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«Владимирский государственный университет  
имени Александра Григорьевича и Николая Григорьевича Столетовых»

# АНГЛИЙСКИЙ ЯЗЫК ОСНОВЫ ПРОФЕССИИ

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направления подготовки «Журналистика»



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## CONTENTS

<b>PREFACE .....</b>	<b>5</b>
<b>UNIT 1. MASS MEDIA IN RUSSIA, ENGLAND AND THE USA .....</b>	<b>6</b>
Text 1. Mass Media .....	6
Text 2. Mass Media in Russia .....	9
Text 3. Mass Media in the United Kingdom.....	14
Text 4. BBC, Radio and Television .....	16
Text 5. Mass Media in the USA .....	19
<b>UNIT 2. THE JOURNALIST AND HIS JOB .....</b>	<b>26</b>
Text 1. What is Journalism? .....	26
Text 2. Journalism is a Hard Life .....	35
Text 3. The Job of a Journalist .....	38
Text 4. The Personality of a Journalist.....	42
<b>UNIT 3. TRAINING FOR JOURNALISM .....</b>	<b>49</b>
Text 1. Education for Journalism .....	49
Text 2. Training Courses .....	56
Text 3. Train as a Journalist – Some Careers Advice .....	59
<b>UNIT 4. CAREERS IN JOURNALISM .....</b>	<b>68</b>
Text 1. The Reporter.....	68
Text 2. The News Editor .....	71
Text 3. The Assignment Desk Manager.....	73
Text 4. The Anchor Ingredient .....	76
Text 5. Photojournalism .....	80
Text 6. Work of a Foreign Correspondent .....	82

<b>UNIT 5. NEWSPAPERS: APPEARANCE, DEVELOPMENT, AND PRESENT STATE .....</b>	<b>88</b>
Text 1. A Brief History of Newspapers.....	88
Text 2. General Hints on the British Press .....	90
Text 3. British Newspapers: Quality Versus Popular .....	93
Text 4. A Brief History of American Newspapers.....	97
Text 5. Print Media in the USA.....	100
Text 6. Press in the USA .....	102
Text 7. The Future of Newspapers .....	104
 <b>SUPPLEMENTARY READING .....</b>	 <b>112</b>
 <b>CONCLUSION .....</b>	 <b>123</b>
 <b>REFERENCES .....</b>	 <b>123</b>
 <b>INTERNET RESOURCES .....</b>	 <b>124</b>
 <b>GLOSSARY .....</b>	 <b>125</b>

## PREFACE

Актуальность издания обусловлена недостаточной разработкой новых практических пособий для обучения студентов иностранному языку по направлению подготовки «Журналистика».

Материал пособия ориентирован на формирование у обучающихся навыков говорения (монологическое и диалогическое высказывание), чтения, аудирования и перевода текстов профессиональной направленности, овладение терминологией в сфере журналистики, а также расширение кругозора и повышение общей культуры.

Тексты, заимствованные из английских и американских научных и периодических изданий, соответствуют сферам общения при обучении иностранным языкам (социокультурной, межкультурной и профессиональной) и отличаются информативностью.

Пособие содержит пять тематических разделов («Mass Media in Russia, England and the USA»; «The Journalist and his Job»; «Training for Journalism»; «Careers in Journalism»; «Newspapers: Appearance, Development, and Present State»), тексты для внеаудиторного чтения («Supplementary Reading») и глоссарий, отражающие профессиональную сферу и тематику общения. Каждый раздел состоит:

- из предтекстового вводного задания, направленного на выявление знаний по определенной тематике;
- аутентичного основного текста и вокабуляра, который содержит слова и выражения, необходимые для составления связного высказывания на заданную тему;
- послетекстовых заданий, нацеленных на проверку понимания прочитанного и контролирующих степень сформированности умения использовать полученную информацию;
- итогового задания, предполагающего самостоятельную работу студентов (подготовка презентаций, докладов, проектных работ).

Пособие может быть использовано как для аудиторной, так и самостоятельной работы студентов.

Информативная ценность текстов и их профессиональная направленность дают возможность освоить специальную лексику, необходимую для работы с иноязычными текстами, газетными материалами и интернет-ресурсами, и подготовить будущих специалистов к практическому использованию иностранного языка в профессиональной сфере.

# UNIT 1

## MASS MEDIA IN RUSSIA, ENGLAND AND THE USA

### Text 1

### MASS MEDIA

#### BEFORE READING

**Task 1. Introductory Video Watch the video and answer the following questions.**

*<https://www.khanacademy.org/test-prep/mcat/society-and-culture/culture/v/mass-media>*

1. What types of mass media are introduced in the video? 2. What sociological perspectives to consider the role of mass media in the society are presented? 3. What is the functionalist view like? 4. What functions of mass media are discussed from the conflict perspective? 5. What is gate-keeping? 6. How are main gate-keeper described in the video? 7. How do you understand the word 'tokenism'? 8. What is the feminist view of mass media? 9. What is the interactional perspective?

#### **Task 2. Find the meaning for the following words and phrases.**

Aerial; advertising; an anchorperson/an anchorman/anchorwoman; attention-grabbing; an audience; target audience; a biweekly; blog; blogosphere; broadcasting; bulletin; a caption; censorship; a column; circulation; content personalization; credibility; digital (or new media); an editorial, leader (US), or leading article (UK); editorial board; exaggeration; eye-catching; a fact-checker; a fanzine; the gutter press; headlines; heavy (informal); hot off the press; high-tech; politics; in-depth; information overload; invasion of privacy; investigative journalism; an issue; journalism; a journalist; layout; linkage institutions; obituaries; reporters; magazines, periodicals, glossies or serials; mainstream media; media bias; media event; to misrepresent news; a press conference; print media; propaganda; readership; shareable; to shift and mold; public opinion; a slow news day; a tabloid; talking heads; trial balloons; trustworthy; unbiased; unscrupulous reporters; vlog; weather forecaster/ a weatherman/ weatherwoman; yellow journalism.

**Task 3. Arrange the vocabulary into groups and add 3 – 5 to each group.**

- 1) printed media;
- 2) broadcast media;
- 3) social media;
- 4) people in mass media;
- 5) problems in mass media;
- 6) news types;
- 7) characteristics of mass media.

**Task 4. Explain what is meant by the following words and word combinations. Provide Russian equivalents and give examples to illustrate the use.**

➤ Your habits: follow a story, peruse my favourite column; track the news; catch a news bulletin; subscribe to a publication.

➤ Types of news: local news; international news; world events; current affairs; business news; gossip; sensational news; receive wide coverage in the press; libel; breaking news; make the headlines; objective reporting; cover a story; news coverage; the story went viral.

**Task 5. Practice the topical vocabulary. Fill in the following sentences with the word(s) from the above lists. Words can be adapted to make the sentences grammatically correct.**

1. I can't understand why people buy ... because they don't contain real news, just gossip. 2. Famous people deserve the right to privacy and the government should do more to control and limit ... . 3. There are so many mistakes in that article with information that they've got wrong. They really should employ a ... . 4. I'm not keen on the ... of some newspapers. It seems to me as though they are trying to fill the pages with pictures and big words to get people's attention but I just think it's messy. 5. Did you read about that amazing hero in WWII that recently died? There was a wonderful article about her life in the ... today. 6. The reason that many people only glance through the papers to read the ... is that they are so busy and don't have time to read the details in the articles themselves. 7. Although we live in a global world, where international news is important to follow, it is still vital that people read their ... newspapers in order to learn about the community in which they live. 8. I quite like

reading ... because it's interesting to read the views of the editor on particular issues. 9. Sean Hannity is one of the well-paid ... in the U.S and he is also the host of the Fox News Show "Hannity". 10. The ... said that there will a heavy rain tomorrow so I will bring my umbrella with me. 11. Television and newspapers will probably be replaced by ... since it is more convenient and can be accessed just by using smart phones. 12. Details of the visit were subject to military ... . 13. For tweets to go viral, they must be ... . 14. Why do you trust the yellow press? I'm sure, ... is a more ... source of news. 15. My sincere apologies Adam, if you feel that I ... you. I tried to be as ... as I could.

## **READING**

**Task 1. Read the text that follows and point out the types of the media and the press and the difference between them.**

### **TYPES OF MEDIA AND THE PRESS**

News and entertainment are communicated in a number of ways, using different media. The media include print media such as newspapers and magazines, and electronic media such as radio and television. The word media is most often used to refer to the communication of news, and in this context means the same as news media. Media and mass media are often used when discussing the power of modern communications.

Programs or reports are transmitted or broadcast live in a live broadcast, with events seen or heard as they happen, or recorded for broadcast later. There is, of course, a lot of competition between broadcasting and publishing organizations. Most TV, radio networks and newspapers look forward to increasing the size of their audience, or their ratings. High audience figures attract more commercials to be shown in commercial breaks between programs or advertising published in newspapers and magazines.

Multimedia is the combining of TV, computers and telecommunications to provide information and entertainment services that will be interactive. Users are able to interact with the programs and influence what they see.

The press usually refers just to newspapers, but the term can be extended to include magazines. Newspapers are either tabloid, a format usually associated in the English-speaking world with the popular press, or broadsheets, associated with quality journalism. Tabloids are sometimes

referred to as the gutter press by people who disapprove of them. Tabloids often have large circulations and even bigger readership. Papers such as these are often referred to as mass circulation papers.

*(from "Key Words in the Media")*

**Task 2. Interview your partner as to the following.**

1. Where does he/she usually receive information from?
2. Which source of news does he/she consider more reliable and why?
3. How often and which newspapers does he/she read?
4. If he/she reads any kind of paper, where and when she/he most likely to read it? (At home/During a meal/Any time or place).
5. How does she/he normally read a paper, if she/he:
  - a) reads everything from cover to cover;
  - b) reads only those articles which look interesting;
  - c) always reads the same pages of the paper, e.g. the sports section, while never reading other pages;
  - d) reads some articles all the way through from beginning to end or reads only parts of some articles.
6. What to his/her mind most often makes people want to read a particular newspaper or an article in it – its length or headline, an interesting photograph, how serious or entertaining the paper looks, its political point of view or its popularity with other people.
7. Which newspapers in the English language does she/he know?

**Text 2**

**MASS MEDIA IN RUSSIA**

**VOCABULARY**

to appear	появляться, выходить, печататься (о газетах)
audience	зрители, слушатели, аудитория
to buy smth at newsstands	покупать что-либо в газетных киосках
a copy	экземпляр

to contain advertisements	содержать объявления/рекламу
to contain news	содержать новости
to be delivered to people's home	доставляться в дома
a detailed article on smth	подробная статья о чём-либо
to express a political opinion	выражать политическое мнение
a free newspaper	бесплатная газета
home and international affairs	внутренние и международные дела, проблемы
a local newspaper	местная газета
mass media	средства массовой информации
ording to one's political belief	в соответствии с политическими убеждениями
a review of books, art and tv shows	обзор книг, искусства и телевизионных передач
a sports fan	спортивный болельщик
to subscribe to smth	подписываться на что-либо
a weekly newspaper	еженедельная газета

## READING

### Read and translate the text.

Mass media are those media reaching large numbers of the public via radio, television, movies, magazines, newspapers and World Wide Web.

Mass media reach a mass audience. Some commentators consider that mass audience has formed a mass society with special characteristics, notably atomization or lack of social connections. Modern mass media techniques such as advertising and propaganda have influenced the mass society greatly.

Russia has close to ninety officially registered television companies, 25,000 newspapers, over 1,500 radio programmes and 400 news agencies- over half of them independent, the rest entitled to full or partial government financing.

The Mass Media Act, passed in December 1991, regulates their activities.

Judging by opinion polls, 82 per cent of the Russian public see television as the principal information source, and prefer it to the press. Radio comes next with 24 per cent.

Russians are a reading nation. It is almost impossible to imagine our life without newspapers. Millions of copies of them appear every day. There are few homes to which at least one newspaper is not delivered every morning.

The total number of subscriptions to publications exceeded 61~5 million in 1994, with newspapers accounting for 43.8 million. 78 per cent of Russians are regular readers of local periodicals whose total circulation accounts for 25.2 million copies, while that of national papers is 18.1 million copies.

Newspapers and magazines play a great and very important role in the life of a modern man. Reading a newspaper you can get information about the events that have taken or are going to take place in our country and abroad.

The pages of newspapers carry articles on our economy, industry and agriculture. Most newspapers contain news, detailed articles on home and international affairs, reviews of books, art and TV shows. Our newspapers publish information about the work of the State Duma of Russia.



