

UNIT II

THE PRESS

Lead-in

Anyone who sees their career connected with international relations or politics should make working with the mass media their daily habit.

Look at the list of key words connected with the press. Divide them into 4 categories (categories do not contain the same number of words).

Tabloid, feature, periodical, financial, comment, reporter, home news, editorial, quality, columnist, libel, freedom, photographer, gagging, popular, critic, review, journalist, editor, censorship, daily, paparazzi, contributor, leader, magazine, media, sub-editor, doorstepping, weekly, politics, sport, foreign, journalism, broadsheet, monthly, sensationalism, ads, correspondent, journal, supplement, obituary, arts, headline, gossip, annual, horoscope, invasion of privacy, caption, weather forecast, scoop, recipe, crossword, newspaper

Compare your lists and explain to your partner the principle of your grouping the words. If necessary, consult a dictionary.

Read the text below to see how some of these words are used.

Make up 6 questions to the text.

The Press in Britain

National and regional newspapers

There are 12 daily newspapers and 10 Sunday newspapers in circulation in most parts of the country. National newspapers cater for a wide variety of tastes and interests. They are often described as either 'qualities' or 'tabloids' depending upon their format, style and content. Quality newspapers, which are broadsheet in format, cater for those readers who want detailed information on a wide range of news and current affairs. The most popular tabloid newspapers tend to appeal to those who want to read shorter, entertaining stories with more human interest, and they generally contain a larger number of photographs.

At the weekend, some newspapers produce colour magazines and separate sections with features on anything and everything from leisure activities, travel books, food and wine to in-depth news analysis and financial matters.

Newspapers cater for a whole range of political views, but often express a strong standpoint in favour of or against a certain party or policy in their editorial columns.

Certain British newspapers are renowned throughout the world. *The Times* is perhaps the most influential and best known. It was first published in 1785, making it Britain's oldest daily newspaper. *The Observer*, first published in 1791, is the oldest national Sunday newspaper in the world. More recent additions to the market include *The Independent* and its sister paper, *The Independent on Sunday*, and *Today*.

At one time London's Fleet Street was the centre of newspaper industry, but now all the national papers have moved their editorial offices and printing plants to other parts of the capital – many to Docklands, a regenerated area to the east of the City.

A number of large publishing groups own both national and regional newspapers. There are, however, safeguards against the risk resulting from undue concentration of ownership of the media. It is unlawful to transfer a newspaper or newspaper assets to a proprietor whose newspapers have an average daily circulation of 500,000 or more, including that of the newspaper to be taken over, without consent from the Government.

Most towns and cities have their own regional newspapers. These papers mainly include stories of regional and local interest, but the dailies also cover national and international news, often looked at from a local point of view. Some of the best-known papers include the *Yorkshire Post* (Leeds), *The Northern Echo* (Darlington), *The Manchester Evening News* (Manchester). London has its own evening paper, the *Evening Standard*, which provides Londoners with news and features covering events in the capital. Thousands of free newspapers, which are mainly financed by advertising, are distributed to homes every week. They have enjoyed a rapid growth in recent years and have a total estimated circulation of about 37 million. There are over 100 newspapers and magazines produced by the ethnic minorities in Britain, reflecting the multi-cultural nature of today's society. Numerous newspapers and magazines from overseas are also available.

Exercise 1

Before proceeding to read further study some more vocabulary of the Mass Media and translate it into Russian.

A.

The media

1. *mass media* – means of conveying information to large public audiences cheaply and efficiently
2. *new media* - technologies, such as the Internet, the cellphone
3. *broadcast media* – television, radio, cable, and satellite services
4. *print media* – traditional form of mass media comprising newspapers, magazines, newsletters, and journals
5. *newsprint* – cheap, low-quality absorbent printing paper made from coarse wood pulp and used chiefly for newspapers
6. *printed matter* – material that has been printed or published, such as newspapers, magazines, or books
7. *edition* – a particular form or version of a published text; the total number of copies of a book, newspaper, or other published material issued at one time; a particular instance of a regular radio or television programme

8. *publication* – the act or process of publishing printed matter; an issue of printed material offered for sale or distribution; communication of information to the public
9. *investigative journalism* (investigative reporting) – the use of detective-like reporting methods to unearth scandal
10. *yellow journalism* – the term used to describe sensational news reporting

B.

The press agents

1. *broadcaster* – a person whose job is presenting or talking on television or radio programmes
2. *newscaster* – a person who reads the news on television or radio
3. *telecaster* – a person or broadcasting company that broadcasts programmes by television
4. *columnist* – a person who writes a regular (daily or weekly) article for a newspaper or magazine, such as a political columnist or a sports columnist
5. *correspondent* – a person employed by a news organization to gather, report, or contribute news, articles, etc., regularly from a distant place
6. *editor* – the head of a news organization; person who chooses the articles that will be printed each day
7. *journalist* – a person who writes articles for a news organization
8. *newspaper tycoon/magnate/mogul* – a wealthy, powerful person in newspaper business or industry
9. *pundit* – a professional observer and commentator on politics
10. *reporter* – a person who gathers and reports news for a news organization
11. *source* – someone who gives a reporter information; a supplier of information

C.

Parts of a newspaper

1. *article* – a story based on the facts
2. *caption* – a sentence or phrase under a picture to identify or describe the picture
3. *column* – a regular article or feature in a newspaper or magazine
4. *correspondence column* – the part of a newspaper, magazine, or journal that contains letters from readers
5. *gossip column* – the part of a newspaper in which you find stories about the social and private lives of famous people
6. *editorial* (leader-US, or leading article-UK) – an article written by the editor or editorial board giving their opinion on a problem or event
7. *feature* – a special or regular article, usually displayed prominently
8. *front page* – the first page of a paper, usually carrying the most important story
9. *headline* – title of any newspaper article
10. *obituary* – an article about the life of someone who has recently died
11. *review* – a critical appraisal of a book, play, film, etc. published in a

- newspaper or magazine
12. *scoop* – an especially exciting and exclusive story in a newspaper

D.

Negative occurrences in the mass media

1. *bias* – when an editor or reporter expresses a personal point of view in a news article or in a series of articles
2. *censorship* – deleting parts of publications or correspondence or theatrical performances
3. *defamation* (of character) – any intentional false communication, either written or spoken, that harms a person's reputation
4. *leaks* – confidential information secretly revealed to the press
5. *libel* – a lie that causes damage (misrepresents damagingly)
6. *propaganda* – the dissemination of information aimed at influencing the opinions or behaviors of large numbers of people
7. *slander* – a false report maliciously uttered and tending to injure the reputation of a person

WORKSHOP I. TYPES OF NEWSPAPERS

Here are a few hints to help you identify the type of newspaper material you will be dealing with.

Popular – Tabloid

Quality – Broadsheet

huge, sensational headlines

headlines containing information

comparatively little text on the front page

long, complicated words even in headlines

concern for ‘human interest’ stories

present news in an objective and rather abstract way

use short words, especially in headlines

little sensational news

written in conversational, everyday language

several reports on political affairs

lots of entertaining material

front page used to inform readers, not to arouse their curiosity

Sentences a sentences are short

sentences are complex with numerous clauses, rather long

Many journalists say that it is harder to write a short, sharp article for the Sun than a more learned piece for the Times. The shortage of space in a newspaper means that the language must be clear and to the point.

Exercise 2

Compare the pairs of articles given below. One of them is taken out of a quality newspaper and the other out of a popular paper. Decide which is which. Try to prove your point of view. Remember to consider the importance of the subject covered and compare the number of paragraphs each of the papers devoted to the subject.

ARTICLE 1

PRISONER GETS TWO YEARS

A cleaning company manager who put weedkiller into the drink of a young assistant was jailed for two years yesterday. Peter Tyrell, who had worked blamelessly for 20 years for the Cleenol company in Banbury, Oxon, twice added sodium chlorate and borax to Lorraine Palmer's drinks.

Tyrell, 47, of Chipping Norton, Oxon, denied poisoning her. He was found guilty at an earlier hearing. He was jailed for two years on both poisoning charges with the sentences to run concurrently.

ARTICLE 2

LOVE-HATE POISONER IS JAILED FOR TWO YEARS

Boss who had a love-hate relationship with his girl assistant was jailed for two years yesterday for trying to poison her. Peter Tyrell had a 'weird preoccupation' with 23-year-old Lorraine Palmer, a court heard. The 47-year-old cleaning company purchasing manager – who has been married for 25 years – named her in his will and showered her with presents.

Defence barrister Michael Fowler could shed no light on his motivation in putting potentially lethal sodium chlorate into Miss Palmer's coffee and squash. There was, however, what he called 'a reference to revenge'. He told Oxford Crown Court: 'The full range of possibilities must include that whoever was responsible had the motive, but not of causing harm, but creating the situation where Miss Palmer needed someone to turn to, someone to confide in. 'Fortunately, there was no substantial, immediate injury to Miss Palmer'.

Judge Richard May told Tyrell: 'The reason for committing them is known only to yourself but as you must understand poisoning offences of this kind can only be regarded as very serious.' Tyrell, of Hitchman Drive, Chipping Norton, had earlier been found guilty of administering poison with intent to harm, attempting to administer poison and theft. He had denied the charges.

Miss Palmer, of Brackley, Northhamptonshire, was in court with her mother to hear the sentence. Afterwards, she hurried from the building without comment.

ARTICLE 3

25 PC OF CHILDREN PUT VIDEO GAMES BEFORE HOMEWORK

A quarter of British schoolchildren are neglecting homework to play video games, according to a survey of youngsters' game playing habits published yesterday.

The study, presented at the British Psychological Society conference in York, classified 75 per cent of children as 'heavy players' – devoting more than 20 hours per week to computer games – a smaller number of whom were addicts.

Mark Griffiths of Plymouth University, who presented the research, said it was the third such study and the consistent findings were that three-quarters of children played computer games, with a third of those playing every day.

“The surprising thing about this study was that as many as one in four children said they neglected homework to play computer games. Also, contrary to expectations, those who played games were also more likely to be involved in sports outside of school,” said Mr. Griffiths.

The survey of 868 teenagers attending two schools in a small Midlands town was carried out by researchers at Nene College, Northampton, and found that 77 per cent of children played games, with 14 per cent playing for two hours or more at a time and 60 per cent playing for longer than they wished to. Boys played 'significantly more' than girls and were 'significantly more likely' to neglect homework.

Mr. Griffiths said further research was being conducted into the 50 or more 'heavy players' identified in the survey to see if they were addicted to games.

The tell-tale signs of addiction were playing games daily, neglecting other types of play and homework, evidence of mood changes during and after game playing and evidence of withdrawal if deprived of games.

Mr. Griffiths said video games could provide both 'a buzz' and create a tranquilizing effect and had a series of 'psychological hooks' designed to keep people playing. 'They are components that could create addiction', he added.

Mr. Griffiths urged parents to monitor their children's game playing and to 'plug the more educational games rather than the beat-them-up-and-shoot-them ones', but said that he was not anti-computer games.

'They are very popular and for most kids they are not a problem. But for a small subsection it does cause problems. If you are spending more than 20 hours a week playing video games then you are bound to be missing out on other things', he said.

Simon Jobling, head of marketing at Sony Computer Entertainment, insisted that children did not get addicted to the games.

He said: 'Addiction is the wrong word. The whole point of entertainment is for the consumer to want more of it. Games are something children enjoy, so they do it a lot. Software today is far more involved in getting children interacting with others and using basic computer skills and reaction times.'

Children who play video games are likely to be keener on sport, a psychologist claimed yesterday. They don't always turn into couch potatoes, Mark Griffiths told the British Psychological Society conference in York. His survey of 868 Northampton schoolchildren showed that 75 per cent played video games, with one in four admitting it caused them to neglect their homework. Only six per cent of youngsters played to 'addictive levels'.

ARTICLE 5

DIY BREATH TEST URGED ON FRENCH

French motorists are being urged to breath-test themselves in a renewed effort to reduce the 3,000 road deaths a year in which alcohol is a factor, writes Susanne Lawry in Paris.

The permitted level of alcohol in the blood was cut from 0.7 to 0.5 grammes per litre yesterday, and drivers were warned that two glasses is the maximum. The size of the glasses is clearly defined: two wine glasses (12 cl), two 'half' glasses of beer or two 4cl measures of spirits.

Bernard Pons, the Transport Minister, has launched a self-testing kit at the subsidized price of five francs (about 60p). It will be sold at petrol stations and shops. Penalties will be stiff – between 5 and 8 milligrammes, offenders will receive three points on their licences and be fined \$100. Above 8 milligrammes they risk losing their licences for up to five years, being fined more than \$3,000 and, if in a serious accident, up to two years in jail.

ARTICLE 6

FRANCE SETS TWO-DRINK LIMIT FOR DRIVERS

Paris: French drivers risk heavier penalties if they continue with their traditional drinking habits. Under laws introduced yesterday, more than two glasses of wine, beer or spirits will put motorists over the new limit of 50 mg of alcohol per 100 ml of blood. The previous limit was 70 mg. In Britain it is 80 mg, the same as most European countries.

French authorities say the new limit will cut the risk of a fatal accident by 50 per cent in a nation where drink driving killed 3,000 last year. The new law is accompanied by an advertising campaign, which features the slogan: 'After two glasses, everything speeds up'. French drivers caught over the limit will be fined \$120 and lose three points on their licence. Those who notch up 12 points will have their licence suspended.

Now it's time to make presentations about the mass media in Great Britain and the USA. PowerPoint is the most popular presentation software. It is a quick and easy way to organize ideas and information and is regarded by many as the most useful and accessible means of creating and presenting visual aids to the audience. The art of making effective PowerPoint presentations is certain to help you in your future job.

PowerPoint Presentation

How to Make a Successful Presentation

A. General Rules

1. Essentials

The material of your presentation should be concise, to the point and tell an interesting story. In addition to the obvious things like content and visual aids, the following are just as important as the audience will be subconsciously taking them in:

Your voice – how you say it is as important as what you say.

Body language – a subject in its own right. In essence, your body movements express what your attitudes and thoughts really are.

Appearance – first impressions influence the audience's attitudes to you.

Dress appropriately for the occasion.

Practice is essential, both to improve your skills generally and also to make the best of each individual presentation you make.

2. Preparation

Prepare the structure of the talk carefully and logically, just as you would for a written report. What are:

the objectives of the talk?

the main points you want to make?

Make a list of these two things as your starting point.

Write out the presentation in rough, just like a first draft of a written report. Review the draft. You will find things that are irrelevant or superfluous – delete them. Check if the story is consistent and flows smoothly. If there are things you cannot easily express, possibly because of doubt about your understanding, it is better to leave them unsaid. Be very clear about your key message – and ensure that everything in your presentation is both consistent with, and supportive of, that key message. You should be able to articulate the message in a phrase or a sentence in one of your first slides and repeat it one of your last.

Never read from a script. It is also unwise to have the talk written out in detail as a prompt sheet - the chances are you will not locate the thing you want to say amongst all the other text. You should know most of what you want to say - if you don't then you should not be giving the talk! So prepare cue cards which have key words and phrases (and possibly sketches) on them. Postcards are ideal for this. Don't forget to number the cards in case you drop them.

Remember to mark on your cards the visual aids that go with them so that the right slide is shown at the right time.

It is suggested that you practice your talk beforehand, keeping track of elapsed time and recognizing that actual presentations usually take longer than rehearsals. If your presentation is too long, do not try to compensate by talking fast. This will annoy the audience and reduce the impact of your presentation. Rehearse your presentation – to yourself at first and then in front of some colleagues. The rehearsal should also consider how the words and the sequence of visual aids go together. The more you rehearse the talk, the better it will be. A rehearsal is most useful when carried out loud. 5 rehearsals is a minimum for an important talk.

Be very clear about how much time you have – and stick to that time in preparing your presentation. It's very difficult to 'cut' a PowerPoint

presentation at the event itself, so it's a great mistake to run out of time. Most presenters prepare too much material; but nobody ever complains that a presentation was too short (it always allows more time for questions).

Use short words and sentences that you are comfortable with. There is no benefit in using difficult language. Active verbs and concrete words are much clearer and easier to understand than passive verbs and abstract concepts.

Spell-check. A spelling mistake is an attention magnet.

3. Making the Presentation

Greet the audience (for example, 'Good morning, ladies and gentlemen'), and tell them who you are. Good presentations then follow this formula:

tell the audience what you are going to tell them,

then tell them,

at the end tell them what you have told them.

Keep to the time allowed. If you can, keep it short. It's better to under-run than over-run. As a rule of thumb, allow 2 minutes for each Powerpoint slide you use, but longer for any that you want to use for developing specific points. However, the audience will get bored with something on the screen for more than 5 minutes, especially if you are not actively talking about it. So switch the display off, or replace the slide with some form of wallpaper.

