowning man.
25. That's all I am worth.
26. I give you this for what it is worth.
27. I'll make it worth your while.
28. It's not worth the trouble.
29. Seek dead!
30. The ruin is well worth our view.
31. His yea is worth more than the oath of most men.
32. The plan is worthy of consideration.
33. It is worthy of note that ....
34. This poetry is worthy of the name.
35. Nothing worthy of mark occurred in your absence.

### Time for Fun



#### What Does It Mean?

Choose the correct Russian equivalents of the phrases on the left. There can be more than one correct variant.

1. Peter Grievous
  - a) капризный ребёнок
  - b) скучный тип, нытик
  - c) Пётр Великий
2. to be the victim to a morbid devil
  - a) хандрить, впасть в меланхолию
  - b) умереть страшной смертью
  - c) вселился дьявол
3. to seek game
  - a) рваться в бой
  - b) искать дичь (о собаке)
  - c) болезненная тяга к азартным играм

4. to seek the downy

- a) норовить поваляться в постели
- b) детская игра
- c) напиться «в стельку»

5. to put in one's two cents worth

- a) внести лепту
- b) «с мира по нитке»
- c) высказаться /сказать своё мнение/,  
когда не спрашивают

## SUGGESTIONS

### Speaking

- Make up situations based on the proverbs from exercise 2 and dramatize them in class.
- Use the words *worth*, *worthy*, *worthless* in different meanings in a story of your own. Read your story in class. Choose a story containing the most words; the most exciting story; the funniest story.

### Writing

- Do exercise 8 in writing.
- There are a lot of expressions with the word *worth* in English, which mean *very bad*, *good for nothing*. Here are some of them.

*It's not worth a button, a bean, a pin.*

Write down as many variants as possible. See who can find the biggest number. You should consult a dictionary.

## READING

### THE SOCIETY OF PROFESSIONAL JOURNALISTS CODE OF ETHICS

The SOCIETY of Professional Journalists, Sigma Delta Chi, believes the duty of journalists is to serve the truth.

We BELIEVE the agencies of mass communication are carriers of public discussion and information, acting on their Constitutional mandate and freedom to learn and report the facts.

We BELIEVE in public enlightenment as the forerunner of justice, and in our Constitutional role to seek the truth as part of the public's right to know the truth. We BELIEVE those responsibilities carry obligations that require journalists to perform with intelligence, objectivity, accuracy, and fairness.

To these ends, we declare acceptance of the standards of practice here set forth:

1. **RESPONSIBILITY:** The public's right to know of events of public importance and interest is the overriding mission of the mass media. The purpose of distributing news and enlightened opinion is to serve the general welfare. Journalists who use their professional status as representatives of the public for selfish or other unworthy motives violate a high trust.

II. **FREEDOM OF THE PRESS:** Freedom of the press is to be guarded as an inalienable right of people in a free society. It carries with it the freedom and the responsibility to discuss, question, and challenge actions and utterances of our government and of our public and private institutions. Journalists uphold the right to speak unpopular opinions and the privilege to agree with the majority.

III. **ETHICS:** Journalists must be free of obligation to any interest other than the public's right to know the truth.

1 Gifts, favors, free travel, special treatment or privileges can compromise the integrity of journalists and their employers. Nothing of value should be accepted.

2 Secondary employment, political involvement, holding public office, and service in community organizations should be avoided if it compromises the integrity of journalists and their employers. Journalists and their employers should conduct their personal lives in a manner that protects them from conflict of interest, real or apparent. Their responsibilities to the public are paramount. That is the nature of their profession.

3 So-called news communications from private sources should not be published or broadcast without substantiation of their claims to news values.

4 Journalists will seek news that serves the public interest, despite the obstacles. They will make constant efforts to assure that the public's business is conducted in public and that public records are open to public inspection.

5 Journalists acknowledge the newsman's ethic of protecting confidential sources of information.

6 Plagiarism is dishonest and unacceptable.

IV. **ACCURACY AND OBJECTIVITY:** Good faith with the public is the foundation of all worthy journalism.

1 Truth is our ultimate goal.

2 Objectivity in reporting the news is another goal that serves as the mark of an experienced professional. It is a standard of performance toward which we strive. We honor those who achieve it.

