

МИНИСТЕРСТВО ОБРАЗОВАНИЯ И НАУКИ РФ

Федеральное государственное бюджетное образовательное учреждение
высшего образования «Пензенский государственный университет» (ПГУ)

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English for Journalists

Учебно-методическое пособие

Пенза

Издательство ПГУ

2021

УДК 070:811.11 (075.8)

ББК 81.432.1. я 73

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Издание состоит из нескольких разделов, соответствующих рабочей программе по дисциплине и включает в себя тексты по профильной тематике, которые снабжены творческими предтекстовыми и послетекстовыми заданиями, направленными на закрепление типов лексических единиц и грамматического материала по теме, способствуя усвоению особенностей английского языка как с точки зрения его внутренней структуры и содержания, так и с точки зрения его взаимодействия с современными внеязыковыми реалиями, а также предполагают пополнение и расширение структуры словарного состава, развитие навыков поискового и просмотрового чтения, а также навыков перевода оригинальных материалов по заданной тематике. Кроме того предложены вопросы для дискуссий, обсуждений и задания для выполнения письменных работ. Некоторые задания направлены на развитие навыков неподготовленной речи, тем самым они мотивируют обучающихся к порождению собственных высказываний, выражения своего мнения о прочитанном материале или предлагаемом вопросе. Представлены аутентичные статьи для чтения, перевода, обсуждения и подготовки сообщений и аннотирования статей.

Задания могут быть выполнены во время аудиторных занятий и в качестве домашнего задания. Для работы с пособием возможно использование дополнительных материалов интернет-источников.

Издание подготовлено на кафедре «Иностранные языки» ПГУ и предназначено для обучающихся 1-2 курсов бакалавриата неязыковых профилей направления подготовки 42.03.02 «Журналистика» для изучения тем в рамках профессиональной тематики по дисциплине «Иностранный язык».

Шифр специальности: 10.02.04 Германские языки

СОДЕРЖАНИЕ

Unit 1. What is journalism?	1-11
Text A Journalism. Early history	2-4
Text B What is journalism today?	4-5
Text C Training of journalists	5-7
Text D What personality traits do you need to be a journalist?	7-11
Unit 2. The role of mass media in our lives	11-21
Text A Mass media in our lives	12-14
<i>Text B Types of print media</i>	15-19
Text C Social media networks are changing our way of having relationships .	19-21
Unit 3. The beginning of the press	21-29
Text A The beginning of the newspaper	23-25
Text B The first printed newspapers	25-27
Text C The predecessors of American press	27-28
Text D The history of the newspaper	28-29
Unit 4. Newspapers in the 21st century	29-40
Text A Newspapers	31-33
Text B How newspapers are made?	34-37
Text C The end of printed newspapers?	37-39
Text D Are we ready for e-books?	39-40
Unit 5. The press in the UK and the USA	40-51
Text A The British press	42-45
Text B English magazines and journals	45-47
Text C The press in the USA	47-49
Text D American magazines and journals	49-51
Unit 6. Supplementary reading	51-71
Text 1 Do you want to become a journalist? Follow these rules... ..	51-53
Text 2 Different types of journalism	54-55
Text 3 Want to work in TV news? Embrace backpack journalism	55-56
Text 4 Five easy steps to become your own best editor	56-58
Text 5 Six important tips for magazine article writing	58-59
Text 6 Becoming a freelance or telecommute proofreader	59-61
Text 7 Writing for teen magazines: what you need to know	61-63
Text 8 Ten words to avoid when writing	63-65
Text 9 News writing bloopers: 4 common journalism mistakes	65-66
Text 10 How to write like a journalist – 4 key elements	66-68
Text 11 Five ways to find a journalism story	68-69
Text 12 Write a better news story with the paragraphing technique	69-71

Список литературы.....	72-74
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Unit 1. WHAT IS JOURNALISM?

1. Organise a small group talk and find the answers to the following questions (you may add your own questions if you like):

1. Why have you decided to become a journalist?
2. What do you know about journalism, its history, and reputable people?
3. Would you like to learn more about the items involved?

2. Read the topical vocabulary and find out how many words are new for you. Try to learn them.

The topical vocabulary

accessible *a* – доступный

audience *n* – аудитория, круг читателей

circulation *n* – тираж

editorial *a* – редакционный, редакторский

editorial *n* – редакционная статья, передовица

entertainment program *n* – развлекательная программа, развлекательная передача

impact *v* – влиять, воздействовать

impact *n* – влияние, воздействие

journal *n* – журнал, газета, ведомости

journalism *n* – журналистика

journalist *n* – журналист

magazine *n* – журнал

network *n* – сеть, телесеть

news *n* – новости

newsletter *n* – новостная рассылка, информационный бюллетень, новости

pamphlet *n* – брошюра, буклет

photojournalism *n* – фотожурналистика

podcast *n* – подкаст

print *v* – печатать, напечатать, отпечатать

printing press *n* – печатный станок, книгопечатание, печатная пресса

publish *v* – публиковать, издавать, выпускать

publisher *n* – издатель, издательство, издательская организация

reader *n* – читатель

readership *n* – круг читателей, аудитория

tabloid *n* – таблоид, бульварная газета

webcast *n* – трансляция, веб-трансляция, Интер-вещание

TEXT A

JOURNALISM. EARLY HISTORY

3. Read the text and get ready to render its contents in Russian.

According to the Encyclopaedia Britannica, journalism is “... the collection, preparation, and distribution of news and related commentary and feature materials through such media as pamphlets, newsletters, newspapers, magazines, radio, motion pictures, television, books, blogs, webcasts, podcasts, and e-mail.”

Journalism is continually evolving to meet the needs of its audience. The list of media the Encyclopaedia Britannica described above has changed over the years, but would have once started and ended with “newspaper”.

In the USA, journalism's history begins in 1690 with the very first American newspaper. The plan was to publish monthly, but outrage by the government forced the Public Occurrences to close down after its first 3-page issue.

Over the course of the next hundred years, two major developments became the catalyst for journalism in the USA: the construction of the first printing press in America and the passage of the First Amendment, which granted Americans freedom of speech and of the press.

Eventually, more and more newspapers appeared, each with the goal of reaching a large audience. However, impartial and neutral reporting wouldn't exist until the 20th century. Publishers were quick to back certain political views and flaunt them in their papers.

By 1833, the first newspaper was sold for a remarkably cheap penny. Called the Penny Press, this trend in journalism meant that the working class were finally able to afford to purchase newspapers. Creating an even larger audience for journalism, the Penny Press brought mass popularity to the newspaper industry.

Toward the end of the century, the newspaper industry struggled less with gaining mass readership as a whole, than with gaining readers for their own papers. This started a massive circulation war fueled by Joseph Pulitzer, who owned the New York World, and William Randolph Hearst, owner of the New York Journal. It became known as yellow journalism because both men printed eye-catching and sensational news to sell as many papers as possible.

While they gained notoriety because of yellow journalism, both men also had an important impact on the industry. Hearst purchased more and more newspapers, which grew into a media conglomerate that still exists today. Pulitzer

created the Pulitzer Prize, which became the most prestigious and coveted award in journalism.

The 1900s also gave rise to radio, which increased in popularity during the first half of the century due to its mix of news, music, and entertainment programs. President Franklin D. Roosevelt notably used radio to his advantage with his Fireside Chats – a series of informal discussions with the public regarding his progress and hopes for the country.

Finally, the latter half of the 1900s saw television and then the Internet surpass other media as the main source of news for the American public. While newspapers, radio, and magazines are still around, they have certainly declined in popularity with the rapid growth of free and more readily accessible media.

4. Complete the sentences.

1. Journalism is ...
2. In the US journalism's history begins ...
3. The first newspaper was ...
4. The newspaper industry ...
5. Joseph Pulitzer and William Randolph Hearst ...
6. The 1900s also ...
7. President Franklin D. Roosevelt ...
8. Newspapers, radio, and magazines are ...

5. Answer the questions on the text.

1. What media are used for circulation news in journalism?
2. When did the journalism's history in the USA begin?
3. What major events contributed to the development of journalism in the USA?
4. What is the Penny Press?
5. What role did Joseph Pulitzer and William Randolph Hearst play in the development of journalism in the USA?
6. What is yellow journalism?
7. Why was radio also popular in the 1900s?
8. What other types of media appeared in the latter half of the 1900s?

6. Spend two minutes writing down words you associate with the word “journalism”. Share your words with your partner(s) and discuss them.

7. *Speak about the history of journalism in the USA. Use the text above and additional information.*

TEXT B

WHAT IS JOURNALISM TODAY?

1. *Explain how you understand journalism today.*
2. *Read the text and get ready to render its contents in Russian.*

The answer to “What is Journalism?” in 1690 was easy: a newspaper. With the rise of technology, the answer today is more nuanced. It's still the research and dissemination of news to the public. But you can't just print it in a newspaper and call it a day.

Forms of Journalism

News can be shared through newspapers, magazines, radio, television, film, photography and online - all of which are studied at journalism schools across the country.

Visual

Photojournalism and documentaries are for journalists who see the value of an image or series of images over the written or spoken word. These are often used in conjunction with other forms of journalism.

Opinion

While the facts still need to be correct, opinionated journalism (also known as “editorials”) permit journalists to express opinions. However, they must still be open to criticism from readers who hold different opinions.

Sensational

Sensational journalism is, essentially, the modern day form of yellow journalism. For journalists interested in jaw-dropping news of scandal, outrage, and celebrities, tabloids and entertainment television be the places to work.

Citizen Journalism

With all the technology that exists today, it's easy for any person (whether trained or not in the art of journalism) to post a tweet to twitter, a comment on Facebook, or write a blog that disseminates the “news”; the problem is that the story may not be factual, or adhere to an ethical code, but it can still be considered news. Trained journalists are not citizen journalists, but it's important to note how far technology has come that any person can get their point published in some form.

3. *Explain the meaning of the following:*

Photojournalism, opinionated journalism, sensational journalism, yellow journalism, jaw-dropping news, citizen journalism.

4. Complete the sentences.

1. News can be shared ...
2. Photojournalism and documentaries are ...
3. Opinionated journalism permits ...
4. Sensational journalism is ...
5. Trained journalists are ...

5. Organise a small group talk and discuss modern forms of journalism, their pluses and drawbacks. Use the phrases:

- Look here ...
- The fact is that ...
- On the one hand..., on the other hand ...
- To tell the truth ...
- I'd like to say that ...
- I should mention that ...
- I should emphasize ...

6. Make a summary of the text.

TEXT C
TRAINING OF JOURNALISTS

1. Read the text and render its contents in Russian. Ask 5-10 questions about the text.

There are two main stages of training journalists in the United Kingdom – for the beginners and for the experienced senior¹. The training can be based within the newspaper itself² or upon a university or college.

These stages give very positive effect. The university training, or the general education gives the future journalist the necessary background³ for his profession. It includes the study over three-years of shorthand, English language and literature, the organization and functions of central and local government, law, sometimes musical theory, the history of art, etc.

The newspaper training is built around the newspaper in which a journalist is employed. The training is held under the supervision⁴ of the editor. Such education is partly at the employer's expense⁵ and in his time.

Journalism in Russia dates back to the first handwritten Russian newspapers. They were called *Vesti* (News) and *Vedomost*: (Information). The earliest newspapers date back to 1621. The first printed Russian newspaper appeared in 1702. The great expansion of the press, broadcasting and television has intensified the demand for skilled journalists.

Professional training for journalists is a recent innovation in that country. The Moscow Institute of Journalism was established in 1921. After that the departments of journalism were created at some Universities, and special schools and courses were organized. After the Second World War, some departments of journalism were established at Universities on the basis of the Faculties of Philology. The largest centre for the training of journalists is the Faculty of Journalism at the Lomonosov University in Moscow.

Notes:

- ¹ the experienced senior – опытный, старший журналист;
- ² within the newspaper itself – в самой газете;
- ³ the necessary background – необходимые знания (основа);
- ⁴ under the supervision – под контролем, под руководством;
- ⁵ at the employer's expense – за счет работодателя.

2. Complete the sentences:

1. Two main stages of training journalists in the United Kingdom are ...
2. The university training gives the future journalist ...
3. The future journalist in the UK studies ...
4. The newspaper training is ...
5. Journalism in Russia dates back ...
6. The first handwritten Russian newspapers were ...
7. The first printed Russian newspaper ...
8. The largest centre for the training of journalists in Russia is ...

3. Compare the training of journalists at Russian Universities and British Universities.

4. Name famous journalists. Give the information you know about them. Make a top list of famous journalists in Russia and in Great Britain.

5. Work in pairs. Interview a well-known news presenter or a journalist. Prepare a list of questions you may ask.

6. Find out some additional information on this issue. Prepare a short report about your favourite Russian and British journalist.

TEXT D

WHAT PERSONALITY TRAITS DO YOU NEED TO BE A JOURNALIST?

Our personalities largely make up who we are as persons, and how we are perceived by others around us. Personality traits are specific characteristics that a person may have which together form a personality. They can be both positive and negative, although judgment of that can be a matter of opinion. Here is a list of common personality traits and how they are typically judged.

1. Look over the following list of personality traits. Here you will find positive and negative ones. Match the Russian equivalents from the table to the following list of personality traits.