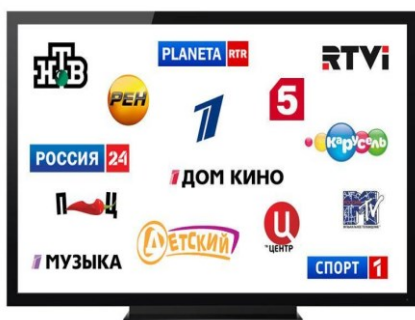
Sports-fans can read about sport events in Russia and other countries.

Practically all newspapers also give radio and TV programs, weather forecasts. Sometimes you can read some sensational or extraordinary material. So reading newspapers is a very interesting and useful thing.

There were very many newspapers in our country: “*Izvestiya*”, “*Komsomolskaya Pravda*”, “*Moscow News*”, “*Arguments and Facts*”, and many others.

Besides the newspapers, there were a lot of magazines in our country. Some of them were very interesting, for example “*Round the World*”, “*Navy Mir*”, “*Sovremennik*”, “*Smena*” and others. The most popular magazines with the youth were “*Younost*”, “*Rovesnik*”, “*Smena*”.

Opinion polls highlight the most popular TV programmes – “*Wonderfield Quiz*”, “*Topic*”, with its social and political charge, news programmes, and foreign serials.



*The Mir (World)* interstate television and radio company, established in the middle of 1992, is jointly sponsored by Russia, Armenia, Tajikistan, Belaruss, Moldova, Kyrgyzstan and some other Commonwealth countries.

*Mayak (Beam)*, a round-the-clock radio station, which broadcasts news every thirty minutes, is most popular. Private radio stations – *Europe Plus*, *Radio 101*, *M Radio*, *Moscow Echo*, *Radio Nadezhda (Hope)*, *Nostalgie* and others also have huge audience. They broadcast information, the analysis of the

most important events and music. The new radio station *Auto-Radio* telling the audience about the situation in the Moscow traffic and about everything connected with cars has rapidly gained popularity.

*ITAR-TASS* and *RIA-Novosti*, the two national news agencies, are followed by private and joint-stock agencies: *Interfax*, *Postfactum*, and *IMA-PRESS*. The Russian Information Agency “*Novosti*” (former *APN*) has 50 offices in foreign states, seventeen in the CIS countries and receives information from correspondents and stringers from about 40 cities in Russia.

The agency daily transmits up to 150 telegraph communications to almost 500 subscribers. More than 3,000 subscribers receive thematic bulletins covering the reforms in Russia, its economy, science, culture, international life and so on. An illustrated “*Russia*” magazine and Russian press digest, “*Sputnik*”, are circulated in Russia and abroad.

*RIA Novosti* has its own news analysis service, a television company, a photo-service, and a radio station.



## AFTER READING

### Task 1. Find the endings to the sentences.

- |  |  |
|--|--|
| 1. Many people cannot ...                        | a) ... according to their political beliefs.                   |
| 2. We can ...                                    | b) ... contain news.   |
| 3. Millions of newspaper and magazine copies ... | c) ... on home and international affairs in weekly newspapers. |
| 4. National daily newspapers ...                 | d) ... subscribe to newspapers or buy them at the newsstands.  |
| 5. People choose them ...                        | e) ... live without newspapers.                                |
| 6. Most newspapers ...                           | f) ... express a political opinion.                            |
| 7. There are many detailed articles ...          | g) ... appear every day in Russia.                             |
| 8. Almost all newspapers contain ...             | h) ... there are some local newspapers.                        |
| 9. In each region of Russia ...                  | i) ... about sports events.                                    |
| 10. Almost all newspapers print articles...      | j) ... advertisements.   |

### Task 2. Translate into English.

1. Россияне – читающая нация.
2. Миллионы экземпляров газет покупаются каждый день в киосках.
3. Общенациональные ежедневные и еженедельные газеты выражают политическую оценку.
4. В каждом регионе России печатаются свои, местные газеты.
5. Все местные газеты содержат много рекламы.

## **DISCUSSION**

### **Questions for discussion.**

1. Do the media play an important part in your life? 2. Do you think that the media influence our life? 3. Millions of people get most of their news from television. What about you? 4. Do you read newspapers? 5. When do you usually listen to the radio? 6. Do you agree that most news we get from the media is bad news? 7. Do you think it would be nice if all news printed in newspapers and shown on TV was good news? 8. Do you think that journalists are given too much freedom? 9. If people have died in a plane crash, should their bodies be shown on TV? 10. How do paparazzi earn their living? 11. Are you interested in politics? Don't you think that some politicians use the media to influence their voters (избиратели)? 12. What is the main advantage of the Internet?

## **Text 3**

### **MASS MEDIA IN THE UNITED KINGDOM**

#### **READING**

##### **Read and translate the text.**

There are several different types of mass media in the United Kingdom: television, radio, newspapers, magazines and websites. The United Kingdom is known for its large music industry, along with its new and upcoming artists. The country also has a large broadcasting, film, video games and book publishing industries.

The United Kingdom has a diverse range of providers, the most prominent being the publicly owned and funded British Broadcasting Corporation (BBC). The BBC's largest competitors are ITV plc, which operates 13 of the 15 regional television broadcasters that make up the ITV Network, the Sky Group and the publicly owned and commercially funded Channel Four Television Corporation.

Regional media is covered by local radio, television and print newspapers. Reach plc (formerly Trinity Mirror) operates 240 local and regional newspapers. The Secretary of State for Culture, Media and Sport has overall responsibility over media ownership and broadcasting.

The main BBC public service broadcasting channels accounted for an estimated 28,4 % of all television viewing; the three main independent channels accounted for 29,5 % and the increasingly important other satellite and digital channels for the remaining 42,1 %. Sales of newspapers have fallen since the 1970s and in 2009 42 % of people reported reading a daily national newspaper. In 2010, 82,5 % of the United Kingdom population were Internet users, the highest proportion amongst the 20 countries with the largest total number of users in that year.

*(From Wikipedia, the free encyclopedia)*

### AFTER READING

**Task 1. The following words/phrases are all related to the media. Tick (✓) the boxes to show which of them might appear on television (TV), on the radio (R), in a magazine (M), and/or in a newspaper (N)? What could we expect to see/read/hear in each?**

Words/phrases	TV	R	M	N
commercial ( <i>noun</i> )				
documentary				
talk show				
problem page				
editorial ( <i>noun</i> )				
product review				
game show				
live coverage				
news bulletin				
sports highlights				
advert				
soap opera				
weather forecast				
serial				
series				
gossip column				

## **Task 2. Answer the questions.**

1. What types of mass media are there in the United Kingdom? 2. What providers does the United Kingdom have? 3. What is regional media covered by? 4. What is the statistic of the main BBC public service broadcasting channels?

## **Task 3. Prepare the presentation about mass media channels in the UK.**

### **Text 4**

### **BBC, RADIO AND TELEVISION**

#### **VOCABULARY**

annual	ежегодный
annual report	ежегодный отчёт
to appoint	назначать
appointment	назначение, деловая встреча
board	правление, совет; доска; стол, питание
board and lodging	квартира и стол, пансион
flash	короткий кадр; вспышка
to go on the boards	стать актёром
to grant / issue a licence	выдавать лицензию
to interfere	вмешиваться, мешать, служить помехой
licence (Am.E. license)	лицензия
to own /to have/ to possess	владеть
serial	сериал, серийный

#### **READING**

#### **Read and translate the following text.**

The British Broadcasting Corporation (BBC) is based at Broadcasting House in London, although it has studios in many other parts of the country. It is controlled by a board of governors appointed by the government, but once appointed this board has complete freedom and the government cannot interfere. Everyone who owns or rents a television set has to pay a yearly licence. There is no advertising on BBC radio or television, and it is from the sale of licenses that the BBC gets most of its

money. An annual licence for a colour set costs more than twice as much as for a black and white set.

There are 4 radio channels, each of which ‘specializes’. Radio 1 has mainly pop music. Radio 2 has light music, comedy, sport. Radio 3 has classical and twentieth century music, talks on serious subjects, ancient and modern plays. Radio 4 specializes in the spoken word – the main news reports, talks and discussions, plays, etc.

In addition, the BBC has local radio stations in many cities and districts. The BBC also broadcasts news and information about Britain to countries all over the world. This World Service provides programmes in forty different languages, as well as English.

The BBC has two television channels: BBC1 and BBC2. BBC2 offers more serious programmes than BBC1 – documentaries and discussions, adaptations of novels into plays and serials, operas and concerts. BBC1 programmes consist largely of lighter plays and series, humour and sport, but there are also some interesting documentaries. BBC2 is watched by only 10 per cent of all viewers.

All in all, television sets in Britain have four channels: BBC1, BBC2, ITV and Channel 4. These last two are independent commercial organizations which get most of the money from advertising. ITV consists of fourteen programme companies, each serving a different part of the country whereas Channel 4 serves the whole country. In Wales this channel shows many programmes in the Welsh language. ITV and Channel 4 are both controlled by the Independent Broadcasting Authority (IBA).

There are a number of commercial radio stations in Britain. In between advertisements, they broadcast pop music and news flashes. From time to time new TV channels and radio stations open up.

## **AFTER READING**

**Task 1. Translate these pairs of words and say what difference between them is, if any.**

channel – programme concert – show

channel – canal company – campaign

programme – flash to control – to manage

serials – series owner – proprietor

**Task 2. Mark the meaning (with a tick) in which these words are used in the text, and translate the words.**

- Board**
- long, thin, flat piece of wood
  - flat surface on which games are played
  - group of persons controlling a business
  - food served at table
- Authority**
- power or right to give orders
  - a person having authority
  - a group of persons having authority
  - a book that supplies reliable information

**Task 3. Complete the charts showing the lines of business of these organizations.**

The BBC			
Television (... channels)	Radio	Local radio	World Service
_____	_____	_____	_____
The IBA			
_____	_____	_____	_____

**Task 4. Write out from the text types of radio and television programmes, and add a few more, broadcast in Britain.**

Radio and TV programmes	TV programmes	Radio programmes
News	Soap operas	
Pop music		

**Task 5. Translate into English paying attention to the word other.**

another → other → the other  
the other  
(= the remaining)  
↓                      ↓                      ↓  
другой    другие    остальные

1. Переключите, пожалуйста, на другой телевизионный канал. 2. Я хотела бы посмотреть любую другую передачу на канале «Культура». 3. Уже очень поздно и работает только ночной канал, а остальные завершили свои передачи. 4. У нас два телевизора: один – в комнате, другой – на кухне. 5. Вчера я успел посмотреть вечерний выпуск новостей на одном канале и спортивную программу – на другом.

**Task 6. Underline the words written in the way Americans prefer.**

to licence – to license; neighbour – neighbor  
to honour – to honor; center – centre  
behaviour – behavior; traveler – traveller

**Task 7. Answer the questions**

1. What is The British Broadcasting Corporation (BBC) controlled by? 2. Where does the BBC get most of its money? 3. What are the main radio channels in Britain? 4. How many television channels does the BBC have? What are they? 5. What channels are independent commercial organizations? 6. How many programme companies does ITV consists of and where are they serving? 7. What are ITV and Channel 4 controlled by?

## **Text 5**

### **MASS MEDIA IN THE USA**

#### **READING**

**Read the text and state out the main idea.**

The media of the United States consists of several different types of communications media: television, radio, cinema, newspapers, magazines, and internet-based Web sites. The U.S. also has a strong music industry.

Television in the United States is regulated, along with radio, by the Federal Communications Commission. There are several thousand local stations, of which many belong to the seven nationwide commercial broadcast networks. Traditionally, there were three: NBC, ABC, and CBS. The four newer networks are Fox, UPN, the WB, and 1. There is also a non-profit public television network, PBS, which is partially subsidized by the federal government. Besides, there are also many networks which can be received on a television only after arranging for a subscription to a cable or satellite service.

American radio broadcasts only in two bands: FM and AM. Some stations are only talk radio – featuring interviews and discussions – while music radio stations broadcast one particular type of music; Top 40, hip-hop, country, etc.

In the 20th century, the motion picture industry rose to become one of the most successful and powerful industries in the U.S.

Newspapers have declined in their influence and penetration into American households over the years. The U.S. does not have a national paper per se, although the influential dailies *the New York Times* and *the Wall Street Journal* are sold in most U.S. cities. *The Times* has a moderate-left stance, while the Journal is moderate-right and is strongly pro-business. All major metropolitan areas have their own local newspapers. With a very few exceptions, all the newspapers in the U.S. are privately owned.

The U.S. has three leading weekly news-magazines: *Times*, *Newsweek* and *U.S. News and World Report*. Besides it has a dozen major political magazines and hundreds of specialized magazines that serve the diverse interests and hobbies of the American people.