Stick to the plan for the presentation, don't be tempted to digress - you will eat up time and could end up in a dead-end with no escape!

Unless explicitly told not to, leave time for discussion - 5 minutes is sufficient to allow clarification of points. The session chairman, your teacher, may extend this if the questioning becomes interesting.

At the end of your presentation ask if there are any questions – avoid being terse when you do this as the audience may find it intimidating (i.e. it may come across as – any questions? if there are, it shows you were not paying attention). If questions are slow in coming, you can start things off by asking a question of the audience – so have one prepared.

4. Delivery

a) You will probably be nervous at the beginning of your presentation. Don't worry – most people are nervous in this situation. So try to speak rather slowly during the first couple of minutes – this is the time you establish your rapport with the audience and first impressions are very important. You may find it helpful to memorise your introduction.

b) Speak clearly and at a pace somewhat slower than normal conversation (be natural – although not conversational).

Don't shout or whisper – judge the acoustics of the room. Avoid a monotone. Speak at a volume that can be heard throughout the room. You must be audible at all times – don't let your voice drop at the end of sentences. If you vary your intonation, your voice will be more interesting to listen to and you will be able to make your points more effectively.

c) Face the audience instead of looking at the overheads. Make eye contact with the members of the audience instead of looking at the walls and windows; move your eyes around the room – eye contact is essential for maintaining a good rapport. Keep an eye on the audience's body language, pick up signals of boredom or disinterest, in which case you can stop or cut out a piece of the presentation.

Think of your delivery as a communication with your audience, rather than a presentation at the audience. Let your confidence, conviction, and enthusiasm show through – your interest in the subject will carry your audience along. Do

not be afraid to make mistakes, to say the wrong thing at the wrong time, to forget an important point, to have no answer for a question. Mistakes are unavoidable.

d) Deliberately pause at key points – this has the effect of emphasising the importance of a particular point you are making.

e) Humor is very useful; prepare a couple of puns and jokes beforehand (but not epic jokes, which require complicated setup). However, if you're not good with jokes, better avoid them altogether. Improvising humor is very dangerous.

f) To make the presentation interesting, change your delivery, but not too obviously, e.g.: speed; pitch of voice

g) Use your hands to emphasise points but don't indulge in too much hand waving. Stand rather than sit when delivering your presentation and try to be aware of any repetitive gestures or awkward mannerisms that might irritate your audience. Look at the audience as much as possible, but don't fix on an individual – it can be intimidating. Pitch your presentation towards the back of the audience, especially in larger rooms.

h) Don't face the display screen behind you and talk to it.

Other annoying habits include:

Standing in a position where you obscure the screen. In fact, positively check for anyone in the audience who may be disadvantaged and try to accommodate them. Avoid moving about too much. Pacing up and down can unnerve the audience, although some animation is desirable.

i) Be enthusiastic. Act your talk: explain, ask rhetorical questions, act surprised, etc.

Give people time to think about the important facts by slowing down, or even stopping for a moment.

Do not go overtime under any circumstance.

Do not treat your audience as mentally-impaired: do not explain the completely obvious things.

5. Visual Aids

Visual aids significantly improve the interest of a presentation. However, they must be relevant to what you want to say. A careless design or use of a slide can simply get in the way of the presentation.

Make sure you know in advance how to operate the equipment and also when you want particular displays to appear. Arrange beforehand, what is to happen and when and what signals you will use. Edit your slides as carefully as your talk – if a slide is superfluous then leave it out. Slides should contain the minimum information necessary. To do otherwise risks making the slide unreadable or will divert your audience's attention so that they spend time reading the slide rather than listening to you.

Try to limit words per slide to a maximum of 10. Avoid using a diagram prepared for a technical report in your talk. It will be too detailed and difficult to read.

Room lighting should be considered. Too much light near the screen will

make it difficult to see the detail. On the other hand, a completely darkened room can send the audience to sleep. Try to avoid having to keep switching lights on and off, but if you do have to do this, know where the light switches are and how to use them.

6. Questions

Listen to the questions very carefully; many speakers answer different questions than the ones asked.

Encourage questions. Be patient and listen to the question without stepping on the questioner's words. Repeat the question if you believe that not everyone in the audience has heard it. Pause before rushing your answer; make the questioner feel that the question was important enough for you to think about an answer. Answer only the question that has been asked, no more and no less. Answer with eye contact on everyone in the room, not only the one who asked the question.

Be ready to deal with any hostile questions. Polite diplomatic answers are a good disarming tactic, but if you should find yourself under fire, suggest that the audience keeps any further questions until the end of the presentation and continue with your next point.

7. Finally ...

Enjoy yourself. The audience will be on your side and want to hear what you have to say!

B. Using Slides

1. The first slide should announce the title of your presentation (try to make it catchy), the event and date, and your name and position. This may seem terribly obvious, but many speakers miss off some of this basic information and then weeks later listeners are not clear who made the presentation or when.

2. The second slide should seize the attention of your audience for your presentation. It could be the central proposition of your presentation or a conventional wisdom that you wish to challenge or a relevant or witty quote from a famous person. If it is amusing or controversial or both, so much the better.

3. The third slide should set out the structure of your presentation. The default structure should consist of three themes that you intend to examine. For a very short presentation, there might only be time for two; if you want to look at more than five areas, write a book instead.

Each theme should be the subject of a small number of slides. Again, a good working assumption is that three slides for each theme is about right. Less than two and it isn't substantive enough to be a separate theme; more than five and it should probably be broken up into two themes.

4. Use only one idea per slide (all bullets should refer to the same thing). Each slide should have a short and clear heading. A long title shows something is wrong. A question is often a good way of winning attention - but, in that case,

make sure you answer the question in the body of the slide.

5. Each slide should normally contain around 25 words (some say 10), unless

it is a quote (when you might use more) or contains an illustration (when you will probably use less). If you have lots of text, people will read it faster than you talk, and will not pay attention to what you say. Too many words and your audience will have trouble reading the material; too few words and you're likely to be flashing through the slides and spending too much time clicking the mouse.

Each bullet point should consist of an intelligible phrase, rather than merely a word or two that is meaningless on its own or conversely a complete sentence that is better delivered orally. Consider this test: your slides should make sense and be useful to someone who was not present at your presentation.

Don't count on the audience to remember any detail from one slide to another. If you need it remembered, re-state the information a second time. Especially if you have to present many different things, try to build a unifying thread. The talk should be sequential in nature, no big conceptual leaps from one slide to the next.

6. Make appropriate use of pictures. It's a good idea to break up text with illustrations and it is true that a picture is worth a thousand words. Have 80% of the slides with images.

A few real photos related to your subject look very cool. Real photos are much more effective during the core of the talk than during the intro.

7. Do not "waste" information by using unnecessary colors. Each different color should signify something different, and something important. Color-code your information if you can, but don't use too many different colors. Have high-contrast colors.

Use strong colors for important stuff, pastel colors for the unimportant.

Sometimes a matte pastel background looks much better than a white one.

8. Exploit animation with restraint. Do not use fancy animation effects if not necessary.

However, there are places where animation is extremely valuable, e.g., to depict the evolution of a complex system, or to introduce related ideas one by one.

9. Have a good conclusions slide: put there the main ideas, the ones you really want people to remember. Use only one conclusions slide.

10. The last slide should set out all appropriate contact details: certainly e-mail address, the web site of your organisation, and any personal website or weblog if you have one.

Make copies of your slides available. It is a matter of preference whether you do this at the beginning of your presentation or at the end. It might depend on the circumstances of the presentation: if there is a large audience, people at the back may not be able to see the screen clearly and would really appreciate having copies of the slides.

Link Words and Phrases

Opening words

Welcome to this morning's presentation on...

First of all, may I introduce myself...

Stating objectives and scope

Perhaps I could begin by explaining...

First of all let me say a few word about...

Let me tell you what I intend to deal with today...

Today we will be looking at...

We will be concentrating on...

The aim of this presentation is...

Introducing visuals

I'd like to show you...

If you take a look at this...

Now, let's look at...

If we look at..., we can see that...

You will notice from the graph/chart/diagram that...

Continuing on the same subject

Secondly, I'd like to mention...

My third point is...(but no fourth point, please)

Now let's look at...

At this point it may be useful to consider...

Generalising

in general/ generally speaking/ as a rule/ by and large/ overall it's true to say that/ in most cases

Making a special point

I'd like to point out...

We need to bear in mind that...

Don't forget that/ Let's not forget...

I'd like to draw your attention to...

one exception is/ but in fact/ in reality/ the fact of the matter is/ the point is/ the real question is...

Moving on to a new subject

Perhaps we could now turn to the question of...

This leads us on to another important issue/ question/ aspect...

Moving on...

Reformulating your message

To put it another way...

In other words...

What I am suggesting is...

Let me put it another way...

What I am trying to say is...

How shall I put it?

Dealing with unexpected/difficult questions

(reformulate the question to “mirror” back)

That is a very interesting point... we'll be dealing with that question later

Let me try to give you a general answer... I'm not really an expert in that area, but...

If I may, I'll hand that question on to my colleague who has an interest in this field.../ The best way I can answer that question is...

Closing the presentation

Finally we mustn't forget/ overlook...

Last but not least, there is the matter of...

I'd like to finish off by drawing your attention to...

in conclusion/ to summarise/ thank you...

Are there any questions/ Does anyone have any questions?

Now prepare and deliver a 10-15-minute presentation about the mass media in Great Britain or the USA.

Exercise 3

Take a newspaper (local or foreign) and find out the following information about it.

PROJECT WORK

1. What is the name of your paper?
2. How much does it cost and how many pages does it have?
3. Is it a 'tabloid' or a 'quality' paper?
4. What percentage of the front page is TEXT, not counting the headlines?
5. Where is the 'leader' column and what heading does it have? (For example: 'Comment', 'The Sun Says' etc)
6. How many pages of foreign news does your newspaper have?
7. How many pages of financial news does your paper have? (This is sometimes called 'The City' section)
8. How many sports pages does your newspaper have? What kinds of sport does it cover? Can you explain why it covers those?
9. How many cartoons are there in your paper? Are any of them political?

10. Are there any advertisements in your paper? What sort of commodities are advertised? Can you explain why?
11. Approximately what percentage of text does your newspaper have?
12. See if your newspaper has a section dealing with the signs of the Zodiac (Scorpio, Capricorn etc). If so, what is the section called? What does it say for your sign?
13. What other sections does your newspaper have?
14. Would you read it if you lived in Britain/America?
15. Would foreigners living in this country read the paper you have analyzed? Why? \Why not?
16. What kind of people do you think might read this paper?

Compare and discuss your findings with other students.

Now read an article from the PUNCH to check whether your predictions concerning the sort of people who read different kinds of newspapers in Britain were correct.

THE INK TEST

They always said *The Times* was read by the people who ran the country, the *Mail* by their wives. What does your paper say about you now? Dan CONAGHAN updates the Fleet Street check off list.

There is a traditional litany about newspapers which runs ‘*The Times* is read by the people who run the country, *The Telegraph* by the people who own the country’ and so on, right up to that famous punch line, ‘And *The Sun* is read by people who don’t care who runs the country, so long as she’s got big tits.’

A number of factors have combined to render this analysis old-fashioned. It is incomplete. Not only are there new papers to add to this old list- quite possibly more papers than there are readers, in fact – but there are also new ways of defining newspapers.

We wanted to bring the old chestnut bang up to date. But we also wanted to be accurate. So we spoke to the experts. Advertisers, for example, create detailed pictures of the people who read individual papers, so that they can then target their campaigns at exactly the right markets. We consulted a group of hot-shop hot-shots, as they might put it, to get the view of papers’ punters.

We also used a ‘level of agreement’ study. This operated as follows: groups of readers were read a number of propositions, which expressed a range of opinions. They were then asked which opinion they agreed with most. From this we, or to be precise, The Decision Shop of 30 Eastbourne Terrace, London W2, could glean a series of Couldn’t Agree More statements, which were the statements with which a higher portion of a newspaper’s readers agreed than did those of any of the other papers.

Finally we consulted an Expert Witness. In this case ‘Reg’, a newspaper vendor in Piccadilly Circus. Who bought what from him?

We compared all these definitions to see just who reads what. And what you read says about you. We begin with the trad papers. *Sun* readers should ask a friend to explain what it all means.

***The Times* is read by the people who run the country.**

The admen say: 'Can still claim to reach top people's breakfast tables. Readers are high-achievers but materialistic. Mostly carnivorous and urban. Good upside potential thwarted by obsessive attention to detail.'

Couldn't Agree More: 'I really want to own more expensive cars and jewellery.'

Expert Witness: 'Well-dressed birds mainly'.

***The Guardian* is read by the people who would like to run the country.**

The admen say: Now read by aspirational mediavores, lifestyle-conscious but also career-minded. Environmentally-friendly *Guardian* readers have cleaned up their act to become adapters, plotters and intrepid navigators. Cool cucumbers out for the main chance.

CAM: 'My beliefs are very different from those of my parents'.

EW: 'A stubborn lot. When it changed they stuck with it'.

***The Financial Times* is read by the people who own the country.**

The admen say: Discreet and doughty, they see themselves as umpires of a large and well-organized football tournament. But can be unscrupulous. The occasional peacock who carries the *FT* for effect.

CAM: 'People have got to look after themselves – even if it means being dishonest.'

EW: 'A good crowd, very cheerful.'

***The Daily Telegraph* is read by the people who want the country to be run as it used to be.**

The admen say: Suburban bungy-dwellers. Comfortable, grumbling traditionalists. Worry about gardening, unit trusts and the price of eggs. Favour Terylene trousers.

CAM: 'It's worth making the financial sacrifice for private health care.'

EW: 'Office workers I should think. Some of them are downright miserable'.

***The Daily Express* is read by the people who think the country is still run as it used to be.**

The admen say: Patriotic middlemen, sloggers with dreams of fame and fortune. Express readers are still happy in the world of Rupert Bear and the Gamblos. Some achievers, many aspirers.

CAM: 'I'm proud of being British'.

EW: 'Men in their middle market'.

***The Daily Mail* is read by the wives of the men who run the country.**

The admen say: Still a feminine newspaper, with some male readers. Nescafe people with a bright, social outlook. Omnivorous but prone to wacky

food fads. Mobile, occasionally daredevil, predominately net-curtain twitchers.

CAM: 'I really like cats.'

EW: 'Birds, secretaries.'

***The Daily Mirror* is read by the people who think they run the country.**

The admen say: Caring, but too keen to rally around hopeless causes; Plodders, but there are three million of them. Useful block-vote for Labour Party.

CAM: 'I worry about unemployment.'

EW: 'It's either that or the Sun for most people.'

***The Morning Star* is read by the people who would like another country to run the country.**

The admen say: Much less aggressive than they used to be. Readers are more interested in interest rates than revolution. Still a high proportion of wooly plotters.

CAM: 'I resent the fact that other people have so much more than I do.'

EW: 'Not much call for it round here.'

***The Sun* is read by people who don't care who runs the country, as long as she's got big tits.**

The admen say: As true as ever. Xenophobic, aggressive plotters and dumbos but excellent sense of humour and sturdy opinions. Vulgar but dogged and basically decent, if often misguided.

CAM: 'We should bring back hanging for violent crimes.'

EW: 'A national institution, isn't it.'

***The Independent* is read by the people who think the country is where you go at weekends.**

The admen say: Boring suburban middle-brows compensated for by the sharp-eyed City slickers. Adapters and dynamics mixed with sloggers and the butterfly-minded. Neurotic about money, impatient with a penchant for high-technology.

CAM: 'Couples should live together before getting married.'

EW: 'Sport's the best. Lots of people in a hurry pick it up.'

***Today* is read by the people who aren't sure how the country should be run.**

The admen say: Oh dear. Wandering in the political wilderness, intellectually dormant with dim memories of mid-Eighties fun and games. Suffering from delusions of adequacy.

CAM: 'I can't decide.'

EW: 'Oh dear, we don't sell a lot of those.'

***The Correspondent* isn't read by anyone at all.**

General comprehension questions

1. Why did the author decide to review the survey of the readership of the leading national newspapers?
2. Who did he consult for advice? Why did he choose those people to help him?
3. Do your predictions about the potential readership of British newspapers coincide with those of the survey?