Personality traits

Положительные черты	Отрицательные черты
принимает то, что дано; веселый; гибкий; дружелюбный; добрый; уверенный в себе; любящий; внимательный; энергичный; чувствительный; ответственный; преданный; смелый; скромный; терпимый; пунктуальный; самодисциплинированный; вежливый; честный; искренний; умеющий сотрудничать; заботливый; вдумчивый; щедрый; открытый; оптимистичный; доверчивый; надежный; практичный; заинтересованный; амбициозный; мотивированный; решительный; серьезный; открытый (с широким кругозором); трудолюбивый; уважительный; искренний; восторженный; стремящийся; сочувствующий; вовлеченный; самоотверженный	ленивый; испуганный; безразличный, бесчувственный, черствый; ненадежный; непрактичный; тщеславный; непричастный, безразличный, враждебный; пассивный; черствый, бесчувственный; самодовольный; игнорирует, отвергает то, что дано; самодовольный, равнодушный; нечестный, обманывающий, лживый; невнимательный, легкомысленный; грубый, невежливый; сдержанный, равнодушный, отчужденный; недисциплинированный; ненадежный; несговорчивый, бесполезный; подозрительный, недоверчивый; самодовольный, немотивированный; равнодушный, безразличный; замкнутый, осторожный, скрытный; невеселый,

	<p> мрачный, сварливый; эгоистичный; нерешительный, неуверенный; глупый, ограниченный, мелочный; пессимистичный; недружелюбный, отстраненный, отчужденный; опаздывающий; безразличный, жестокий, подлый; неискренний, нечестный; неуверенный в себе; непреклонный, нестигаемый, упрямый; скупой, эгоистичный; равнодушный, безразличный; недальновидный, нетерпимый; неуважительный, грубый, невежливый; бесчувственный, равнодушный; узко мыслящий </p>
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Positive traits	Negative traits
1. accepts what's given 2. affectionate 3. ambitious, motivated 4. aspiring 5. candid 6. caring 7. cheerful 8. considerate, thoughtful 9. cooperative 10. courageous 11. courteous 12. devoted 13. determined 14. energetic 15. enthusiastic 16. flexible 17. friendly 18. generous 19. hard-working 20. honest 21. interested 22. involved 23. kind 24. modest 25. open-minded, tolerant	1. ignores, rejects what's given 2. distant, cold, aloof 3. self-satisfied, unmotivated 4. self-satisfied 5. closed, guarded, secretive 6. uncaring, unfeeling, callous 7. cheerless, gloomy, grumpy 8. inconsiderate, thoughtless 9. uncooperative, unhelpful 10. fearful 11. rude, impolite 12. uncommitted, uncaring, hostile 13. indecisive, unsure 14. passive 15. apathetic, indifferent 16. rigid, unbending, stubborn 17. unfriendly, distant, aloof 18. stingy, selfish 19. lazy 20. dishonest, deceiving, lying 21. indifferent, uncaring 22. complacent, indifferent 23. uncaring, cruel, mean 24. vain 25. small-minded, intolerant

26. optimistic	26. pessimistic
27. practical	27. impractical
28. punctual	28. late, not on time
29. reliable	29. unreliable, undependable
30. respectful	30. disrespectful, rude, impolite
31. responsible	31. unreliable, undependable
32. self-confident	32. insecure
33. self-disciplined	33. undisciplined
34. selfless	34. selfish
35. sensitive	35. insensitive, indifferent
36. serious	36. silly, trivial, petty
37. sincere	37. insincere, dishonest
38. sympathetic	38. unsympathetic, unfeeling
39. open minded	39. closed minded
40. trusting	40. suspicious, mistrusting

2. Analyze your own personality traits, make a list of 8-10 of them both positive and negative. Think how you can cope with your negative traits. Are your positive traits suitable for your future profession? Discuss it with your group mates.

3. To be a good journalist you need to possess special personality traits. Read the following information about people who are involved in this sphere, they share their opinions about personality traits which are obligatory for a journalist. Underline the most important traits to your mind.

Patrick Khaw, former journalist in Asia and Australia (1975-2000)

My first journalism instructor said something I have never forgotten: “You need to know a little about everything and a lot about one thing.”

An inquiring mind helps as is one that is open to new ideas and new information. You need an obsession with facts and details. And getting things right; not just half-right or nearly right.

It is useful to be aware of your biases; that way you can guard against them creeping into your reports. There is nothing wrong with have a fixed point of view as long as you are aware of it and work to keep it out of your writing.

You must be able to write clearly; this means following the rules of grammar.

I once halved the number of letters of application for reporting jobs on the basis of spelling alone. Rough? Yes, but if I let it pass, I will spend a lot of time correcting spelling all the time.

Forget about journalism if you want regular hours. It's possible but unlikely especially when you are new.

And if you cannot handle rejection, this is no place for you. A typical newspaper prints about 10 percent of the stories it gets. It is a cut-throat and competitive environment which is why some people take short-cuts and come undone.

That said, most newsrooms are fascinating places with many interesting characters. Interesting is not necessarily always good but it can be. :)

Sneha Jaiswal, former special correspondent with the Times now

Frizzy unkempt hair, a huge pair of glasses, waist the size of heavyset Hardy, clothes that weren't even fashionable in the 1990s, gait of a confused autistic child, demeanour of an awkward geek – this is how I would describe one of the best journalists I know personally.

Let me tell you this – she is amazing, has confidence issues despite being one of the best in her industry. But when it comes to chasing a story, she forgets the world and only focusses on getting the scoop she needs. The rest of the world goes mute, only her next story exists and the sources that will help her get it.

People skills, eye for details and persistence is key. There is no personality formula at work. But always keep your ears open. A good journalist talks less and listens more.

And if you need a listicle, then here it goes:

- curiosity about everything;
- amazing people skills;
- intelligence;
- openness to every kind of view;
- imaginative and creative;
- compassion;
- daring;
- flexible;
- workaholic.

Honestly, the list can go on! But hope you get the gist :)

Darren Johnson, owner of the Campus News, a paper that hits 37 colleges in the Northeast

- Nonjudgmental. People will tell you crazy things. They will open up more if you don't have a negative reaction.

- Politically independent. Don't register Republican or Democrat. It complicates things.

- Attention to detail.
- Non-threatening looks and demeanor (no neck tattoos).
- Willingness to caffeinate on deadline and put on blinders to get the work done.
- A writerly flair.

Garima Bhatt, studied Masters in Journalism and Mass Communication at University of Lucknow (2017)

Curiosity, critical thinking, a hunger for news, a burning desire to tell a good story, regardless of the medium or platform, and a dedication to accuracy, fairness, balance and media ethics would be a good start.

4. Whose opinion is closer to you? Why? Make your own list of the most important traits needed for a good journalist.

5. Imagine that you have found a vacancy in a newspaper or a magazine of your dream. Write a resume and a cover letter for your potential employer. Describe your personality traits, abilities and skills. Remember the rules of writing business letters.

Unit 2. THE ROLE OF MASS MEDIA IN OUR LIVES

1. Organise a small group talk and find the answers to the following questions (you may add your own questions if you like):

1. What is news?
2. How do you get to know the news?
3. What sources of mass media do you know?
4. What role do mass media play in our lives? (In your life)?

2. Read the topical vocabulary and find out how many words are new for you. Try to learn them.

The topical vocabulary

authentic view – подлинный вид, достоверное мнение

background information – исходная информация

bi-weekly *adv* – раз в две недели

broadsheet *n* – плакат, листовка

cater *v* – обслуживать зрителя, угождать, поставлять
delineate *v* – очертить, описывать, обрисовывать, изображать
global community – мировое сообщество
glossy paper – глянцева́я бумага, глянцева́я газета
hardcover *n* – твердая обложка, книга в твердой обложке
hard-hitting news – неприятные новости
headline *n* – заголовок
ink *n* – чернила, типографская краска, печатная краска
intrude on one's private life – вторгаться в личную жизнь
omnipresent *a* – вездесущий
paperback – бума́жная обложка
peer-reviewed journal – рецензируе́мый журнал
pop up *v* – неожиданно возникнуть, появиться
print journalism – печатная журналистика
public opinion *n* – общественное мнение, мнение народа
quill *n* – перо
recreational reading – развлекательное чтение
reliable information *n* – достоверная информация, достоверные сведения
screen *n* – экран, дисплей
scribe *n* – переписчик, книжник
soft-bound – мягкий переплет

TEXT A

MASS MEDIA IN OUR LIVES

3. Read the text and get ready to render its contents in Russian. Find the key words in each part.

There are many different ways to get information about our world. They are: travelling and going sightseeing, meeting interesting people, reading books. But one of the best ways of getting new information is mass media. They play an important role in our everyday lives. Mass media are the various ways by which information and news are given to large numbers of people, especially by television, Internet, newspapers and magazines. They inform, educate and entertain people. They also influence the way people look at the world and make them change their views. “After all,” say American media men, “news is not what happens – it is what you see or read about in mass media”. In other words, mass media mould public opinion.

Of course, not all newspapers and TV programs report the events objectively, but serious journalists and TV reporters try to be fair and provide us with reliable information.

It is true that the world today is full of dramatic events and most news seems to be bad news. But people aren't interested in ordinary events. That is why there are so many programs and articles about natural disasters, plane crashes, wars, murders and robberies. Good news doesn't usually make headlines. Bad news does.

Some people say that journalists are given too much freedom. They often intrude on people's private lives. They follow celebrities and print sensational stories about them which are untrue or half-true. They take photos of them in their most intimate moments. The question is — should this be allowed?

The main source of news for millions of people is television. People like TV news because they can see everything with their own eyes. And that's an important advantage. Seeing, as we know, is believing. Besides, it's much more difficult for politicians to lie in front of the cameras than on the pages of newspapers. Still, many people prefer the radio. It's good to listen to in the car, or in the open air, or when you do something about the house.

Newspapers don't react to events as quickly as TV, but they usually provide us with extra detail, comment and background information.

The Internet has recently become another important source of information. Its main advantage is that news appears on the screen as soon as things happen in real life and you don't have to wait for news time on TV.

Mass media are one of the most characteristic features of modern civilization. People are united into one global community with the help of mass media.

4. Match the two parts to make sentences.

1. Mass media are the various ways ...	a. what you see or read about in mass media.
2. Mass media also influence the way ...	b. journalists are given too much freedom.
3. News is not what happens – it is ...	c. by which information and news are given to large numbers of people.
4. Serious journalists and TV reporters try to ...	d. be bad news.
5. Most news today seems to ...	e. news appears on the screen as soon as things happen in real life.
6. Some people say that ...	f. be fair and provide us with reliable information.

7. The main advantage of Internet is that ...	g. people look at the world and make them change their views.
---	---

5. Complete the sentences:

1. Different ways to get information about our world are ...
2. Mass media are ...
3. ... report the events objectively.
4. The world today is ...
5. There are so many programs and articles about natural disasters, plane crashes, wars, murders and robberies because ...
6. Journalists very often intrude ...
7. Television is the main source ...
8. Many people prefer the radio because ...
9. One more important source of information is ...

6. Answer the questions on the text.

1. What ways to get information about our world do you know?
2. What role do mass media play in our everyday lives?
3. How do mass media mould public opinion?
4. People usually aren't interested in ordinary events, are they? Give your arguments.
5. How do journalists intrude on people's private lives?
6. Is television the main source of news for many people? Why?
7. What is the main source of information for you?

7. Discuss the following in your group.

1. Do the media play an important part in your life?
2. Do you think that the media influence our lives?
3. Do you agree that most news we get from the media is bad news? Give your arguments.
4. Do you think it would be nice if all news printed in newspapers and shown on TV was good news?
5. Do you think that journalists are given too much freedom?
6. What is the main advantage of the Internet?

8. Make a summary of the text.

TEXT B
TYPES OF PRINT MEDIA

1. Read the text and get ready to render its contents in Russian. Name the main types of print media.

It might be helpful to the beginning journalist to better understand the various classifications of print journalism. The three main types are newspapers, magazines and books. Newspapers come in the form of international, weekly, Sunday edition, national, local, tabloid, and broadsheet. Circulation figures also delineate newspapers – the larger the numbers, the greater the advertising revenues, and the more influential the paper.

Magazines are a separate and broad form of print mass communication. Generally speaking, they cater to different age groups and/or interests, such as business, the arts, teen fashion, homemaking and dozens of other subjects and specialized categories. They are usually printed on glossy paper, with lots of color and photographs, soft-bound and issued according to a calendar that appeals to their consumers. Some are weekly, others bi-weekly, and then there are the most common form – the monthly magazine. Except for those that are intended to deliver hard-hitting news, most magazines are designed to be recreational reading, with short articles and an abundance of pictures. Magazines are usually not meant to be educational, although they can be; nor are they expected to be used as reference, except for the special category of academic and peer-reviewed journals that are written to appeal to the educationally-immersed segment of the population.

Books are the third form of print media (hardcover and paperback). And these date back to the very earliest days of mankind. There was a time when books were created by hand, one at a time. Few were educated in the art of reading back in the days of ancient mankind, and even fewer had the ability to write or copy with the tools of the trade that were popular at that time, such as the quill and ink. While none of these scribes could be characterized as journalists, they give an almost romantic bend to the story of the history of writing and publishing. Moreover, it offers an authentic view of the beginnings of journalism and writing long before the invention of the printing press.

2. Match the two parts to make word combinations. Sometimes more than one choice is possible.

- | | |
|-----------------|-----------------------|
| 1. beginning | a. journalism |
| 2. print | b. news |
| 3. advertising | c. reading |
| 4. glossy | d. articles |
| 5. hard-hitting | e. mass communication |
| 6. recreational | f. revenues |

- | | |
|------------------|-------------------------|
| 7. short | g. journalist |
| 8. educational | h. media |
| 9. peer-reviewed | i. magazines / journals |
| 10. authentic | j. paper |
| 11. printing | k. press |
| 12. academic | k. view |

3. What is the difference between newspapers and magazines? Compare them in small groups, using the following criteria (you may add your criteria):

- size
- paper quality
- published information
- advertising
- ways of presentation of information

4. Agree or disagree with the following statements. Give arguments. Use the phrases:

- I think (believe, hope, suppose, feel, guess) that ...
- I'm sure (I'm convinced) ...
- To my mind ...
- As far as I know ...
- On the one hand ..., on the other hand ...
- In my opinion ...
- I dare say ...
- I mean to say ...
- I have no doubt ...
- It seems to me ...

1. Reading a newspaper or a magazine is the best way to relax.
2. The popularity of a magazine or a newspaper much depends on the number of advertisements in them.
3. Nowadays it is very difficult to find a magazine or a newspaper to your liking.
4. It's much more convenient to subscribe to a newspaper or a magazine than to buy them every week.
5. Newspapers are more serious than newspapers.

5. Discuss the circulation of magazines and newspapers. Make a list of top circulation of British, American and Russian newspapers and magazines. Work in groups.

6. Work in small groups. You are a news team. You have to prepare the news for tomorrow's newspaper/magazine. Read the extracts of the articles and match the titles with them. Choose the most interesting story and share your reasons with other groups.

- A. Herbal remedies can help to treat neglected tropical diseases**
- B. Ethio-jazz is a product of migration and heroic ingenuity**
- C. New research shows the robots are coming for jobs - but stealthily**
- D. How modelling articulates the science of climate change**
- E. Wikipedia is 20, and its reputation has never been higher**
- F. An exhilarating life of Mozart**
- G. How to fight rare diseases with radically open innovation**
- H. Female stone-age hunters**

1. To imagine earth without greenhouse gases in its atmosphere is to turn the familiar blue marble into a barren lump of rock and ice on which the average surface temperature hovers around -18°C. Such a planet would not receive less of the sunlight which is the ultimate source of all Earth's warmth. But when the energy it absorbed from the sunlight was re-emitted as infrared radiation, as the laws of physics require, it would head unimpeded back out into space. Greenhouse gases block that exit. Transparent to incoming sunlight, they absorb outgoing infrared radiation, thus warming the atmosphere and, in so doing, the surface below. The result is an average surface temperature of some 15 °C – warm enough for open seas and oceans and a vibrant biosphere.

2. The collection of stone tools from Peru upsets the idea that, in the ancient world of hunter-gatherers, it was men who hunted and women who gathered. It comes from the 9,000-year-old grave of a woman in her late teens and includes seven spear tips, and a knife and a set of scrapers for butchering large animals. In light of its discovery, reported this week in Science Advances, Randall Haas of the University of California, Davis, and his colleagues, who found it, searched the literature on early burials in North and South America. There were 27 where the sex of the inhumed was known and hunting tools had been discovered alongside. Of these 11 were of females.