## **AFTER READING**

**Task 1. Read the text and mark the correct answers with a tick.**

*1. How many types of communication make mass media in the USA?*

- a) Two.
- b) Six.
- c) The text said nothing about that.

*2. Is television regulated in any way?*

- a) Yes, it is regulated by the Federal Communications Board.
- b) Yes, it is regulated by the Federal Communications Commission.
- c) No, it is not.

*3. To whom do local television and radio stations belong?*

- (a) To NBC.
- (b) To CBS.
- (c) To the seven commercial networks.

*4. What is PBS?*

- a) It's a nationwide commercial broadcast network.
- b) It's a communications committee.
- c) It's a non-profit public television network.

5. *Is PBS subsidized by the federal government?*

- a) Yes, it is fully subsidized by the federal government.
- b) It is partially subsidized by the federal government.
- c) No, it is subsidized by the state government of New Jersey.

6. *Is cable service free?*

- a) Yes, it is.
- b) No, it is provided for by subscribers.
- c) It is free only in the day-time.

7. *Do music radio stations broadcast interviews and discussions as well?*

- a) Yes, but only very seldom.
- b) No, but there are special talk radio stations which do so.
- c) No, but there is one talk radio station featuring interviews and discussions.

### **Task 2. What words in the text mean?**

1. The popularity of newspapers is going down in the USA. 2. No national paper is published in the US in fact. 3. Two most popular newspapers are sold throughout the US. 4. Almost all local newspapers are privately owned. 5. There are three popular news-magazines. 6. A few other political magazines are published in the US. 7. There is a great variety of specialized magazines catering for different tastes of readers.

## **READING AND SPEAKING PRACTICE**

**Task 1. Read the text and match headings with the number of paragraphs.**

- 1. Politics and the Media.
- 2. Politics and the Media Effects of mass communication.
- 3. The roots of mass media.
- 4. Computer-Mediated Communication.
- 5. The Move to Mass Self-Communication.
- 6. Current concerns.
- 7. Stages of dissemination.
- 8. Blurring the Lines Between Producers and Consumers.
- 9. Measuring the Effects of Mass Media.

## Understanding Mass Media and Mass Communication

*K. Kris Hirst*

*December 10, 2018*

**A.** Mass media refers to the technologies used as channels for a small group of people to communicate with a larger number of people. The concept was first addressed during the Progressive Era of the 1920s, as a response to new opportunities for elites to reach large audiences via the mass media of the time: newspapers, radio, and film. Indeed, the three forms of traditional mass media today are still the same: print (newspapers, books, magazines), broadcast (television, radio), and cinema (movies and documentaries).

But in the 1920s, mass media referred not just to the number of people such communication reached, but rather to the uniform consumption and anonymity of the audiences. Uniformity and anonymity are characteristics which no longer fit the way people seek out, consume, and manipulate information into their daily lives. Those new media are called “alternative media” or “mass self-communication”.

**B.** Mass media are the transport forms of mass communication, which can be defined as the dissemination of messages widely, rapidly, and continuously to large and diverse audiences in an attempt to influence them in some way.

Five distinct stages of mass communication exist, according to American communication scholars Melvin DeFleur and Everettte Dennis:

Professional communicators create various types of “messages” for presentation to individuals. The messages are disseminated in a “quick and continuous” manner through some form of mechanical media. The messages are received by a vast and diverse audience. The audience interprets these messages and gives them meaning. The audience is influenced or changed in some manner.

**C.** There are six widely acknowledged intended effects for mass media. The two best known are commercial advertising and political campaigns. Public service announcements have been developed to influence people on health issues such as smoking cessation or HIV testing. Mass media has been used (by the Nazi party in Germany in the 1920s, for example) to indoctrinate people in terms of government ideology. And mass media use sporting events such as the World Series, the World Cup Soccer, Wimbledon, and the Super Bowl, to act as a ritual event that users participate in.

**D.** Research on the impacts of mass media began in the 1920s and 1930s, with the rise of muckraking journalism – elites became concerned about the effects of investigative reporting in magazines such as McClure's on political decision-making. Mass media became a prominent focus of study in the 1950s after television became widely available, and academic departments dedicated to communication studies were created. These early studies investigated the cognitive, emotional, attitudinal, and behavioral effects of media on both children and adults; in the 1990s, researchers began to use those earlier studies to draw up theories concerning the use of media today.

**E.** In the 1970s theorists such as Marshall McLuhan and Irving J. Rein warned that media critics needed to watch how media affects people. Today, this remains a key concern; much attention has been paid, for example, to the impact on the 2016 election of false messaging distributed on social media. But the myriad forms of mass communication available today have also encouraged some researchers to begin to investigate “what people do with media”.

**F.** Traditional mass media are “push technologies”: that is to say, producers create the objects and distribute them (push it) to consumers who are largely anonymous to the producer. The only input consumers have in traditional mass media is to decide whether to consume it – if they should buy the book or go to the movie: undoubtedly those decisions have always been significant to what got published or aired.

However, in the 1980s, consumers began to transition to “pull technology”: while the content may still be created by (elite) producers, users are now free to select what they wish to consume. Further, users can now repackage and create new content (such as mashups on YouTube or reviews on personal blog sites). The users are often explicitly identified in the process, and their choices may have immediate, if not necessarily conscious, impact on what information and advertising they are presented with going forward.

With the widespread availability of the internet and the development of social media, communication consumption has a decidedly personal character, which the Spanish sociologist Manuel Castells calls mass self-communication. Mass self-communication means that the content is still created by the producers, and the distribution is made available to a large number of people, those who choose to read or consume the information. Today, users pick and choose media content to suit their needs, whether those needs were the intent of the producers or not.

**G.** The study of mass media is a fast-moving target. People have studied computer-mediated communication since the technology first became available in the 1970s. Early studies focused on teleconferencing, and how interactions between large groups of strangers differ from interactions with known partners. Other studies were concerned with whether communication methods lacking nonverbal cues could influence the meaning and quality of social interactions. Today, people have access to both text-based and visual information, so those studies are no longer useful.

The immense growth in social applications since the start of Web 2.0 (also known as Participatory or Social Web) has made huge changes. Information is now distributed in many directions and methods, and audiences can vary from one person to many thousands. In addition, everyone with an internet connection can be a content creator and media source.

**H.** Mass self-communication can potentially reach a global audience, but it is self-generated in content, self-directed in its mission, and typically focuses on self-related information. Sociologist Alvin Toffler created the now-obsolete term of “prosumers” to describe users who are almost simultaneously consumers and producers – for example, reading and commenting on online content, or reading and replying to Twitter posts. The increases in the number of transactions that now occur between consumer and producer create what some have called an “expression effect”.

Interactions also now cross-media streams, such as “Social TV”, where people use hashtags while watching a sports game or a television program in order to simultaneously read and converse with hundreds of other viewers on social media.

**I.** One focus of mass communication research has been on the role that media plays in the democratic process. On the one hand, media provides a way for predominantly rational voters to obtain information about their political choices. That likely introduces some systematic biases, in that not every voter is interested in social media, and politicians may choose to work on the wrong issues and perhaps pander to an active set of users who may not be in their constituencies. But by and large, the fact that voters can learn about candidates independently is predominantly positive.

On the other hand, media can be leveraged for propaganda, which exploits cognitive errors that people are prone to make. By using the techniques of agenda-setting, priming, and framing, the producers of media can manipulate voters to act against their own best interests.

**J.** Some types of propaganda that have been recognized in mass media include:

**Agenda-Setting:** Aggressive media coverage of an issue can make people believe an insignificant issue is important. Similarly, media coverage may underplay an important issue.

**Priming:** People evaluate politicians based on the issues covered in the press.

**Framing:** How an issue is characterized in news reports can influence how it is understood by the receivers; involves the selective inclusion or omission of facts (“bias”).

**Task 2. Read the following extract from the article. Summarize the text in English.**

### **Массмедиа как трансляторы культурной памяти**

Говоря о культуре и культурной памяти, прежде всего, необходимо рассматривать каналы передачи информации, варианты и возможность коммуникации и, главное, способы хранения информации для возможности ее дальнейшего распространения. Интернет сегодня играет ключевую роль в коммуникации между людьми как в рамках городов и страны, так и в международных масштабах. Роль массмедиа на сегодняшний день настолько велика, что современное общество называют не только информационным, но и медиатизированным, то есть в огромной степени зависимым от массмедиа.

Массмедиа формируют, поддерживают и трансформируют культурную память, используя различные инструменты для ее актуализации.

К ним можно отнести виртуальные музеи, решающие социально-культурные потребности и проблемы. Наличие таких музеев в России дает возможность людям прикоснуться к истории, не выходя из дома, такой формат особенно важен для людей с ограниченными возможностями, для тех, кто не может путешествовать, но интересуется историей и культурой России, а также позволяет преподавателям сопровождать лекции наглядными и интересными интерактивными изображениями. Некоторые телеканалы, среди которых телеканал «Культура», ежедневно транслируют записи концертов и спектаклей столичных и провинциальных театров.

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**Task 3. Find information about popular mass media in Russia and abroad and prepare presentation.**

## UNIT 2

### THE JOURNALIST AND HIS JOB

#### Text 1

#### WHAT IS JOURNALISM?

#### VOCABULARY

abbreviate	выдержка (из документа); выписка (из документа); сокращать; урезать; использовать сокращения при письме
archive	архив; хранение данных в течение длительного периода
availability	доступность; пригодность; полезность; наличие; годность; занятость
broadcast	вещание; трансляция; репортаж
broadcasting	осуществлять широковещательную передачу; пересылать; широковещательный; телевизионный; радиотрансляционный
bulletin	бюллетень; периодическое издание (научного общества); сводка; известие; лотерейный билет; ведомость; сводка новостей
channel	информационный канал; канал
to entertain	развлекать; развлекаться; принимать гостей; оказывать гостеприимство; устраивать приёмы
headline	заголовок
a matter of seconds	дело нескольких секунд
to present news	подавать новости
to produce and distribute	выпускать и распространять газеты
newspapers	
reassurance	заверение (повторное); подтверждение; увещевание
simultaneously	одновременно; совместно; единовременно; синхронно; параллельно; в режиме одновременности
television picture	телевизионное изображение
virtually	фактически; практически; реально; на деле; поистине; виртуально; по сути дела

## BEFORE READING

### Task 1. Remember the preposition.

to communicate *with* the listeners, the viewers, the audience –  
общаться, устанавливать контакт со слушателями (зрителями,  
аудиторией)

the news was known *around* the world

to listen *to* a news bulletin on the radio *over* breakfast – слушать  
передачу новостей по радио за завтраком

*around* 10 o'clock – около 10 часов

to glance *at* the paper – мельком взглянуть на газету, просмотреть  
газету

to switch a transistor (a television set, a radio set) *to* a programme

### Task 2. Remember the use of articles.

*No article is used in:*

1) by radio, by television, by bus (tube, taxi, car, train, plane, bicycle,  
boat)

2) when we talk about radio and television, in general we do not use  
articles.

*Ex-le: It is easier to write plays for television than for radio.*

3) to watch TV, on TV, on television

*But:*

to listen to the radio, on the radio

## READING

### Read the following text and translate it into Russian.

What is journalism? Journalism is information. It is communication. It is the events of the day distilled into a few words, sounds or pictures, processed by the mechanics of communication to satisfy the human curiosity of the world that is always eager to know what's new.

Journalism is basically news. The word derives from "journal"; its best contents are "du jour", of the day itself. However, journalism may also be entertainment and reassurance, to satisfy the human frailty of a world that is always eager to be comforted with the knowledge that out there are millions of human beings just like us.

Journalism is the television picture beamed by satellite direct from the Vietnam War, showing men dying in agony. It is the television picture

of a man stepping on to the surface of the moon, seen in millions of homes as it happens.

Journalism can communicate with as few people as a classroom newssheet or a parish magazine, or as with many people as there are in the world.

The cave man drawing a buffalo on the wall of his home did so to give other hunters the news that buffaloes were nearby. The town crier reciting the news in the market place provided a convenient way in which a number of people could simultaneously learn facts affecting all their lives.

Today the news media are swamped by the very availability of news. There is simply more of it than ever before – unimaginably more, available to many more people. This transformation has been achieved in a little over 100 years.

When Admiral Lord Nelson died aboard the Victory after the Battle of Trafalgar in 1805, it took two weeks for the news to reach the Admiralty in London (a young lieutenant of the Royal Navy brought the dispatches personally, sailing in the sloop Pickle to Plymouth and then riding to London). It was some hours before important people in London heard the news, some days before it reached the other cities of Britain. There must have been outlying villages that the news took even longer to reach.