Detailed comprehension questions

1. What is ‘*a punch line*’? Where can one find it?
2. In the phrase: ‘... *so long as she’s got big tits*’, who is ‘*she*’? What has she got?
3. “*We wanted to bring the old chestnut bang up to date*” – Explain in plain English what the author’s intention was.
4. Who or what does the author mean by ‘*a group of hot-shop hot shots*’?
5. What does ‘*a newspaper vendor*’ do?
6. What does the author imply when he says: ‘*And what you read says about you*’?
7. What are ‘*trad papers*’?

Analyze what is said about each of the leading British national papers. Prepare your questions if there is something in the text that you do not understand.

WORKSHOP II. READING NEWSPAPERS FOR PROFESSIONAL PURPOSES

Contemporary multilateral diplomacy takes place in the environment of the “new diplomacy” referred to in Unit One. This “new diplomacy” is much more public than was the “old diplomacy” of preceding centuries. As a consequence, successful contemporary diplomats must master, whether in bilateral or multilateral settings, the skill of dealing with the news media.

Sergey Lavrov, Russia’s Ambassador to the United Nations (1994–2004), Minister of Foreign Affairs (2004–present), in his essay “The United Nations through the Eyes of a Russian Ambassador” writes about the importance of working with the press at the UN.

Before you read the essay discuss the following questions.

1. Why is it important for diplomats to work with correspondents from different countries?

2. Should diplomats and ambassadors try to avoid the reporters? Why or why not?

THE PRESS AND THE UN

The UN's work involves not only the delegations of member countries, the intergovernmental bodies under its aegis, and the secretariat, but also the press, or what is known as the "fourth estate." UN activities are covered by correspondents from many countries, and to a large extent they shape world opinion on many important issues on the UN agenda. It is anything but easy to cultivate good working relations with foreign, especially American, media. At the windup of every SC consultation (to say nothing of every formal council meeting), diplomats are beset in the UN lobby by a crowd of reporters. TV cameramen take close-ups of the ambassadors, ask them to step nearer, thrust out their microphones. Of course, it is possible to make a getaway through a side door, as some diplomats have done more than once. Or one can pause to answer the questions that are showered forth – "When does Russia plan to formally propose easing sanctions against Iraq?" "What rights does Russia reserve in the CIS operations in Georgia and Tajikistan?" – the reporters trying to shout out each other in the hope of eliciting answers to their questions.

The very wording of the questions shows that the reporters who ask them want to hear sensational answers. Well, it cannot be helped, because the media are involved in a business enterprise and need a bit of sensational material, a hint of scandal for the front page, to attract readers. (I remember one occasion on which a reporter asked me what the SC had discussed that day. Upon learning that the council had registered a smooth, successful completion of the UN operation in Mozambique, he remarked disappointedly: "Successful? Then there's nothing to write about!") Be that as it may, ambassadors should not exit hastily through a side door unless they want the position of their country to be left to the guessers and speculators.

Many delegations attach great importance to working with the press. Some of them even rent premises at UN headquarters where they can give leading media representatives a closed briefing before an important meeting or, right on its heels, offer a frank assessment of the problem at hand or of the reefs on which a solution can founder. This "enlightenment" costs a pretty penny but is undertaken as a necessity. "Do you know why we do this?" asked the press attache of a Western European mission in a moment of frankness as he chatted with his Russian colleague. "You will remember Carl Kraus, a well-known Austrian publisher and journalist of the early twentieth century... who said that diplomats lied to journalists but, on reading the press the following day, came to believe their own lies." Well, there is some truth in this anecdote, as there is in any other. And it is a fact that diplomats, UN secretariat staff members, and even journalists themselves rely to a large extent on what they read in the press or see on television.

What I have described and am most familiar with, of course, are the methods that the Russian mission uses in its work – the diplomatic methods that are crucial to the fulfillment of our tasks. These tasks may be broadly defined as promoting Russia's national interests at the United Nations, just as

other countries strive to promote their own. But the unique nature of the United Nations is that one promotes the interests of one's own country only when they have been harmonized with the interests of others. This requires mutual concessions and compromises, but that's how multilateral diplomacy works. One cannot hope to introduce a national initiative in the United Nations and see it endorsed by all 191 member states without a single change. There must be changes and modifications to accommodate the interests of others. But the hoped-for result – a consensus among the UN's members –

would be worth much more than any unilateral action, since it promotes a global approach to the solution of the modern world's inescapably global problems.

Comprehension tasks

1. Decipher the following abbreviations: the UN, the SC, the CIS.
2. Find out what a press attaché does.
3. Find out how many member states there are in the UN now.

Comprehension and discussion questions

1. What does the UN work involve according to Mr. Lavrov?
2. Why is the press known as the “fourth estate”? What are the other three?
3. Why are foreign media hard to manage?
4. Why is working with the press a necessity for diplomats? Can they rely on the information in the press?
5. What is the way to promote a country's national interests at the United Nations?

Exercise 4

Translate the word combinations below into Russian. Find them in the text and translate the sentences into Russian.

to shape world opinion on an issue

to cultivate good working relations with smb

to take close-ups of smb/smth

to elicit answers to the questions

to attach great importance to smth

to offer a frank assessment of smth

to be crucial to the fulfilment of the tasks

to require mutual concessions and compromises

to introduce an initiative

to accommodate the interests of smb

Now use the above sequences in the correct form in the following sentences.

1. We _____ to such core ethical values as honesty, integrity and respect for people, these are an integral part of our corporate culture and business practice.

2. Another important skill in multilateral diplomacy is the ability to _____ with the media, especially the US media.
3. The reform of the Security Council must _____ of all sides, especially those who are currently underrepresented.
4. The politician has admitted he tried _____ on the Iraq War during the otherwise smug and elitist conversation at the World Economic Forum.
5. Globalization has gone so far that managing complex issues requires _____ on the part of all those concerned.
6. The main element you should focus on when _____ relations is developing trust.
7. Ambassador L. points out that tactical flexibility is even more _____ of the tasks at the United Nations than in bilateral diplomacy.
8. It is possible _____ using an additional lens held up in front of the camera's lens.
9. The only way for anyone to deal with this complexity is by building coalitions and to privately develop an informal consensus on how to deal with a problem before _____ an initiative in the formal institutional structures.
10. The two sides stress the necessity to fully respect and _____ the interests and concerns of relevant countries.
11. Culture is an intriguing field of cooperation to which we _____ at the embassy.
12. "Waging Peace" is the first book _____ assessment of the strengths and weaknesses of the current US peace movement.
13. Questions should be precisely worded _____ specific answers.
14. The public administration is crucial _____ by pursuing constant advancement and innovation.
15. Diplomats in multilateral venues, regardless of their nationality, must pay special attention to the American media, which strive to _____ on many important issues.
16. A multistage approach has been used to introduce _____ within the countries, and different results have been observed.
17. In the UN lobby reporters elbow their way to _____ of celebrities and take pains to _____ thrusting out their microphones.
18. I am hopeful that this panel, comprised of honest, ethical, and experienced patriots, will offer _____ of the situation in Iraq.
19. A compromise requires an adjustment of conflicting claims by mutual _____.

Exercise 5

Translate the verbs below into Russian and suggest as many synonyms for them as you can.

to cultivate to compromise

to elicit to introduce
to assess to initiate
to fulfil to accommodate
to shape to attach
to offer to concede

Exercise 6

Fill in the gaps with the verbs in the correct form from the list above.

1. John always tries _____ people who might be able to help him professionally.
2. Sen. H. R. Clinton has denied a news report that she plans _____ the Democratic nomination to Sen. B. Obama tonight.
3. The terms of the contract must _____ exactly.
4. The Belarusian government plans _____ privileges to people of Belarusian descent who live abroad and actively cooperate with the country.
5. It's too early _____ the effects of the new legislation.
6. As the government increasingly has resorted to tax policies _____ the economy and social welfare, the tax system has grown complex.
7. The union has made every possible effort _____ the management.
8. Successful people _____ the habit of never denying to themselves their true feelings and attitudes, as they have no need for pretenses.
9. The government _____ a ban on the advertising of cigarettes.
10. They refused _____ their principles by doing a deal with the terrorists.
11. Their appeal for funds didn't _____ much of a response.
12. The Israeli Prime Minister is reported ready _____ the West Bank to create a Palestinian state.
13. His philosophy _____ through solving moral dilemmas.
14. It would be unwise _____ too much significance to these opinion polls.
15. The House Speaker said on Saturday that Democrats _____ legislation that could give oil companies drilling access to more offshore areas.
16. The government _____ a massive new house-building programme.
17. He asked more than the sponsor was willing to pay, so they _____ on a price.
18. This company should be able _____ our requirements.
19. All research products developed under this contract are designed to provide practical guidance to engineers _____ the needs of the aging population of road users.
20. After much questioning, he _____ the truth from the manager.

21. The commission _____ the value of the house at £60,000.
22. During the war he _____ to the naval college as a gunnery instructor.
23. His sharp remarks _____ a note of bitterness into the talks.
24. Peace talks _____ in an attempt to avert a full scale war.

Exercise 7

Translate the following passage into English using the active vocabulary.

Как же организуется работа по сбору информации внутри посольства? Первое, что обычно практически делается, это выделяются определенные люди, которые должны внимательно следить за прессой и наладить хорошие рабочие отношения с корреспондентами местных газет, редакторами газет и видными журналистами, которые формируют отношение общественности к различным, актуальным вопросам.

Эти связи позволяют получить ответы на вопросы, которым придается большое значение внутри страны, и представление о которых является ключевым моментом при выполнении дипломатических задач.

Известно, что пресса является очень важным источником информации в странах, где происходит борьба политических партий, где различные группы общества имеют свои отдельные органы печати, выражающие их мнение по ряду вопросов. Однако в ряде случаев пресса не всегда дает объективную оценку происходящим событиям, так как, либо отражает позицию, которую занимают ее владельцы, либо стремится удовлетворить интересы всех сторон. Поэтому, наряду с анализом прессы, дипломаты обычно стараются путем личного наблюдения и общения собирать более полную информацию, которая точнее показывала бы действительное положение вещей.

One of the major everyday tasks of a diplomatic officer is reading the press of the country he is assigned to. Reading has to be done quickly. What speeds the process is the skill of comprehending the idea of an article by looking through the headline. One has to remember that popular papers frequently use slang and punning references to the article's content while quality papers tend to provide more information in their headlines. Both types of newspaper, however, use common jargon words to save space.

NEWSPAPER HEADLINES

Here is a brief guide to the 'rules' by which English headlines are written:

1. The articles, personal and demonstrative pronouns and the verb 'to be' are omitted.

MAYOR JACKING HIRES BROTHER = Mayor Jacking has hired his brother.

POPE VISITS FLOOD ZONE = The Pope of Rome has visited a\ the flood zone.

2. The present tenses are used to describe something which has happened, is happening, or happens repeatedly.

HOPES RISE FOR HOSTAGES = Hopes have risen for some hostages.

US PRESIDENT ARRIVES IN PERU = The president of the USA is on a visit in Peru.

3. When the present continuous is used, the auxiliary verb 'be' is omitted.

DEMOCRATS GAINING IN POLLS = The Democrats are gaining in opinion polls.

MARINES AWAITING GO-AHEAD =The Marines are awaiting a go-ahead signal.

4. To refer to the future, the infinitive with 'to' is used.

OPERA COMPANY TO TOUR SWEDEN = An opera company is to tour Sweden.

SCHOOL COUNCIL TO BAN VIDEO GAMES = The school council will ban video games.

5. Passive sentences are written without their auxiliary verbs.

DEVON VILLAGE TERRORIZED = A village in Devon has been terrorized.

ISRAELI GENERAL DISMISSED = An Israeli general has been dismissed.

6. Acronyms and abbreviations are used for geographical terms and names of organizations.

REVIVAL PLAN FOR UNO = There is a revival plan for the United Nations Organization.

NZ ROW OVER JOBS FOR VETS = There is a scandal in New Zealand over jobs for veterans.

7. Honorary titles and ranks are dropped.

MAGGIE TO LAND IN NY = Her Royal Highness Princess Margaret is to land in New York.

BILL FOR MOSCOW = The President of the USA is planning to visit Moscow.

8. There are a lot of words that are specifically used in headlines as they are short, monosyllabic and sound dramatic.

Consider the following list

Aid – assistance, support
Aide – assistant
Axe – to dispense with, cut, close down, dismiss
Back – support
Ban – prohibition
Bar – to prevent smth from happening
Bid – offer, attempt
Blast – explosion
Blaze – fire out of control
Blow – disappointment, set-back, failure
Boom – sudden large beneficial increase
Boost – lift, impetus
Bug – disease, infection, virus
Charge – accusation, allegation, price
Clash – argument, conflict
Cop – policeman
Coup – seizure of power, overthrow, takeover, regime change
Crook – criminal
Curb – restraint, restriction, limit

Cut – to reduce, lower
Deal – agreement, bargain
Drive – campaign
Flee – to run away, escape
Gag – censorship, instruct not to speak
Hail – to welcome, praise
Halt – to stop
Haul – quantity of smth stolen or seized
Hit – to affect negatively, reach the top position
Hold – to arrest, detain
Horror – horrifying incident
Host – to entertain, receive
Hurdle – obstacle
Inquiry - investigation
Jab – injection
Jail – prison
Link – connection
Loom – approach of smth threatening
Mob – large gang, uncontrolled crowd
Net – to capture
Nuke – nuclear weapons
Ordeal –torture, unpleasant experience, test
Peril – danger
Pit – coalmine, goldmine
Plea –strong request
Pledge – promise
Plunge – dramatic fall
Press – insist on
Probe – investigation

Quake – earthquake
Quit – to resign, leave, abandon, give up
Quiz – to interrogate
Rap – strong criticism, reprimand
Riddle –mystery, mysterious case
Row – disagreement, argument, quarrel, scandal
Scare – alarm, panic
Shock – unpleasant surprise or feeling, disappointment
Slam – to criticize viciously
Smash – to break, destroy
Snub – to turn down, reject
Soar – to increase dramatically
Spark – to cause
Spur – to move ahead
Toll – number of people killed
Tragedy – terrible, unfortunate event
Urge – to recommend strongly
Vet – to examine for correctness, veteran
Vigil – remaining watchful while staying awake
Vow – promise, threat
Weigh – to consider
Win – to gain, achieve

Woo – to try to win the favour of, attract

Of course, the list is much longer, and you will have to build up your own list, as journalists keep coining new flashy words every day. Learning this kind of vocabulary does not come easy to most students and takes a lot of effort. Yet, it is the knowledge of this vocabulary that will distinguish you from thousands of other people who know the English language but do not major in international affairs and politics.

Exercise 8

For each of the following “headline words” on the left find an item on the right with the same meaning.

BID fire
QUIZ close down, dismiss
CLASH explosion
HIT reduce, limit
PROBE strong criticism, reprimand
RIDDLE conflict, disagreement, fight
TOLL censorship
WOO question, interrogate, interview
AXE mystery
BLAZE affect badly

CURB	quantity of something stolen or seized
QUIT	investigate
HAUL	attract, win the support of
GAG	attempt
BLAST	total number of dead
RAP	leave, depart, resign

Exercise 9

Explain the following headlines in simple English. Mind all the words above.

e.g. UK to send more aid to Ghana.

The United Kingdom is going to send more help to Ghana.

1. ARMY AXES 3 BASES, 3,000 MEN
2. BID TO REACH NORTH POLE FAILS
3. HOTEL BLAST KILLS 8
4. ANIMALS DIE IN ZOO BLAZE
5. US, RUSSIA CLASH OVER ARMS CURBS
6. TOURISTS HIT BY PILOTS' STRIKE
7. POLICE PROBE MISSING WOMAN RIDDLE
8. TOP SCIENTIST QUILTS UK FOR US
9. 3 QUIZZED OVER BOY'S KIDNAP
10. QUAKE TOLL REACHES 27

Exercise 10

For each of the following words find the meaning in the list below. It will help you if you look at the headlines at the foot of the exercise.

**DRAMA ENVOY POLL SEEK SLASH STORM WED CHIEF
GEMS SWOOP RIG SPLIT LEAK LIFT CALL RESHUFFLE**

a) jewels; b) to falsify; c) director, high-ranking official; d) raid; e) to look for, ask for; f) exciting, dramatic event; g) election, voting, public opinion survey; h) to escape (of secret information); i) diplomat, ambassador; j) to remove restrictions, prohibitions; k) divide, division; l) to demand, appeal; m) angry argument; n) to rearrange; o) to reduce drastically; p) to marry.

Exercise 11

Express each headline as it would appear in an ordinary news announcement.