3 There is no excuse for inaccuracies or lack of thoroughness.

4 Newspaper headlines should be fully warranted by the contents of the articles they accompany. Photographs and telecasts should give an accurate picture of an event and not highlight an incident out of context.

5 Sound practice makes clear distinction between news reports and expressions of opinion. News reports should be free of opinion or bias and represent all sides of an issue.

6 Partisanship in editorial comment that knowingly departs from the truth violates the spirit of American journalism.

7 Journalists recognize their responsibility for offering informed analysis, comment, and editorial opinion on public events and issues. They accept the obligation to present such material by individuals whose competence, experience, and judgement qualify them for it.

8 Special articles or presentations devoted to advocacy or the writer's own conclusions and interpretations should be labelled as such.

V FAIR PLAY: Journalists at all times will show respect for the dignity, privacy, rights, and well-being of people encountered in the course of gathering and presenting the news.

1 The news media should not communicate unofficial charges affecting reputation or moral character without giving the accused a chance to reply.

2 The news media must guard against invading a person's right to privacy.

3 The media should not pander to morbid curiosity about details of vice and crime.

4 It is the duty of news media to make prompt and complete correction of their errors.

5 Journalists should be accountable to the public for their reports and the public should be encouraged to voice its grievances against the media. Open dialogue with our readers, viewers, and listeners should be fostered.

VI. PLEDGE: Adherence to this code is intended to preserve and strengthen the bond of mutual trust and respect between American journalists and the American people.

The Society shall - by programs of education and other means - encourage individual journalists to adhere to these tenets, and shall encourage journalistic publications and broadcasters to recognize their responsibility to frame codes of ethics in concert with their employees to serve as guidelines in furthering these goals.

(Adopted 1926; revised 1973, 1984, 1987)

(From *Mass Media/Mass Culture* Stan Le Roy Wilson)

## **FREEDOM OF THE PRESS**

The British press is controlled by a rather small number of extremely large multinational companies and is free from interference from government influence, the freedom being virtually absolute. The press is so powerful in this respect that it

is sometimes referred to as 'the fourth estate' (the other three being the Commons, the Lords and the monarch). This freedom is ensured because there is a feeling in the country that 'freedom of speech' is a basic constitutional right. A striking example of the importance of freedom of speech occurred during the Second World War. During this time, the country had a coalition government of Conservative and Labour politicians, so that there was really no opposition in Parliament at all. At one time, the cabinet wanted to use a special wartime regulation to temporarily ban the *Daily Mirror*, which had been consistently critical of the government. The Labour party, which until then had been completely loyal to the government, immediately demanded a debate on the matter, and the other national papers, although they, disagreed with the opinions of the *Mirror*, all leapt to its defence and opposed the ban. The government was forced to back down and the *Mirror* continued to appear throughout the war.

Newspapers can say anything they like about anyone or anything: the army, the Queen, the prime-minister, private individuals, the police, the trade unions, provided they say nothing 'libellous' or 'obscene'. Libel is the making of accusations which can be proved false and which are harmful to a person's reputation; obscene describes something that shocks because it is improper or very nasty. Regarding obscenity, newspapers have very much more freedom now than they had in the early 1960s.

The Official Secrets Act also limits the freedom of the press in Britain.

In 1958 the Press Council was founded to guard the freedom and the reputation of the British press and to keep up the high standard of British journalism. It deals, too, with complaints about newspaper articles.

## USEFUL VOCABULARY

to invade a person's right to privacy	to speak unpopular opinions
free of obligation to any interest	conflict of interest
professional status	to serve the general welfare
to ban	to be loyal to
to be critical of	harmful to a person's reputation
improper	to guard the freedom/ the reputation
to limit the freedom	to keep up the high standard

## VOCABULARY EXERCISES

### Exercise 1

Find synonyms of the following words

Accurate, to adhere, alien, despite, dignity, dignified, to enlighten, grievous, morbid, to seek, worth, worthy, inalienable, paramount, confidential, plagiarisation.

ultimate, bias, privacy, curiosity, error, to voice, to ban, critical, loyal, libel, harmful, misconception.