When President John Kennedy was assassinated in Dallas, Texas, in November 1963, the news of his death was known around the whole world in a matter of seconds. The political leaders of Russia and China, the financial manipulators in Geneva, the obscure tribesmen of Borneo all heard the news simultaneously.

This profound change in the pattern of human communication has taken place in hardly more than one man's lifetime.

Even forty years ago, most people in the developed world obtained their news from the newspapers. The newspapers had changed little from the days of Caxton. The process of printing had hardly changed at all, and the only modernization had been in machinery to produce and distribute a greater number of copies of each issue. Then radio arrived.

At first newspapers regarded it as a passing technical fad. One director of the Press Association returned from America in 1923 and said "broadcasting is on the wane... People are getting so tired of it that it reminds one of the almost forgotten skating-rink craze". He was, of course, profoundly wrong. In America, the effects of radio were more rapid in

appearing, due to the springing up of hundreds of small town radio stations. In Britain, radio was put under the control of a non-profit-making body financed by government-collected license fees and charged with the duty of providing a nationwide broadcasting service.

The war reports of the BBC radio from 1939 to 1945 should have warned newspapers that radio could rival them in the presentation of news. But it was not until television was introduced in Britain in 1956 (with the commercially backed Independent Television Authority rivaling the BBC's television service) that the television set entered 80 per cent of British homes and the way in which most people learnt their news changed radically.

Journalism is about people. It is produced for people. So how has the ordinary man's receptivity to journalism changed in twenty years?

Fifty years ago, a family might listen to a news bulletin on the living-room radio over breakfast. Father would read his morning paper over breakfast or on the bus or train going to work. After work, he would buy an evening paper and read it on the way home, handing it over to his wife who would read it when she had washed up after the evening meal. Then they might listen to the BBC nine o'clock radio news.

What happens now? The bedside transistor radio switches itself on with the alarm. Mother has her radio on in the kitchen as she cooks breakfast. The kids have their radios switched to Radio One with its mixture of pop music and news flashes. Father glances at the morning paper over breakfast, then gets into the car and turns on "Today" as he drives to work. Mother carries the radio around the house as she dusts and makes the beds to the voice of Jimmy Young. Father buys an evening paper as he leaves work, glances at the headlines, then turns on the six o'clock radio news as he drives home. After eating, they turn on the telly and sit down to an evening's viewing. Mother may read the evening paper if there is a sports programme on TV which she finds boring. They watch the BBC's television nine o'clock or ITN's "News at Ten".

It is an immense change. These are the people for whom journalists are working. They have to take account of these social changes, which have occurred in most countries of the world.

The newspaperman has to be aware of the changes in the lives of his readers. It is not enough for him to print the "hard news" of the evening before (most national newspapers start printing their major editions around

10 pm, with further editions for the city in which they are produced coming up until 4 am), since his readers who look at the paper over breakfast will have heard most of that and seen many of the public figures and significant events on television the night before. Alternatively, they will hear on the early morning radio news items which have become news three hours later than the latest possible edition of the morning paper.

The press has been slow to catch on to this change and to revise its methods of operation so that the newspaper still has a function. That it has a function, there can be no doubt: for the television or radio-news bulletin is tightly encapsulated, containing only a few of the main facts in a highly abbreviated form.

Newspapers are archives, objects of record. They can be referred to, checked back on, in a way that the television or radio news cannot. They can describe events at greater length, add more relevant detail, give authoritative comment from people in a position to detect trends and the likely lines in which a news story will develop.

However, the old concept of a newspaper “scoop”, the presentation of a startling hard news story a day before its rivals, is virtually dead-killed by radio and television.

## Notes

*du jour* (фр.) – ежедневный

*Caxton, William* (1422 – 1491) – the first English printer; established a press at Westminster from which he issued about 80 books, many of them translations by himself from French romances

*BBC* = *British Broadcasting Corporation* – Британская радиовещательная корпорация

*telly informal* – (a) television

*ITN* = *Independent Television News*

“*hard news*” – all news that recounts precise, immediate happenings, as distinct from background information or commentaries of the news. Hard news consists of the basic news facts, which most editors feel must be included. The implication behind this phrase is that much other news is a matter of little importance.

## **AFTER READING**

### **Task 1. Read and translate the following international words.**

Manipulation, communication, information, television, human, mechanic, satellite, comfort, media, formation, modernization, effect, introduction, capsule

### **Task 2. Select the related words and translate them with the help of a dictionary.**

Productivity, informant, communication, information, entertainment, journalist, achievement, transformation, distribution, recitation, presentation, production, communicate, inform, entertain, journalism, achieve, transform, recite, present, distribute, produce, communicative, informer, entertaining, journal, achievable, transformable, recitative, presentable, distributor, producer, communicable, informal, entertainer, journalese, transformer, recital, presently, distributive, product, communicant, informative, entertainingly, journalistic, presence, productive.

### **Task 3. Translate the following compound nouns into Russian.**

Almost-forgotten skating-rink craze; small-town radio stations; non-profit-making body; government-collected licence fee; nationwide broadcasting service; the BBC nine o'clock radio news; the early morning radio news items.

### **Task 4. Study the following expressions and make up sentences using some of them.**

a) to achieve success, fame, glory; one's purpose, one's ambition, one's aim, one's end; the realization of one's dream; an understanding; a good reputation

b) to produce a film, a programme, a play, a book; a sensation, an impression; food, goods

### **Task 5. Translate the following sentences into Russian paying attention to the word "develop" and related words.**

1. The plot of the new novel gradually developed in the author's mind. 2. He developed his mind by study. 3. The development of photographic films requires a dark room. 4. This magazine regularly covers

the latest developments in foreign affairs. 5. Only by hard work can he develop his skills as a journalist. 6. He developed an interest in taking pictures at an early age. 7. The rest of the book merely developed the ideas of the first chapter. 8. He developed into a brilliant journalist. 9. Resent political developments were covered by all the national dailies. 10. In the book the editor of a large city newspaper tells the readers how to prepare for and develop a career in journalism.

**Task 6. Translate the following sentences into English using the words “to develop” and “development”.**

1. Изложите, пожалуйста, свои аргументы. 2. Интерес к чтению у него развился в раннем возрасте. 3. Из него получился блестящий журналист. 4. Он развил своё мастерство усердной работой. 5. Я ещё не проявил плёнки, так как был занят. 6. Доклад был посвящён экономическому развитию страны. 7. Автору не удалось развить сюжет пьесы. 8. Я надеюсь, автор разовьёт свою мысль в следующей главе. 9. Последние политические события были освещены всеми центральными газетами.

**Task 7. Find the following phrases in the text and decide which of the given alternatives explain them best.**

*1. The pattern of human communication*

- a) The mechanics used by people for communication
- b) Mass media of communication
- c) The way people communicate

*2. The presentation of news*

- a) The way news is gathered
- b) The way news is obtained
- c) The way news is written
- d) The way news is processed

*4. A profound change*

- a) A small change
- b) An immense change
- c) A change of no importance
- d) A significant change

*4. A startling story*

- a) A surprising story
- b) An exciting story

c) A frightening story

d) A boring story

5. *A relevant detail*

a) A detail which is not worth mentioning

b) A detail which has nothing to do with the story

c) A detail which has something to do with the problem

6. *Radio news bulletin is tightly-encapsulated*

a) It contains very many short words

b) It is a petty packed

c) It is rather expressive

d) It is very emotional

e) It contains many facts

**Task 8. Rearrange the sentences given below in the correct order according to the text.**

1. Nowadays the news may be known all over the world in a matter of seconds. 2. Journalism is about people. It is produced for people. 3. Fifty years ago a family usually listened to a news bulletin on the living-room radio over breakfast. 4. In America the effects of radio were more rapid. 5. The ordinary man's receptivity to journalism has greatly changed in fifty years. 6. In the evening they watch the television news programme. 7. Then radio arrives. 8. Journalism is communication. 9. Journalists have to take account of social changes. 10. The readers of newspapers who look at them over breakfast will have heard most of the news and seen many of the significant events on television the night before. 11. Journalism may also be entertainment. 12. The cave-man drew a buffalo to give other hunters the news that buffaloes were nearby. 13. Journalism satisfies the human curiosity of the world. 14. Later it became clear that radio could rival newspapers. 15. At first radio was regarded as a passing technical fad. 16. Journalism can communicate with few people as well as with many. 17. A century ago it took a very long time for the news to reach distant parts of the world. 18. Hundreds of small-town radio stations appeared in America. 19. The newspaper still has a function because the television or radio news bulletin is very compressed. 20. Father would read his morning newspaper over breakfast or on the bus or train going to work. 21. Newspapers are archives, objects of record. 22. Nowadays practically

each member of the family prefers listening to his own radio. 23. The process of printing had hardly changed at all. 24. Today news is available to many more people. 25. Today the concept of a newspaper “scoop” has been killed by radio and television. 26. The BBC radio provided a nationwide broadcasting in Britain.

**Task 9. Answer the following questions about the text.**

1. How does the author define journalism? Find all the statements.  
2. What word does the word “journalism” come from? 3. How did people begin to communicate with each other; by means of sign, sounds, pictures, or words? 4. How have the various types of news media changed in a little over 100 years? 5. What has brought a profound change in the pattern of human communication? 6. What changes had taken place in the process of printing before radio at first? 7. How did the development of radio broadcasting in the USA differ from that in Britain? 8. How did newspapers regard radio at first? 9. When did the way of learning news change radically in Great Britain? 10. How did a family get news about 50 years ago? 11. How does a family get news nowadays? 12. Why is it necessary for a journalist to be aware of social changes? 13. What is the main function of the newspaper today according to the author? What is your opinion?

**DISCUSSION**

**Task 1. Answer the following questions.**

1. What is the name of your favourite famous journalist? 2. How has he achieved an outstanding success in journalism? 3. Do you believe it is possible to achieve the good reputation of a professional without working hard? 4. What television programme do you like best? 5. What impression did it have on you? 6. Did it produce a sensation among tele-viewers?

**Task 2. Prepare to talk about the following topics.**

- Journalism is information.
- Journalism is communication.
- Journalism is the television picture.
- Journalism is about people.
- Journalism is basically news.
- Newspapers are archives, objects of record.

## Text 2

### JOURNALISM IS A HARD LIFE

#### VOCABULARY

camaraderie	товарищество
challenge	вызов, сложная проблема
drawbacks	недостатки
fraternity	братство
frustrating	разочаровывающий
rebuff	отказывать
rewarding	вознаграждающий
self-reliance	уверенность в себе
thrill	волнение, трепет
vital	жизненно важный

#### Notes

*Journalism* (n) – the profession of writing for newspapers and magazines

*Journalist* (n) – a person whose profession is journalism

#### BEFORE READING

##### Read and discuss the questions.

It is difficult to imagine a more rewarding way of life than journalism. It is fairly safe to say that the journalist who is most likely to get to the top is a good, all-round person and at the same time has made himself/herself something of an expert in one or two special directions. He/she must know a little about a lot, and a lot about a little. He/she should have not only an ordinary education, but an extraordinary broad one. On top of this he/she should have a pleasant personality, be sincere, enthusiastic, have a sense of humour, be dependable, sensitive, idealistic, dedicated, open-minded and responsible. Ask anyone in business what it takes to make a newspaperman you are likely to get the whole catalogue of human virtues in answer.

- What sort of people are journalists?
- What skills do journalists need?
- What qualities and qualifications do they possess?
- What do journalists do?
- Why does journalism appeal to young men and women?
- What appeals you in journalism?

- Can anyone be a journalist?
- Have you seen any films about journalists?
- Think of the most important qualities of a journalist
- What important qualities of a journalist do you think you possess?

## READING

**Read the text, share your ideas why journalism is an exciting field, and at the same time a hard life.**

Journalism is a hard life. It can be exciting, but it can be sometimes boring. It can be frustrating, too. It can be demanding and so make it difficult or impossible for you to do a lot of things that other people do in their spare time. It can separate you from your family for a great amount of your time; some journalists see their school-going children only at weekends. It can cut you off from a good deal of social life with your friends, and it can make it almost impossible for you to know when you will be free and what time you will have to call your own.

Despite this, those who are journalists can imagine few ways of life that are more rewarding, despite the drawbacks and frustrations of their profession. They know the thrill of meeting important people and of writing a good story – the excitement of being a journalist. Most journalists find their work interesting and rewarding overall. They face different situations every day. They have chances to meet important and interesting people and deal with vital social and political issues. They get pleasure from doing public service, however small contributions. While they work constantly under deadline pressures, they consider this to be part of “being in the action”.