1. 5 SAVED IN FLATS BLAZE DRAMA
2. ENVOY ACCUSED OF SPYING
3. CABINET RESHUFFLE URGED
4. FILM STAR SEEKS DIVORCE
5. AIR FARES SLASHED TO WOO HOLIDAY MAKERS

6. STORM AT UN OVER “SPIES” ACCUSATION
7. ACTOR TO WED FOR FIFTH TIME
8. SERVICE CHIEFS GAGGED: TWO QUIT
9. GEMS HAUL SEIZED IN SWOOP
10. ”POLL RIGGED” CHARGES
11. EU SPLIT OVER LIFTING TRAVEL CURBS
12. CABINET LEAK: CALL FOR PROBE

Exercise 12

Make brief headlines from the following news items.

1. Eighteen people were killed when the army tried to overthrow the government
2. A leading diplomat has been mysteriously murdered.
3. The Prime Minister is trying to win the support of the coal miners’ trade unions.
4. The Director of British Petroleum has been forced to resign.
5. A Member of Parliament was questioned by the police in an investigation into the use of illegal drugs.

Exercise 13

Look at the headlines below and write them out in plain English.

1. SUSPECT SOUGHT IN US PRIEST ATTACK
2. DRUG FACTORY RAIDED BY POLICE
3. MAYOR OF VENICE QUILTS AMID INQUIRY
4. ALL CANDIDATES FOR TOP HONOURS FACE VETTING
5. STRIKERS BRING ISRAEL TO A HALT
6. UK BOOSTS NIGERIA MILITARY AID
7. THREE HELD TRYING TO BOARD AIRCRAFT
8. WEST FEARS “LOOSE NUKES” FROM DESPERATE MEN IN COMMAND
9. S KOREA RESHUFFLE AFTER FERRY DEATHS
10. IRISH BID TO BAN BRANDED CIGARETTES

A lot of comprehension difficulties arise when journalists make references to historical events or personalities, quote the Bible or refer to mythology, split proverbs or rephrase well-known advertising slogans. No knowledge of words will help you understand the message of the article unless you are well versed in the culture of the country, have read the right kind of books and keep your eyes open and ears well-attuned to what is going on in the given area. For example:

Tory Achilles Heel Is Exposed – The weakness in the policy of the Conservative party has come to light.

Exercise 14

Try to interpret the following newspaper headlines.

1. 'BOSTON TEA PARTY' IN NY TO PROTEST SOARING FOOD COSTS
2. GIVING A XXXX FOR THE TORIES
3. HOBSON AND HOW HE CHOSE 'EM
4. THE TOWER OF BABBLE
5. BEWARE OF TORIES WHO BEAR SCHOOL GIFTS
6. BIG BROTHER IS CREEPING ON US, WARNS TOP LAWYER
7. CLASSROOMS WITH THE WRITING ON THE WALL
8. KEEPING UP WITH THE JONESES
9. ROUBLE-SPEAK NOW RULES THE AIRWAVES
10. IF YOU CAN'T BEAT'EM

Exercise 15

For each abbreviation on the left below, find another on the right, which has something in common with it.

a.m.	BA
MP	ITV
BR	p.m.
GMT	BC
BBC	PM
AD	BST

Exercise 16

Make up groups of three abbreviations, each one taken from a different column. Explain why they belong to one group.

NHS	ft	WHO
oz	Rd	Ave
in	GP	PhD
Con	MA	yd
St	lb	st
BA	Lab	LDP

Exercise 17

Some abbreviations, like the following, are pronounced as one word. Put each one in its correct place in the sentences below.

UNESCO VAT NASA AIDS NATO OPEC

1. The price is \$87 but it's subject to _____, so that will be \$95.70.
2. _____ has been described as possibly the most deadly epidemic in

- _____ the history of the world.
3. _____ has announced that the next space shuttle launch will take place in August.
 4. The _____ nations are to meet in Geneva to decide whether to increase the price of oil.
 5. _____ military exercises involving American forces will be held in Britain and Germany this winter.
 6. An expert from _____ produced a report on primary education in underdeveloped countries.

Exercise 18

Put each of the following abbreviations in its correct place in the sentences below.

SOS TUC QC VIP UFO IQ PLO CND HQ DIY

1. The United Nations _____ is in New York.
2. Although he was defended by an eminent _____, he was found guilty and sent to prison for eight years.
3. He's extremely bright. They say he has an _____ of 160.
4. The _____ represents the great majority of working men and women in Britain.
5. The aim of the _____ is to establish a permanent home for the Palestinian people.
6. Film-stars, prime ministers and other celebrities are entertained in the special _____ lounge at the airport.
7. Their _____ was picked up on the radio by two other ships and a plane. They were rescued within hours.
8. Some people thought the object in the sky was a _____ bringing visitors from another planet but it turned out to be a small plane.
9. _____ will support any moves to abolish or reduce nuclear weapons.
10. Now then all you _____ fans. Here's an all- purpose tool to help you in a hundred ways to do those home repairs.

WORKSHOP III. PROSPECTS FOR THE PRESS

Subjects for group discussion

- a. Will newspaper readership increase or continue to decline?
- b. Will the British press maintain its world reputation for excellence?
- c. Will the American press dominate globally?

Before reading the article by Conrad Black comment on the quotation by the same author.

The Internet won't kill off the dailies you like – it will help the good ones thrive.

Do you agree or disagree with it? In what ways could the Internet help newspapers?

Don't Write Off Newspapers Yet

(by Conrad Black "The Daily Telegraph")

America Online CEO Steve Case told me recently that the newspaper business was "somewhere between beleaguered and dying." The high priests of the Internet have been predicting the death of the newspaper for some time, often with the affected clinical indifference of the technological Darwinian.

Anyone of consent age in a civilized place would have to be brain dead not to recognize the power of the Internet. Newspaper proprietors who fail to bridge the culture with Internet developers and users are doomed to a precarious existence in a no-growth industry. But those who recognize the Internet's potential, and the power of a strong newspaper franchise as a platform for Internet operations, will prosper.

It is anachronistic that we should continue to be informed and entertained much as we were a century ago by the distribution through congested city streets of large quantities of newsprint, wrought from distant forests. In newspapers, as in other media, the content is important and there is considerable flexibility to accommodate the preferences of the consumer in matters of delivery. Virtually all newspapers are published on the Internet now.

But there is also a false messianism in the claims of high-tech zealots that the Internet is an antidote to all evils. In this era of overwhelming cascades of information and entertainment from a proliferation of sources, the premium on the editorial function will grow, and the goodwill in the trademarks of authoritative newspapers is a tremendous asset. Properly managed, these franchises are beacons built on solid foundations. Unlike some newer media endeavors, these are not exercises in hucksterism, faddishness and financial flimflam.

The Arrogance of Indolence

Too many U.S. and Canadian newspapers are essentially one-city monopolies, combining the arrogance and indolence that comes from an absence of direct competition with a defeatist attitude to other and newer media. Intimidated first by television and then by the Internet, too many newspaper publishers, instead of making their products more interesting and accessible and marketing them more imaginatively, have cowered behind uneconomically low cover prices.

Canada is as heavily populated with newspapers as the U.S., and when we launched a new nationwide newspaper, the *National Post*, in late 1998, it had an electrifying effect on the Canadian media, almost immediately gaining a paid circulation of 300,000. In part this was because the *National Post* took

a different view than the usual soft-left Canadian media preoccupation with rather trivial distinctions between Canada and the U.S. But mainly its success was because of a sharper, more humorous and more crisply edited style than Canadians are accustomed to from their worthy but not overly rollicking media.

The Internet probably poses a greater direct threat to television than to newspapers. TV and Internet transmissions have comparable picture definition and are received on the same screens. Already Internet surfing, along with the steady multiplication of channels, has reduced and atomized TV viewing. The number of television viewers, according to some surveys, has declined by a greater proportion in the past two years than U.S. daily newspaper circulation has since 1970. Yet few people are predicting the demise of television.

The concern most frequently expressed for the commercial viability of newspapers is that they will lose all their classified-advertising revenue. In one sense this is true but intelligent publishers will lose it to themselves. Already all seriously managed newspapers put their classified advertising on the Net, and almost all of them do so in a way that interlinks with other newspapers to make regional or national networks. Our *Chicago Sun-Times* offers advertisers space in the newspaper, on the Web and in a specialty publication called Digital Chicago.

Internet policy of posting classified advertising without charge and calling it content could be somewhat troublesome for newspapers. But either it will lead to such an avalanche of unpaid advertising that would be unwieldy as well as expensive to the service provider, or it will not catch on at all outside a few categories. Resourceful newspaper publishers will successfully defend most of their revenue.

Increasing Revenue

The Internet affords the newspaper publisher the opportunity to expand his circulation vastly, if his product is more than regionally competitive. He will be able to reduce raw-material costs to the extent that people desire the newspaper on their screens rather than on newsprint. He will be able to sell access to his archives and generally increase both advertising and circulation revenue if the quality of his product is competitive. For the greater newspapers, it certainly will be.

Anyone will be able to set up on the Internet and compete directly with telecasters and established Internet sites. In this era of overwhelming choice, the central question is: Who can attract the proverbial eyeballs? As the profusion of advertising in the *Wall Street Journal Europe* demonstrates, there is no better platform for launching, promoting, co-branding and joint selling with Internet sites than an authoritative newspaper.

Serious newspapers will offer their loyal readers a range of Internet services as varied as their content. Those that can bridge the newspaper and Internet cultures will have their full share in the rise of the Internet. They will retain a base of goodwill and brand loyalty that other media will rival only with great persistence and difficulty.

Comprehension and discussion questions

1. What are the options for newspaper business development?
2. Which media actually compete with each other?

3. Do the press and the Internet contradict each other?
4. What problems arise in the era of information from a proliferation of sources? Which mass media function grows in this context?
5. Why did “The National Post” launched in 1998 in Canada thrive?
6. What is the way to increase advertising revenue and not to lose classified advertising revenue?
7. What opportunities does the Internet afford newspaper publishers? What opportunities does an authoritative newspaper give to Internet developers?

Exercise 19

A. Either in pairs or as a group refute or support the statements below.

1. The methods of newspaper business are anachronistic.
2. Everyone recognizes the power of the Internet.
3. All newspaper proprietors admit the necessity of bridging the Internet and newspaper cultures.
4. Not all newspapers will prosper.
5. The only way for papers to survive is to retain the circulation and advertising revenue.
6. The Internet poses a greater threat to papers than to television.
7. The number of television viewers has declined while daily newspaper circulation has increased.
8. Newspapers will lose all their classified advertising revenue.

B. Work in pairs.

Partner 1: State the main idea of the text and list the problems raised in it or the main points the author makes. Ask your partner which of them he/she would like to discuss first. Discuss it with your partner. Then proceed to the other problems or points in the order preferable to your partner.

Partner 2: Listen to your partner's list of problems or points. Choose which of them you would like to discuss first. Discuss it with your partner. Then proceed to the other problems or points in the order of your preference.

Exercise 20

Translate the following sentences from the text, paying attention to the underlined parts.

1. The high priests of the Internet have been predicting the death of the newspaper for some time, often with the affected clinical indifference of the technological Darwinian.
2. It is anachronistic that we should continue to be informed and entertained much as we were a century ago by the distribution through congested city streets of large quantities of newsprint, wrought from distant forests.
3. Intimidated first by television and then by the Internet, too many newspaper publishers, instead of making their products more interesting and accessible and marketing them more imaginatively, have covered behind uneconomically low cover prices.

Exercise 21

Write a summary of the text.

Exercise 22

Explain in English the following words and phrases used in the article.

1. high-tech zealot
2. media endeavors
3. beacon
4. hucksterism
5. faddishness
6. financial flimflam
7. arrogance of indolence
8. overly rollicking media
9. Internet surfing
10. classified advertising

Exercise 23

Study the collocations with the word "newspaper" and translate them into Russian/English.

newspaper

- | | |
|---------------|-----------------------|
| 1. ownership | a. строка |
| 2. proprietor | b. формат |
| 3. franchise | c. заголовок |
| 4. readership | d. освещение |
| 5. viability | e. тираж |
| 6. space | f. колонка |
| 7. content | g. раздел |
| 8. caption | h. полоса |
| 9. publisher | i. редактор |
| 10. consumer | j. помощник редактора |
| 11. business | k. архивы |

Exercise 24

Find in the text the English equivalents for the following pairs of word combinations and make up sentences of your own with them.

1. распределение/раздача печатного материала
доставка печатного материала
2. увеличение количества источников
увеличение количества каналов
3. поток рекламы
поток информации
4. общенациональные газеты
авторитетные газеты

5. закат/конец эры телевидения

рост популярности газет, интернета

6. процветать (о газетах)

процветать (о владельцах)

Exercise 25

Find the word combinations in the text and translate them into Russian.

to be doomed to a precarious existence

to launch a newspaper

to pose a direct threat to

to expand the circulation

to increase the advertising and circulation revenue

to compete directly with smb for smth

to bridge the cultures

to retain loyalty to

to rival smb for smth/ in smth

Now use the above sequences in the correct form in the following sentences.

1. The Washington Times is looking at a strategic plan that will provide a more focused effort _____ and advertising.
2. Governments should make human concerns central to statecraft otherwise we will be doomed _____.
3. Though many Britons retained _____ to the government opinion polls in 2000 indicated increasing dissatisfaction by the population with the Labour and some of its programmes.
4. Their goal is to show how the arts can _____ diverse cultures.
5. The Conservative party in order to _____ with the Labour and to appeal to the electorate is attempting to generate new policy directions and a new image.
6. London Mayor said he had been “blown away” by Beijing’s achievements and added that London would deliver an Olympics _____ the one in China.
7. Sporting News _____ an online daily national sports newspaper, to be called Sporting News Today.
8. It is claimed that changes in price and quality of readership have concurrent and opposing effects on the _____ revenues of leading consumer magazines.
9. The Labour Party has in practice embraced and built on many Conservative ideological positions, bridging _____.
10. The game, however, _____ existence for many years due to the lack of adequate playing space in the college compound.
11. One of the ways for newspaper management to make a profit is to _____.

12. The militants hiding in the tribal areas along the border pose _____ the US and other Western nations.
13. The breakthrough to what we think of as the modern press arrived when Lord Northcliffe _____ the *Daily Mail* in 1896.
14. More Americans _____ with overseas workers for jobs.
15. This year the newspaper _____ revenue and can now _____ most authoritative newspapers.
16. The most effective way _____ employee loyalty is to improve the physical condition of the workplace.
17. Nuclear disarmament remains the ultimate goal as proliferation of nuclear weapons _____ to humanity.

Exercise 26

Study some more general rules of word formation and revise the ones you learned in Unit 1:

-er/or – a suffix serving as the regular English formative of agent nouns, being attached to verbs of any origin

-ence/ency – a suffix forming nouns indicating an action, state, condition, or quality

Learn the following words and use them in the given sentences.

a) to circulate – circular – circulation – circuit – to circle – circle

1. Here is the memo he _____ on his return from a seminar of New Labour intellectuals.
2. Crime leads to prison, which leads to unemployment, which leads to crime. It's a vicious _____.
3. The Pepys Estate in Deptford, which had an exceptionally high crime rate in the 1980s, introduced changes including security improvements to flats and lighting, and closed – _____ television (CCTV).
4. It is not overly melodramatic to suggest that the continuing gradual fall in the _____ of daily newspapers across the world is a potential threat to democracy.
5. The story centers on a beach bum forced to make an exterior _____ of an Atlantic City penthouse by his lover's gangster-husband.
6. The spacecraft carrying sophisticated surveillance equipment _____ the Earth for several months.
7. The department regularly sends _____ to its civil servants.

b) to advertise – advertising – advertisement (ad, advert) – advertiser

1. The government has a network of more than 200 offices around the world that regularly runs _____ campaigns and organized trade shows to sell Britain to the world.
2. When does the new _____ campaign begin?
3. Too often the _____ have simply reinforced the worst stereotypes about Britain.

4. A small business can only afford _____ in the local press.
5. The _____ Association is a federation of 30 trade bodies representing the _____ and promotional marketing industries including _____, agencies, media and support services.
6. _____ publicly inform people about a product or service in order to persuade them to buy it or use it.

c) to compete – (in)competent – (un)competitive – competition – competitiveness – (in)competence – competence(s) – competing – competitor

1. _____ is a standardized requirement for an individual to properly perform a specific job.
2. A security consultant claims to have found evidence that some Chinese gymnasts are too young _____ in the Olympics.
3. Although the founder of Microsoft built his empire on technological products, his business mastery is even more important than his technical skills, and his _____ urge is a huge driving force.
4. According to another _____ view globalization has gone so far as to render state structures incapable of managing complex issues.
5. The situation could result in intense _____ and rivalry between the Eastern European and Central Asian governments on the one hand and the developing countries' governments on the other.
6. European countries are successfully reforming their economic and labour markets in the areas of business deregulation, job mobility and _____.
7. An "increasingly _____ " labour market is forcing Australian small companies to lag behind their global peers.
8. To be successful today, you must pursue the right _____ strategy – avoid strengths of your _____ and look for weak points in their positions.
9. Being a large economy does not mean that the country is one of the leading richest _____ in Gross Domestic Product terms.
10. In a successful team, we can quickly and clearly identify which team members have which of these nine _____.
11. It is the responsibility of journals and their editors to take all _____ interests into account during the review process.