3. The moment he saw an organ, Wolfgang Amadeus Mozart knew what to do with it. Aged six, already a prodigy on the clavier, he encountered pedals and stops for the first time in an Austrian church. Within moments he was accompanying mass and improvising freely. In the following year, 1763, an

official in Heidelberg was so astonished by his organ-playing that he had a plate engraved for his church to mark the boy's visit. Mozart composed his first symphony at eight. His father wrote that "every day God performs fresh miracles through this child."

4. Lying drunk in a field outside the Austrian city of Innsbruck in 1971, inspiration struck Douglas Adams, a science-fiction writer. He looked at his copy of "The Hitchhiker's Guide to Europe", and then up at the stars, and came up with the idea for a "Hitchhiker's Guide to the Galaxy". It would be a (fictional) mixture of travel book and encyclopedia, but with an absurd-seeming twist: instead of being written by experts, anyone could contribute. Adams played his idea for laughs. But today it looks as prescient as it was funny. On January 15th Wikipedia – "the free encyclopedia that anyone can edit" – will celebrate its 20th anniversary. It will do so as the biggest and most-read reference work ever. Wikipedia hosts more than 55m articles in hundreds of languages, each written by volunteers.

5. "What do you call traditional medicine that works?" "Medicine." This old joke contains more than a milligram of truth. When, for example, Tu Youyou, a Chinese chemist, began testing the sweet wormwood used in local herbal remedies as a cure for malaria, her isolation of artemisinin saved millions of lives and earned her the Nobel prize for medicine in 2015.

6. The year is 2021, and honestly there ought to be more robots. It was a decade ago that two scholars of technology, Erik Brynjolfsson and Andrew McAfee, published "Race Against the Machine", an influential book that marked the start of a fierce debate between optimists and pessimists about technological change. The authors argued that exponential progress in computing was on the verge of delivering explosive advances in machine capabilities. Headline-grabbing breakthroughs in artificial intelligence (AI) seemed to support the idea that the robots would soon upend every workplace. Given that, on the eve of the pandemic, jobs were as plentiful as ever, you might now conclude that the warnings were overdone. But a number of new economics papers caution against complacency. The robots are indeed coming, they reckon – just a bit more slowly and stealthily than you might have expected.

7. To western ears, the music seems both foreign and familiar. Its mood stretches from sultry and haunting to upbeat and vibrant. Soulful Western undertones are audible, yet the overall impression is distinctly and inimitably Ethiopian. Now a rich musical export, the evolution of "Ethio-jazz", as this hybrid

genre is known, and its growing global renown are a tale of back-and-forth migration and the alchemical fusion of ideas. The dramatic saga involves political upheaval, accidental epiphanies, a series of dogged and inspired individuals – and Hollywood.

8. It was a case of doctor heal thyself. When told he would die and given the last rites, a medical student decided to hunt for a cure from his hospital bed. He found one and survived, though not after enduring three relapses that could have claimed him. Now a doctor in his own right, David Fajgenbaum is pioneering a new approach to fighting rare diseases through an open model of medical innovation. Where the current system of drug discovery relies on a big market to fuel commercial incentives, or random chance that researchers will come together to make a discovery, Mr Fajgenbaum's "collaborative network approach" overcomes these problems. The idea is to scour the world for drugs that have been approved for one use but could have others. Then, it brings together researchers to study how to adapt them, and funds the trials needed to bring them to market.

TEXT C

SOCIAL MEDIA NETWORKS ARE CHANGING OUR WAY OF HAVING RELATIONSHIPS

1. Read the text and get ready to render its contents in Russian.

Communication technology is invading our life more than ever before. Mobile phones are never farther than a reach of our hands away. Emails, social networks, the Internet are more present than ever before. More than 60% of all Internet users also communicate via social networks and over 85 % of all teenagers have accounts on social networks.

Psychologists have started to define terms like Facebook addiction in their reports. Social media sites can be so addicting that people, especially youngsters, do not want to spend time with anything else, they live their relationships in a virtual world.

People often choose to talk to each other via mobile phone, Skype or communicate via Facebook because they may be afraid of getting to know each other, face to face. However, by doing this, they are missing out on their partner's facial expressions or the gestures that the other makes. Emotions are reduced to *Likes* or *Dislikes*, smiley faces or other emoticons.

Psychology experts have also noticed that more and more marriages are breaking up. One of the reasons may be because Facebook makes it possible to

communicate with old friends from high-school or former boy or girl friends that you have not had contact with in ages.

Couples are not communicating with each other as they should in real life. They sometimes even break up over Facebook and other social networks. Frequently, they do not argue about things in the usual way, they tend to carry out quarrels in public. As a result, others comment about something that should be solved privately. They don't share with each other, they share with everyone,

It is strange to consider the fact that software developers and social network creators are, in real life, not really very social. Most of them are shy people who like to stick to their computers and do not create lasting friendships.

Facebook has defined privacy in a new way. Many things that should be private have become public. Social media has changed the world. It has helped uprisings in Arab countries and overthrown governments.

Facebook, Twitter and others are omnipresent. They are the last things we worry about when we go to bed and the first things we check on when we get up.

In the future more social networks may pop up. We may be able to not only share photos with others but also our shopping lists or illnesses. More and more sites on the web are telling people to share. The more followers and friends we have the more excited we get.

2. Complete the sentences:

1. Communication technology is ...
2. Emails, social networks, the Internet are ...
3. Social media sites can be ...
4. ... because they may be afraid of getting to know each other, face to face.
5. Psychology experts have also noticed that more and more marriages are breaking up because ...
6. Very often software developers and social network creators are ...
7. Facebook, Twitter and other social media networks are ...

3. Spend two minutes writing down all of the different words you associate with the word "social media networks". Share your words with your partner(s) and talk about them.

4. Agree or disagree with the following statements. Give arguments. Use the phrases:

- I think (believe, hope, suppose, feel, guess) that ...
- I'm sure (I'm convinced) ...

- To my mind ...
- As far as I know ...
- On the one hand ..., on the other hand ...
- In my opinion ...
- I dare say ...
- I mean to say ...
- I have no doubt ...
- It seems to me ...

1. Communication technology is invading our lives.
2. Social media networks have only negative influence on people.
3. People often talk to each other via mobile phone, Skype or communicate via Facebook or other social media networks because they may be afraid of getting to know each other face to face.
4. Many things that should be private have become public in social media networks.
5. Social networks have become omnipresent.
6. Many people especially youngsters can't imagine their lives without social networks.

5. Work in pairs. You are a team of journalists. You are given a task to write a newspaper article "The role of social networks in the life of teenagers today". What would you write in the article? Would you write about your experience as a teenager? Share your articles with other students.

Unit 3. THE BEGINNING OF THE PRESS

1. Organise a small group talk and find the answers to the following questions (you may add your own questions if you like):

1. What is a good newspaper?
2. What topics should a good newspaper include?
3. What makes newspapers interesting for readers?
4. What determines the high circulation rate of a newspaper?

2. Read the topical vocabulary and find out how many words are new for you. Try to learn them.

The topical vocabulary

account *n* – отчет, доклад, сообщение, мнение, отзыв, оценка
 account *v* – считать, объяснять, рассматривать как
 allow *v* – допускать, позволять
 announce *v* – объявлять, заявлять, анонсировать, докладывать, публиковать
 annual *a* – ежегодный, годовой
 broadcast *n* – радиопередача, трансляция по радио
 broadcast *v* – передавать по радио
 carry *v* – передавать, проводить
 date *n* – дата, число
 date back *v* – датироваться
 distinctive *a* – характерный
 domestic *a* – домашний, внутренний
 edit *v* – редактировать, готовить к печати
 edition *n* – издание, выпуск, тираж
 editor *n* – редактор, автор-передовик
 efficiency *n* – эффективность, продуктивность
 efficient *a* – эффективный, подготовленный, целесообразный
 forerun *v* – предшествовать, предвещать
 forerunner *n* – предшественник, предвестник
 handwritten *a* – рукописный
 handwriting *n* – почерк
 interview *n* – интервью, собеседование
 issue *n* – выпуск, издание, номер (*газеты*)
 issue *v* – издавать, выпускать
 item *n* – номер, пункт
 licence *n* – разрешение, лицензия, патент
 network *n* – сеть, телесеть
 operate *v* – работать, управлять, действовать
 praise *n* – похвала
 praise *v* – хвалить, превозносить
 predecessor *n* – предшественник, предок
 prove *v* – одобрять, доказывать, подтверждать
 quiz *n* – викторина, радио- (теле-) викторина
 regard *n* – взгляд, оценка
 regard *v* – рассматривать, считать
 review *n* – журнал, обзор, рецензия
 review – *v* рассматривать
 reviewer *n* – рецензент, обозреватель

rhyme *n* – рифмованный стих, рифма
rhyme *v* – рифмовать
skill *n* – мастерство, умение, навык
skilled *a* – умелый, искусный, опытный
spread *v* – распространять(ся)
view *n* – вид, мнение, точка зрения
view *v* – смотреть, рассматривать
viewer *n* – зритель

TEXT A

THE BEGINNING OF THE NEWSPAPER

3. Read the text and get ready to render its contents in Russian.

The English newspaper began when Englishmen began to understand the world around them, beyond the boundaries¹ of their own villages or towns. In England some hundred years ago, outside London, there were only small communities², where people were interested only in the daily life of their own countryside.

From early times three methods of circulation of news had been known: 1) the proclamation, issued by the king or the government, to inform the people about laws and posted up on the church door; 2) the sermon, preached by the clergy; 3) various kinds of popular ballads, poems, songs and rhymes sold in the streets or sung in taverns to celebrate events such as the birth or marriage of a prince or princess, victory in a battle and so on. In the country villages too the traveling packman would bring news of what was happening in the world outside. These were the only real popular news in England until the second half of the 19th century, when the printed press for the first time began to appeal to the mass of the ordinary people.

The first written news service was supplied to the great and wealthy people in Elizabethian England (1558—1603). They had to spend part of the year in London in attendance on the Queen⁴ in Parliament, or in the Law Courts. There they would hear news of important events. They also exchanged daily gossip with the crowds in the streets of London. During the summer the rich went to their country houses. To keep in touch with the news⁵ they often employed private news-writers called Intelligencers⁶, to send them regular bulletins of the gossip of the town. These reports were not printed, they were private letters addressed to a particular client.

Before the invention of printing in the 15th century Germany no good means existed for copying several letters or documents. The printing press was introduced into England by William Caxton in 1476. And to this day it is common to refer to newspapers generally and to the journalists who work for them and write them as, simply, “the press”.

Notes:

- ¹ beyond the boundaries – за границы;
- ² small communities – небольшие общины, населенные пункты;
- ³ the sermon, preached by the clergy – проповедь, читаемая священником;
- ⁴ in attendance on the Queen – при королевском дворе;
- ⁵ keep in touch with the news – быть в курсе новостей;
- ⁶ intelligencer – информатор, осведомитель.

4. Read the international words and guess their meaning. Mind the stress.

com'munities	'method	'parliament	'radical
circu'lation	'popular	'generally	'client
in'telligence	'ballads	'copy	'serious
sen'sational	'poems	'document	'million
com'mercial	'private	'press	'journalism

5. Match English and Russian equivalents:

- | | |
|---------------------------|------------------------------------|
| 1. small communities | a) праздновать события |
| 2. celebrate events | b) нанимать частных писателей |
| 3. exchange gossip | c) небольшой населенный пункт |
| 4. employ private writers | d) печатная машина (станок) |
| 5. invention of printing | e) изобретение книгопечатания |
| 6. printing press | f) обмениваться слухами, сплетнями |

6. Choose the right word.

1. In England many years ago, outside London, there were only small ...

- a) communities; b) churches; c) taverns.
- 2. Three methods of ... news were known.
 - a) printing; b) circulation of; c) copying.
- 3. They spent part of the year in London in ... on the Queen.
 - a) gossiping; b) celebrating; c) attendance.

7. Complete the sentences.

- 1. The English newspaper began ...
- 2. The people in small communities were interested only in ...
- 3. In the second half of the 19th century the printed press began to appeal to ...
- 4. The people exchanged daily gossip with ...
- 5. The rich often employed private news-writers called ...

8. Mark the statements that are true. Correct the false statements.

- 1. The first English newspaper began in Elizabethian times.
- 2. Three methods of circulation of news were known: the proclamation, the sermon and popular ballads.
- 3. The first written news service was supplied to the ordinary people of England.
- 4. The rich often employed private news-writers called intelligencers to send them regular bulletins of the gossip of the town.
- 5. To this day it is common to refer to newspapers and to the journalists who work for them as "the press".

9. Answer the questions on the text.

- 1. When did the first English newspapers begin?
- 2. What three methods of circulation of news had been known in England from early times?
- 3. Who brought news to the villages?
- 4. How did the great and wealthy people get the news?
- 5. Whom did the rich employ in summer to keep in touch with the news?
- 6. Why is it common to refer to newspapers and to the journalists who work for them as "the press"?

10. Make a short summary of the text or a plan. Retell the text.

TEXT B

THE FIRST PRINTED NEWSPAPERS

- 1. Read the text and get ready to render its contents in Russian.**

The early and middle years of the 16th century were the years of wars and religious disputes all over Europe. All this aroused the interest¹ of ordinary people in information. The earliest newspapers appeared to supply that demand. By the end of the 16th century several printers in Germany and “Low countries” – Holland and Belgium – were producing pamphlets and announcements of great battles or sensational events, often called “relations”². There were also pocket-size “newsbooks” of 8, 16 or 24 pages, summarizing the events of the past six months. These two types, the “relation” of a single event, usually on a single sheet of paper, and the general account of news collected over a period, were the two forerunners of the later newspaper.

The beginning of the newspaper press in England is connected with a long series of European conflicts known as the Thirty years war. In 1620 a great battle near Prague took place, and to report about the results of this battle to England, an Amsterdam bookseller and printer George Veseler published a news-sheet telling the story of the battle. It is regarded³ as the first English newspaper. Other news-sheets followed at irregular intervals. They usually consisted of twenty-four pages, size seven by five inches⁴. They reported foreign news, mostly the campaigns of the Thirty years war. It was too dangerous to write about English affairs for fear of trouble with the government or the powerful politicians.

Notes:

¹ aroused the interest – вызывало интерес;

² “relations” – здесь рассказы, изложения, повествования;

³ it is regarded – рассматривается; считается

⁴ seven by five inches – семь на пять дюймов.

2. Find the English equivalents to the following word combinations in the text.

Религиозные споры, простые люди, великие битвы, сенсационные события, предшественники газеты, первая английская газета, зарубежные новости.

3. Make your own sentences using the English equivalents from exercise 2.

4. Answer the questions on the text.

1. What aroused the interest of ordinary people in information?
2. How were the first pamphlets printed in Germany and "Low Countries" called?
3. What were the two forerunners of the later newspapers?
4. What is regarded as the first English newspaper?
5. Why did the first news-sheets report only foreign news?