A good journalist is not easily rebuffed. He/she must have a good deal of self-reliance and push and energy and initiative, must have a great deal of curiosity. Most journalists develop a feeling of camaraderie towards their colleagues, of belonging to news fraternity. As much as any field, modern journalism offers the stimulation of action, the challenge of discovery, the sense of creativity.

Journalism is no place for the shy person who finds it difficult to talk to strangers. He must be able to write, not necessary at the standard of great writers, but in a simple and lucid fashion and, above all, quickly, and in short sentences which convey concisely what is meant.

If you think you can measure up to these standards try to take up journalism as a career.

## **AFTER READING**

### **Task 1.**

**a) Make up a list of the qualities of a journalist in the order of their importance as you see them?**

**b) Make up a list of adjectives used to characterize a journalist.**

**Task 2. Give English equivalents for the following words and phrases.**

Обычный, средний; ответственный, несущий ответственность за что-либо; широкий; надёжный, заслуживающий доверия; искренний, неподдельный; преданный, посвятивший свою жизнь делу; чувственный, нежный; восторженный, полный энтузиазма; склонный создавать себе идеалы; зависимый, зависящий; любознательный.

### **Task 3. Match the meaning with the correct word.**

- |                 |   |
|-----------------|---|
| 1) dependable   | a) devoted to some purpose  |
| 2) ordinary     | b) to be relied upon  |
| 3) sincere      | c) faithful to obligations, trustworthy   |
| 4) broad        | d) normal, usual, average   |
| 5) enthusiastic | e) motivated by standards of perfection and excellence  |
| 6) curious      | f) wide, large across   |
| 7) dependent    | g) showing delicate feelings or judgement   |
| 8) idealistic   | h) genuine, not pretended   |
| 9) dedicated    | i) full of enthusiasm   |
| 10) responsible | j) eager to learn, to know  |
| 11) sensitive   | k) relying on another for what is necessary or desirable, one who depends on another for support or aid |

### **Task 4. Answer the following questions.**

1. What sort of people are journalists? 2. What qualities and qualifications do they possess? 3. Why are they so devoted to their work? 4. Why does the author think that journalism is a hard life? 5. How does the author describe the way journalists should be able to write?

### Text 3

## THE JOB OF A JOURNALIST

### VOCABULARY

to misquote	to make a mistake in reporting
mischief	behaviour that causes trouble and possibly damage
crusading	a united effort for the defiance or advancement of an idea, principle, etc.
to expose	to uncover; to make known
to conceal	to hide; keep from being seen or known
scruples	the desire to do what is right; conscience
bias	a tendency to be in favour of or against something or someone without knowing enough to be able to judge fairly; prejudice
preconceived	(an idea, opinion) formed in advance, without (enough) knowledge or experience
cantankerous	bad-tempered, quarrelsome
seedy	having a poor, dirty, worn-out appearance
shifty	looking dishonest, not to be trusted
to conform	to behave in accordance with generally accepted ideas or customs
rewarding	worth doing or having; giving satisfaction, but perhaps not much money
virtue	goodness, nobleness, advantage as shown in right behavior
innate	which someone was born with

### Notes

*Editor* – a person who is in charge of a newspaper or magazine, and responsible for its organization and opinions: e.g. *The editor of "The Daily Telegraph"*

### Pay attention to the commonly confused words in English.

**Dependable** – adj. able to be trusted; reliable: *She won't forget – she is very dependable.* (a dependable source of income).

**Dependant** – n. a person who depends on someone else food, clothing, money etc.: *Please state your name, age, and the number and the number of dependants you have* (=your husband/wife, children etc).

**Dependent** – adj. 1. (on) needing the help or support of someone or something else: *a dependent child. The country is heavily dependent on foreign aid.* 2. (on) that will be decided by: *The size of the crowd is largely dependent on the weather.*

## READING

**Read the text and pick up the most important information about the skills and qualities, which a good reporter needs for his/her work. Think and give titles to each of the three parts of the text.**

**1.** When you think of a journalist, what comes to your mind?

The image of someone nobly and fearlessly revealing truths? A dedicated professional prepared to work long hours for little money to bring the news to their audience? Alternatively, someone determined *to misquote* and cause *mischief*?

The Concise Oxford Dictionary describes a journalist as “one whose business is to edit or write for a public journal”.

Are journalists *crusading*, incorruptible professionals supported by a fearless editor, determined *to expose* hypocrisy and corruption? Do they place the interests of those who require information above those who seek *to conceal* it? Alternatively, are they people without *scruples* or regards for their subjects who will print anything to gain more readers or viewers, or further their own career? Alternatively, do they recognize their responsibility to see and hear as much as possible and pass on an accurate, *unbiased* picture to their readers, views and listeners, to allow them to have an informed impression?

Do you have a *preconceived* view?

There are certainly stereotypes, such as the powerful, ambitious editor, the *cantankerous*, convincing news editor, the *seedy, shifty* reporter and the chaos of a newsroom. Many journalists fulfill many of these expectations, but there is no classic profile, which all the journalists *conform to*. They are all different.

**2.** The journalists’ primary objective is to educate, entertain and inform.

It is difficult to imagine more *rewarding* way of life than journalism. It is fairly safe to say that the journalist who is most likely to get to the top is he who is a good, all-round person and at the same time has made himself/herself something of an expert in one or two special directions.

He/she must know a little about a lot, and a lot about a little. He/she should have not only an ordinary education, but also an extraordinary broad one. On top of this, he/she should have a pleasant personality, be sincere, enthusiastic, have a sense of humour, and be dependable, sensitive, idealistic, dedicated, open-minded and responsible. Ask anyone in business what it takes to make a newspaperman you are likely to get the whole catalogue of human *virtues* in answer.

A journalist is a person who practices gathering and dissemination of information about current events, trends, issues and people.

The term “journalist” also includes various types of editors and visual journalists, such as photographers, graphic artists, and page designers.

To be a good journalist you must have a great deal of curiosity. You must like people and be interested in what they do; you must be able to get on easy and friendly terms with men and women of all sorts, however much they may differ from each other or from you. Journalism is no place for the shy person who finds it difficult to talk to strangers.

So far, a journalist is reasonably well-educated, decently turned out and more than just comfortable in English.

What other tools does he need for his trade? He, or she, needs a quick, inquiring mind, one that is interested in what is going on not only in his/her own locality or even his/her own country but in what is going on in the world at large; an *innate* interest in mankind and what mankind is up to. The phrase that sums this up is well rounded.

3. Editors and other experts have cited many qualities that make a good journalist. Some say curiosity, a “nose for news”. Others say integrity and courage, or vitality, or diligence. Still others say an ability to write with style and a disciplined mind to understand and relate the complex issues of modern times.

What qualities do newspaper editors look for?

One of the editors sums up what he considers the minimum requirements for a journalist a thorough education, sound training, and discipline; familiarity with basic skills of a journalist; a deep respect for one’s personal and professional integrity.

To convince an editor you are worth appointing you will need to be able to demonstrate the following:

- an interest in current affairs at all levels;

- lively interest in people, places and events;
- an ability to write in a style which is easy to understand;
- good spelling, grammar and punctuation;
- an appreciation of the part a local newspaper plays in the community;
- a willingness to accept irregular hours;
- an ability to work under pressure to meet deadlines;
- determination and persistence.

If you think you can measure up to these standards try to take up journalism as a career.

### **AFTER READING**

**Task 1. Explain in English how you understand the following expressions.**

- a) a dedicated professional;
- b) a rewarding way of life;
- c) to have an ordinary/extraordinary education;
- d) gathering and dissemination of information about current events;
- e) “a nose for news”;
- f) an all-round person.

**Task 2. Develop the following statements using the information from the text.**

- a) a journalist is a person who practices journalism;
- b) to know a little about a lot, and a lot about a little;
- c) a journalist needs an inquiring mind;
- d) editors and experts have cited many qualities that make a good journalist.

**Task 3. Imagine that you are a newspaper editor. Name the qualities of a journalist which the editor would like to find in an applicant for a job. You may make a list of the most important qualities from your point of view to share your ideas with your group-mates. Whose list is longer?**

**Task 4. Work in pairs. Sum up what the text says about the personality of a journalist. Do you share the opinion of the author?**

## Text 4

### THE PERSONALITY OF A JOURNALIST

#### VOCABULARY

disregard	lack of proper attention to or respect for someone, something; neglect; not to notice; miss
to overlook	the feeling or ideas that are suggested by a word, rather than the actual
connotation	meaning of the word
to negate	to cause to have no effect
accolade	strong praise or approval
edge	the part or place where something ends or begins
lucid	well expressed and easy to understand; clear
concise	short and clear; expressing a lot in a few words
relevant	directly connected with the subject
to acquire	to gain or come to possess esp. by one's own work, skill, action

#### READING

**Read the text; pick up the most important information about the personality of a journalist. Try to remember the information from the text for further discussions in class. Think of your own ideas about the personality of a reporter, which you can add.**

So let us start by taking a close look at just what a reporter is. He is not a messenger waiting to be sent somewhere. He should not be treated as such and he should certainly not regard himself as such. Far too many editors treat their reporters as messengers and far too many reporters seem to regard themselves as little more than fetch and carry men. All over the world you will find reporters sitting around newsroom like porters in hotel lobbies waiting to be told to go and bring somebody else's luggage in.

It has to be said that mostly reporters, who after all, are only people on a newspaper the public ever meets into contact with, are not too highly regarded by the public. Some of this *disregard* is because the press itself is often not respected, but quite often reporters are not well thought of because they do not present themselves in a professional manner. A lot of the remedy is in the reporters' own hands.

When a reporter went to interview the minister of labour in an East African country about the growing unemployment problem, the short-tempered minister asked him: “Just because you are writing about the unemployed, do you have to dress like them?” With open-necked shirt that had not been to the laundry for a week, a jacket with two buttons missing, trousers which had never been pressed since they left shop, and shoes which had never seen polish, it was a fair question.

If reporters present themselves looking scruffy, they must not complain – though they frequently do – if they are treated scruffily by people in authority and with little respect by anybody else.

Reporters are one type of journalists. They create reports as a profession for broadcast or publication in mass media such as newspapers, television, radio, magazines, documentary films, and the Internet. Reporters find the sources for their work, their reports can be either spoken or written, and they are generally expected to report in the most objective and unbiased way to serve the public good.

In the early 19th century, a journalist simply meant someone who wrote for journals, such as Charles Dickens in his early career. In the past century it has come to mean a writer for newspapers and magazines as well.

Many people consider “a journalist” interchangeable with “a reporter”, a person who gathers information and creates a written report, or story. However, this *overlooks* many types of journalists, including columnists, leader writers, photographers, editorial designers, and sub-editors (British) or copy editors (American). The only major distinction is that designers, writers and art directors who work exclusively on advertising material – that is, material in which the content is shaped by the person buying the ad, rather than the publication – are not regardless of medium, the term “journalist” carries a *connotation* or expectation of professionalism in reporting, with consideration for truth and ethics although in some areas, such as the down-market, scandal-led tabloids, the standards are deliberately *negated*.

Education is clearly important but that does not mean that the better educated he/she is the better a reporter will be. In the USA and Great Britain reporters clearly need a sound of schooling, but there is a lot more to education than going to school and certainly a lot more to being well educated than having a degree. There is a nasty tendency all over the world, and more particularly in poorer countries, to see a degree as some sort of special *accolade* putting the holder above others.

Anyone who has been to a British university has been privileged but let them not think a degree is a guarantee of quality over those who have not got one. Any young man or woman coming out of secondary school with a good scholastic record has basic education enough to make a journalist. They will need a good many other qualities, the first of which is the realization that in the wider sense their education for life has just begun, but so far as the schoolroom is concerned they need go no further. Clearly, this does not mean that those who have gone to a British University have been wasting their time but at the very best university graduates entering journalism should only consider they have perhaps a competitive *edge* on those who have not been to university.

### **What skills do journalists need?**

Let's start at the beginning: you need to be able to write. Not school essays, not poems, not diary entries – but news stories and feature articles. You will need to learn how to put your reader's needs first and structure stories for publication. You will have to write to deadline and to a specified length, and be able to edit stories for style and length. You must be able to write, not necessarily at the standard of great writers, but in a simple and *lucid* fashion and, above all, quickly, and in short sentences which convey *concisely* what is meant.