### **Exercise 2**

**Find the opposites of the following words.**

Accurate, worthy, intelligence, objectivity, fairness, paramount, privacy, curiosity, to voice, to ban, critical, loyal, libel, harmful.

### **Exercise 3**

**Give definitions or explain the following.**

Public enlightenment is ...

Professional status is ...

An unworthy motive is ...

An inalienable right is ...

Plagiarism is ...

Dignity is ...

### **Exercise 4**

**Fill in the gaps with appropriate words from the text.**

1. ... is the making of accusations which can be proved false and which are harmful to a person's reputation.
2. Freedom of the press is to be guarded as an ... of people in a free society.
3. Nothing of ... should be accepted.
4. Journalists will seek news that serves the public interest, despite the ...
5. Their responsibilities to the public are ...
6. Truth is our ... goal.
7. Journalists at all times will show respect for the ... and well being of people.
8. The media should not pander to ... curiosity about details of vice and crime.

### **Exercise 5**

**Complete the following sentences.**

1. The government made several attempts to temporarily ban the *Daily Mirror*, because ...
2. Newspapers can say anything they like, provided ...
3. Obscene describes something that ...
4. Journalists should perform with ...
5. News reports should be free of ...
6. The news media must guard against ...
7. The public should be encouraged to voice ...

### **Exercise 6**

**Paraphrase the following sentences.**

1. Journalists and their employers should conduct their personal lives in a manner that protects them from *conflict of interest*, real or apparent.
2. Their *responsibilities to the public are paramount*. That is the nature of their profession.

3. Journalists must be *free of obligation to any interest other than the public's right to know the truth.*
4. Journalists must not *invade a person's right to privacy.*
5. The media should not *pander to morbid curiosity about details of vice and crime.*

### **Exercise 7**

**Paraphrase the following sentences using the word and expressions from the text.**

1. The government wanted to *prohibit* publishing the *Daily Mirror*.
2. The paper *criticised* the policy of the government.
3. Most newspapers *support* the government policy.
4. Journalist *must not accept expensive presents.*
5. Journalist must *guarantee safety to people who give them information in private.*
6. News reports must be *objective.*
7. Journalists should not *describe details of cruel crimes.*
8. Journalists should *observe the Code.*

### **Exercise 8**

**The style of the language of the Code is formal. Try to explain some of the ideas of the Code in your own words.**

1. Journalists *uphold the right to speak unpopular opinions* and the *privilege to agree with the majority.*
2. Journalists must be *free of obligation to any interest other than the public's right to know the truth.*
3. The public should be encouraged to *voice its grievances against the media.*
4. The Society shall - by programs of education and other means - encourage individual journalists to *adhere to these tenets.*

## **GRAMMAR SECTION**

### **Exercise 1**

**Find the mistakes in the following sentences and correct them.**

1. The duty of journalists is serving the truth.
2. Freedom of press is to be guard as an inalienable right of people in a free society.
3. Journalists will seek news that serve the public interest.
4. It is duty of news media to make prompt and complete corection of their errors.
5. British press is controlled by a rather small number of extremely large multinational companies and is free of interference from government influence.

6. Labour party, which until then was completely loyal of the government, immediately demanded a debate on the matter.

**Exercise 2**

Fill in the gaps with prepositions if necessary.