5. Speak about the first printed newspapers in Great Britain and Russia. Use the information from the text and additional information.

TEXT C

THE PREDECESSORS OF AMERICAN PRESS

1. Read the text and get ready to render its contents in Russian.

The periodical press of the USA appeared more than 250 years ago. Its history is usually connected with the editing of the first American weekly¹ “Boston News Letter”, the 1st copy of which appeared in April 1704 in Boston. But even 15 years before September 1690, in Boston a daily was published, but it was suppressed by the English Colonial Administration as it had some violations of the law² of the colony.

The paper “Boston News Letter” was the only paper in the colony during 15 years. Its editor was a Boston postman John Campbell. The editors of the first newspapers in the towns of the colony were mostly postmen because they were the first to set information³ from abroad. This information dominated in the American newspapers.

So, the first edition of the “Boston News Letter” contained the information taken from the London paper⁴. The news from abroad published in the first American papers was from two to six months old⁵.

In some weeklies information of a local character began to appear, and soon occupied the leading place. Home information was limited to the announcements about the arrival and departure of vessels and the time-table of post coaches.

Notes:

¹ the editing of the first American weekly – редактирование (издание) первого американского еженедельника;

² violations of the law – нарушение закона;

³ they were the first to set information – они были первыми, кто устанавливал информацию;

⁴ contained the information taken from the London paper – содержало информацию, взятую из лондонской газеты;

⁵ from two to six months old – от 2 до 6 месяцев.

2. Complete the sentences.

1. The periodical press of the USA appeared ...

2. The history of periodical press of the USA is ...
3. The 1st copy of "Boston News Letter appeared ...
4. The only newspaper in the colony during 15 years was ...
5. The editors of the first newspapers in the towns of the colony were ...
6. The news from abroad published in the first American papers was ...
7. Home information was limited ...

3. Make a historical review about the predecessors of British and American press in a quality newspaper. Work with a partner. Use the information from the text and additional information. Share your reviews with other students.

TEXT D

THE HISTORY OF THE NEWSPAPER

1. Read the text and get ready to render its contents in Russian. Say what the predecessors of today's newspapers were.

The earliest attempts to circulate news were made in ancient Rome. In Rome "the Daily Events" was published from early days of the Empire until its fall in A.D.¹ 476 and, besides its general circulation, was used as a medium of communication² between military officers and their armies.

Soon after the invention of printing, newspapers were circulated in Germany. They were small sheets, generally in accounts of the discovery of America³, the surrender of Granada to Ferdinand and Isabella⁴, and such local events as earthquakes, executions and witch burning⁵.

In the 16th century an official newspaper was issued in Venice, with accounts of battles and other matters of public interest. This paper was circulated throughout Europe, and originally sold for a small coin called a "gazetta". In time the paper was called "gazetta", a name which is still used. These little sheets, issued occasionally, had little in common with the great newspapers of today, with their great number of news items.

Notes:

¹ A.D. – Anno Domini – лат. нашей эры;

² medium of communication – средство общения;

³ discovery of America – открытие Америки;

⁴ the surrender of Granada to Ferdinand and Isabella – капитуляция (сдача)

Гранады Изабеллою I Кастильской и Фердинандом II Арагонским (в 1492 г.

положило конец власти мусульман в Испании);

⁵ witch burning – сжигание ведьм.

2. Answer the questions on the text.

1. In what country were the first attempts to circulate news made?
2. What was the first newspaper?
3. Since when were the first newspapers circulated in Germany?
4. What information did they contain?
5. When and where was the first official newspaper issued?
6. Why was the first newspaper called “gazetta”?

3. Speak about the first newspapers. Use the information from the text and additional information.

Unit 4. NEWSPAPERS IN THE 21ST CENTURY.

1. Organise a small group talk and find the answers to the following questions (you may add your own questions if you like):

1. Do many people nowadays read newspapers?
2. What about young people? What is their attitude to newspapers?
3. Do modern newspapers differ greatly from newspapers of the past?
4. Would newspapers ever disappear from our life?

2. Read the topical vocabulary and find out how many words are new for you. Try to learn them.

The topical vocabulary

advice column – колонка советов

bookshop customer – покупатель книжного магазина

browse *v* – просматривать, пролистывать

cartoon *n* – мультфильм, комикс

cartoonist *n* – мультипликатор, аниматор, карикатурист

catchword *n* – ключевое слово, лозунг, слоган

circulation manager – начальник отдела распространения

classified ads – рубричные объявления, доска объявлений

columnist *n* – обозреватель, фельетонист

comic strips – комиксы
 copy editor – редактор
 correspondent *n* – корреспондент, журналист
 crossword *n* – кроссворд
 curved printing plates – изогнутые печатные формы
 daily *n* – ежедневная газета
 deadline *n* – крайний срок
 digital revolution – цифровая революция
 display ads – медийная реклама
 distribute *v* – распространять, рассылать, разносить
 download *v* – скачать, загрузить
 editorial *n* – редакционная статья, передовица
 electronic bookmark – электронная закладка
 employ *v* – нанимать, предоставлять работу
 employee *n* – работник, служащий
 employer *n* – работодатель, наниматель
 empty frame – пустая рамка
 font *n* – шрифт, начертание, тип шрифта
 forecast *n* – прогноз, предсказание
 general assignment reporter – репортер общего назначения
 go bankrupt – обанкротиться
 graphic artist – художник-график, графический дизайнер
 horoscope *n* – гороскоп
 layout *n* – макет, схема, план, проект, разметка
 load books – загружать книги
 newsroom *n* – отдел новостей, редакция
 news service – служба новостей
 newsstand *n* – газетный киоск, ларек
 observer *n* – наблюдатель, обозреватель, эксперт
 offset printer – офсетный принтер
 portable *n* – портативное устройство
 portable *a* – портативный, переносной, передвижной
 puzzle *n* – головоломка, загадка, ребус
 reduce costs – сокращать затраты, сокращать издержки
 separate section – отдельный раздел
 shuffle *v* – перемещать, перетасовывать, перемешивать
 software *n* – программное обеспечение, программные системы
 spell checkers – проверка орфографии
 stringer *n* – внештатный корреспондент

release *n* – выпуск, релиз

vending machines – торговый автомат, автомат

weekly *n* – еженедельная газета

wire service – телеграфное агентство, телеграфная связь, проводное обслуживание

world affairs – международные дела, события в мире

TEXT A

NEWSPAPERS

3. Read the text and get ready to render its contents in Russian.

Newspapers belong to the oldest methods of getting information to the public and keeping people well-informed on important events. They can cover more news in greater detail than other media and reporters have more time to get the facts straight.

Producing a newspaper requires speed and good organisation. Reporters, editors and photographers always face deadlines. Many other workers are also involved in making a paper: advertising salespeople, artists, printing press operators and truck drivers.

Format of newspapers

Standard papers are large papers that can have a size of up to 55 cm by 33 cm. Generally, these newspapers are more serious and present more facts than tabloids.

Tabloids are smaller papers with a size of up to 37 cm by 25 cm. They concentrate on sensational stories and often publish gossip combined with big pictures.

Types of newspapers

Newspapers can be divided into three basic types:

- dailies;
- weeklies;
- special interest newspapers.

In addition, many newspapers have their own online edition which provides news over the Internet.

Daily newspapers print world, national and local news. Many of them also have a section about events that happen in the area in which the reader lives. Most dailies are distributed in the morning, but in some large cities newspapers have an afternoon or evening edition that comes out when people travel home from work.

Sunday newspapers have additional features and more pages than weekday editions. Topics like entertainment, finance or travel are included in separate sections which, which sometimes make Sunday papers so large that they are difficult to handle.

Weekly papers are distributed in a much smaller area and have news that is more local and personal. In small communities people know each other and are often interested in activities of their friends and neighbours.

Special interest papers are newspapers for a special part of the population, like Hispanics in America. Some of them also focus on certain topics like sports or business.

Contents of a newspaper

- International news – large format papers publish more news about world affairs than tabloids.
- National news covers the main events that happen in the country.
- Local news centres on what happens in the state or district that the reader lives in. Tabloids have more local stories than others.
- Editorials are articles that show the opinion of the writer.
- Letters to the editor come from readers and show their opinion on certain topics or agree or disagree with an editorial.
- Comic strips are a series of drawn pictures, mostly by a cartoonist, that show a story.
- Crosswords and other puzzles give the reader the chance to solve certain tasks.
- Horoscopes give you a description of your character and the things that may happen to you, based on the position of the stars and planets at the time of your birth.
- Television guides give the reader an overview of the programmes they can watch throughout the day.
- Sports are a very important part of most newspapers. That's why they are given a larger section at the back of a newspaper.
- Weather reports and forecasts give the readers information on local as well as travel and international weather.
- Death notices appear mostly in local papers. They show a list of people who have died in the region in the last few days.
- Advertisements take up large parts of a newspaper and are positioned throughout the paper. Sometimes they can be a whole page in size, in other cases they make up only a few lines.
- Advice columns offer tips for readers and answer their questions on certain topics.

- Movie, art, book and music reviews give the reader information on new releases. Reporters give their own opinion on how good a new film or a book is.

4. Explain the meaning of the following:

Face deadlines, standard papers, sensational stories, international news, local news, editorial, comic strips, death notices, advice columns.

5. Complete the sentences.

1. Newspapers belong to ...
2. Speed and good organization are needed ...
3. Many people are involved in making a paper: ...
4. Newspapers which are serious and present many facts are ...
5. Newspapers which concentrate on sensational stories and often publish gossip and many pictures are ...
6. The main types of newspapers are ...
7. Sunday newspapers have ...
8. National news covers ...
9. ... come from readers and show their opinion on certain topics.
10. Newspapers also contain horoscopes, ...

6. You know that people buy and read newspapers for different reasons:

- to see what's on TV
- for the news
- for horoscopes
- for sport reports

What can you add to this list?

Do you buy newspapers? Why?

7. What do these words about newspapers mean?

- daily
- weekly
- monthly
- tabloid
- quality
- popular
- special interest newspapers

8. *Speak about types of newspapers, their contents and columns.*

TEXT B
HOW NEWSPAPERS ARE MADE?

1. *Read the text and get ready to render its contents in Russian.*

Gathering information

The first step in printing a newspaper is to collect enough information. A paper gets the news from two main sources.

Reporters and correspondents do a lot of research work in order to gather the facts. They must also find out which news is important and worth reporting and which information can be left out.

A newspaper employs various kinds of reporters. A beat reporter covers certain issues and topics, mostly over a longer period of time. He or she may report on a crime and the trial that follows. An education reporter follows topics related to schools and universities. Other beat reporters cover topics like fashion or science.

General assignment reporters cover any story that they are given to by the editor. Sometimes reporters spend months trying to get stories on corruption and other wrongdoings. These stringers, as they are called, do not work for a paper, but send them stories regularly.

Large newspapers often have offices in other cities or countries. Foreign correspondents work in these offices and can send news stories to the newspaper very quickly.

Newspapers cannot have reporters and correspondents everywhere in the world. They get part of their information from news or wire services. Such services collect information from reporters all over the world and relay it via computers and satellites to newspapers.

Writing and Editing

Most reporters only provide information and the basic facts of a story and rarely write the whole story themselves. This is usually done by news editors. They write stories as a team on computers that are connected together. The finished story goes to a copy editor or reader, who corrects spelling and makes the story easier to read. If it is too long, he makes it shorter and also finds a headline.

Stories would be boring without photos. Newspapers get pictures from news services and sometimes have their own photographers who work for them. Graphic artists design charts or illustrations for certain stories.

Columnists write stories that offer readers opinions about the news and important events. These editorials often try to influence the opinion of the reader.

Creating a layout

The layout shows where the text, photos, advertisements etc. should appear on the page. Almost all newspapers use computers to create layouts. Usually these layouts are just empty frames that are filled when the news comes in.

Printing the newspaper

The completed paper is transferred electronically from computers to the printing press. Most papers use offset printers in which the contents are put on curved printing plates.

Every day newspapers must be finished at a certain time, so that they can be delivered to the readers on time. For the morning editions this deadline is mostly late at night or shortly after midnight. For newspapers published in the afternoon the deadline is sometime in the morning or near noon.

Delivery and circulation

After printing, the papers are bundled into groups, loaded on lorries and delivered to stores, vending machines and newsstands. Thousands of carriers pick up newspapers at a distribution point and deliver them to private homes, because everyone wants to get the newspaper as early as possible.

Circulation managers organize the sales of newspapers and try to increase the number of readers.

Advertisements

A newspaper cannot exist without advertisements. They pay for at least 75 % of all costs. The people who work in this department sell ads to individuals and companies.

Newspapers carry two types of ads. Display ads can be as large as a full page and can also include illustrations and photos. Classified ads or want ads usually appear in a separate section. They often have only a few lines in which people offer goods and services or look for jobs and apartments. Classifieds are grouped into categories so that readers can easily find what they want.

2. Match the two parts to make word combinations. Sometimes more than one choice is possible.

- | | |
|---------------|----------------|
| 1. large | a. services |
| 2. foreign | b. information |
| 3. wire | c. point |
| 4. to collect | d. newspapers |
| 5. important | e. opinion |
| 6. to create | f. frames |

- | | |
|------------------|-------------------|
| 7. to provide | g. correspondents |
| 8. to influence | h. ads |
| 9. empty | i. press |
| 10. printing | j. plates |
| 11. distribution | k. layouts |
| 12. display | l. events |
| 13. classified | |

3. Make your own sentences with the word combinations from exercise 2.

4. How well do you know what these people engaged in journalism do? Explain the meaning of the following professions:

A beat reporter, an education reporter, a general assignment reporter, a stringer, a foreign correspondent, an editor, a copy editor, a photographer, a graphic artist, a columnist, a circulation manager.

5. There are some more variants for journalist's profession. Match the professions with their Russian equivalents.

1. a freelancer, a freelance journalist/writer	a. комментатор-аналитик, эксперт
2. a news analyst	b. звукорежиссер
3. a pundit	c. ведущий новостей
4. a blogger	d. оператор
5. a copywriter	e. продюсер
6. the editorial board	f. издатель
7. an illustrator	g. фотожурналист
8. a photojournalist	h. комментатор-эксперт (в какой-то области: политика, спорт и др.)
9. a print journalist	i. блогер
10. a publisher	j. копирайтер (автор рекламных текстов)
11. a rewriter, a rewrite person	k. спортивный комментатор
12. a broadcast journalist, a broadcast reporter	l. продюсер, работающий на съемке вне студии
13. a cameraperson	m. редакционная коллегия
14. a field producer	n. новостной аналитик
15. a news presenter, a news anchor	o. фрилансер
16. a newscast director	p. иллюстратор

17. a (TV) producer	q. журналист, работающий в печатных СМИ
18. a sound editor	r. рерайтер
19. a sports commentator	s. тележурналист, репортер
20. a color commentator, an expert commentator	t. режиссер выпуска новостей

6. Make your own sentences with the words and word combinations from exercise 5.

7. What sphere of journalism would you like to choose? Discuss it in your group. You may use the phrases:

- As for me ...
- I would like to ...
- I'm sure ...
- I hope ...
- I believe ...