Exercise 27

Translate the sentences into English using the active vocabulary.

1. Компания «Космос ТВ» осуществила переход на цифровой формат вещания телеканалов, что позволило существенно увеличить количество каналов.

2. Общенациональные газеты в Великобритании – это газеты, которые доставляются во все регионы страны в один день, включая выходные.
3. Поток рекламы в наше время вырос до невообразимых размеров.
4. Будучи чрезвычайно деятельным, студент основал газету, которая теперь превратилась в главное университетское издание.
5. В Европе многие газеты переходят на формат таблоида, чтобы увеличить тираж за счет привлечения женской и подростковой аудитории.
6. Глава Microsoft предрек скорый закат эры телевидения.
7. В качественном отношении отечественные продукты способны конкурировать с зарубежными аналогами.
8. Он страдал от сильного комплекса неполноценности, полагая, что он ничего не может сделать правильно и обречен на жалкое существование.
9. Общенациональные газеты обычно разделяют на «качественные» и «популярные» в зависимости от их формата и содержания.
10. Доля доходов от рекламы в общем объеме журнального рынка возрастет до 60% в следующем году.
11. Поиск новых решений в области дизайна привел компанию к созданию культурологической концепции, основанной на возможности совмещения культурных проектов с коммерческим продвижением услуг дизайн студии.
12. Именно распространение грамотности и всеобщего обучения стало одной из основных причин роста популярности газет.
13. Как много нужно самоограничения и силы, чтобы сохранить верность своим убеждениям, верность избранному пути.
14. Даже если злоумышленник или неуполномоченный пользователь перехватит поток информации, он получит только беспорядочный набор символов, не поддающихся прочтению.
15. Выявленные нарушения требований промышленной безопасности представляли непосредственную угрозу жизни и здоровью людей.
16. В стремлении увеличить свой тираж, большинство газет уделяют теперь больше внимания публикациям развлекательного и скандального содержания.

Exercise 28

Make up sentences to bring out the difference in meaning and usage of the words.

to launch/to introduce/to establish to compete with smb for smth

to expand/to proliferate/to increase to vie with smb for smth

to retain/to preserve/to keep to rival smb for smth

A

1)to launch - *to send or shoot smth into the air or water or into outer space; to throw smth forward in a forceful way:*

a space shuttle, a rocket, satellite, a torpedo, a missile, a ship, a boat, an

attack, an offensive, a career, a scheme, a project, a programme, a new product, a book, a newspaper, an investigation, an inquiry, a campaign, an appeal

2) to introduce - *to make smb known to smb else by name; to cause smth to begin to be used for the first time; to make smth available for sale for the first time:*

oneself, legislation, new evidence, a new word, changes, an idea, an issue, a subject, a bill, taxes, measures, a rule, a principle, a system, a new product, a plant into, the latest technology into

3) to establish - *to cause smb or smth to be widely known and accepted; to put in a position, role, that will last for a long time; to create:*

oneself, a republic, a university, a committee, a company, a friendship, a medical practice, a fact, a custom, order, a precedent, one's innocence, one's identity, a link, relations, a reputation, a habit, a system, a principle, a cause, peace, the truth

B

1) to expand - *to increase in size, range, or amount; to write smth in full form:*

a territory, one's business, the house, an airport, an investigation, activities, operations, services, the size, metals, a company, on the subject, into a novel, into new markets

2) to proliferate - *to increase in number or amount quickly, multiply:*

rumours, nuclear weapons, small businesses proliferate
to proliferate nuclear arms, TV channels

3) to increase - *to become larger or greater in size, amount, number:*

wealth, one's knowledge, awareness, discomfort, confidence, profit, speculation, the amount, the cost, the risk, value, the population, a salary, sales, taxes, prices, the temperature, in popularity

C

1) to retain - *to continue to have smth or use; to keep smb in a position, job; to keep in mind or memory; to hold secure or intact:*

A custom, liberties, one's rights, one's popularity, one's seat, a firm, employees, colour, water, humidity, information, words, features, identity,

2) to preserve - *to keep smth in its original state or in good condition; to keep smth safe from harm or loss; to prevent smth from decaying:*

natural resources, the environment, forests, monuments, traditions, one's rights, liberties, harmony, peace, status quo, gains, relations, order, food, independence, objectivity

3) to keep - *to continue having or holding smth; to not return, lose, sell, give away, or throw away; to continue in a specified state, condition, or position:*

money, a job, a copy, one's seat, one's balance, self-respect, the change, quiet, warm, safe, ready, smb amused/occupied, records, a diary, a shop, chickens, Christmas

Make sure you can choose the correct alternative.

1. The two groups of scientists are competing/vying/rivalling to get funding for their research projects.

2. The victors in each war attempted to launch/introduce/establish a system or organization to retain/preserve/keep the gains they had achieved and prevent future wars.
3. A police search was launched/introduced/established when three men were reported missing in the central highlands.
4. If one company competes/vies/rivals with another for business, it has to lower the prices and improve the products to proliferate/expand/increase sales.
5. Of the world's three great temperance beverages, cocoa, tea, and coffee, cocoa was the first to be launched/introduced/established into Europe, in 1528, by the Spanish.
6. In Vienna, the victors over Napoleon created the Concert of Europe, an informal agreement to retain/preserve/keep the status quo on the continent.
7. The participating countries codified the status and functions of diplomats and launched/introduced/established the principle that any member could launch/introduce/establish a call for a conference with the others.
8. The first thing to do when the power goes out is to quickly take steps to retain/preserve/keep the heat that is already in the aquarium.
9. The president expressed concern about nuclear weapons proliferating/expanding/increasing in the world.
10. "Retain/Preserve/Keep America Beautiful" and "Retain/ Preserve/Keep Britain Tidy" are the two slogans to encourage people of respective countries not to drop litter in the streets.
11. The Prime Ministers and Presidents are more determined than ever that the Commonwealth should continue to proliferate/ expand/increase its activities.
12. The star will be honored during the state convention and then will compete/vie/rival for the national award later this year.
13. It was suggested that the employee should send a photocopy and retain/preserve/keep a copy of the original version of the letter.
14. The television is a technology that has expanded/proliferated/increased through our culture more aggressively than any disease, religion, or political devotion.
15. Though he has become a prisoner he retained/preserved/kept a sense of his own identity.
16. Attempts to expand/proliferate/increase the circulation and cut out waste resulted in the launch/introduction/establishment of new computerised technology to produce newspapers.
17. The Democratic candidate is going to rival/compete the Republican candidate in the presidential election.
18. From the outset of this study, the desire to retain/preserve/keep objectivity has been identified as a driving force behind the case for value-free social science.

Exercise 29

Fill each blank with one word connected with the press.

During the 1980s virtually every _____ was radically affected by new _____ technology. Bitter conflicts were fought between _____ and the unions as the new technology was _____. Almost every _____ left its historic home in _____ Street, known colloquially as “the Street of Shame”, the centre of the British _____ for over a century. Some went to new sites in London’s Docklands, while others moved elsewhere. New technology _____ the circulation _____ of the press, and this in turn allowed the _____ of new papers. Some of these flopped. The most important new paper was the *Independent*. _____ in 1986, it rapidly seized the centre ground vacated by the *Times*, which had moved to the right following its purchase by Murdoch’s News International. In 1990 its _____ was only slightly behind its two main _____, the *Times* and the *Guardian*, and it _____ with the *Times* as “the mouthpiece of the establishment”. News International also acquired the *Sunday Times*, the *Sun* and the *News of the World*, both of which it successfully turned into the two largest _____ newspapers. In 1989 it _____ the television market by _____ a satellite television _____, now known as BSkyB Television.

Exercise 30

Fill in the blanks with the given nouns and verbs in the correct form.

- to present contributor
- to ensure objectivity
- to feature placement
- to keep detachment
- to impose ownership
- to preserve bias
- to cover competitive
- to misinform market
- to provide space

The trend toward concentration of _____ is defended on the ground that large-scale organizations can _____ the funds, know-how, and management in order _____ a newspaper profitable and _____. But conglomeration raises questions among some social commentators about _____. Would marketplace diversity not _____ that error and _____ would be counterbalanced, and does monopoly not increase the chance that the public may _____?

The American press, especially in recent decades, has insisted on _____ in news reports, usually _____ a more rigorous separation of fact from opinion than do newspapers in other countries. Opinion is excluded from news columns and _____ on separate editorial pages, which _____ unsigned editorials and include opinions signed by readers, _____, and syndicated columnists. Careful effort _____ objectivity is made even among monopoly newspapers. The *Washington Post*, for example, which in 1976 had a monopoly in the morning

_____ in the Washington, D.C., area, _____ that year's presidential election by giving equal _____ to candidates Gerald Ford and Jimmy Carter. Even the photographs of the candidates were scrupulously equal in size and _____.

Exercise 31

Fill in the gaps with the following verbs in the correct form.

to present to impose

to ensure to comment

to feature to print

to cover to publish

to provide to distribute

to contribute to detach

1. Politicians and commentators often seem interested in _____ the country as a "problem" and suggesting their own remedies.
2. Marxism and feminism can both _____ powerful insights, but each also has its blind spots and its limitations.
3. People have to be understood in their own terms: this cannot be done by _____ on them some alien ideological agenda form outside.
4. A popular comedy show _____ sketches of extraordinary crudity, which seem to strike only foreigners.
5. The next two texts _____ on the perceived need to create an economically and socially prosperous Britain.
6. The author believes that Mr. Blair's craving for ceaseless change will eventually _____ to his undoing.
7. But even as Disraeli's words were telegraphed to London, _____ in newspapers and _____ by the new railway network across the United Kingdom, the ruling class knew that the moment had come to engineer a historic change.
8. Since 1962, when Marshall McLuhan _____ his book "Gutenberg Galaxy", people have talked in clichéd terms, about the rise of a "global village".
9. Dr Edwards _____ that even if readers don't agree with the Orangemen's stand, at least they may better understand it.
10. The Tories are preparing a preliminary new policy programme, which _____ areas such as the constitution, Europe etc.
11. The British people felt that in important areas of our national life we had become _____ from the British Way.

Exercise 32

Study the definitions of the words in bold type given in the following sentences. Translate the sentences into Russian.

1. **Objective** means not influenced by personal feelings, interpretations, or prejudice: an objective opinion, statement, judgement, criticism
2. **Partial** means inclined to favour one party more than the other: a partial witness, judge, theory, view, decision
3. **Biased** means exhibiting or characterized by bias, tending to yield one outcome more frequently than others in a statistical experiment: a biased estimate, account, information, sources, press reports, jury, witness
4. **Fair** implies the treating of all sides alike, justly and equitably: a fair compromise, representation, distribution, treatment, fight, elections, play
5. **Reasonable** most often means sensible: a reasonable supposition or cost is one which appeals to our common sense; request, price, explanation, precautions, grounds
6. **Passionate** means having or compelled by intense emotion or strong feeling, fervid: a passionate advocate, supporter, defender, plea,
7. **Detached** means exhibiting an aloof objectivity usually free from prejudice or self-interest: a detached observer, view, manner
8. **Partisan** is understood to describe a person who supports their party's measures without an eye to fairness or compromise with their opponents: a partisan newspaper, politics, control
9. **Interested** means being affected or involved: an interested witness, audience, parties, members, listeners
10. **Just** means guided by truth, reason, fairness, being true, correct: a just claim, reply, cause, war, punishment
11. **Prejudiced** means being biased or having a belief or attitude formed beforehand: a prejudiced judge, idea, views, behavior
12. **Even-handed** means fair to all parties as dictated by reason and conscience: an evenhanded way, approach, broadcasting

Now translate the following words into Russian and give the opposites.

objective	detached
partial	partisan
biased	interested
fair	just
reasonable	prejudiced
passionate	even-handed

Exercise 33

Use the words from the list above in the following sentences. Pay attention to the words in bold type.

1. The term _____ is used to describe an action, judgment, or other outcome influenced by **bias**, and it is also used to refer to a person or body of people whose actions or judgments exhibit bias.
2. What does “customary and _____” **cost** mean, and how will it

- affect payment for healthcare _____ services?
3. Meetings of _____ **Parties** are intended to enable Member States and other partners to exchange their views and evaluations of the usefulness and productivity of their work.
 4. The United States needs a/an _____ **approach** in the conflict.
 5. Writing _____ statements can be one of the most challenging parts of creating an effective **resume**.
 6. Recognizing the obligation to pay all _____ **claims**, there is an equal obligation to protect the insurance-buying public from increased costs.
 7. The governor said she was a strong, **courageous** and _____ **advocate** for the poor and vulnerable.
 8. The paper gave a distorted and very _____ **view** of the situation.
 9. How do we stay _____ and **distant** and keep our tranquility in the middle of the storm?
 10. When confronted with _____ patients (who have an **unreasonable opinion** about doctors), physicians may struggle to keep their emotions in check while treating those patients competently and with respect.
 11. If you were doing **the same** work as a fellow employee and you found out that you had to do 20% more work than they did, would you think that was _____?
 12. The State Department has labeled today's Berlin speech by **the party** candidate as a/an " _____ political event".

Exercise 34

Translate the following into English using the active vocabulary.

Редакторы авторитетных газет придают большое значение тому, чтобы печатный материал освещал читателям новости объективно и непредвзято. Они особенно внимательно следят за тем, чтобы субъективное мнение было исключено из колонок новостей и представлено на отдельных полосах, где помещены редакторские статьи. Их главная цель – сохранить объективность и обеспечить равноценные печатные площади, например, политическим соперникам и противоборствующим партиям.

Exercise 35

Translate the following text into English using the active vocabulary.

АНГЛИЙСКИЕ ЗАГОЛОВКИ

"Дайте мне заголовок, и статья готова", – сказал один известный журналист. Однако многие журналисты расходятся во мнениях относительно заголовков. Несомненно, броские, эффектные заголовки делают газету более привлекательной. Но некоторые журналисты считают, что место на полосе, уделяемое заголовкам, не всегда оправдано.

Размеры заголовков определяются техническими возможностями газеты, а также важностью описанных событий и общим направлением

газеты. Некоторые газеты склонны замалчивать одни события и раздувать другие.

Помощник редактора должен представить такой заголовок, который точно соответствует отведенному ему месту на полосе. Он должен точно знать, сколько букв и слов помещается в заданном пространстве.

Необходимость экономии места на полосе привела к тому, что длинные слова стали заменяться более короткими, а некоторые слова опускались совсем. Иногда дело доходило до абсурда: чтобы понять заголовок, приходилось прочесть статью, хотя помощник редактора стремился передать максимум информации, пользуясь минимумом слов.

Despite competition from radio and television newspapers have survived. But which type of the press has suffered a decline in circulation most and what attempts is it making to recruit new readers and advertisers? You will find the answer to this question in the article below.

Pass the Pulitzers

("The Economist")

WASHINGTON, DC. A few years ago, Hollywood produced a film based on the amusing (and not implausible) premise that aliens from outer space had been living on earth for years, particularly in New York. The heroes of "Men in Black" were immigration officers whose job it was to keep an eye on these extra-terrestrials. The only help they had in this difficult task, beyond a fine array of machineguns, was the tireless reporting of the tabloid magazines - "the best investigative journalism in the world," as one of the characters says.

Back in the real world, the weekly tabloids have this year been responsible for more hot political scoops than any of the mainstream media. In January, the *National Enquirer* broke the story of Jesse Jackson's illegitimate child. In February, the *Enquirer* vied with Associated Press to be first with the news that Hillary Clinton's brother, Hugh Rodham, had received \$400,000 for his help with two presidential pardons. Then, with admirable bipartisanship, the *Enquirer* went after the Bush family, chasing the unfortunate Jenna on both drink and marijuana.

There is nothing particularly new about the tabloids being good investigators. They made the mainstream media play catch-up with a series of scoops during the O. J. Simpson trial, producing, for example, a picture of Mr. Simpson wearing a pair of Bruno Magli shoes that he claimed he had never owned. And they have aimed at political targets before: the *Star* took Dick Morris's scalp in 1996 when it revealed that he was having an affair with a prostitute, and almost torpedoed Bill Clinton's presidential campaign in 1992 when it unveiled his affair with Jennifer Flowers. But hitherto they have only dipped a toe into the political pond. The latest spate of stories suggests that they are looking at politics with a new seriousness.