Good spelling is primarily a matter of remembering. No reporter is going to get very far in his career if he is bad at spelling for if he cannot spell he almost certainly does not know the meaning of many of the words he cannot spell. If the reporter writes straightforward, simple sentences which on the whole are shorter rather than longer he will have much less trouble with punctuation. Punctuation is supposed to make reading easier but if the writing is already easy to read there will be less need for punctuation.

You will need to know how to research stories. Journalism is about reporting on what is happening now or will happen in future. By the time a story gets into print, it is old news. Academics rate the printed word highly, but as a journalist your best research tools will probably be the telephone and the web insofar as that helps you find people to interview. You will also need to be able to generate story ideas. You will need to learn what interests your audience and how to find new stories they want to read before they even realize they want to read them. To write and research stories easily, you will need to understand your subject. If you are a specialist writing about a particular subject, you will need to know the lingo and be able to use it correctly and you will need to be able to provide

context to your story by filling in *relevant* background. Newspaper journalism is often seen as glamorous and exciting but, as with any occupation, success comes only after much hard work and routine activity. However, each day in newspapers is different and the training you receive will give you the flexibility to cover a wide range of news stories and features.

The skills you require mostly depend on the kind of journalism you want to do. If pressed, most journalists will tell you that the most important skills are persistence, imagination, self-discipline and huge self-confidence. More specifically, journalism covers a range of tasks. In print, these will include reporting, feature writing, sub-editing, photography, layout, illustration, graphics, and a host of specialist jobs from drawing cartoons and compiling crosswords to researching background and commissioning artwork. The NUJ (the National Union of Journalists) also includes authors, translators, book production staff and workers in press and public relations among its members. You may benefit from conventional skills such as shorthand, an understanding of the principles of linguistic or visual presentation, experience of research, and familiarity with office software.

In broadcasting, you could find yourself writing scripts, reporting, presenting, producing or even editing audio and video. With the growth of digital media, broadcast journalism is changing radically and radio and TV journalists may have to acquire a completely new range of technical skills to go along with the conventional skills listed above. The rapidly expanding field of on-line journalism presents even more challenges. An increasing number of journalists have to adopt a 'portfolio' approach to their careers. Even those who are not freelancers find that they may be required to work on magazines, web sites and multimedia presentations within the same company.

Newspaper journalism draws on all the knowledge and skills you have *acquired* and can give you a tremendous sense of achievement. If you have got what it takes, journalism could be the career for you!

## **AFTER READING**

### **Task 1. Mark the statements as True or False.**

1. In the 19th century, a journalist meant someone who wrote for journals.
2. There is a slight difference between a journalist and a reporter.

3. To make a good career in journalism one needs academic education.

4. The skills a journalist needs depends on the kind of journalism he/she wants to do.

5. With the growth of digital media, broadcast journalism is changing radically.

**Task 2. There are many different set expressions in the text, which might be useful for describing the personality of a journalist. Explain in English how you understand the following.**

- a) to be going to get very far in one's career;
- b) to give one flexibility to cover a wide range of news stories and features;
- c) to draw on all the knowledge and skills one has acquired;
- d) to need a sound of schooling;
- e) to have a competitive edge on smb;
- f) to benefit from conventional skills.

**Task 3. Answer the following questions using the information from the text.**

1. Why are often reporters not too highly regarded by the public? Can you give examples from the text or from your own experience?
2. What does the term "journalist" include according to the text?
3. Do you know the difference between a journalist and a reporter?
4. Is education important for a British journalist?
5. What skills should a journalist have? Dwell on the most important skills

**Task 4. Develop the following thoughts with the statements from the text.**

1. Quite often reporters are not well thought of because they do not present themselves in a professional manner.
2. Reporters are one type of journalists.
3. Many people consider "a journalist" interchangeable with "a reporter".
4. Education is clearly important for a British journalist.
5. A journalist needs many professional skills to apply in his work.

**Task 5. Do you remember the text in details? What is necessary to be a good journalist according to the text? Work in pairs. Try to fill in the chat using the information you remember from the text.**

**SKILLS**

**QUALITIES**

## **Translation**

**There are two small extracts. Choose and translate in writing one of the extracts.**

1. Every entrant to journalism needs a high standard of English, written and spoken. Whether anybody likes it or not, and plenty of people do not like it, English is now the international language and no journalist is going very far without it. If there is any would-be-journalist who thinks that by requiring a good quality English he is in some way demeaning his own nation and even making some sort of acknowledgement to what may have been his country's old colonial master, then he should get that right out of his head at once. In fact, the principal reason why English is now virtually an international language is as much to do with the United States and their world influence as it has to do with Britain.

2. Paparazzi is a plural term for photographers who take candid photographs of celebrities, usually by relentlessly shadowing them in public and private activities. The term paparazzi is often used in a derogatory manner. Originally, it referred to Italian celebrity photographers who learned that a picture of a movie star throwing a punch was more valuable than pictures of stars smiling (celebrity tantrums are a common entertainment story in the mass media). It is this antagonistic interaction that is the true hallmark of a paparazzo (paparazzo is the singular form). However, the term is often used erroneously for photographers who merely take pictures of people of note. Use of the term derives from "Paparazzo", the name of a news photographer character in Federico Fellini's film *La Dolce Vita*. Paparazzo means "sparrow" in Italian.

## **READING AND SPEAKING PRACTICE**

**Task 1. Read the text below about the work of a journalist and ask all kinds of questions on the text. Write them down.**

**Task 2. Write a list of words and expressions you would memorize and use in the further discussions in class about the profession of a journalist.**

Journalists want newsworthy stories, which engage the reader and make them want to read more. A good story inevitably has an element of controversy, conflict, news, which someone does not want, published or negative comment – or a combination of all four.

Journalists are looking for information, either as the hook for a story or to flesh out a story. Information – and gossip are their lifeblood. They want facts and statistics to reinforce claims and statements, and these can often be used as the main book for a story.

They want opinion, passion, views and personality in the people they interview.

They want straightforward answers to their questions, and if they get those, they are willing to listen to your messages about your product. They want people who are prepared and know what they want to say. In addition, they want good contacts who they can call at any time and rely on for a good quote.

They like people who listen to experienced PR and marketing professionals with experience of the media. They usually want to present a balanced picture according to the Journalist's Code of Practice, which means getting at least two points of view for every story. However, most of all, journalists are looking for a unique news story or angle.

**Task 3. Sum up the information from the text above and other texts, which you have studied in Unit 2 and write an essay on one of the following topics.**

1. Many things make a good journalist.
2. One who has no interest in people will never make a good journalist.
3. The image of a journalist.
4. "Knowledge is proud that he has learned so much. Wisdom is humble that he knows no more". (*W. Cowper*)

## UNIT 3

### TRAINING FOR JOURNALISM

#### Text 1

#### EDUCATION FOR JOURNALISM

#### VOCABULARY

to appeal	to be attracted by smth., to like smth.
auspices	help, support, favour
apprenticeship form	an agreement to stay with newspaper for 3 years which is signed by a would-be journalist
competitive	based on or decided by competition
an embryo course	the course for the beginners
proficiency tests	tests for revealing skills
a trainee	a person who is undergoing some training
trial period	a period of six month during which the editor can assess the work of a would be journalist
vocational training	the process of training or being trained for a job

#### READING

**Read the text and choose the most important information about journalist training.**

One reason why journalism used to appeal so much to young people as a career was that it did not seem to need long and boring periods of study. After all, what more does a reporter need than a nose for news, a notebook and pencil, and ambition? Many famous journalists of today did start in exactly that way. They talked themselves on to some small-town newspaper, and then learnt how to do the job as they went along. Many senior journalists look back on those days with nostalgia. They sympathize with youngsters who want to get away from their books and make a reputation in the outside world.

However, today it is not so simple. An increasing number of people (about 80 %) entering the profession have a degree. It is not important what degree you have. While journalism and media studies degrees are increasingly common, most employers will be equally happy with a degree

in English, History, Geography or any of the humanities, social sciences, languages or arts.

Even some science degrees may equip you for a career in journalism. Much more important than your degree subject, however, is experience and evidence of a commitment to journalism. It is always good advice to get involved in college or community publications or broadcast organizations if you can.

Would-be journalists need a higher standard of school qualifications before they can get a job in the first place. Then they must agree to follow a course of training laid down by the National Council for the Training of Journalists, and they must pass their examinations before they can be sure of holding onto their jobs.

The NCTJ operates in Britain, but there are similar bodies being established in most countries. In those countries, such as the United States, where a high proportion of youngsters go on from school to college, there are university courses in journalism and the best jobs go to graduates. Though there is only one embryo course in journalism in a British university (at Cardiff), more graduates are entering the profession and as training schemes become more formalized, the chances in journalism for a boy or girl who dislikes school and cannot study or pass exams are very slight.

Training for journalism in Britain is organized by the National Council for the Training of Journalists which was set up in 1952 as a result of the recommendations of the Royal Commission on the Press (1949). The Council has representatives from newspaper and journalist organizations and four educational representatives, one nominated by the Department of Education and Science.

The aims and purposes of the Council include the establishment of standards of qualification for entry into journalism, and the formulation and administration of schemes for the training and education of journalists, including press photographers.

In 1956 an International Centre for Advanced Training in Journalism was set up in Strasbourg under the auspices of UNESCO, and the Director of the British NCTJ is one of the five-member international executive committee of that Centre.

The training schemes run by the Council became compulsory for new entrants to journalism from 1961, when about 500 trainees were

registering each year. To regulate the training courses around the country, the Council has 15 Regional Committees based in various towns. These committees supervise the operation of the training schemes in their areas, keep in touch with the local education authorities in arranging courses, advise local editors on methods of vocational training, and provide the experienced journalists to conduct proficiency tests.

There are basically two ways of entering the training schemes organized by the NCTJ: either by getting a job on a newspaper and then applying to enter the training scheme which combines practical journalism with part-time study, or by taking the one-year full-time course organized by the NCTJ.

Britain, which has the most competitive and biggest press (in terms of circulations and numbers of people reading newspapers), has no university courses in journalism. It is only in the last few years that any training has been given to newcomers in the profession, and this is “in-service” training, as it is called. When a young man or young woman joins a newspaper, nowadays in most cases he or she undergoes a six-month trial period during which the editor can assess whether or not they are likely to make a worthwhile journalist.

If at the end of these 6 months the editor thinks they are promising then they are asked to sign apprenticeship forms to remain with that newspaper for 3 years. During this time, they are junior reporters, doing small jobs and working up to the more important events. However, one afternoon a week they are released to attend lectures in different forms of newspaper production, and twice a week they are expected to attend night school to undertake further studies.

The subjects studied during this three-year apprenticeship are law for journalists, central and local government, current affairs, English language and literature (if a high school standard was reached at secondary school in these two subjects they are not compulsory), shorthand and typing.

At the end of each year, examinations are held, and candidates must pass before going on with the next stage of training.

It is remarkable that Britain, which has had a highly organized Press for many generations, has only recently begun to start training those people who join it. Before this scheme was started, juniors had to pick up what they could the best way they could in the office, often starting as messengers, “copy-boys” (messengers who carry the reporter’s copy to the printers) or even tea-boys.

There are people at the top of every big British newspaper who began in this way. Therefore, you see why humility is one of the basic qualities for the would-be journalist. The editor of The Times of London, thought by many people to be one of the best newspapers in the world and certainly a very influential one, began his career on newspapers as telephone operator. He worked his way to the top of his profession.

Therefore, you see that is it not only possible, but also sometimes preferable, that the entrant to journalism has to do it “the hard way”. Anyway, who thinks journalism offers a quick and easy passage to the top had better think again.

### Notes

*a nose for a news* – умение оценить новость; чувство новости

*as they went along* – в процессе работы

*the National Council for the Training of Journalists (NCTJ)* – Национальный совет по подготовке журналистов

*the Royal Commission on the Press (a body of persons intrusted by British sovereign with duties and powers of holding an inquiry about the; press and issuing a report)* – Королевская комиссия по делам печати назначается монархом по рекомендации правительства из числа наиболее авторитетных лиц для изучения какого-либо вопроса и представления рекомендаций правительству

*Department of Education and Science* – Министерство образования и науки

*under the auspices* – под эгидой

*five-member international executive committee* – международный исполнительный комитет, состоящий из пяти членов

*local education authorities* – местные органы народного образования

*vocational training* – профессиональное обучение

*proficiency tests* – экзамены по профессиональной подготовке

*part-time study* – обучение без отрыва от производства

*one-year full-time course* – одногодичные курсы с отрывом от производства

## **AFTER READING**

**Task 1. Give Russian equivalents for the following word-combinations.**

Long and boring periods of study; journalism appeals to young people; a nose for news; a small-town newspaper; to look back on the days; to make a reputation in the outside world; would-be journalists; a higher standard of school qualification; to get a job in the first place; to follow a course of training; to lay down a course of training; to hold onto one's job; the chances are very slight; an educational representative; five-member international executive committee; the training and education of journalist; under the auspices; to keep in touch with; to arrange course; vocational training; experienced journalists; conduct proficiency tests; to enter the training scheme; part-time study; one-year full-time course.