8. Speak about the process of making a newspaper. Mention the people who are engaged in this process. You may use the information from the text and additional information.

TEXT C

THE END OF PRINTED NEWSPAPERS?

1. Read the text and get ready to render its contents in Russian.

The invention of computers in the 20th century has greatly changed the way newspapers are made. Today, reporters can save time by sending the main facts of their stories by e-mail. Editors can easily make corrections with spell checkers. Articles are shuffled from one page to another and colour graphics and pictures make newspapers more attractive.

Increasing costs of publishing, however, have also driven many newspapers out of business.

The newspaper industry is entering a new era. The Seattle Post-Intelligencer has become America's first newspaper to stop printing and become the first newspaper to appear online only. The newspaper was 146 years old, the oldest in Washington State.

Only about 20 people work for seattlepi.com, the Internet version of the newspaper. Once over 150 people worked in the newsrooms of Seattle's most famous paper. There is only one daily newspaper left in Seattle, The Times. Many people think that it could follow the Post-Intelligencer by going online only too.

Among other big cities in the US, Denver only has one daily newspaper because the Rocky Mountain News closed. Some newspapers around the US are afraid of going bankrupt. Among these are the Chicago Tribune and the Los Angeles Times.

One of the main problems that printed newspapers face today is advertising. Big local newspapers earn a lot of their money with ads. But that market has moved to advertising on the Internet which is either free or costs very little. Another reason is that many newspapers have become bigger and bigger. They have spent too much money expanding and buying up other papers.

Newspapers are reducing costs wherever they can. In Detroit daily newspapers are delivering their papers on only three days a week. In Ohio the state's largest newspapers are sharing stories. Almost 8,000 jobs have been lost in the newspaper industry.

Newspapers have lost millions of readers in the past years because a new generation of readers has emerged. Much of the news that people get online still comes from newspapers and most of them publish it for free. While newspapers have fewer reporters in big cities and abroad, observers say that they have lost much of their quality. The question is: Will they find a new home on the Internet?

2. Complete the sentences.

1. The invention of computers in the 20th century...
2. ... by sending the main facts of their stories by e-mail.
3. Articles are shuffled ...
4. The Seattle Post-Intelligencer has ...
5. The Chicago Tribune and the Los Angeles Times are afraid ...
6. One of the problems for newspapers today is ...
7. Newspapers are reducing ...
8. Newspapers have lost millions of readers in the past years because ...

3. Answer the questions on the text.

1. What changes occurred with newspapers after the invention of computers in the 20th century? Were they positive or negative?
2. What is going on with some famous American newspapers?
3. What problems do many printed newspapers face today?
4. What ways out do they try to find to save printed newspapers?

4. Split into two groups and organise a discussion “Printed newspapers vs online newspapers”. Give your arguments for and against.

5. Make a short summary of the text.

TEXT D

ARE WE READY FOR E-BOOKS?

1. Read the text and get ready to render its contents in Russian.

In a typical Boston bookshop customers move their way through the corridors and rooms to browse through thousands of books that are spread over two floors. “It’s a lot of paper” says one of the shop assistants. She admits that the store could get much smaller if the digital revolution gets to the bookshelves.

The catchword is e-book, or electronic book – something you read on screen instead of on paper. You can load books onto small computers to read while you are on the move.

There are lots of different e-books. Some are really computers and may even be bound in leather to look like a real book. The *Rocket Book*, for example, is a portable that can display pages. Others are just computer programs which you can use to display books on your computer or notebook.

Then there are PDAs, or pocket computers, that can be used as an e-book if you have the right software. They are portable and have wireless connections to libraries or bookstores.

E-books have many advantages:

- You can store lots of books on one computer.
- You can mark your book with an electronic bookmark.
- You can change the size of the type or font.
- Some e-books have built in dictionaries so you can click on a word and find out what it means.
- And of course, e-books can also include pictures, sound clips or small videos.

Some people think that e-books will replace printed books in the near future. For dictionaries and encyclopedias this is already true. Wikipedia, for example, gives you more than a multivolume encyclopaedia can give you.

The e-book industry, however, still faces many problems. There are many different types of formats for e-books, and the book you may want to read may not be available in a certain format. Publishers develop their own format so that the reader has to download their books.

Microsoft Reader is one of the e-book formats that allow you to get books from other companies to read on your machine. Recently Sony has started a worldwide campaign on the digital book sector. The Sony Reader is a handheld device. It is about the size of a paperback and can also store PDFs, photos and music. The battery lasts about 7500 pages before you have to recharge it. It can hold 80 books in its memory. Sony's new invention weighs about 200 grams, is 2 cm thick and has a 15 cm long screen. It costs about 240 €.

Amazon has developed a small device called the Kindle. It can display books, magazines and newspapers. Users can download thousands of books found in the Amazon store.

Major publishers, like Random House, think that as consumers are doing more work on computers every day, they may also be reading more books on screen as well. Right now the company offers about 6,000 e-books. They cost about 2 € a book which is much lower than the price of a paperback. The high costs of paper books are caused by printing and distribution.

2. Match the two parts to make word combinations. Sometimes more than one choice is possible.

- | | |
|---------------|---------------|
| 1. bookshop | a. assistant |
| 2. shop | b. books |
| 3. digital | c. computers |
| 4. electronic | d. customers |
| 5. load | e. program |
| 6. small | f. revolution |
| 7. computer | g. connection |
| 8. wireless | h. bookmark |
| 9. printed | |

3. Make your own sentences with the word combinations from exercise 2.

4. Write about e-books for two minutes. Comment on your partner's paper.

5. Split into two groups and organise a discussion "Printed books vs e-books". Give your arguments for and against.

UNIT 5. THE PRESS IN THE UK AND THE USA

1. Organise a small group talk and find the answers to the following questions (you may add your own questions if you like):

1. Do you know anything about the development of press organs?
2. What exactly do you know?
3. Where have you found out this information?
4. What British and American newspapers and magazines do you know?

2. Read the topical vocabulary and find out what words are new for you. Try to remember them.

The topical vocabulary

adopt – *v* принимать

adoption *n* – принятие, заимствование, усвоение, выбор

advertise *v* – рекламировать

advertisement *n* – объявление, извещение, реклама

advertiser *n* – рекламодаделец

aim *v* – стремиться, добиваться, целиться

ambition *n* – цель, стремление, амбиция

announcement *n* – объявление, анонс, сообщение, уведомление

breadth *n* – ширина, широта, широкий размах

cheap *a* – дешевый, недорогой

circulate *v* – тиражировать, распространяться, быть в обращении

column *n* – столбец (у газеты), колонна, графа, столб

contain *v* – содержать, вмещать

conventional *a* – прописной, шаблонный, обычный, светский, общепринятый

cost *v* – стоить, расценивать, назначать цену

cost *n* – затраты, цена, стоимость, расходы

cover *n* – обложка, переплет

coverage *n* – охват, освещение в печати (по радио)

create *v* – создавать, творить

creator *n* – творец, автор, разработчик, создатель

daily *n* – ежедневная газета

devote *v* – посвящать, уделять

devoted *a* – преданный, посвященный

divide *v* – разделять, делить, подразделять

division *n* – раздел, отдел, часть, подразделение

distribute *v* – рассылать, распространять, распределять

distribution *n* – рассылка, распределение, распространение

earn *v* – зарабатывать, заслуживать

estimate *v* – оценивать, давать оценку

event *n* – событие, случай, результат, номер
 eventful *a* – богатый событиями, полный событий
 eventless *a* – бедный событиями
 incline *v* – склоняться, иметь тенденцию, склонность, склонять, настроить
 inclination *n* – склонность, предрасположение
 income *n* – доход, прибыль
 local *a* – местный, частный, локальный
 glossy *a* – глянцевого, блестящий
 gossip *n* – сплетни, слухи
 nationwide *a* – общегосударственный, общенациональный
 obvious *a* – явный, очевидный
 offensive *a* – обидный, наступательный, оскорбительный
 penetrate *v* – проникать, проходить
 poverty *n* – бедность, убожество
 poor *a* – бедный
 profit *n* – доход, прибыль, польза
 profit *v* – получать прибыль, приносить пользу
 provide *v* – обеспечивать, снабжать, давать
 providence *n* – провидение, предусмотрительность
 quality *n* – качество, сорт, особенность, характерная черта
 range *n* – ряд, круг, диапазон, линия
 range *v* – выстраивать в ряд, располагать по порядку, классифицировать, быть на одном уровне
 respond *v* – отвечать, реагировать
 round *n* – раунд, тур, круг
 share *n* – часть, доля, акция
 share *v* – делиться, разделять, распределять
 spread *v* – распространять(ся), шириться
 suffer *v* – страдать, терпеть, сносить, испытывать
 support *v* – поддерживать, содействовать, способствовать, помогать
 thrive *v* – процветать, преуспевать

TEXT A **THE BRITISH PRESS**

3. Read the text and get ready to render its contents in Russian.

Today, the daily newspapers of Britain can be divided very easily into two groups. The first group consists of the “quality” newspapers, which provide their

readers with important political and other news of the day at home and abroad. These papers include *The Times* and *The Daily Telegraph* of London. *The Guardian of Manchester*, and a lot of other newspapers published outside London. Most of these newspapers have a circulation of only between 100,000 and 300,000, and *The Daily Telegraph* has a circulation of about a million. The great majority of these newspapers are strongly conservative in their politics, but they report fairly fully on political events, so that an intelligent reader can form some idea of what is going on in the world.

The second group of newspapers consists of the “popular” press. They do not report important world events. If a political story is sensational enough, they will report it. Most of their space is devoted to what only can be described as gossip and personality. Film stars' babies, murder cases, and divorces often take most of place in their columns. These “popular” papers include the *Daily Express* and the *Daily Mirror* both with circulation of over four million daily and the *Daily Mail*, the *Daily Sketch* with circulation of between one million and two. For every Englishman who reads one of the “serious” newspapers there are ten others who read the “popular” newspapers.

Big business advertisers have an enormous effect on the major part of the British daily press. It happens because it costs much more to print and distribute each copy of a paper than the pays for this copy. The publishers of the popular newspapers are in the business for the profits which they can make. They do not want to work at a loss, so they sell whole pages, half pages, and smaller space in their newspapers to the advertisers for them to make propaganda for their goods. The income from such advertisements is enormous: a full-page advertisement in the *Daily Express* costs the advertiser £ 10,000. The advertiser is only ready to pay this very large sum of money because he knows that his advertisement will be read by at least four million people.

4. Read the international words and guess their meaning. Mind the stress.

'classify	po'litical	illus'tration
'capitalism	con'servative	coope'ration
'music	in'telligent	propa'ganda
'channel	sen'sation	corpo'ration

'group dis'cussion perso'nalities

5. Match English and Russian equivalents:

- | | |
|----------------------------------|---|
| 1. daily newspapers | a. рекламировать товары |
| 2. intelligent reader | b. ежедневные газеты |
| 3. sensational events | c. разумный (умный, понимающий)
читатель |
| 4. a copy of a paper | d. сенсационные события |
| 5. make propaganda for the goods | e. огромный доход |
| 6. enormous income | f. экземпляр газеты |

6. Choose the right word.

1. Today the daily newspapers in England can be ... into two groups.
a) published; b) provided; c) divided.
2. The quality newspapers are strongly...
a) conservative; b) important; c) sensational.
3. Film stars' babies, murder cases, divorces often take most of place in their ...
a) copies; b) pages; c) columns.
4. The income from the ... is enormous.
a) propaganda; b) advertisements; c) newspapers.

7. Complete the sentences.

1. Today the daily newspapers in England can be divided into....
2. The first group consists of...
3. The second group of newspapers consists of...
4. Big business advertisers have an enormous effect on...

8. Insert the right word.

- 1) reviews; 2) magazines; 3) periodicals; 4) weeklies; 5) journals; 6) wide-range.

Weekly and monthly ... are very important elements in the British press. There are about 8,000 ... in the United Kingdom, which are classified as "general", "specialized", "trade", "technical" and "professional". General and specialized periodicals include ... of general interest, women's magazines, publications for children, etc. There are journals specializing in a ... of subjects. The highest circulation belongs to women's... *Woman and Woman's Own*. The most important ... are the *Economist*, the *Spectator* and the *New Statesman*.

9. Mark the statements that are true. Correct the false statements.

1. British newspapers can be divided into "quality" and "popular" newspapers.
2. The great majority of "quality" newspapers are strongly conservative in their politics, but they report fairly fully on political events, so that an intelligent reader can form some idea of what is going on in the world.
3. "Popular" press reports important world events.
4. "Popular" papers include *The Times* and the *Daily Telegraph*.
5. For everyone English who reads one of the "serious" newspapers there are ten others who read the "popular" newspapers.
6. Big business advertisers have little effect on the major part of the British press.

10. Answer the questions on the text.

1. What are the two groups of British daily newspaper?
2. Are the "quality" newspapers strongly conservative?
3. What items do "popular" newspapers report?
4. Can you name any "quality" and "popular" newspapers?
5. Are the Englishmen fond of "popular" newspapers? Why?
6. Why does big business have an enormous effect on the daily press?

11. Make a short summary of the text.

TEXT B

ENGLISH MAGAZINES AND JOURNALS

1. Read the text and get ready to render its contents in Russian.

Good English writing is often to be found in the weekly political and literary journals, all based in London, all with nationwide circulation in the tens of thousands. A vast range of magazines are published, aimed at readers interested in all sorts of subjects. The *Economist*, founded in 1841, probably has no equal anywhere. It has recently adopted a coloured cover¹, and has a few photographs inside, so that it looks like *Time* and *Newsweek*, *Der Spiegel* and *L'Express*, but its reports have more depth and breadth² than any of those. It covers the world's affairs and even its American section is more informative about America than its American equivalents.

The *New Statesman* and *Spectator* are weekly journals of opinion³, one left, one right. They regularly contain well-written articles. Both devote nearly half their space⁴ to literature and the arts.

The Times has three weekly “supplements”⁵, all published separately. The *Literary Supplement* is devoted to book reviews and covers all kinds of new literature. *The Times Educational* and *Higher Education* supplements are obviously special and useful sources for any serious student of these fields of interest. *New Society* and *New Scientist*, both published by the company who owns the *Daily Mirror*, sometimes have good and serious articles about sociological and scientific research, often written by academics yet useful for the general reader⁶.

Glossy weekly or monthly picture magazines cater either for⁷ women or for any of a thousand special interests. Almost all are based in London, with national circulations, and the women’s magazines sell millions of copies. For every activity with any human following, there is a magazine, supported mainly by advertisers, and from time to time the police bring a pile of pornographic magazines to local magistrates, who have the difficult task of deciding whether they are offensive.