Why forsake Martians for politicians? The simple answer is readership. The *Enquirer's* circulation has sunk from 3.1m in 1994 to 2.1m, the *Star's* from 2.8m to 1.6m. Supermarket chains become nervous about stocking

tabloids if their circulation falls below 2m.

Circulation is down partly because readers seem, quite astonishingly, to mistrust the tabloids' accuracy. Only one out of every eight people who flip through the pages of a tabloid on the way to the checkout counter actually bothers to buy one. Meanwhile, the people who originally got into the habit of buying the tabloids to read about the latest sightings of Elvis are beginning to die off. The mainstream media are invading the tabloids' territory with gossipy entertainment channels and endless chat shows that blur the distinction between speculation and news.

David Pecker, who has run American Media Inc's tabloid empire since 1999, is spending millions in an attempt to recruit new readers and advertisers. He has presided over a dramatic consolidation of the industry, leaving him in control of all the weekly tabloids. He is increasing the amount of firepower his group devotes to investigative journalism: the *Enquirer* set a dozen reporters on to the task of dissecting Mr. Clinton's ten most questionable pardons. And he is dealing with the credibility problem by carefully segmenting his market. The *Enquirer* is aiming at the top end. The paper's delivery vans have the slogan "Get it first. Get it fast. Get it right" printed on the back, and "No Elvis. No aliens. No UFOs" on the side. (The *Weekly World News*, which has led the pack with sightings of Elvis, continues to focus on traditional tabloid fare.)

The tabloids' job is made easier by two things. The first is the blurring of the line between sensationalism and politics. The line was always going to be hard to defend in an era of proliferating news media. But it has been erased by Mr. Clinton's tendencies. The tabloids are arguably the papers of record of the Clinton years.

The second factor is the prissiness of America's broadsheets, still the only form of daily newspaper in most of the country. New York city is the only place with a daily tabloid press that a European would recognise. Many of the country's top journalists think that their job is to analyse "policy"; they do not wish to discuss, in print, tittle-tattle about "personality".

Interested public, or public interest?

Such high-mindedness may have its merits, but the supermarket tabloids do not share it. They say the job of the press is to expose the personal failings of the powerful as well as to discuss greenhouse gas emissions. They instinctively realise that President Bush's tough stance on marijuana makes the question of whether his daughter has ever smoked that weed a compelling news story. (Texas sends people caught with two ounces or less of marijuana to jail for 180 days.)

For the moment the tabloids are on a roll. The issue of the *Enquirer* that broke the Jackson story was one of the paper's most successful. More up-market advertisers have started taking out ads in the paper.

Will this continue? Some speculate that the tabloids' flowering is really just a relic of the Clinton years: a more upright (and less charismatic) president will be the death of them. This seems unlikely. Even supposing they fail to dig up any new scandals, a quick glance at a list of the tabloids' current victims reveals a lot more questions than answers.

And the tabloids still tackle the questions that higher-minded journalists steer clear of in their writing but then spend most of the week discussing at lunch. The latest *Globe* reports that Mr. Clinton plans to tell everything in his

memoirs, including the crucial “facts” that he “was a battered spouse who suffered physical abuse at Hillary’s hands for years”, that he had a secret mental breakdown after telling his daughter about his affair with Monica Lewinsky and, surprise surprise, that he’s a sex addict. *New York Times*, please do not copy.

Notes

1. the Reverend Jesse Jackson (1941-) - a US politician in the Democratic Party, who is also a minister in the Baptist Church and one of the leading black politicians in the US. He was active in the civil rights movement during the 1960s, and is known as a very effective public speaker who has always supported black people and other groups who have been unfairly treated in the past;
2. Hillary Rodham Clinton (1946-) - the wife of ex-president Bill Clinton, was the First Lady of the US; a former United States Secretary of State, U.S. Senator;
3. Bill Clinton (1946-) - the 42nd President of the US. He was elected President of the US in 1992 and again in 1996. Clinton was a popular President for most of his period in office, because the US economy was strong;
4. O.J. Simpson (1947-) - a US football player, one of the most successful players of the 1970s, who later became an actor. In 1994 he was charged with murdering his wife and her friend. The trial lasted for nine months, and was watched on television by people all over the world. In the end the jury decided that he did not kill her. Later, relatives of the murdered people won a civil court case against him and he was ordered to pay them \$ 8.5 million. Simpson is black, and the question of race was important in the attitudes of ordinary people towards Simpson;
5. Elvis Presley (1935-1977) - a US singer and guitar player, who first became popular as a rock’n’roll singer in the mid-1950s, and became one of the most successful and popular singers ever. He is often called “The King”, and some people say that they do not believe that he is dead;
6. Elvis sighting - an occasion when someone claims that they have seen the dead US singer Elvis Presley. These sightings are usually mentioned as a joke, but a few people believe that he is still alive;
7. Monica Lewinsky (1973-) - a US woman who had a sexual relationship with President Bill Clinton. In 1995, Lewinsky worked in the White House as an intern (= a young person who does a job for a short time to gain experience). At first, both Lewinsky and the President said this was

not true, but later Mr. Clinton admitted he had had “an inappropriate relationship” with her

Comprehension and discussion questions

1. What are the Pulitzers, the Associated Press, UFO?
2. Who is the unfortunate Jenna?
3. What is the distinction between the mainstream media and the weekly tabloids?
4. What does the job of tabloid journalists and that of broadsheet journalists consist in?
5. Which type of newspapers is invading the territory of the other?
6. What makes the tabloids’ job easier?
7. What determines the power of tabloids? Do they always concentrate on traditional fare?
8. What are the prospects for the tabloid press?

Exercise 36

Explain in English the following word combinations used in the article.

- | | |
|-----------------------------|---|
| 1. mainstream media | 6. prissiness of broadsheets |
| 2. admirable bipartisanship | 7. compelling news story |
| 3. supermarket chains | 8. to be on a roll |
| 4. credibility problem | 9. up-market advertisers |
| 5. papers of record | 10. to aim at the top end of the market |

Exercise 37

Find in the text the English equivalents for the following Russian phrases.

1. вполне правдоподобная посылка
2. неустанные сообщения
3. журналистское расследование
4. следить за кем-либо
5. горячие сенсации
6. соперничать с кем-либо
7. наплыв статей
8. отказываться от чего-то ради чего-либо
9. сомневаться в правильности
10. сглаживать различие между
11. стереть границу между
12. анализировать
13. сплетничать

14. разоблачать, выявлять недостатки
15. жесткая позиция по
16. опубликовать сообщение
17. делать предположение
18. избегать вопросов
19. взяться за решение вопросов

Now use the above sequences in the correct form in the following sentences.

1. _____ is a type of reporting in which reporters deeply investigate a topic of interest, often involving crime, political corruption, or some other scandal.
2. The Hurricane Katrina disaster _____ in the response capabilities at all levels of government.
3. Philosophers _____ about love, nothingness, and everything else.
4. This was the kind of story, the _____, reporters enter in contests, but instead of grabbing the limelight, the reporter was begging for anonymity.
5. If you refer to something that a group of people talk about as _____, you mean that you disapprove of it because it is not important.
6. When I read that, I began _____ of the rest of the book; a more in-depth technical review should have caught some obvious errors.
7. The correspondent and his cameraman were the first television journalists _____ that China didn't want to surface.
8. The journalist's impact is a result of her rigorous and _____ on the San Francisco Bay, environmental racism and numerous other stories.
9. How will we choose whom to save and whom _____ for the greater good?
10. Both runners _____ able-bodied and disabled athletes.
11. It demonstrates Hollywood's willingness to make movies with _____, carelessly sketched and implausible settings, and unexplained inconsistencies.
12. The Coalition took a/an _____ on illicit drugs in sport, which began in 1997 with the "Tough on Drugs" Campaign.
13. In recent years, media has increasingly turned away from reporting what has happened to focus on _____ about what may happen in the future.
14. _____ quantitative and qualitative data is often the topic of advanced research and evaluation methods courses.
15. The source of this _____ stories can now be identified as the top Pentagon official in charge of media relations.
16. Domestic concerns _____ terrorism in fall, as the public's economic anxiety increases and its frustration with Washington mounts.
17. More artists _____ of iTunes, the largest music retailer in the United States.
18. Seeking _____ the so-called "special" and "mainstream" spaces, the play has children from various schools in the city taking part in the production.
19. Twin Cities officials _____ on protests and demonstrations in Denver.

Exercise 38

Choose the more suitable word.

1. The *Listener* is the official *journal/magazine* of the Linguistic Association.
2. The *Sunday News* has the highest *circulation/output* of any newspaper in Britain.
3. A *scoop/circular* is a leaflet delivered free to a large number of people.
4. The introduction to a book written by the author is a *preface/premise*.
5. Our company finds it difficult to *launch/market* products in that part of the world.
6. They are bringing O. Henry's book in a new *edition/publication*.
7. Are newspapers subject to *banning/censorship* in your country?
8. This page looks very crowded and I don't like the *placement/layout*.
9. Mass circulation newspapers usually specialize in *scoop/sensational* stories.
10. Broadsheet newspapers have always *rivalled/vied* with tabloid newspapers.
11. Sometimes reporters *expose/disclose* classified information or pursue investigative *reporting/journalism* to *expose/disclose* corruption within institutions.
12. We are going to *launch/market* the new product at a press conference next month.
13. This newspaper doesn't have very good sports *publication/coverage*.

Exercise 39

Choose the most suitable word or phrase to complete the sentences.

1. The journalist refused to _____ his source to the judge.
a) expose b) propose c) impose d) disclose
2. The Consul hurriedly _____ the message on a scrap of paper.
a) jotted down b) wrote off c) blurred d) erased
3. This article will be continued in our next _____.
a) publication b) page c) issue d) edition
4. The typist paid no attention, as she was completely _____ in her paper.
a) engrossed b) focused c) concentrated d) dominated
5. Here is a report from our political _____.
a) journalist b) editorial c) correspondent d) contributor

Exercise 40

Fill each of the blank spaces with one active word in the correct form.

1. The print and broadcasting _____ do not only _____ information to the public but also _____ public opinion on various _____.
2. The tasks that the Russian mission aims to _____ may be defined as _____ Russia's national interests and _____ good relations with the delegations of member countries.

3. The government _____ the Press Complaints Commission to _____ that newspapers follow a Code of Practice which _____ such matters as inaccuracy, _____ and harassment.
4. The officials have made inquiries but have been unable to _____ information from the witness.
5. Newspapers have had to cope with _____ from radio and television, they have suffered a decline in _____ from the peak years around the turn of the century.
6. Labour's ill thought-out reforms have _____ a danger to the UK and problems to those who would _____ the traditions.
7. May 2000 also saw the _____ of a Greater London Assembly to run the capital.
8. Government and media often engage in confrontations when reporters _____ classified information or pursue investigative _____ to _____ injustices and corruption.
9. Is Social Media to blame for the erosion in traditional media advertising and circulation _____.
10. The inclusion of a sixth principal organ, the Economic and Social Council (ECOSOC), reflected the increasing importance _____ to these issues not only by governments but also by non-governmental organizations (NGOs).
11. We've heard from representatives of all the _____ parties – from independent investors, universities, software and financial services industries.
12. _____ a humorous mindset helps you see yourself and any situation with a more supple mind so that you are not locked into a negative view.
13. States are drawn into multilateralism and the construction of interstate institutions or regimes in pursuit of their national and global interests, and the task of the diplomat is thus seen as _____ those interests.
14. The Congress of the United Nations has had almost as many views as speeches on the question but it has no prerogative to _____ any assessment of the United Nations regular budget.

Exercise 41

Translate the following sentences using the active vocabulary.

1. Средство, которое помогает сглаживать различие между теорией и практикой, между мнением и экспериментом, есть математика.
2. Британская газета опубликовала сегодня сенсационное сообщение о свадьбе знаменитой пары.
3. Так как многие специалисты ничего хорошего на эту осень не прогнозируют, пессимистический сценарий развития событий вполне правдоподобен.
4. Правительственные органы и СМИ направили внимание общественности на эмоциональную сторону трагедии и избегали вопросов, которые могли бы выявить явные недостатки официальной версии.
5. Если вы любите горячие сенсации, то этот документальный фильм для

вас, так как в нем собраны самые секретные происшествия из жизни богатых и знаменитых людей.

6. Популярная актриса отказалась от Голливуда ради любви и нисколько не жалеет об этом.

7. Президент потребовал занять более жесткую позицию по отношению к браконьерам.

8. Журналистское расследование предполагает всестороннее и подробное исследование закрытой или тщательно скрываемой темы, в процессе работы над которой приходится преодолевать нежелание определенных структур предоставить интересующую вас информацию.

9. Цель мероприятия – стереть границу между странами, расстояниями, объединить творческих людей в едином порыве, в создании общего проекта.

10. Цифры по инфляции можно трактовать по-разному, но сомневаться в правильности их расчета не имеет смысла.

11. Об этом явлении свидетельствуют неустанные сообщения, повторяющиеся с заметной периодичностью в средствах массовой информации.

12. Известный египтолог обнаружила древние тексты, которые показывают, что 5000 лет назад люди тоже строили различные предположения и даже сплетничали.

13. Одним из основных направлений газеты была критика и разоблачение недостатков общества, эффективным оружием которых служила газетная карикатура.

14. Наплыв статей со всей страны вынуждает редакцию ставить полученные статьи в очередь для того, чтобы затем их опубликовать.

Exercise 42

Complete the text using the words and phrases given below.

Tabloids, coverage, polarizing, tapped, launched, running stories, niche, cover price, aimed, opposition, readership, rival, boosted, dailies, profitability, feature, circulation, end of the market.

The Press in Britain

Of the major newspapers (1) _____ in Britain recently the most successful have been *The Independent* at the top (2) _____ and *Sunday Sport* at the bottom. Of the three (3) _____ at the middle market, two have folded while the third, *Today*, is already into its third proprietor.

Sunday Sport has a(n) (4) _____ interested in sex-advertising. *The Independent* has (5) _____ an intelligent young market, taking readers from *The Times* and *The Guardian*. It is not as strong as other papers on (6) _____, that is, those stories that continue for days, if not weeks, but few would fault its design and use of quality pictures. Its (7) _____ of some particular issues, such as the Spycatcher story, was much applauded and (8) _____ sales.

It is in the middle market that there are limited prospects for growth. Twenty years ago the middle market (9) _____ sold 7.5 million copies nationwide, but now the figure is half that. The newspaper market is (10) _____ between serious broadsheets and the frivolous (11)

_____ . The problem for the middle market papers is to create their own (12) _____. The editor of *The Daily Mail*, who regards *The Times* and *The Telegraph* as his (13) _____, says his strategy is to encourage longer news stories, engage quality journalists for the (14) _____ pages and introduce a Saturday leisure section in his tabloid paper to (15) _____ those of the broadsheet papers. At *The Daily Express* (16) _____ has dropped from 4 million in the 1960's to 1,100,000. The editor says, 'We have to move a little up market. We have to report in more depth.'

Competition is important in determining (17) _____. *The Express* and *Daily Mail* are now making money. But things would change if they had to reduce the (18) _____ as a result of competition.

Exercise 43

Open the brackets using the words in the correct form.

1. Educational (assess) is the process of documenting, usually in measurable terms, knowledge, skills, attitudes and beliefs.
2. People take different roads seeking (fulfil) and happiness.
3. Recent long-term (concede) agreements have inspired a debate over the merits and pitfalls of public-private partnerships.
4. Lawyers today observed a strike to protest against the (impose) of service tax on them by the Finance Minister.
5. American representative government suffers from the handicap of a largely (compete) political system.
6. The matter of Bush administration cronyism and (compete) was brought to the fore due to the failure of the Federal Emergency Management Agency.
7. The judge's (partial) towards the defendant caused him to be replaced with someone who was apparently more neutral.
8. (Prosper) is the state of flourishing, thriving, success, or good fortune.
9. (Deliver), the last of the five canons of rhetoric, concerns itself with how something is said, rather than what is said.
10. The National Trust of Historic (preserve) helps people protect, enhance and enjoy the places that matter to them.
11. (Partisan) can be affected by many factors including current events, figure-heads, decisions, and even location.
12. The European Commission has adopted a proposal on the (provide) of food information to consumers.
13. The press gave candidates measurably more favourable (cover) than others.
14. The next (deliver) of newspapers to this remote place will be in two weeks' time.

Exercise 44

Study the following idioms and make up sentences using them.