**Task 2. Match the phrases with their definitions.**

- |                                  |   |
|----------------------------------|---|
| 1) an experienced journalist     | a) a person who represents some local organization                                      |
| 2) a local editor                | b) a person who is higher in rank or authority  |
| 3) a foreign correspondent       | c) a person who takes pictures for a newspaper (a magazine, etc.)                       |
| 4) a senior journalist           | d) a person who has gained great experience working as a journalist                     |
| 5) a local authority             | e) one who edits a local newspaper  |
| 6) an educational representative | f) one who regularly contributes news or articles to a newspaper from a foreign country |
| 7) a press photographer          | g) one who holds a university degree  |
| 8) a graduate                    | h) a person who is elected or appointed to represent educational organization           |

**Task 3. Explain in English how you understand the following sentences.**

1. A reporter needs a nose for news, a notebook and a pencil, and ambition. 2. Today would-be journalists need a higher standard of qualification. 3. The Council is to establish standards of qualification for entry into journalism. 4. A period of time during which the editor can assess the qualifications of the would-be journalist. 5. Would-be journalists combine their work with their studies.

**Task 4. Work in pairs. Answer the questions in list (a) by choosing the right answer from list (b).**

- | <b>a)</b>                             | <b>b)</b>   |
|---------------------------------------|---|
| 1. What is a copy-boy?                | 1. A person higher in rank and authority.   |
| 2. What is a newcomer?                | 2. A period of time during which the editor can assess the qualifications of the wouldbe journalist.            |
| 3. What is an old-timer?              | 3. A person who carries copy from desk and does numerous similar jobs in the newsroom.                          |
| 4. What is an editor?                 | 4. A three-year period during which a newcomer does small jobs and works to the more important events.          |
| 5. What is a promising journalist?    | 5. A person who gives hope of success or good results in journalism.  |
| 6. What is a senior journalist?       | 6. One who is considered to be a good journalist.   |
| 7. What is a junior journalist        | 7. A person who has for many years lived in a place or has been associated with some club or occupation.        |
| 8. What is a worthwhile journalist?   | 8. A period when practical journalism is combined with part-time study.   |
| 9. What is "in-service" training?     | 9. A person who has recently arrived in a place.  |
| 10. What is an apprenticeship?        | 10. One must be done.   |
| 11. What is a six-month trial period? | 11. A person who is lower in rank than another.   |
| 12. What is a compulsory subject?     | 12. A person who prepares another person's writing for publications or who is in charge of part of a newspaper. |

**Task 5. Answer the following questions.**

1. Why did journalism appeal to young people as a career some time ago? 2. Why did they think that it was enough to have a nose for news, a notebook and pencil, and ambition? 3. How did many famous journalists of today start? 4. Why do senior journalists look back on those days with

nostalgia? 5. Why do they sympathize with youngsters? 6. Is the situation in the field of journalism the same today? 7. What do would-be journalists need before they can get a job? What must they do to hold onto their jobs? 8. What organization supervises the training of journalists in Great Britain? 9. How is the training for journalism organized in the USA and in other countries? 10. When was the NCTJ set up? On whose recommendations was it set up? 11. When did the Royal Commission on the Press take place? 12. What organizations are represented at the NCTJ? 13. What are the aims and purposes of the Council? 14. When was the International Council for Advanced Training in Journalism set up? 15. How many members are there in the international executive committee? 16. When did the training schemes run by the Council become compulsory for new entrants to journalism? 17. How many trainees register each year as entrants to journalism? 18. How are the training courses regulated around the country? 19. What is the job of the Regional Committees? 20. Who supervises vocational training? 21. Who conducts proficiency tests? 22. What are the two ways of entering the training schemes organized by the NCTJ?

## **TRANSLATION**

**Translate in writing the following extract.**

### **J-SCHOOL: JOURNALISM EDUCATION AND TRAINING**

***School: Journalism Education & Training is a vocational journalism college (a j- school) in Brisbane, the capital city of Queensland, Australia***

School was founded in 2001 by veteran journalism educator Professor John Henningham to provide an alternative approach to preparing students for careers as journalists. The college emphasizes continuous professional practice (students file stories for assessment every day), news media internships, and excursions to news hotspots such as city hall, parliament and law courts.

Students are prepared for a nationally accredited Diploma of Journalism qualification through one year's full-time study, with both postgraduate and undergraduate students into the program. As well as teaching basic reporting and news writing, the course includes ethics and law in journalism, research methods, feature writing, editing, and introductory photojournalism, broadcast journalism and multimedia journalism.

The Diploma of Journalism also includes compulsory study of history, literature, politics and philosophy as part of school's attempt to develop well-rounded journalists with a broad education.

School founder John Henningham was the first Australian to be appointed a full professor of journalism at an Australian university and the first to achieve a PhD in the field of journalism. He says he aims to make school one of Australia's leading journalism schools, and points to the high placement rate of his graduates into jobs as journalists as evidence of industry satisfaction with the school hands-on approach. In 2005 a school graduate was named "Most Outstanding Journalism Student" in the Quunsland Media Awards.

*(From Wikipedia, the free encyclopedia)*

## **Text 2**

### **TRAINING COURSES**

#### **READING**

**Read the text about the courses offered by NCTJ and think which of them you would like to take.**

#### **SHORT COURSES**

Short courses Introductions

Short courses 2006-2007

*To ensure your continuing professional development*

The NCTJ runs a select number of practical, hands-on training courses covering the fundamentals of journalism and public relations.

Courses run on scheduled dates throughout the year and offer excellent value for money. Course tutors are all experienced journalists and experts in their field.

Places can be booked by returning the downloadable booking form with payment, by fax for credit card bookings.

All courses take place in central London (unless specified) and fees include all refreshments, lunch and course handouts.

In-house courses are a popular alternative to our scheduled dates and can be tailor-made to your specific requirements. If you have a specialized training requirement, which is not incorporated in this programme, tell us and we can arrange it – all you need is a minimum of three participants and a suitable training room.

- Courses available:
- Interviewing skills
- Media Law
- Sharpening your English
- Essentials of subbing
- Beginners in PR
- Sharpening your press releases
- News and feature writing
- Layout and design
- Editing and proof reading
- Successful Freelancing
- Sports journalism
- Handling the media
- Presentation skills
- Secrets of the voice
- Media on the big stage

## DISTANCE LEARNING

### AN INTRODUCTION TO NCTJ DISTANCE LEARNING COURSES

The NCTJ offers seven distance learning courses; three main ones and four shorter ones.

#### Main courses

Foundation Course in News Reporting (NRDL) - for those wanting to gain their NCTJ qualification

Writing for the Periodical Press (PJDL) (magazine)

Basics of Sub-editing (SEDL)

#### Shorter courses

Media Law – a certificated course to give a sound understanding of media law.

Introduction to Newspaper Law – non-certificated, to give a basic understanding of newspaper law.

Introduction to Local Government – non-certificated, to give a basic understanding of the workings of local government.

PJDL and SEDL – we recommend these courses be completed between three to twelve months depending on the course chosen and your commitment. They must be completed within two years of purchase.

To enable customers to obtain the best from all our courses it is a pre-requisite for them to have a good level of written English, including punctuation and grammar (e.g. GCSE English Language), and general education.

You should complete the self-test before purchasing any of the courses.

Should you choose either PJDL or SEDL, you must complete the self-test before you order and start the course. It will give you an indication of how difficult or easy you will find the material and is simply a way of helping you decide if the course is suitable for you. Further course information, sample modules, self-test, answers and an interpretation of your score will be sent on request or available on this website.

All course materials are supplied in CD format and email access is necessary. They are also available in printed version if preferred.

Those who successfully complete the Writing for the Periodical Press and Sub-editing course will be awarded a certificate at one of three levels; “Pass”, “Merit”, or “Distinction”.

As the News Reporting course is self-assessed we are unable to award a certificate.

However, completion of the course equips students to go on to tackle the preliminary exams with confidence.

Certification is available for any preliminary examinations passed should you choose to sit them after completing the NRDL course. However, do bear in mind that these exams are based on the syllabus delivered on our full-time courses at our accredited centres and therefore additional study through the textbooks provided with the course materials is necessary.

Orders can be placed directly through the e-Store or by downloading the booking form and sending to the NCTJ with payment.

*\* If you are interested to get more information about the courses please address  
nujtraining.org.uk*

## **AFTER READING**

### **Task 1. Match the words with the definitions.**

- |                   |  |
|-------------------|--|
| 1) commitment     | a) a small amount of a product that allows one to find out what it is like |
| 2) sample         | b) means of entering, way in, entrance                                     |
| 3) access         | c) a responsibility or promise to follow certain course of action          |
| 4) to tackle      | d) a planned list of things to be done                                     |
| 5) to dispatch    | e) a sum of money paid for professional services                           |
| 6) to enable      | f) to include, to make a part of a group or of smth larger                 |
| 7) refreshment    | g) to take action in order to deal with                                    |
| 8) to incorporate | h) food or drink served as a light meal                                    |
| 9) fee            | i) to send to a place  |
| 10) schedule      | j) give the power, right to do smth  |

### **Task 2. Look through the text and find the answers to the questions.**

1. What types of courses does the NCTJ offer? 2. Which courses are available? 3. What do short courses ensure? 4. What are the main distance courses? 5. What distance courses are offered by NCTJ?

### **Task 3. Write down the names of the courses mentioned in the text.**

- 1) short courses;
- 2) distance courses.

## **Text 3**

### **TRAIN AS A JOURNALIST – SOME CAREERS ADVICE**

## **READING**

### **Read the text and do the exercises, which follow it.**

Newspaper journalism is often seen as glamorous and exciting but, as with any occupation, success comes only after much hard work and routine activity. However, each day in newspapers is different and the training you receive will give you the flexibility to cover a wide range of news stories and features.

Newspaper journalism draws on all the knowledge and skills you have acquired and can give you a tremendous sense of achievement. If you've got what it takes, journalism could be the career for you!

What qualities do newspaper editors look for?

To convince an editor you are worth appointing you will need to be able to demonstrate the following: an interest in current affairs at all levels a lively interest in people, places and events an ability to write in a style which is easy to understand good spelling, grammar and punctuation an appreciation of the part a local newspaper plays in the community a willingness to accept irregular hours an ability to work under pressure to meet deadlines determination and persistence.

Which way do you want to go?

Let's keep it simple to start with. There are five main branches of journalism: newspapers, magazines, TV, radio and online.

You can start a career in any one of them, and it's not a necessity to start on a small newspaper, niche magazine or tiny cable channel. You could quite easily begin on a large regional daily, top consumer title or the BBC.

Some of the journalists have learned their trade on the job, but many will have some kind of formal training. Not everyone who has undergone formal training is brilliant at their job, and by no means everyone who picked things up as they went along a bad journalist.

What is a short cut training? What does it give people? It saves their time by teaching them the basics of journalism quickly, accurately and effectively. It means they don't need to learn by trial and error. They can get it right first time.

And the NCTJ is second-to-none in setting the standards for journalism training.

Through its examinations and the courses, which carry its accreditation, it equips would-be journalists to find their first job in the profession, and helps working journalists to progress to the next rung up the ladder.

An NCTJ qualification equips you with the skills you need to be an effective reporter. It gives you a solid grounding in shorthand, law and how government works. With an NCTJ certificate on your CV, a prospective employer knows you have grasped the basics.

Many successful journalists, in all branches of the trade, are thankful for their NCTJ training. And many others, who didn't have that advantage, recognize it would have been a huge help if they did.

How do you get into the newspaper industry?

Trainees come into the industry by a variety of routes. Some are recruited directly by regional or local newspapers and carry out their basic training under the terms of a training contract. This is known as direct entry. Within this category are those who may have secured employment with a newspaper company or a group of companies who run their own training programme.

*Route 1 – Direct Entry*

If you have been recruited into the industry from school or university, you will be as a direct entrant. Most companies will expect you to enter into a two-year training contract during which time you will receive basic training. The first six months of employment is likely to be a probationary period during which you will be able to decide whether you have got what it takes to become a successful journalist. Most companies will register you with the NCTJ and provide you with a distance learning foundation course to study.