These specialist papers are not cheap. They live off an infinite variety of taste, ambition, desire to know, create and buy. Television has not killed the desire to read.

Notes:

- ¹adopted a coloured cover – приняли цветную обложку;
- ²have more depth and breadth – имеют большую глубину и ширину;
- ³journals of opinion – журналы, которые выражают разные мнения;
- ⁴devote half their space – отводят половину своего пространства;
- ⁵supplements – дополнительные выпуски (приложения);
- ⁶for the general reader – для широкого круга читателей;
- ⁷cater for ... – удовлетворяют интересы ... рассчитаны на ...

2. Explain the meaning of the following:

Nationwide circulation, a weekly journal of opinion, a weekly supplement, book reviews, for the general reader.

3. Guess if the statements below are true (T) or false (F).

1. Good English weekly journals are based in London. T / F
2. The *Economist* was founded in 1900s. T / F
3. The *Economist* covers only American affairs and its American section is very informative. T / F
4. The *New Statesman* and *Spectator* are weekly journals of opinion, they contain well-written articles. T / F
5. *The Times* has four weekly “supplements”. T / F
6. *New Society* and *New Scientist* sometimes have good and serious T / F

articles about sociological and scientific research.

7. Glossy weekly or monthly picture magazines cater either for women or for any of a thousand special interests. T / F
8. Specialist papers are rather cheap. T / F

4. Complete the sentences.

1. A vast range of magazines are ...
2. The *Economist* has ...
3. The *Economist* covers ...
4. The *New Statesman* and *Spectator* are ...
5. *The Times* has ...
6. The *Literary Supplement* is ...
7. *The Times Educational* and *Higher Education* supplements are ...
8. *New Society* and *New Scientist* have ...
9. Glossy weekly or monthly picture magazines cater ...
10. Television has...

5. Answer the questions on the text.

1. When was the *Economist* founded?
2. How does it look like?
3. What topics does it cover?
4. What are the three "supplements" to *The Times*?
5. Which magazines cater for a thousand special interests?
6. Why are specialist papers not cheap?

6. Prepare a report about one of the most famous English magazines. Use the information from the text and additional information.

TEXT C
THE PRESS IN THE USA

1. Read the text and get ready to render its contents in Russian. Say what the specific features of American press are.

All American newspapers and in general all periodicals are privately owned, controlled and managed. In addition to the commercial ones, a large number of publications are produced by industrial organizations and churches, schools, clubs and other community bodies.

The US publishes more newspapers and periodicals than any other country. Most dailies give a greater emphasis to local news because of the strong interest in local affairs. That is why there are no national newspapers. Almost every small town has its own paper.

Fifty-five daily papers have circulation of over 250,000 copies, including five in New York and five in Chicago. Daily newspapers in the major American cities usually contain from 40 to 100 or more pages on weekdays. Daily papers in small cities of 20,000 people contain about 20 pages on weekdays. Sunday editions of major papers have 200 or more pages. This size is explained by two main reasons. First, a newspaper carries items of interest to everyone – young people and old people, businessmen and workers, buyers and sellers. Second, the selling price is not enough to pay for producing the paper. In order to earn additional money, newspapers sell advertising space¹ to private citizens and business firms, and a large part of the paper is taken up by advertisement.

Commercial advertising, which is the main source of profit for the owner of newspaper, magazines, radio and TV station, influences the mass media in the USA.

Notes:

¹ sell advertising space – продавать место для рекламы.

2. Match the two parts to make word combinations. Sometimes more than one choice is possible.

- | | |
|----------------|------------------|
| 1. industrial | a. news |
| 2. commercial | b. space |
| 3. local | c. organizations |
| 4. national | d. editions |
| 5. daily | e. affairs |
| 6. advertising | f. advertising |
| 7. Sunday | g. newspapers |

3. Make your own sentences with the word combinations from exercise 2.

4. Split into small groups. You are a team of journalists. Write an article for a newspaper or for a magazine. Choose one of the following issues:

- a magazine / newspaper for women
- sport magazine / newspaper
- gardening magazine / newspaper

- scientific magazine / newspaper
- music magazine / newspaper
- information technology magazine / newspaper
- a magazine / newspaper for teenagers

5. Get ready to speak about your favourite newspaper (Russian or foreign).

TEXT D

AMERICAN MAGAZINES AND JOURNALS

1. Read the text and get ready to render its contents in Russian.

There are over 11,000 magazines and periodicals in the United States. More than 4,000 of them appear monthly, and over 1,300 are published each week. They cover all topics and interests, from art and architecture to tennis, from aviation and gardening to computers, from the world of fashion to the world of teenagers, from circular¹ to Christian issues, etc. Quite a few have international editions and are translated into other languages or have “daughter” editions in other countries. Among the many internationals are National Geographic, Reader’s Digest, Cosmopolitan, Vogue, Prevention, Woman’s Day, Time, Newsweek, Scientific America, and Psychology Today.

The weekly newsmagazines – the best known are Time, Newsweek, and U.S News & World Report – serve as a type of national press. They also have considerable international impact, above all Time. This newsmagazine appears each week in several international editions. There are some newsmagazines for various parts of the United States, for the Far East, for Australia, for Europe and so on.

Time has such international influence for some reasons. First, several other newsmagazines were modeled on Time. Among these are the leading newsmagazines in France, Italy and Germany. Second, Time also sells news, news features interviews, photos and graphics to other publications throughout the world. Feature stories that first appear in Time are therefore echoed in many other countries.

Many American periodicals *treat* serious educational, political, and cultural *topics*². The best known of these include The Atlantic Monthly, Harvard Educational Review. Saturday Review, The New Republic, National Review, Foreign Affairs and, of course, The New Yorker. Such widely read periodicals, along with the hundreds of professional journals provide a broad and substantial

forum³ for serious discussion. Again, a lot of what first appears in these publications is often reprinted internationally or in book form.

There is a strong market⁴ for such serious publications. National Geographic has an average circulation of over 10 million, Scientific America over 700,000 and Saturday Review and The New Yorker over half a million each. More popular and less demanding publications, such as Family Circle, Woman's Day, or National Enquirer have a huge readership⁵ and sell over 4,5 million copies of each issue. Altogether, there are about 60 magazines in the United States that sell over 1 million copies per issue each, and roughly the same number with more than 500,000 copies per issue⁶.

Notes:

¹ circular – светский;

² to treat a topic – затрагивать тему;

³ to provide a broad and substantial forum – обеспечивать широкую свободную дискуссию (форум) по существу;

⁴ a strong market – устойчивый рынок;

⁵ a huge readership – широкий круг читателей;

⁶ per issue – за выпуск.

2. Complete the sentences.

1. There are over 11,000 ...
2. Magazines and periodicals in the USA cover ...
3. ... have international editions and are translated into other languages.
4. Among the international editions are ...
5. The weekly newsmagazines serve ...
6. Time has international ...
7. Among the best known American periodicals that treat serious educational, political, and cultural topics are ...
8. National Geographic has an average ...
9. More popular and less demanding publications have a ...
10. There are about 60 magazines ...

3. Answer the questions on the text.

1. How many magazines and periodicals are there in the United States?
2. How many of them are published monthly and weekly?
3. What topics do they cover?

4. How many of American magazines have international editions?
5. What are the best known weekly newsmagazines?
6. Which newsmagazine appears each week in several international editions?
7. Why does Time have so much international influence?
8. What American periodicals are popular because they treat serious educational, political, and cultural topics?
9. What serious publications with a strong market are most popular in the USA?
10. How many magazines in the USA sell over 1 million copies per issue each?

4. Prepare a report about one of the most famous American magazines. Use the information from the text and additional information.

5. Discuss the following questions in your group.

- Find similarities and differences of British and American papers and magazines. Share your ideas with the group (you may use the Internet for more information).
- If you had an opportunity to choose British and American newspapers and magazines, what would you choose? Why would you choose it? Speak about your favourite foreign newspaper or magazine. Use words and expressions you have learnt from this unit.
- Compare British, American and Russian newspapers and magazines. What peculiar features can you notice?

UNIT 6. SUPPLEMENTARY READING

TEXT 1

DO YOU WANT TO BECOME A JOURNALIST? FOLLOW THESE RULES...

Many people who desire to write professionally usually look toward journalism as a way to launch a respectable writing career. They envision themselves going to exotic locales to cover stories or winning a Pulitzer prize. While these things do happen to journalists, it takes a long time to build credibility before any news organization will send you on any interesting assignments.

I became a journalist purely by accident. Unlike others who seek out journalism as a career, I wanted to be a creative writer. I envisioned myself writing books of fiction and entertaining the masses. My parents talked me into going to college and earning a degree in journalism. They told me I should have “something” to fall back on, in case I couldn’t make a living writing fiction. Five years and 100 rejections later, I realized my parents were right. Fortunately, my

degree in journalism helped me support myself so that I didn't have to go back home after I graduated college.

I had no idea what a journalist did until I got my first job at a local paper when I was still in school. I was hired as a stringer and had to report on meetings. It was boring, but it paid for extras. Someone said that I was a journalist and I realized that I was actually working in a field for which I was studying.

A journalist is someone who reports on timely events. Timing is everything to a journalist. Whether you write for a periodical or a newspaper, you need to make sure that your articles are timely. Your purpose is to keep the public as up to date as possible about news and events that may affect them. This is the basic concept of being a journalist.

Since I became a journalist, I have made many mistakes. I've broken the rules a few times, but learned lessons from each rule that I broke. It has taken me six years since I first started getting paid for my writing as a journalist, but in that time, I have become a good journalist. While my assignments are not exotic and I have yet to win that Pulitzer prize, I make a decent living and do something that I really enjoy.

If you are thinking about becoming a journalist, you have to remember that the following rules apply:

1. Impartiality.

You should report on all sides of a story, not just take one side, even if it appears that one side is right or wrong. A good journalist gets all sides of the story, prints it and then lets the reader decide, based upon the article. A good journalist does not make up the reader's mind for them.

2. Timeliness.

Your stories have to be timely. You do not have a compelling story about something that happened 20 years ago unless it can relate to what is happening now. Journalism is in the now – the immediate present. You have to relate even historic pieces to what is happening right now.

3. Facts.

There is an old saying in journalism that still is used in the field today that states "If your mother says she loves you, check it out." Check and re-check your facts. Be sure that you double check on names and spelling.

If you remember these three rules, your career in journalism will be successful. If you break the rules – don't worry. I've broken all of them and I'm still standing. Just don't do it again. Some people like to learn in a trial by ordeal. I am one of them. But if you consistently break the golden rules of journalism, your career will suffer.

As a journalist, it is your job to reveal information to the public. This should be impartial, timely and truthful. To get into the computer system of the first journalism job that I had, the password was “truth.” You have to write the truth of what you see and hear and let the public form an opinion. You need always to quote sources when you are writing a journalism piece, and you should not attribute anything to your own knowledge. You should write articles from a third person point of view and from the outside looking in.

As you continue in your career, you will find your “voice” through your written words. Do not be surprised if your editor rewrites your first articles. Another rule is not to fall in love with your own work. Do not feel hurt if an editor does not like a phrase in your article, or he makes some changes. Editors must do their jobs. You will soon get to know the editors and they will soon get to know your writing style.

A journalist usually gets a job as a news reporter. Both news reporting and journalism are interchangeable careers. While many people think of journalists as writing on top stories all over the world, the education that you need to become a newspaper reporter and a magazine writer is the same - a degree in journalism. Anyone who writes an impartial article, be it news or feature stories, is practicing journalism. If you choose to have a career in journalism, you will most likely get many different assignments in your career. The basic rules of journalism apply to everything that you write.

Many people feel that newspaper reporters only report the news and give more credit to journalists as they investigate the news - this is not true. Most newspaper reporters do a fair share of investigation into their stories, or otherwise should. Journalists who report on crimes and court actions are usually editors who have done their fair share of investigating in their stories. You will quickly learn as a budding journalist that the more you look into a story, the better the story will be. Sometimes you have time to do this, other times you are working on a tight deadline.

You should be able to work on a tight deadline as a journalist. Not only is this important if you are writing news stories, but it is also great training for any writer. The more you write, the more concise your work will become and the better quality you can churn out in record time.

- 1. Find the main idea of the article.***
- 2. Find the key words of the article.***
- 3. Find the key sentences of the article.***
- 4. Make the annotation of the article.***

TEXT 2

DIFFERENT TYPES OF JOURNALISM

Journalism helps to explain the events that impact our lives and is developed in a number of forms and styles. Each journalistic form and style uses different techniques and writes for different purposes and audiences. There are five principal types of journalism: investigative, news, reviews, columns and feature writing.

What form of journalism are you interested in?

Investigative

Investigative journalism aims to uncover the truth about a particular subject, person, or event. While investigative journalism is based on the basic principle underlying all journalism-verification and accurate presentation of facts-investigative reporters must often work with uncooperative or recalcitrant sources who do not wish to divulge information. Renowned investigative journalism, such as Bob Woodward and Carl Bernstein's uncovering of the Watergate scandal, can upend major institutions significantly influence public life.

News

News journalism is straightforward. Facts are relayed without flourishes or interpretation. A typical news story often constitutes a headline with just enough explanation to orient the reader. News stories lack the depth of a feature story, or the questioning approach of an investigative story. Rather, they relay facts, events and information to society in a straightforward, accurate and unbiased manner.

Reviews

Reviews are partly opinion and partly fact based. The review needs to accomplish two things: one, accurately describe or identify the subject being reviewed, and two, provide an intelligent and informed opinion of the subject, based on research and experience.

Columns

Columns are based primarily on the personality of the author, allowing him or her to write about subjects in a personal style. Column writers can take a humorous approach, or specialise in a particular subject area or topic. It's important for columnists to develop their own voice that is recognisable by their readership. Columnists can interpret events or issues or write about their own personal experiences or thoughts. Columns are usually published weekly.

Feature Writing

Feature writing provides scope, depth, and interpretation of trends, events, topics or people. Features aim not only to thoroughly explore a topic by conducting interviews with numerous experts or the key people involved, but to offer a previously unseen perspective on an event, issue, or person. Feature writing

commonly wins prestigious awards when it manages to achieve this goal. Features usually have the highest word count of all journalism types.

If you're interested in pursuing any of these different forms of journalism, there are a number of journalism courses available. Journalism courses teach a wide variety of journalistic, ethical and research skills which form the foundation of all journalism. Writing courses will also help budding journalists improve their grasp of the written word. If you have a love of words, and a keen interest in the world around you, then journalism could be the career for you.

Which form of journalism interests you?

- 1. Find the main idea of the article.***
- 2. Find the key words of the article.***
- 3. Find the key sentences of the article.***
- 4. Write the summary of the article.***

TEXT 3

WANT TO WORK IN TV NEWS? EMBRACE BACKPACK JOURNALISM

If you're still falling asleep each night to dreams of TV news stardom, you need to make sure you're looking through the lens and not just at it.