1. Hobson's choice – to have no choice at all (Mr. Hobson owned a livery stable but he did not allow the customers to pick their own horses.)

Despite all the talk about democracy in the country, the leader usually gives the citizens Hobson's choice.

отсутствие выбора, наличие только одного предложения, выбор без выбора, принудительный ассортимент

2. the writing on the wall – an incident or event that shows what will happen in the future **зловещее предзнаменование; письма на стене**
In retrospect she should have seen the writing on the wall when her boyfriend forgot to congratulate her on her birthday.
3. to wash dirty linen in public – to openly discuss private affairs
выносить сор из избы
“Let’s talk about it privately,” the secretary said, “rather than wash our dirty linen in public.”
4. by hook or by crook – any way at all, at any cost
идти на все; всеми правдами и неправдами; любым способом
On the last page of an autograph book owned by his then 8-year-old cousin Stanley Parkes, Lennon wrote in a child's hand: "By hook or by crook I'll be last in this book. John Lennon."

Make up a situation using the idioms and the active vocabulary of the unit.

WORKSHOP IV. DISPUTABLE ISSUES IN THE PRESS

The most contradictory questions about the press have always been the questions of freedom of the press and state control of the press. Governments that limit press freedom are accused of gagging the press. This may take the form of a voluntary code of practice overseen by a body referred to informally as a watchdog. If this is not enough for the government, it may impose statutory controls. The authorities are then described as cracking down or clamping down on the press. They may also be accused of press censorship.

Read the information below, which may help you to discuss controversial issues concerning the press. Get ready to explain what the sections mentioned below imply.

The Press and the Law

At present in Britain there are no specific press laws. Certain others, however, include sections, which apply to the press. These include:

- the extent of newspaper ownership in radio and TV companies;
- the transfer of newspaper assets;
- restriction on reporting certain court proceedings;
- restriction on publishing material that could incite racial hatred;
- the right of press representatives to be admitted to local authority meetings.

Laws covering contempt of court, official secrets, libel and defamation are of particular relevance to the press. Comments on judicial proceedings, which may prejudice the court’s reputation for fairness cannot be published, nor can anything which might influence the result of a trial. Most legal

proceedings against the press are libel actions brought by private individuals. There are also restrictions on the publication of certain advertisements for remedies for certain diseases and some prize competitions. Copyright is also protected by law.

The Press Complaints Commission was established to ensure that newspapers and periodicals follow a Code of Practice drawn by newspaper and magazine editors and adopted by the industry. The Code of Practice covers such matters as inaccuracy, harassment, intrusion into privacy and discrimination by the press. The Commission, whose members are drawn from both the public and the press receives and adjudicates upon complaints about possible breaches of the code. It also gives general guidance to editors on ethical issues. All complaints are dealt with on paper, rather than at a formal hearing. Most complaints are about inaccuracy. The Commission publishes regular reports listing every complaint and details of how this is being pursued. The Commission is financed by a levy paid by newspapers and magazines.

Pre-reading questions

1. Should journalists be allowed to write and publish what they like? Why? /Why not?
2. Does the government have the right to censor the press? Under what conditions? To what extent? To what purpose?
3. Does the public have the right to control journalists?

Now read an essay by Danny O'Brien and compare your feelings about the issue with his.

Press Freedom is for Everyone

Danny O'Brien; May 3, 2014

Today is Press Freedom Day. We, along with dozens of organizations, take this opportunity to highlight the cases of journalists and bloggers in danger around the world. But World Press Freedom day is more than that. Any journalist, online or off, will tell you that their freedom to report depends not just on their own safety, but on the safety of a network of contributors and supporters. Confidential sources risk their jobs, their own freedom, or even their lives to provide the leads that end up as a story. Editors, publishers, and Internet hosting services in many countries share legal risks with reporters when they are threatened with joint liability. Readers, too, are a target: to play their part in press freedom they must feel safe that they can read controversial material without fearing that their choices of reading matter won't be logged and later used against them.

Journalists these days often work closely with technologists who give them the tools to bypass censorship, protect privacy, or reveal hidden patterns that let them tell stories that authorities would rather keep hidden. Target those technologists, and the power of the modern press diminishes. And journalists co-operate with their fellow reporters: sharing tips or expressing solidarity to defend themselves collectively against threats larger than one reporter can

handle.

It is not surprising, then, to see criminals and states attempt these days to stifle free speech by sabotaging the complex communities and infrastructure around journalists, or else work harder to mop up entire groups of reporters in an attempt to stem a rising tide of reportage.

So those who want to silence the press do more now than simply target its most prominent voices. In Iran, we've reported about the arrest of the Narenji bloggers, an entire start-up company rounded up after one was suspected of traveling abroad to learn how to practice his trade safely. In Ethiopia, the authorities have swept up six of the country's key independent bloggers and three other journalists in a single week to shut down dissent online.

In the United States, we've seen the government attempt to defeat the judicial protections around journalists and their sources by targeting the data held by the phone companies they use. In conflict zones, the media support network vital for foreign reporters, including their drivers, translators and fixers, are intimidated before and after they visit the country. In Mexico, drug cartels, who have silenced much of the professional coverage of their crimes, stoop to intimidate the discussion forums where citizens gather to trade practical knowledge on their behavior.

Depressing though it is to see this rise in attempts to stop the modern digital presses, the increase in the suppression of press freedom is undoubtedly because the power of reporting has grown, and thus the energy required to silence an unwanted message has also multiplied. Billions can now read a story from a reporter or source, in their own words, wherever on the planet it was first covered. If one report, or one reporter, is suppressed, others can swiftly rise to take their place. The Streisand Effect isn't just for celebrity revelations: it works in response to censorship of all kinds.

Those who oppose press freedom can no longer depend on making an example of one journalist, or shutting down a newspaper or two. Instead they must work to isolate whole nations of potential storytellers from each other.

Sadly, with enough effort and cunning, there are ways to do just that. The most effective is to divide and conquer. The forces of oppression seek to turn one part of the machinery of free expression against another.

The rhetoric of attacks on the free press always denies that their intention is to stop legitimate reporting. So bloggers are described as "not journalists". Social media journalism isn't real journalism, but merely gossip and a threat to family values. Punitive media registration for websites is simply creating a

level playing field with traditional news organizations. Online censorship will be aimed only at disreputable sites, not "legitimate" news and commentary. And so on.

On World Press Freedom day, we remember the hundreds of individuals who have personally faced the brunt of the attacks on the press: intimidated, exiled, imprisoned, beaten, and killed as a result of their work. As we do so, we can't afford to bow to others' definitions of who of those are "real" journalists who should be defended, and who are merely acceptable damage in a battle to create a well-mannered, respectable, and pliant press. To defend the freedom of the press, we need to defend the free speech rights of everyone who contributes to that freedom. And that, if our digital technology lives up to its promise, should be everyone.

Comprehension questions

1. What does a journalist's freedom to report depend on? Who shares legal risks with reporters?
2. What increases the power of the modern press? What elements in society attempt to stifle free speech and why? Give examples from the text.
3. Explain what the Streisand Effect means. How do the forces of oppression try to reach their aims?
4. What is the author's message in the last paragraph? Who contributes to freedom of the press?
5. What is the role of a free press in a democratic society?

Censorship is defined as the practice of officially examining films, books, letters etc. to take out any parts which are considered to be morally harmful or politically dangerous.

Read the passage that follows and jot down the pros and cons of censorship.

Censorship

Views about censorship are of two main kinds.

Proponents of censorship take the view that the loss of freedom that censorship involves is a necessary evil because there is likely to be a far greater loss of freedom without censorship than with it. Opponents of censorship argue that censorship itself is a far greater threat to freedom, than any of the dangers it supposedly guards against.

Those who favour censorship base their arguments on the view that, if left to their own devices, human beings do not always act in the best interests of their fellow men and women. They need to be protected from themselves by governments in much the same way that parents need to protect their children from the consequences of some of their natural instincts. To believe otherwise is seen as at best naive, at worst plain foolish.

Thus, without censorship, supporters of this view argue, it would be impossible for governments to prevent military secrets from reaching a country's enemies. Likewise, unless the government has some control over the media, irresponsible journalists or broadcasters would be free to create unrest by spreading false information. By the same token, it is argued that it is necessary to have laws against matters such as pornography in order to protect the rights of vulnerable groups within society, such as women.

Supporters of this general view believe that the threat to human rights would be much greater without the protection of censorship. The means are seen as justifying the end: it is better to sacrifice a small amount of freedom in the interests of ultimately creating much greater overall freedom. According to their views, there is really no such thing as freedom, merely uncontrolled opportunities for the more powerful and unscrupulous to exploit the weaker and law-abiding.

Opponents of censorship accept that human beings do not always act in

the best interests of their fellow citizens. They differ from supporters of censorship, however, in terms of what they see as the remedy. According to their view, the best guarantee of human rights is a society with as few restrictions as possible, much as the role of parents can be seen as not just to control their children but to help them to grow up to be responsible adults. Thus the responsibility for regulating society is seen to belong primarily to the ordinary citizen rather than the government. This view acknowledges human weaknesses, but also recognizes the potential of humanity for self-regulation.

Thus, from this point of view, it is up to the individual citizen to take whatever action the law permits regarding matters such as unfair or inaccurate newspaper, television or media reporting, pornography, and so on. As a first line of defence, citizens have the choice of denying the offending material an audience, simply by switching off or refusing to buy. Beyond this, the argument runs, citizens can use the existing laws of the land against obscenity, libel, slander and so on, without the need for an extra level of censorship-based legislation. It is also argued by supporters of this view that a responsible citizenry is the best defence against irresponsible behaviour by those set on attempting to exploit their fellow citizens.

Thus, while allowing that there may be times of national emergency, such as war, when censorship is justified, opponents of censorship would argue that it is in general unnecessary, and takes away from ordinary citizens a role that is rightfully theirs, and gives to government one that is inappropriate. Opponents of censorship also point out that its supporters are naïve in their assumption that governments are always more benign than the forces they oppose. It is only too easy for the censorship to be exploited as a weapon of oppression by a ruthless government.

In conclusion, censorship can perhaps best be regarded as a mixed blessing. It has the potential to protect society from harmful influences, but, equally, it may act as a harmful influence itself. It may be impossible to say whether censorship is ever totally beneficial or not. Much will depend on the circumstances in which it operates. In a society, which is relatively immature and insecure, it may provide much-needed stability and protection. In other societies, however, it may act as a brake on liberties, or, worst of all, be used as an instrument of repression and terror.

PROS CONS

1. 1.

2. 2.

3. 3.

4. 4.

DISCUSSION STRATEGY

Discussing the Pros and Cons of an Issue

When you consider the pros and cons of an issue, you are looking at the good or strong points (pros) and the bad or weak points (cons) of that issue. By considering both the pros and the cons of an issue, you are better able to understand and discuss it.

1. In small groups, discuss the arguments, giving your reasons for agreeing or disagreeing with them. Note that what one person considers a “pro” someone else may consider a “con”.
2. In small groups, consider the problem of censorship. How has censorship affected different cultures around the world and your country? Does censorship have a positive or a negative influence on modern society?
3. Have one member of your group summarize the group’s discussion for the class and point out any conclusions you have reached.

Exercise 45

Give the English equivalents for the following Russian words and phrases.

1. сторонники
2. противники
3. неизбежное зло
4. вызывать волнения, распространя дезинформацию
5. материалы оскорбительного свойства
6. лишить кого-либо аудитории
7. точно так же, таким же образом
8. придерживаться точки зрения, полагать
9. признавать, что
10. расходиться во мнении по поводу того, что считается панацеей
11. проявлять наивность, полагая
12. неоднозначное явление, палка о двух концах

Exercise 46

a) The noun “press” derives the following verbs

- to press to depress
to express to oppress
to suppress to impress
to repress to compress

Find out how some of them are used in the text and make up sentences of your own with the others.

b) Use the above verbs or their derivatives in the following word combinations.

to _____ a newspaper _____ air
to exert _____ on _____ measures
a free _____ to _____ the population
freedom of _____ to _____ one's lips
an instrument of _____ to be _____ for time
under _____ from to _____ the truth
_____ of a revolt to be favourably _____
to _____ a report into a page _____ desires
periods of deep _____` the most _____ results

c) Fill in the gaps with the above verbs or their derivatives

1. Compared with its fairly restricted range of activities earlier in the century, the state gives the _____ of intervening in just about every corner of British life.
2. British nationalism – when it is sober and is not paraded around football grounds – is healthy, a/an _____ of Britons' genuine affection for their country.
3. The Government is at the moment under no electoral _____: on the contrary, its lead in the opinion polls remains formidable.
4. Such exports would be banned if there was a risk that they might be used for internal _____ and the abuse of human rights in that country.
5. _____ is the reduction in size of data in order to save space or transmission time.
6. Vulgar feminism consists in the idea of powerful men _____ helpless, innocent women.
7. During the Great _____ many banks and businesses failed, and millions of people lost their jobs in the US and Europe.
8. The editor tried hard to _____ his anger and resentment but finally lost his temper.
9. The organization shall take collective measures for the _____ of acts of aggression or other breaches of the peace.

d) Make up six Russian sentences with the verbs above for the others to translate into English.

Exercise 47

Write an argumentative essay on one of the following topics.

1. The role of the press in a democratic society.
2. When the press is free and every man is able to read, all is safe.
(Thomas Jefferson)
3. A good newspaper is a nation talking to itself. (Arthur Miller)

It is a common perception that as long as people have the resources to access the Internet, they are in a position to make their voice heard. In reality,

however, it is obvious that the vast majority of Internet users are not really able to make themselves 'visible' and that their concerns receive little attention. Thus, it is more accurate to suggest that the Internet offers ordinary people the potential of this power. Under what conditions can this potential be realized and what are the associated implications? Drawing upon the concept of symbolic power the article below addresses these often overlooked questions.

Power and the Internet

Bruce Schneier, 2013

All disruptive technologies upset traditional power balances, and the Internet is no exception. The standard story is that it empowers the powerless, but that's only half the story. The Internet empowers everyone. Powerful institutions might be slow to make use of that new power, but since they are powerful, they can use it more effectively. Governments and corporations have woken up to the fact that not only can they use the Internet, they can control it for their interests. Unless we start deliberately debating the future we want to live in, and information technology in enabling that world, we will end up with an Internet that benefits existing power structures and not society in general.

We've all lived through the Internet's disruptive history. Entire industries, like travel agencies and video rental stores, disappeared. Traditional publishing—books, newspapers, encyclopedias, music—lost power, while Amazon and others gained. Advertising-based companies like Google and Facebook gained a lot of power. Microsoft lost power (as hard as that is to believe).

The Internet changed political power as well. Some governments lost power as citizens organized online. Political movements became easier, helping to topple governments. And the Internet changed social power, as we collected hundreds of "friends" on Facebook, tweeted our way to fame, and found communities for the most obscure hobbies and interests. And some crimes became easier: impersonation fraud became identity theft, copyright violation became file sharing, and accessing censored materials—political, sexual, cultural—became trivially easy.

Now powerful interests are looking to deliberately steer this influence to their advantage. Some corporations are creating Internet environments that maximize their profitability: Facebook and Google, among many others. Some industries are lobbying for laws that make their particular business models more profitable: telecom carriers want to be able to discriminate between different types of Internet traffic, entertainment companies want to crack down on file sharing, advertisers want unfettered access to data about our habits and preferences.

On the government side, more countries censor the Internet—and do so more effectively—than ever before. Police forces around the world are using Internet data for surveillance, with less judicial oversight and sometimes in advance of any crime. Militaries are fomenting a cyberwar arms race. Internet surveillance—both governmental and commercial—is on the rise, not just in totalitarian states but in Western democracies as well. Both

companies and governments rely more on propaganda to create false impressions of public opinion.

In 1996, cyber-libertarian John Perry Barlow issued his "Declaration of the Independence of Cyberspace." He told governments: "You have no moral right to rule us, nor do you possess any methods of enforcement that we have true reason to fear." It was a utopian ideal, and many of us believed him. We believed that the Internet generation, those quick to embrace the social changes this new technology brought, would swiftly outmaneuver the more ponderous institutions of the previous era.

Reality turned out to be much more complicated. What we forgot is that technology magnifies power in both directions. When the powerless found the Internet, suddenly they had power. But while the unorganized and nimble were the first to make use of the new technologies, eventually the powerful behemoths woke up to the potential—and they have more power to magnify. And not only does the Internet change power balances, but the powerful can also change the Internet. Does anyone else remember how incompetent the FBI was at investigating Internet crimes in the early 1990s? Or how Internet users ran rings around China's censors and Middle Eastern secret police? Or how digital cash was going to make government currencies obsolete, and Internet organizing was going to make political parties obsolete? Now all that feels like ancient history.