- |  |   |
|--|---|
| 1. Don't hold it as a grievance ... me.                      | 14. He didn't adhere ... any party.                     |
| 2. The task was executed ... the greatest possible accuracy. | 15. They adhered ... the decision they had made before. |
| 3. He went on playing ... an injury.                         | 16. Don't nurse a grievance ... me.                     |
| 4. The whole nation grieved ... his death.                   | 17. Her remark was derogatory ... his dignity.          |
| 5. The greatest grievance ... them was that they ...         | 18. Houses in that area are very much sought ...        |
| 6. These principles are alien ours.                          | 19. It is ... your dignity.                             |
| 7. She bears herself ... dignity.                            | 20. A smile enlightened ... her face.                   |
| 8. They worked ... the enlightenment of mankind.             | 21. She gave the air ... one's grievances.              |
| 9. Hypocrisy was alien ... Alice's nature.                   | 22. The elderly man had a morbid outlook ... life.      |
| 10. They enlightened her ... what was going on.              | 23. The woman stood ... her dignity.                    |
| 11. The writer pandered ... the public taste.                | 24. They sought ... the house.                          |
| 12. Seekers ... truth irritated him.                         | 25. I will seek you wherever you may hide yourself.     |
| 13. These principles are alien ... ours.                     | 26. Were denied ... the right to study.                 |

**🗣️ SPEAKING**

- Group the following phrases into two columns. Column A what journalists should do; column B what they should avoid doing.

A	B
Obligations	Restrictions

To be engaged in compromising involvement  
 to seek news despite the obstacles  
 to be accurate and objective  
 to assure that the public's business is

to conduct their personal lives avoiding conflicts of interest  
 to use their professional status for selfish or other unworthy motives  
 to invade a person's privacy

conducted in public	to correct the errors
to protect confidential sources of information	to distinct between news reports and expressions of opinion
to accept valuable gifts	to resort to plagiarism
to report news free of opinion or bias	to give the accused a chance to reply
to show respect for the dignity, privacy, rights, and well-being of people	to stir curiosity about details of vice and crime

- **Agree or disagree. Give examples to back your arguments.**
- The British press is free from interference from government influence, the freedom being virtually absolute.
- Newspapers can say anything they like about anyone or anything: the army, the Queen, the prime minister, private individuals, the police, and the trade unions.
- In the text there are some more qualities a journalist might have except those mentioned in Pre-reading task. Find them and rank them according to their importance from your point of view.

## ROLEPLAY

You are taking part in an International Conference on the Role of Journalists in a new millennium.

Distribute the roles. The speaker from Belarus; the speaker from Russia, speakers from the UK, the USA and from any other country.

Below there are some possible points for discussion in workshops.

1. The role of mass media in *public enlightenment*.
2. How is the *public's right to know the truth* guaranteed in your country?
3. Journalists should dare *speak unpopular opinions*.
4. The responsibilities of journalists to the public.
5. How to avoid things that can compromise the integrity of journalists and their employers.
6. The media should not pander to morbid curiosity about details of vice and crime.
7. The public's business should be conducted in public.
8. Protecting confidential sources.
9. Truth is the media's ultimate goal.

## SUGGESTIONS

### Speaking

### Discussion points

1. How do newspapers affect the way people think?
2. Should books be censored to protect classes of people and society in general from abuses and potential harm? If yes, how should this be done and if no, how can we protect our culture from such abuses?
3. The *Code of Ethics* of American journalists reads *Newspaper headlines should be fully warranted by the contents of the articles they accompany*. Why do you think this entry was included in the *Code*?
4. Do journalists in your country have their Code of Ethics? Do they always observe it?

6. What constitutes an invasion of privacy?

In the last decade people felt that the invasion of privacy of individuals and public figures (such as members of the royal family) had reached unacceptable levels. Legislation was drafted, but there was no new law passed to control the press's activities. What arguments can be put forward in favour of keeping the status quo?

Media lawyers have been pulling their hair out over what constitutes an invasion of privacy and what doesn't. Where does a reporter's right to legitimately cover a news story stop and a person's right to privacy begin?

Should journalists be allowed to go onto private property to cover a story of a drug bust or some other crime, or is this an intrusion into the criminal's privacy?

If a person - famous or not so famous - dies of AIDS, is it okay to print the cause of death, or does that constitute the disclosure of embarrassing private facts?

What is your opinion?

How is the press controlled in your country?

7. Freedom of the press is an important part of a democratic state. Does it mean that mass media should publish information regardless its objectivity without considering ethic norms of society?

### **✍ Writing**

Choose any point from above and write a short essay.