The advent of Backpack Journalism

Backpack Journalism or BPJ is here to stay. No longer are just small-market stations expecting their young reporters to shoot and edit their own materials. Now, medium and larger market stations are expecting anyone who can walk and talk to be a "one-man band".

What USA Today predicted four years ago: has now come true. Recently, USA Today's parent company, Gannett, added "outstanding backpack journalist" as a category to its Best of Gannett Awards. Still think BPJ's are just a rumor?

So as you're preparing those audition tapes and resumes for that first job interview in a TV newsroom, here's a few thoughts to make sure your backpack is ready to go.

Learn the basics of a video camera.

Just because you can shoot Aunt Betty's 80th birthday part with your home VHS doesn't mean you can shoot news. Can you white balance a camera? Can you steady a tripod? Can you pan or zoom without the finished product looking like an earthquake?

If you can't or even if you can, it's best to get some guidance on videographer basics before you head off to that interview. If you've had an

internship, go back and find a videographer who can share the basics with you. Even better, find a BPJ at one of those stations and have them show you the ropes.

Get out on the weekend and practice

Sign out a camera from your university's communications department. If you don't have access to a college TV shop, take mom and dad's VHS camera and practice finding a mark, hitting "record" and running around in front to shoot a standup.

In today's TV news world, be prepared to be a BPJ as part of your interview itself. Don't be surprised if that News Director leans across the desk and says, "OK. Let's see what you can do. Grab that camera, head out and get some interviews on the street about (choose a topic), shoot a standup, and come back and write a package for me. Go!" Also, there are quite a few good blogs out there written by BPJ's about the daily grind of their job as both videographer and reporter. Google them and find a good one to read daily.

Remember, this isn't to say that BPJ is your long-term future in TV News, but you have to survive the short-term if you're still hoping to be on-air.

- 1. Find the main idea of the article.***
- 2. Find the key words of the article.***
- 3. Find the key sentences of the article.***
- 4. Retell the article.***

TEXT 4

FIVE EASY STEPS TO BECOME YOUR OWN BEST EDITOR

For many writers, getting that first draft down can give them a rush of excitement. The words flow freely, the ideas come at lightning speed, the book seems to be coming together just as they had in their head. But then comes the hard part: revising. The writer can feel overwhelmed with the "mess" he's created. In an effort to clean it all up, he starts painstakingly "editing," correcting syntax, adding some things, taking out other things, cleaning up punctuation and spelling. Often, this process can seem like torture. And there's a good reason why.

Revising and editing is a multi-stepped task. You may clean everything up and make it look pretty, but your story or book may still not work because you haven't addressed the underlying issues that need to be fixed.

To be your own best editor, you need a plan. Here it is:

1. Read your entire draft.

Grab a cup of coffee or tea, and have a pad of paper at your side. As you read, make some general notes and impressions on the pad – what things are working for you, what things don't, places that seem overwritten, others that need

beefing up. Avoid the temptation to correct anything on the draft; that will only slow you down. What you're looking for is the big picture.

2. Identify the problems.

Take a look at your comments and see if a pattern emerges. Do you have problems with structure, character development, awkward writing, point of view, length, plot, subplot, etc.? In all probability, there will be multiple issues that need to be addressed. Make a list of these.

3. Make a Revision Plan.

Take each element that needs fixing and at the top of a piece of paper, write it out (e.g., "Shelly's motivations for leaving her husband are weak"). You can also do this on a chapter-by-chapter basis. Next, draw a line under the problem. Then brainstorm all the possible solutions to the problem. Write more than you think you'll need. Write some crazy ones, too. Don't censure yourself. When you're done, review what you've come up with and circle the solution you think will work best. You might even end up circling two and trying both to see which one actually works better. Determine how you're going to tackle these revisions: One at a time? Or more organically? There's no right answer - just whatever makes the most sense to you.

4. Rewrite – don't tinker.

If more than one-third of your manuscript (or of a section) needs to be revised, put it aside and start fresh. Yes, I know that sounds like a lot of work, but believe me, this is the most effective way to revise a manuscript that needs more than just simple polishing. The problem with trying to fix what's already on the page is that your brain becomes wedded to what's already there. It's difficult to come up with a fresh way of thinking when you're faced with what already is. Somehow, the very fact that words are put on a page in black and white lends certain legitimacy to them. Plus, you know how hard you worked to get a particular passage right, which makes it really hard to let go of. (This is why the "director's cut" of films is never as good as the released version; because directors can't separate the work, they put into a scene from whether it serves the story. That's why there are film editors.)

5. Make it sing.

Now that you've fixed the big-picture problems, it's time to go back over the revised manuscript and polish your prose. Look for redundancies, too much reliance on adjectives and adverbs, clichés, weak nouns and verbs, dialogue that goes on too long, paragraphs that need to be broken up, poor word choice, problems with syntax, punctuation, and spelling.

1. Find the main idea of the article.

- 2. Find the key words of the article.***
- 3. Find the key sentences of the article.***
- 4. Make the annotation of the article.***

TEXT 5

SIX IMPORTANT TIPS FOR MAGAZINE ARTICLE WRITING

Writing articles for magazines is definitely a dream for a lot of writers. This is because the pay is usually huge. Not only that, it can also offer exposure that can lead to more article writing projects. Below are the things that you need to learn in order to write amazing articles for magazines:

1. Make sure to choose a topic that you're an expert on or you feel interested in.

You'll most likely to produce high quality magazine articles if you choose topics that are included in your areas of expertise and areas of interest. Publishers always look for articles that contain in-depth information or those that are very authoritative. I would recommend that you list down all the things that you feel you're very good at. Then, choose those ones that you can easily sell to different magazines.

2. Choose interesting angles.

You have better chances of getting your articles published if they're very interesting. Study your chosen topic carefully and figure out the angles that were not yet discussed before and those that will grab your target audience by the throat. Also, make sure that you do not write about general topics. Publishers in general do not like articles that contain too many information that are not really useful or beneficial to their clients.

3. Research.

Even if you think that you know your chosen topic inside out, I am sure it wouldn't hurt if you conduct research. This will surely allow you to get more useful and fresh information that can make your articles more informative and more valuable to the eyes of your target audience. Read relevant resources and if needed, interview other experts.

4. Create an outline.

Next step is to create a structure that you can follow when writing your articles. This must contain the ideas that you're going to discuss on your introduction, article body, and conclusion. Decide if you're going to add images, testimonials, and graphics.

5. Write your articles.

Unlike when writing news articles, you're not required to follow specific structure or format when writing your magazine articles. You can be as creative as you want to be. To hook your readers, I suggest that you write using their language. It will also help if you strive to sound upbeat and warm all the time. Remember, your readers are reading magazine articles not just to get informed but to be entertained as well.

6. Check out the style sheet or guidelines of the magazines where you would like to submit your articles to.

Every magazine has its own list of instructions about the subjects, approach, and tone that you need to use. If these are not published, I would recommend that you read all the articles that were used by the magazines where you would like to submit your copies to. Doing this will surely give you a clear idea as to what exactly they're looking for.

Writing is a combination of art and craft. The art comes from lots of reading, talking, thinking, dreaming, and writing. The craft is primarily technique. Some techniques are complex, but a few are very simple and will instantly strengthen your writing. In many cases, however, strengthening writing simply means avoiding those things that weaken it.

- 1. Find the main idea of the article.***
- 2. Find the key words of the article.***
- 3. Find the key sentences of the article.***
- 4. Retell the article.***

TEXT 6

BECOMING A FREELANCE OR TELECOMMUTE PROOFREADER

Has it ever occurred to you that perhaps those brilliant authors whose books get published by top New York literary agents and publishers can't write or spell as well as those 5-star editorial reviews claim? Or that publishers and editors frequently overlook critical spelling glitches, punctuation mistakes and missing words that can make a book (or any work) look substandard? If so, welcome to the life of the no-nonsense proofreader whose number one goal is to make any material look flawless and perfect.

The Skills of a Proofreader

Proofreaders carry the burden of producing perfect work on every project. A single error cannot exist as it could ruin the integrity of a printed work or product. Even though proofreading is usually grouped with copywriting and editing, a

proofreader's skills are distinct entirely. After preliminary editing for clearness and cohesion, the publisher will depend on the proofreader to examine the document's format, style layout, spelling and any word errors/omissions.

Proofreaders have a remarkable wisdom of grammar; and their spelling skills are the best. Moreover, they tune in to microscopic details. They meticulously study every sentence and cross-reference it with the first document. Elsewhere, proofreaders pore over online content, print materials, brochures, ads, and all sorts of written material that needs proofing.

Editing text involves a few things, contingent upon the client's needs and the type of medium (print, digital, pamphlets, books, etc.). Don't worry, since the prerequisites to turn yourself into a successful proofreader are not as abundant as you may think.

Style Manuals are a Must for Proofreaders

If you are proofreading print copy - such as a book, academic journal, or technical manual – then the executive editor or publisher will require you to understand the right “mark-up” rules, as determined by the preferred style manual. Many publishers use the Chicago Manual of Style (or Turabian Style) as a standard house style. Other large publishers will likely have you follow their own house style when you proofread their documents. Before advancing to the next (and final) stage of publication, the executive editor or publisher will review your corrections and revisions.

If you are employed by a less prominent client, then he may require you to proofread *and* copy edit his materials. Your client may not expect you to consult a specific manual of style, and you might feel that the project also requires rewrites (a task more suitable for a copywriter).

Landing Your First Proofreading Gig

Securing proofreading work could be challenging, because you have yet to prove your skills. Some great strategies to assemble an effective Curriculum Vitae is to apply for part-time/temp. work with a company or publisher that currently offers proofreading services. You can also earn a degree, certificate or diploma that concentrates on basic editing; however, this is not necessary to win over cynical clients.

Developing partnerships with experienced copywriters and copy editors can produce a “trickle-down” effect because the overflow of their work will trickle down to you. Remember, your local neighborhood (mainly restaurants, accountants, mom-and-pop shops, and other service-related local businesses) can generate steady income and networking opportunities. Gigs may include rewriting and proofreading menus, brochures, website content, and advertising materials.

Alternative Ways to Find Proofreading Work

Pro-bono tasks on websites, blogs, and online content which demonstrate your writing and proofing skills are also beneficial. Encourage yourself to use unconventional alternatives such as contacting businesses and websites about their badly written content. You can offer to proofread and rewrite their poorly written material; and then let them see a sample of what you rewrote as evidence of your skills. While this strategy might not work every time, you may just convince a business owner to outsource work to you, and this will set things in motion for you.

Last Minute Advice

Your job criteria may be drastically different based on what your client expects. You can meet and exceed every client's expectations if you do not rush through projects and you scrutinize every word and analyze every sentence. Your chance for stable work depends on being diverse and versatile. Prepare yourself to occupy roles as they come up, and you are certain to triumph.

- 1. Find the main idea of the article.***
- 2. Find the key words of the article.***
- 3. Find the key sentences of the article.***
- 4. Retell the article.***

TEXT 7

WRITING FOR TEEN MAGAZINES: WHAT YOU NEED TO KNOW

I would look at the magazines my teenage neighbor and her friends stashed away in their cupboards and think, "Heck, I could do that!" So one day, while she was away at school, I broke into her room and "borrowed" the magazines.

Teen magazines aren't what your mother used to read

Teenage magazines have changed since we were teens, I can tell you that. No longer do they advocate sex after marriage and accepting everything for what it is. Teenage magazines today are a whole different gamut. So, if you go into shock mode quickly, this market may not be your cup of tea.

If you want to get published in the teenage market, you have to be familiar with the slang that kids these days use. Gone are the days of the grammar appropriate "I have a crush on..." Now girls are crushing on guys, hanging with their friends and trying to achieve super cool status. And if you've got a problem with that, take a chill pill!

It's like writing in a whole new language

Forget vocabulary, forget grammar. Throw all the rules your English teacher taught you in the trash, because you're not going to need many of them. That's the deal. When writing for teenagers, you've got to be one. You've got to think like a

thirteen-year-old trying to figure out if the guy she's crushing on really likes her or not. It might not be a big deal for you, but for that thirteen-year-old, it's her life. It's important.

Which brings me to another important aspect – you have to give importance to the subject matter. If you think fighting with your best friend is no big deal, you have no place writing for this market. On the other hand, if you wholeheartedly believe that the sole reason of your existence is the guy you can't take your eyes off, then you might have a chance. Don't misinterpret this to mean that teenagers aren't involved in serious issues, though. You'll often find articles and issues for the serious teen – community service, road rage, drinking and even drugs – all topics that are given their share of space in these magazines.

Writing articles, quizzes and short stories for this particular market can be a lot of fun. Connect with the younger side of you and write about the ups and downs of high school, making and breaking friends, dating and dumping guys and most importantly, accepting the person you are – in mind and in body. Teenage girls have many more issues with their bodies than do boys, and this is the reason that girl magazines far outnumber magazines for boys.

Interview some kiddos

Before you start though, you might want to meet up with some youngsters to get a hold of their priorities, their interests and their lifestyle. Until you don't have the mindset of a teenager and aren't capable of the thought processes of one, you're not going to find success here.

In writing a query to the editor, the most important aspect is your idea and its presentation. Through your query, the editor has to know your voice, your talent and how much you understand this particular age group. It should be apparent from your query that you understand the publication and its requirements. The study-your-market rule applies even more strictly to this market as each magazine has its own lingo and voice.

The pay rates of these magazines, like other consumer magazines, vary widely depending on the publication and its requirements. In general, you can earn anywhere from \$10 to \$2,000 for a single piece. Quizzes are very popular among teens and again pay quite well. If you're a cartoonist or illustrator, you can add even more. And you know what, you can get rich writing for teen magazines!

Once you're hooked though, you'll find that writing for teenagers is so much fun, that you'll want to do it over and over again, money or no money. This is one market, where the fun simply exceeds the work factor. So, what are you waiting for? Bring out those high school photographs and like, get writing already?

Mridu Khullar is the editor-in-chief of www.WritersCrossing.com, a free online magazine for writers.

- 1. Find the main idea of the article.**
- 2. Find the key words of the article.**
- 3. Find the key sentences of the article.**
- 4. Write the summary of the article.**

TEXT 8

TEN WORDS TO AVOID WHEN WRITING

We have identified 10 words that nearly always weaken writing. In no particular order, they are as follows.

1. Really

“Avoiding this word is a really great idea.” Reason: A really great idea is the same as a great idea. If you need to emphasize something, such as the “greatness” of an idea, use a single word that means what you are trying to say, e.g., “Avoiding this word is an excellent idea.”

2. You

“Sometimes, you feel like writing is too hard.” Reason: I never feel this way, so this statement is not true. The writer probably means “I” or “some writers,” e.g., “Sometimes, I feel like writing is too hard.” “You” should only be used when you are actually writing to, and about, the reader, not when making general statements.