Debates over the future of the Internet are morally and politically complex. How do we balance personal privacy against what law enforcement needs to prevent copyright violations? Or child pornography? Is it acceptable to be judged by invisible computer algorithms when being served search results? When being served news articles? When being selected for additional scrutiny by airport security? Do we have a right to correct data about us? To delete it? Do we want computer systems that forget things after some number of years? These are complicated issues that require meaningful debate, international cooperation, and iterative solutions. Does anyone believe we're up to the task?

We're not, and that's the worry. Because if we're not trying to understand how to shape the Internet so that its good effects outweigh the bad, powerful interests will do all the shaping. The Internet's design isn't fixed by natural laws. Its history is a fortuitous accident: an initial lack of commercial interests, governmental benign neglect, military requirements for survivability and resilience, and the natural inclination of computer engineers to build open systems that work simply and easily. This mix of forces that created yesterday's Internet will not be trusted to create tomorrow's. Battles over the future of the Internet are going on right now: in legislatures around the world, in international organizations like the International Telecommunications Union and the World Trade Organization, and in Internet standards bodies. The Internet is what we make it, and is constantly being recreated by organizations, companies, and countries with specific interests and agendas. Either we fight for a seat at the table, or the future of the Internet becomes something that is done to us.

Comprehension questions

1. What does the power of the Internet mean? What risks does the Internet bring to society?

2. How has the Internet changed political, economic, social and other power?
3. What attempts are powerful interests and governments taking to use the Internet to their advantage?
4. Why is the “Declaration of the Independence of Cyberspace” hard to enforce?
5. What are debates of the future of the Internet about? How can some of the questions be answered?
6. What is the way to make the Internet’s good effects outweigh the bad one’s?

WRITING

Exercise 48

Write an opinion essay of 300-350 words on the following quotations.

1. Four hostile newspapers are more to be feared than a thousand bayonets. (Napoleon I)
2. Headlines twice the size of the events. (John Galsworthy)
3. As for modern journalism, it justifies its own existence by the great Darwinian principle of the survival of the vulgarist. (Oscar Wilde)

Exercise 49

Write a for-and-against essay of 300-350 words on the following quotations.

1. A free press can, of course, be good or bad, but, most certainly, without freedom it will never be anything but bad. (Albert Camus)
2. Freedom of the press is not an end in itself but a means to the end of a free society. (Felix Frankfurter)
3. Journalism is the entertainment business. (Frank Herbert)

WORKSHOP V. VOCABULARY PRACTICE

Exercise 50

Complete the texts, bearing in mind all the studied words. The first letters of the necessary words are given to help you.

1. My eyes nearly popped out of my head on Monday when I read a c _____ by A.N. Wilson, the d _____ novelist and j _____, in the London *Evening Standard*. Mr. Wilson wanted to get his claws into Peter Mandelson. Six months ago, even so brave a c _____ as Mr. Wilson would not have written this. Or, if he had, his e _____ would not have p _____ it. I do not know where Mr. Hastings, the e _____, was on Monday morning, and it is possible that he was absent and that the s _____ felt unable to c _____ Mr. Wilson’s words. But I like to think that Mr. Hastings takes a keen interest in what goes into his p _____, and that he judges Mr. Wilson’s c _____ to be acceptable. What a transformation there has been.

Few politicians have exerted such p _____ on the media as

Mr. Mandelson. Several other ministers c_____ sympathetic newsmen: c_____ and r_____. Mr. Mandelson's brilliance has been to do all that, but to e_____ his grip to e_____ and p_____. What has changed? Why has he received such a bashing from some n_____? Why have there been a series of s_____ about his political career? Why have some newspapers l_____ a campaign against him? Sentiment has turned against him even among former sympathisers. The *Guardian's* l_____ on Tuesday was far from supportive. The *Mirror's* l_____ on the same day was helpful, though the paper gave s_____ to his r_____ to rage against him.

It is conceivable, I suppose, that Peter Mandelson may still one day be F_____ S_____. The point is that this man, who once instilled awe, even fear, in p_____ and e_____ and j_____, has been cut down to size. It is no longer possible for him to have a quite word with a p_____ to soften his newspaper's c_____ of the Dome or its c_____ of government policy in Northern Ireland. No one would be cowed by him now. He is damaged goods.

2. Over the period of the UN's existence there has been a considerable p_____ of v_____ types of multilateral forums. The UN's own regional economic commissions, e_____ early in the organisation's history are a c_____ element in its structure and functions. They must be d_____ from the groupings based mainly on geographical considerations, the central aim being to achieve equitable geographical r_____ while fairly managing the c_____ between countries within a region for the opportunity to serve in leadership positions. The forums and the follow-up activities needed to f_____ decisions taken, have i_____ new elements into diplomatic practice, they r_____ the active interest and i_____ of diplomats and governments.

What are the UN's s_____ or even unique advantages as a framework for multilateral diplomacy? First, the United Nations brings together l_____ of all member states. Second, the UN can s_____ world opinion on particularly p_____ problems. It can also f_____ attention on and e_____ global support for countries and peoples who are disadvantaged or facing s_____ risks. Third, the UN has e_____ the machinery for global response to emergencies. It is the l_____ pad for a v_____ of activities related to global peace and security. The UN's s_____ agencies and other bodies e_____ in wide-ranging activities, a_____ great importance to such areas as health, natural resource management, population control, education and agriculture.

Even this partial list of activities constitutes an enormous agenda. It would seem that today's vast n_____ of intergovernmental bodies and institutions p_____ a challenge to governments, especially with r_____ to the organization and operation of f_____ ministries and other government agencies responsible for c_____ international relations.

Exercise 51

Complete each gap with one word only.

The average l_____ office receives many times the amount of

2 _____ news than it has 3 _____ to print. The 4 _____ must include or jettison items as he sees 5 _____. It is inevitable that his ideas of what the 6 _____ wants to know, or should know, are 7 _____. Because the newspaper 8 _____ do not want to endanger a 9 _____ business, there is the constant 10 _____ between personal opinion and the desire not to offend too many readers or 11 _____. It is essential to the operation of all mass 12 _____ that they avoid being 13 _____ in their news 14 _____ or 15 _____.

Exercise 52

Translate the following into English using the active vocabulary.

Содержание газеты изменялось в соответствии с требованиями жизни и с необходимостью удовлетворить запросы всех заинтересованных сторон. Основой любой газеты является свежая, быстро доступная и разнообразная информация, отражающая реальные факты.

Основным элементом газетной полосы является броский, эффектный заголовок, который краток и часто сенсационен. Составление заголовков – одна из основных обязанностей помощника редактора, его профессиональные качества проверяются именно в этой сфере. Другой его обязанностью является построение газетной полосы, содержание которой объективно, непредвзято и беспристрастно и представлено в наиболее сжатой, четкой и выразительной форме.

Exercise 53

Read a conversation between two journalists and make note of the infringements on the freedom of the media that one of them found while visiting X.

A. How was your trip to X.?

B. Fine. I was able to meet the people I wanted to.

A. So what is your impression of the media there?

B. I wouldn't like to be a journalist in X. All the media, print, electronic, broadcasting, are controlled by the Government.

A. Are they censored?

B. Censorship is subtle, but it is clear the newspapers only print what the Government wants people to read. Radio and television are totally under the control of the Government and are not allowed to report the views of opposition political leaders.

A. So how do they report events in the world?

B. There's little media coverage of international events at all.

A. What about foreign journalists?

B. Any foreign journalist accredited to X. who writes an article even mildly critical of the regime will be taken to task. Either their accreditation is not

renewed or in some cases they have been expelled from the country for biased reporting.

Exercise 54

Use one of the words from the conversation above, which have to do with the media to complete the sentences below.

1. Last night's television _____ the news of the assassination attempt.
2. The BBC has been accused of being _____ against the government
3. The authorities have threatened to impose _____.
4. The event was not reported in the newspapers and received no _____ on television either.
5. The newspaper claims to have given a _____ report of the coup.
6. Dissidents are either _____ or imprisoned.

Exercise 55

Discuss as a class the following issues.

1. The media has little effect on public opinion.
2. Why doesn't the British Government stop press intrusion into the affairs of the Royal Family?
3. The American press is not impartial.
4. Which of the media provides the best coverage of international news?

ROLE PLAY

Recent programmes in the BBC overseas service have referred to corruption in government circles, high levels of crime, inefficiency in dealing with ethnic matters.

Work in pairs. Change roles and partners. Make use of the conversation patterns.

As a spokesman for the Russian Ministry of Information: protest about biased reporting, if necessary make a hint that similar incidents might affect good relations between our countries.

As a representative of the British embassy: stress the independence of the BBC, underline that the issues covered were all newsworthy.

Useful phrases

To express your views emphatically

1. I particularly want to emphasize the fact that ...
2. It is essential to realize that ...
3. This issue is highly significant.
4. I feel this is a vital issue.
5. I consider the point of the utmost importance.

To challenge

1. I wonder if this view is justified in the light of ...

2. I don't think you fully appreciate the fact that ...
3. It would be in your own interest to ...
4. I would be inclined to ... if I were you.

To interrupt

1. May I interrupt you for a moment?
2. Sorry to interrupt but ...
3. If I may just interrupt you for a moment, I'd like to ...
4. I don't want to interrupt but ...

To come back to a point

1. As I was saying ...
2. Coming back to what I was saying...
3. Perhaps I could resume ...
4. If I may just go back to the point I was making ...

Preventing an interruption

1. Perhaps I could return to that point later on ...
2. If I might just finish...
3. With your permission I'd rather finish what I was saying...
4. With respect, I should like to finish the point I was making...

Offering a compromise

1. We are prepared to ... on condition that ...
2. I think we could ... provided that ...
3. We are ready to ... on the understanding that ...
4. We are more than willing to ... as long as ...

Accepting a compromise

1. I think that would be perfectly acceptable.
2. We see no objection to that.
3. That seems to be a reasonable compromise.
4. To meet you halfway on this, I think we could agree to your condition.

Rejecting a compromise

1. We are not entirely convinced that this is a viable solution to the problem.
2. You leave us with little alternative but to ...
3. In that case, we should very reluctantly have to ...
4. You put us in a difficult position.

ROUND-TABLE DISCUSSION

Get ready to discuss the problem of censorship at a round-table conference. Distribute the roles among the participants and do not forget about the role of the chairperson.

Chairperson

Ladies and Gentlemen,

I now declare open the round table devoted to the subject "Censorship in the mass media".

On behalf of the University allow me to express our great appreciation for your presence here today and for the contributions you are ready to make to the coming discussion.

The questions to be debated today are highly controversial and allow for a variety of opinions. Yet, all those who assembled here today feel that the young generation needs to know the answers. The questions are as follows:

1. Is there a place for censorship in a democratic society?
2. What kind of information is to be censored? Who should decide what to censor?

I propose a time limit on statement of position of 2 minutes and one minute for all other speakers to ask questions or give counter-arguments. Each speaker is to answer two questions during the debate.

Is that agreed? Thank you.

Will participants please identify themselves clearly to the Chair if they wish to speak or ask a question.

I call Mr. ...

Mr. ..., thank you for that stimulating speech.

I now welcome Mr. ... Mr. ..., you have the floor.

May I remind the participants please to identify themselves clearly to the Chair if they wish to ask a question or make an objection.

Does anyone else wish to speak?

We can't all speak at once; Mr. ... Would you like to speak first?

I shall have to call you to order Mr. ...

To sum up our discussion today, it seems we all agreed that...

I declare the discussion closed. Thank you Ladies and Gentlemen.

This is your role and stance. Think of three or four arguments or examples to substantiate and illustrate it. Get ready to defend it against criticism.

CENSORSHIP

Representative of the Ministry of Information – ‘Censorship does not confine democracy but prevents chaos.’

Actress – ‘We are human beings like everyone else and have the right to privacy. Seeking for a scoop drives journalists and paparazzi crazy and they have to be restrained.’

Politician – ‘Reports from parliamentary sessions must be censored as indiscreet coverage may undermine the trust of the public in social institutions.’

Journalist – ‘Celebrities have no right to hide behind censorship. They serve as role models for other people and should be open to public scrutiny.’

Civil Rights Activist – ‘Censorship is a violation of human rights as it deprives an individual of a chance to decide what to read or watch.’

Liberal – ‘Community that puts up with censorship lacks self-respect.’

Advertiser – ‘Censorship of advertising violates the rules of ‘fair play’ in the free market economy. Besides, without our money the mass media will go bust.’

Editor – ‘The public have the right to know and journalists are obliged to report events. People working in the media are reasonable and self-restriction is enough.’

Teacher – ‘The young who cannot yet distinguish between what is right and what is wrong suffer the most at the hand of irresponsible media. Censorship is called upon to protect the immature from corruption.’

Feminist – ‘Though compared to the past job opportunities and education opportunities for women have somewhat improved, the way women are shown in magazines and on TV still leaves much to be desired. Editors and producers should be either censored or fined for undeferential treatment of women in the media.’

War veteran – ‘Pro-fascist, propaganda, programmes and articles that may incite racial or national strife should be banned.’

Doctor – ‘Many newspapers and fashion magazines promote an unhealthy image of beauty, which is the cause of many eating disorders and anorexia cases especially among young women. Such publications and advertisements should be censored.’

Student – ‘Because of censorship many important issues remain unavailable to the general public while the aim of the media is to inform.’

Preacher – ‘Censorship helps to suppress evil. It serves to protect our life from exposure to sin: pornography, violence and heresy.’

Language hints to be used during the round table debate

Taking the floor

1. If no one objects, I'd like to say a few words.
2. Could I come in at this moment?
3. I have a point to make here.
4. Excuse me, Mr. Chairman, may I say something please?

5. With the Chair's permission, I'd like to take up the point about...

Interrupting

1. May I interrupt you for a moment?
2. I don't want to interrupt but...
3. If I may interrupt you for a moment. I'd like to...
4. Sorry to interrupt, but...

Preventing an interruption

1. With your permission, I'd rather finish what I was saying.
2. With respect, I'd like to finish the point I was making...
3. If you would allow me to continue...
4. If you would be so kind as to let me finish...

Asking questions

1. Have you taken into account...?
2. I was wondering if you'd thought of...?
3. Wouldn't it be a good idea to...?
4. Has it occurred to you that...?

Commenting and challenging

1. I don't think you fully appreciate the fact that...
2. I wonder if that view is justified in the light of...
3. It would be in your own interest to...
4. May I just draw your attention to the fact that...
5. Excuse me, but I think it's relevant to add that...
6. Before you go any further, may I point out...
7. I wonder if I could comment on that last point?

WORD LIST II

to advertise	layout
to attach great importance to	leader
annual	to launch a newspaper
to accommodate the interests of	magazine
to argue	to misinform
archives	mainstream newspapers
article	to menace
authoritative newspapers	mutual concessions
avalanche	to mistrust accuracy
bias	multiplication of channels
by the same token	mixed blessing
to break a story	monthly
broadsheet	naive in the assumption
to bridge the cultures	nationwide
to blur the distinction	nonpartisan
cascades of	necessary evil
classified ads	obituary

to comment on	objectivity
to compress	offending material
correspondent	to offer a frank assessment of
column	opponent
critic	to oppress
editorship	ownership
to contribute	paparazzi
caption	proprietor
to cultivate good working relations	publisher
crucial to the fulfilment of the tasks	page
to create unrest	partial
content	partisan
consumer	passionate
to cover	to pose a direct threat to
to compete with	to proliferate
crossword	prejudiced
daily	to preserve
detachment	to print
doomed to a precarious existence	to prosper
to disclose	to provide
to differ in terms	placement
to deliver	premise
demise of	preface
to distribute	to put pressure on
to dissect	periodical
to doorstep	photographer
to deny smb an audience	proponent
to depress	popular
to expand the circulation	quality
evenhanded	to rival
to expose failings	to report
to express	readership
editor	review
to elicit answers to questions	reasonable
to erase the line	remedy
to establish	to retain loyalty to
to ensure	to require mutual concessions and compromises
fair	sensation
format	to shape world opinion on
freedom of the press	space
to feature	section
franchise	to speculate
gagging	supplement
gossip	to suppress

hot scoop
horoscope
headline
invasion of privacy
to increase revenue
to impress
to impose on
interested
to introduce an initiative
investigative journalism
implausible premise
to initiate

just
to keep an eye on
line
libel

to steer clear of
spate of stories
to tackle
tabloid
to take close-ups of
to thrive
tireless reporting
to tittle-tattle about
tough stance on
upmarket
viability
to vie with

weather forecast
weekly
to write off