## **SELF-ACCESS WORK**

### **TASK 9**

- Read the text below

## **FREEDOM OF INFORMATION IN THE USA AND BRITAIN**

### **1. GOVERNMENT RECORDS**

#### **THE USA.**

The federal *Freedom of Information Act* says, in general, that any US citizen can inspect and copy any of the records of the various federal government departments. There are some exceptions - many defence and foreign policy matters are kept secret, for instance. And people are not allowed to obtain information about other citizens' private affairs.

The Freedom of Information Act only applies to federal records. State governments do not have to open their records to the public, and the majority do not.

#### BRITAIN

The *Local Government (Access to Information) Act* says that local government meetings must be open to the public (with a few exceptions), and that the public may inspect any documents, which were consulted at the meetings. But at the time of writing, Britain has no law similar to the Freedom of Information Act. So there is at present no general right to inspect national or local government records, though this may change during the next few years.

## 2. PERSONAL FILES

#### THE USA

Under the Freedom of Information Act, people can find out whether federal authorities hold files on them, and can inspect and copy their files.

State governments are not obliged by law to show individuals their personal files.

#### BRITAIN

From November 1987, the *Data Protection Act* gives people the right to see, check and if necessary correct any information about themselves, which is kept in computerised records. But people have no right to see personal information, which is held in non-computerised records.

British local-government authorities keep files on large numbers of people - for instance, all those who have had anything to do with the local authority housing, social services or education departments. Some local authorities allow people to see their own files. (In Barnet, in London, for instance, schoolchildren are allowed to see their own files, and from the age of ten they can stop their parents seeing them.) But many local authorities keep people's files secret. So unless these files are computerised, individuals may not be able to check the truth of what is written about them.

However, an access to *Personal Files Bill* is going through Parliament, and may become law in 1987. If this happens, British people will be able to see what is

written about them in some kinds of records (though they will still not be allowed to see their medical or banking files unless these are computerised).

- **Now see how many of these questions you can answer in ten minutes. (You can look back at the text if you want to.) Write *Yes* or *No* — if the information is not given in the text, write *Don't know*.**
1. An Englishman changed doctors in 1986. Could he read his last doctor's notes on his medical records?
  2. An American wonders why the government has cut the National Parks budget. Can she see records of official discussions on the subject?
  3. In 1985, there was a British government report into educational standards in city-centre schools. It was not published. Were journalists able to consult the documents?
  4. An American state government has been giving road-building contracts to a firm belonging to a friend of the governor. Can citizens see records of the official meetings at which these decisions were made?
  5. A British schoolboy of fourteen wants to see his school record. Will he have the right to do this if the access to Personal Files Bill becomes law?
  6. An American wants to see his file at his bank. Has he the right to do so?
  7. A British housewife is refused credit to buy a car. Has she the right to inspect information about herself on the credit company's computer?
  8. An American wonders how much the Defense Department spends on preparations for chemical warfare. Can he find out?
  9. A mentally handicapped British woman has difficulty in looking after her children. A local authority committee decides to put them in the care of the local authority. Can the woman see the information on which the committee based its decision?

## **FINAL DISCUSSION**

**Read the following opinions of the press and journalism in general and say whether you share them or not. Discuss in class.**

1

### **Proverb**

'No news is good news.'

2

**Alfred Charles William Hannsworth, Viscount Northcliffe**

A profession [journalism] whose business it is to explain to others what it personally does not understand.

3

**(Enoch) Arnold Bennett**

Journalists say a thing that they know isn't true in the hope that if they keep on saying it long enough it will be true.

4

**Adolph Simon Ochs**

All the news that's fit to print.

[Motto of the New York Times.]

5

**George Mason**

The freedom of the press is one of the great bulwarks of liberty, and can never be restrained but by despotic governments.

Virginia Bill of Rights, 1776

6

**Thomas Jefferson**

Where the press is free and every man able to read, all is safe.

7

**James Cameron**

**The press can only be a mirror – albeit a distorting mirror according to its politics or the smallness of its purpose.**

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