3. Feel

“I feel the government should stop people from writing poorly.” Reason: Which emotion is being “felt”? What is the writer touching and, therefore, feeling?

Usually, the writer means “believe” or “think.” “Feel” is also used by authors to describe a character’s emotions, as in “He felt despondent.” Instead, the writer should show the emotions through the character’s words and actions.

4. Think

“I think the government should stop people from writing poorly.” Reason: If you write an opinion, the reader understands that you also think it. Just say what it is you think, e.g., “The government should stop people from writing poorly.”

5. As

“As you write this word, poke out your eyes. It’s weak as it can cause confusion.” Reason: A person usually cannot do two actions simultaneously, so “as” doesn’t make sense in the first sentence. It could be rewritten, “Write this word, then poke out your eyes.” In the second sentence, the writer should use

“because.” Until reading the rest of the sentence, the reader doesn’t know if “as” means two actions are occurring simultaneously or means “because.”

6. *A lot*

“A lot of writing could be made better.” Reason: How much is “a lot”? 100 documents? 50% of everything I have written? 1% of one million books? The term “a lot” is meaningless without the context, but if you give the context, you don’t need the term “a lot.” Also, this is highly subjective. “A lot” to one person may seem like some” to another.

7. *Sort of/Kind of*

“Using these words is sort of annoying to the reader.” Reason: If using these words is only sort of annoying, you haven’t told the reader exactly what it is. If it is annoying, say so: “Writing this way annoys the reader.” If it is not annoying, tell the reader exactly what it is, e.g., “Using these words bothers readers.” Use words that mean what you are trying to say, and give the reader exact descriptions. This also applies to “kind of.”

8. *Like*

“Using these words is like baking with spoiled milk.” Reason: If this is like something, then it is NOT that thing. Giving accurate descriptions and using correct verbs will reduce your need to use “like,” e.g., “These words spoil your writing.” A good metaphor can enhance your writing, but using too many makes writing tedious, so try to think of a different way to express your ideas.

9. *Just*

“Some people are just persnickety about writing. It’s just the way they write.” Reason: The word “just” doesn’t add any real value to these sentences. Leaving them out results in the same meanings and makes the sentences much tighter and more direct: “Some people are persnickety about writing. It’s the way they write.” Doesn’t that just sound better?

10. *Used to*

“He used to write like this when he started writing.” Reason: Using fewer words to express an idea is almost always a good idea, so “used to write” can be written “wrote,” as in, “He wrote like this when he started writing.” The problem is that “used to write” and “when he started writing” both express events in the past, which is redundant. In nearly every case, “used to . . .” can be replaced with a past tense verb.

The sample sentences demonstrate poor uses of these words, but you will find good uses, too. In fact, some of them are perfectly fine in some contexts or when used in particular ways. Your level of formality, purpose, voice, and audience

will determine whether or not to use these words. If you're not sure whether or not to use them in a particular sentence, our advice is to avoid them.

Precise Edit editors keep a sharp eye out for these troublesome and confusing words. We evaluate their use and, in most cases, find a way to revise the sentences so as to avoid them. The result is stronger writing that more clearly and more professionally communicates the author's ideas.

- 1. Find the main idea of the article.***
- 2. Find the key words of the article.***
- 3. Find the key sentences of the article.***
- 4. Retell the article.***

TEXT 9

NEWS WRITING BLOOPERS: 4 COMMON JOURNALISM MISTAKES

News writing is supposed to be the embodiment of perfectly produced prose. However, the reality is that it is the source of more grammatical, contextual and typographical mistakes than probably any other professional writing genre.

Few are spared, whether they are experienced journalists with high-quality literary skills or rookies with limited vocabulary. All journalists would admit to having certain weaknesses that are manifested in their work. None are immune to mistakes.

Some media outlets employ tougher editorial standards than others but the gatekeepers are all human and mistakes inevitably sneak through. However, there is a difference between genuine mistakes and errors that defy the language. Unfortunately, there are still many bloopers in print, television and the Internet that are the result of ignorance.

Because no one picks up on these errors, they are allowed to perpetuate and, after a while, these words, phrases, syntax or misspellings morph into acceptable entities, while its original correctness fade.

4 Common Journalism Mistakes

When learning how to write like a journalist, many cadets are not taught basic language rules. Although there are plenty of examples, here are just four common mistakes that writers all over the world continue to make.

Dilemma

You see this kind of sentence quite often: "He faced a dilemma on whether he should go to Harvard or Yale". Wrong! I've also read dilemma being written as synonymous with problems. Again, wrong. Dilemma is when you have

only two choices and both are undesirable. So, if you have a choice between jail and a big fine, then you are in a dilemma. If you have a choice between a promotion at your current job and more money in another job, then that is not a dilemma because both paths are attractive.

Enormity

It appears the traditionalists may be losing the battle when it comes to this word. Enormity, in its original meaning, does NOT mean huge. It is not the noun for enormous, which is enormousness. Enormity actually means the quality of being outrageous, or wickedness. However, it has been so commonly used to refer to great size, it appears even dictionaries have given up because I've seen recent editions include both meanings.

Alternative

This is another word to do with choices. However, alternative refers to only ONE other choice. If you are unhappy with your job but you have one offer from another company, then you have an "alternative". If you have two other job offers, you have "other choices" or "options" but NOT "other alternatives".

Refute

At one time, the newspaper I worked for banned this word because a building full of so-called experienced journalists from Britain, United States, Canada, Asia, Australia, New Zealand and South Africa were consistently getting it wrong. Refute cannot be used as a synonym for deny. To deny something is to say you didn't do it. To refute is to prove you didn't do it with evidence. In addition, don't confuse refute with rebut. Rebut means to argue to the contrary using evidence. To refute is to use that evidence to prove and win your argument.

These are only four examples from many in news writing. While it is understandable for amateurs or part-time writers to get it wrong, news writing professionals should know better. Mind you, it happens to the best of us and it is simply a case of learning as you go along.

- 1. Find the main idea of the article.***
- 2. Find the key words of the article.***
- 3. Find the key sentences of the article.***
- 4. Make the annotation of the article.***

TEXT 10

HOW TO WRITE LIKE A JOURNALIST – 4 KEY ELEMENTS

Journalists are taught how to write news, which means writing no-nonsense copy that gets to the important information as quickly as possible.

In a hard-hitting news story, there is no room for opinion, advice, humor or commentary. Most importantly, you should dispense with flowery writing and twinkling prose. It is not a literary masterpiece that is going to impress your readers. It is the information you give them.

A news story is a stripped-down article that tells your readers what happened or who said what. Great news writing is as much an art as stringing together priceless prose for an elegant novel or thought-provoking poem.

And the best news writing involves the simplest words and the most basic of sentence constructions. You would be surprised at how much difficulty some rookie writers get into in trying to perfect this straightforward formula.

Journalists write to a set pattern most of the time. It is a tried and tested format that is pretty much unchanged for many years and successfully outlines key information in the correct order.

While journalists in different organizations around the world may tweak the formula here and there, news writing, by and large, involves for elements.

1. Angle

A news story without an angle is like pizza without cheese. Try biting into a pizza minus the cheese and all you get is ...a sandwich. When you learn how to write like a journalist the first thing you should be taught is how to identify angles, which in effect is your topic and is the reason you are writing an article in the first place.

2. Introduction

Often called intro or lead, this is your first one or two paragraphs of your news story. While an angle defines what you are going to write, your intro is actually going ahead and putting it into words. Intros employ the who, what, when, where, why and how concept in order to get your story out quickly.

3. Quote

Almost all news stories have some sort of quote. A quote humanizes the story and also provides it with authority. The best kinds of quotes support what you write in your intro. Quotes should have the full name and title of the person being quoted. Less ideal is “reliable source” or “spokesperson” but sometimes it is unavoidable. News articles can be written without a quote but this is not ideal.

4. Attribution

Following on from quotes, you should do your best to make sure events are attributed to somebody, especially if you were not at the scene. In court reporting, this is of utmost importance, which is why in these types of stories you may see phrases such as “the court was told”, “he told the court” and “the court heard”.

News writing is not like informational articles. In a news story, you solve the problem as soon as possible. “How to” articles may identify problems and then offer a solution. In news writing, however, you do not have time for this.

- 1. Find the main idea of the article.***
- 2. Find the key words of the article.***
- 3. Find the key sentences of the article.***
- 4. Write the summary of the article.***

TEXT 11

FIVE WAYS TO FIND A JOURNALISM STORY

Here are FIVE easy ways to find a story, either a feature story or news story.

1. It's you!

Are YOU interested? This is the most important aspect. In the journalism you write, you are your own best editor. See something, hear something, is that a story? If YOU'RE interested it means someone else probably will be, too. Don't forget you are a reader/listener too. Listen to your own instincts, trust them. It will help in the writing of the story too. You will be inspired if it interests you. The copy will flow much easier. If it doesn't inspire, it will be a chore to write.

2. Friends

Talk to your friends for a journalism story. Listen to what they are saying. Indeed, become a good listener. You will of course have your opinion but listen to what your mates are saying. They have jobs, families, and interests. From any of these areas stories can surface. It will spark your interest, almost without warning. But respect privacy. Friends may not wish to be involved in a journalism story. That's fine. Ask if you can do it, “off the record.”

3. Social networks

The advent of digital media has completely changed journalism. It will never be the same again. None of us know how journalism will be paid for in the future, but it will undoubtedly survive. So much for where we're going. The reality now is that Twitter and Facebook are now great sources for stories. The celebrities are just there, helping the journalist. They now happily broadcast exactly what is happening in their lives. Take a look. It's all there. Use these as leads for journalism stories.

4. Local newspapers

Despite all the changes in digital media, the local newspaper that can drop through your front door can potentially have some great stories. The best thing about using local papers for your journalism is that more than likely these stories won't have been done in the national press/media. Look on local websites of papers

too. There will be good leads there, too. You may also find a way or angle on a national story. This could make its way straight into the national media. Local papers are also a great source of human interest journalism. When something newsworthy happens to a member of the public, they invariably think of the local media, and then the national media if they would like to sell their journalism story.

5. Website searches

Wonderful Google. For a specialist writer, this is a brilliant way to pick up those all important leads for journalism stories. If for instance many of your stories come from the Home Office in Britain simply put that into the Google search engine as a saved search. This brings up every mention of the Home Office, including blogs, another great source of stories. The Internet has significantly changed journalism, sometimes for the better. Take advantage of it.

- 1. Find the main idea of the article.***
- 2. Find the key words of the article.***
- 3. Find the key sentences of the article.***
- 4. Retell the article.***

TEXT 12

WRITE A BETTER NEWS STORY WITH THE PARAGRAPHING TECHNIQUE

Paragraphing is an important technique in journalistic writing, perhaps more important than in other forms of writing. The purpose of paragraphs is to break up an article into its logical divisions so that readers can easily grasp the structure and thought. If we did not divide articles into paragraphs, we would find fleshing out a story idea difficult and time-consuming. A lapse of attention causes distraction, even if only for a moment. The visible outline of steps and divisions in writing is necessary to flesh out the idea.

Before you can divide an article into paragraphs on this basis, you must divide its content logically into parts and steps. This usually presents an obstacle. Bad paragraphing usually results from arranging material lazily and loosely. A well-arranged article falls into paragraphs very naturally and requires no additional attention. You will quickly learn that you cannot ill-arrange content into paragraphs logically. Before attacking the paragraph problem, let's briefly study how you can plan and arrange the paragraph.

The Planning Phase

The first step in any writing is to create a preliminary plan or outline of the material, or else you will create an article lacking form and meaning. No

journalistic writing misses this important step. The writer may not always place the outline on paper or in a computer, but he works it out in his mind.

Creating an outline is simple because it follows logical thinking. You do not have to follow a detailed formula. The problem is simply collecting the facts and details that compose the article. In arranging them, aim both to make their relations clear and to emphasize the most important points.

The first step is to separate the material into its main divisions - to make a list of the main subjects that you will discuss. Then, one by one, subdivide these main divisions into their sub-parts; on the outline this appears as a list of subheads under each of the main heads. You may need to divide these subdivisions into their own subdivisions. The finished outline is a list of divisions, subdivisions, and sub-subdivisions, etc., that help you see the relations clear. In some articles each item may only contain a word; in others each item may contain a sentence.

Sample Outline

The following is an outline of an article that analyzes how different students enroll into a state university. The lettering and numbering simply assist in making relations clear.

The above is an outline of an expository article. To show how you might arrange material for a news story, we can follow this type of layout.

Once you have constructed the outline, paragraphing takes care of itself. The outlining will divide the material into units, and each block becomes a paragraph. If the article is short and simple, each main division (A, B, C, D, above) may make a paragraph. Each subdivision (1, 2, 3, 4) will become a sentence. If the article is long and detailed, the numbered subdivisions may need paragraphing.

Creating Unity

Such an arrangement is the basis of unity. Each paragraph, like each sentence, becomes a unit, or block, which contains a single phase of the subject. If you arrange your material thoughtfully, you can make these units almost equal in size and the paragraphs similar in lengths.

In journalistic writing this blocking out often aims to make each paragraph so self-sufficient that you can shift the paragraphs to bring certain subjects nearer the beginning and to alter the emphasis. Whether or not such is the purpose, no writing is good unless you can carefully block it out; the hit-or-miss, conglomerate arrangement that you may see in some news articles is a sign of carelessness.

Importance of Length

Paragraphs in journalistic writing are usually shorter than paragraphs in other kinds of writing. To prove this, one need only count the words in an ordinary literary paragraph and in a news paragraph. You will find that the literary paragraph

averages more than 150 words and is often 250 words long. In news pieces the average length is about 75 words. There are two reasons for this:

1. While the journalist writes he is continually thinking of the appearance of his writing in print and wishes to give it an interesting “look.” Short paragraphs “look” more interesting because they afford more breaks in the solid type matter.

2. The journalist is usually writing for a publication whose columns are very narrow, and the narrowness stretches his short paragraphs to appear much longer than they really are.

You can create shorter paragraphs in news writing—not by haphazardly beginning a new paragraph more often— by using a systematic method that I used above. The only difference is that you select smaller units.

Adding Emphasis to Stir Interest

The “beginning” and “end” of a paragraph are its most emphatic parts. Moreover, in journalistic writing, editors consider the beginning more emphatic than the end. But what is the most important sentence or part in the paragraph? Fortunately, this is easy to decide: every well-written paragraph always has one sentence, known as the topic-sentence, which sums up the content of the paragraph. This topic-sentence is the one that you emphasize. Literary writers and essayists gradually lead up to the topic sentence and place it at the end. Journalists usually place it at the beginning and devote the rest of the paragraph to explaining it, since it is always the journalist’s custom to begin with the most important information first and to give details later.

- 1. Find the main idea of the article.***
- 2. Find the key words of the article.***
- 3. Find the key sentences of the article.***
- 4. Make the annotation of the article.***

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