After approximately six months you should ideally attend a block or day release course at college, during which time you will sit the NCTJ's preliminary series of examinations. Trainees recruited by in-company training schemes will undertake their off-the-job training at their company training centres. Training will be directed to the achievement of professional standards and to the attainment of a competence-based qualification.

Trainee reporters and photographers are recruited directly by regional or local newspapers and carry out their basic training under the terms of a training contract. Also there are those who may have secured employment with a newspaper group of companies who run their own training scheme.

An alternative form of direct entry is the Modern Apprenticeship programme. This scheme enables employees of participating companies to undertake relevant training in Newspaper Journalism; Writing; News & Features. Entry is open to anyone between the ages of 16 and 23 (graduates included).

What qualifications do you need?

The entry requirement for reporters is a minimum of five GCSE passes (grades A-C) or equivalent – one of these must be in English. However, in recent years it has become rare for a trainee to come into the industry at this level. Currently more than 60% of recruits are university graduates and the others have achieved at least two A-levels or equivalent.

### *Mature entrants*

Each year the industry receives many career enquiries from mature people. Some editors like to employ these people because of their considerable local knowledge and their settled life style. Over the age of 30, training is a matter for arrangement by the editor.

### *Route 2 – pre-entry via a college/university courses*

The majority of trainees are recruited into the industry after attending full-time vocational training courses for both post A-level students and graduates. Such courses are held at colleges and universities accredited by the NCTJ. Some of these courses are for graduates only; others require five GCSEs including English and two A-levels. This route is known as pre-entry.

Suitable applicants are required to take a written test, and if successful, will be invited to attend a selection interview at the college of their choice.

### *Paying for a college course*

A few local educational authorities may award grants to meet part of the cost. Early enquiries should be made to local authorities, because grants are extremely limited.

Before applying for a full-time course in newspaper journalism it is essential that candidates establish the financial situation. Contact the college direct for course fees etc.

Candidates who wish to pursue their application and who are unable to obtain a grant should consider carefully what arrangements they will have to make to cover the costs involved.

Tuition fees depend on the college to which a candidate is allocated. In addition there are subsistence costs, travel, exam fees and textbooks to be considered. Career Development Loans may also be available.

### *Bursary schemes*

A Journalism Diversity Fund has been set up by those in the industry who want to join together to support the training of journalists from ethnically and socially diverse backgrounds.

It is aimed at people without the financial means to attend NCTJ training courses.

Applicants will need to demonstrate a genuine commitment to journalism and the potential to be successful.

Check out the website: <http://www.journalismdiversityfund.com/> if you think you might meet the criteria and want to find out more about the application and selection process.

What do you have to study?

Currently, training courses lead to a variety of qualifications. All NCTJ courses cover those aspects of law, public affairs and newspaper journalism necessary to enable a journalist to perform competently by the end of the training period. As well as demonstrating competence in these and other practical areas, trainees are expected to achieve 100 wpm shorthand.

### *Training*

If you have attended a full-time journalism course before obtaining employment, you will probably enter into an 18-month training contract – the first three months is likely to be a probationary period. As with direct entrants, you will still be expected to prove your competence after a period of employment, and obtain the NCTJ's National Certificate.

### *What about photography?*

Photo-journalism, as the term implies, is a journalism-based course with photography as its foundation. Tutors will help you develop natural news sense in tune with an ability to use a camera and ancillary equipment to the best advantage; there is also a comprehensive reporter module.

The press photography course contains all the above elements without the reporter's module.

The qualities you need to be accepted on the NCTJ course and to be a photojournalist/press photographer are energy; drive; commitment; single-mindedness; personality and an enquiring mind which can look at the obvious and see something different – or better – by way of a “news line” and picture.

If you are successful in obtaining a place at Sheffield College or Darlington College, you will undergo intensive practical and theoretical training to prepare you for your career.

Suitable applicants are required to take a written test, and if successful, will be invited to attend a selection interview.

Qualifications required for direct entry (Route 1 Sheffield College) are four GCSEs (A-C) including English. To attend the courses (Route 2) at Sheffield College an additional ‘A’ level is required or Darlington College require a minimum of two ‘A’ levels.

In most companies, the NCTJ's National Certificate in Press Photography/Photojournalism will be available after a successful period of employment.

*What about magazine?*

Courses are run at various colleges.

The courses cover media law, ethics, government, shorthand to 80wpm, news & feature writing, production and design, subbing and background to the magazine industry.

There is also a mandatory period of work experience on a magazine. NCTJ preliminary examinations will be undertaken, together with the assessment of a portfolio of work produced on course.

Suitable applicants are required to take a written test, and if successful, will be invited to attend a selection interview at the college of their choice.

## **AFTER READING**

### **Task 1. Fill in the prepositions where necessary.**

1. The NCTJ is second-to-none ... setting the standards ... journalism training. 2. Apply directly ... the editor of a regional or local newspaper ... employment as a trainee. 3. Trainee reporters and photographers are recruited directly by regional or local newspapers and carry on their basic training ... the terms of a training contract. 4. However, in recent years it has become rare ... a trainee to come ... the industry. 5. Most companies will register you .... the National Council for the Training of Journalists (NCTJ) and provide you ... a distance learning foundation course to study. 6. Most colleges will only grant places if the applicants have already been ... a brief work experience placement ... a newspaper. 7. Before applying ... a full-time course ... newspaper journalism it is essential that candidates establish the financial situation. 8. It is aimed ... people ... the financial means to attend NCTJ training courses.

### **Task 2. Fill in the word square to find the missing word.**

1. The National Council for Training Journalists. 2. Profession of writing for newspapers and magazines. 3. In a detailed way. 4. The ability to make firm decisions and act in accordance with them. 5. The act of coming in. 6. Special ability to do something well. 7. Quality, record of experience that makes a person suitable for a particular job. 8. One who got a university diploma.

[illegible]

**Task 3. Mark the statements as True (T) or False (F) using the information from the text.**

1. There are two main branches of journalism: newspapers and magazines. ( )
2. Those who undergone formal training are brilliant at their job. ( )
3. It is not a necessity to start on a small newspaper.( )
4. Each year the industry receives many career inquiries from graduates. ( )
5. The majority of trainees are recruited into the industry after graduation from a University. ( )
6. A few local educational authorities may award grants to meet part of the cost. ( )
7. Currently, training courses lead to a variety of qualifications. ( )

**Task 4. Find the missing information in the text to complete the sentences.**

1. Newspaper journalism is often seen as glamorous and exciting but ... .
2. To convince an editor you are worth appointing you will need to demonstrate ... .
3. An NTJ qualification equips a trainee with ... .
4. The entry requirement for reporters ... .
5. The majority of trainees are recruited into the industry after ... .
6. The qualities you need to be accepted on the NCTJ course and to be a photojournalist ... .
7. The magazine course covers ... .

**Task 5. Pick up the most important information from the text for further discussion in class. (Dwell on the following points and use them as your plan).**

1. The qualities newspaper editors look for in applicants.
2. Direct entry into the newspaper industry.
3. Pre-entry via a college/university courses.

## **READING AND SPEAKING PRACTICE**

**Task 1. Read the following text and sum up what it has to say on each of the points.**

1. The author's biography and career.
2. The opinion of the professionals on journalist education in the early years of the 20<sup>th</sup> century.
3. The first day of the author in the editorial office of the *World*.
4. Give examples of the author's humour.

### **HOW DO I GET IN?**

*by an American journalist*

***By getting a degree from a liberal-arts college.***

Perhaps that single sentence says everything of importance there is to say about getting into journalism. But then there are a few other things that should be said too.

For one thing, training for journalism is different in the latter years of the twentieth century from what it was in the earlier years. I remember my first day as a reporter on the *World* in New York. Although I had previously worked a bit as a reporter in Springfield, I came to metropolitan journalism and the famous *World* after my final year at the School of Journalism at Colombia, plus a scholarship abroad. I was pleased, after all this, to be in the big time at last. I could stay at my first modest assignment, simply shouting "Copy!" and a copy boy came over to get my work of art and take it to the desk.

It was not long before one of those old-timers in a green eye-shade got up from the desk and wandered my way. "Did you write this piece?" he asked me. When I confessed that I had, he pressed me further: "Didn't you go to that School of Journalism at Columbia?" When I again confessed, he seemed mollified at such willingness to admit sin. In a friendly fashion, he put an arm around my shoulder and said: "Now listen. The first thing you want to do is forget everything they told you up there".

This old-timer reflected the most universal attitude of the time. Much earlier Horace Greeley is reputed to have said: "Of all people I want least to see in my office is a college graduate!" In addition, they say that Stanly Walker, city editor of the *New York Herald Tribune* in the late twenties and early thirties, once glared at a job-seeking college-graduate applicant, and asked: "Have you ever been to a journalism school?" When the applicant stammered that regrettably, he had not, Mr. Walker said, or so the story runs, "You're hired!"

Finally, there was Captain Joe Patterson, co-founder of that first successful tabloid, the *New York Daily News*. When in the mid-thirties the Columbia School of Journalism changed from an undergraduate to a graduate school, and in the process shortened its course from two years to one, Patterson wrote an editorial that as I recall began in this way: "The School of Journalism at Columbia has shortened its course from two years to one. This is a step in the right direction. If now they will shorten the course by one more year, they will have it right".

**Task 2. Write a small essay on one of the following topics.**

1. Journalists learn how to do the job while working in a newspaper.
2. The training of journalists in Britain.
3. It is sometimes preferable that the entrant has to do it "the hard way" to succeed in journalism.
4. Journalists are born not made.
5. Edison's formula of success: "two percent inspiration and ninety-eight percent perspiration".
6. No man can have too much education to do journalism well.

## UNIT 4

### CAREERS IN JOURNALISM

#### Text 1

#### THE REPORTER

#### VOCABULARY

angle	сторона, аспект вопроса
be attuned	быть приспособленным
breed	печать
channel	канал
compile	компилировать, собирать
deadline	предельный конечный срок
edit	монтировать; редактировать
general assignment	репортер широкого профиля
reporter	
hold a news conference	проводить пресс-конференцию
insert	вставить
leg man	репортёр, собирающий информацию, но сам, как правило, её не обрабатывающий
live	передающийся непосредственно в эфир; прямой
master videotape	контрольная видеозапись
narration	повествование
news maker	человек, о котором стоит писать; известная личность
package	готовая программа
rewrite man	сотрудник редакции, обрабатывающий материал репортера
self-contained	законченный
sound bite	цитата, реплика
standup	выступление в прямой передаче (не в записи на пленку)
synchronize	совмещать фонограмму с изображением
timeliness	своевременность
visual	зрительный

## **BEFORE READING**

### **Answer the questions.**

1. What do you know about the work of a reporter?
2. What are the duties of a reporter?

## **READING**

### **Read the following text for general information.**

The general assignment reporter is the backbone of any newspaper's staff. The requirements for a general reporter are higher today than ever were before. He or she has to be a college graduate and has a wide knowledge of the world and affairs. The breed that is disappearing now is the leg man, the person who races to the scene of the crime and phones in notes to a rewrite man. These days most papers insist on reporters who can write their own stories, even if can write man has to fix them up later.

Television news reporters work with three channels of information: words, pictures, and sound. They have to be attuned to the strength and limitations of each, and know how to make words, pictures, and sounds work together to tell a story.

In its simplest form the TV story shows the reporter standing at the scene and telling the audience what has happened. This reporter monologue is called a standup. Next some videotaped scenes that illustrate what the reporter is talking about, synchronized with the reporter's narration, are added. Then the reporter appears again at the end to wrap up and conclude – another standup.

If you interview a news maker at the scene and edit some of those remarks into the story – these are called sound bites – you've added still more information to this report.

It is the judicious mixture of showing the reporter, showing scenes that illustrate what the reporter is talking about, and inserting sound bites to explain what happened that makes a visual story successful.

Compile and edit these elements into one master videotape and you have what is called a package, a self-contained story on videotape or disk with its own beginning, middle, and end.

Reporters frequently work close to program deadlines. Some reports will be done live from the scene or source. That means reporters must be selective about the informational value and timeliness of the visual material and conscientious about developing the latest angles to the story.

For example, the governor holds a morning news conference and gives out some important information. The reporter can continue to pursue other angles and reactions to that information throughout the day. Research-check the governor's facts, previous position, political or self-interest. Get reaction – how this will go over with voters, politicians, experts. Then put the story together.

### **AFTER READING**

**Task 1. Match the words, which are close in their meaning and oppose in their meaning.**

- |                   |                  |                 |
|-------------------|------------------|-----------------|
| a) triumphant     | 1) judicious     | a) irrelevant   |
| b) substantial    | 2) successful    | b) promiscuous  |
| c) thorough       | 3) selective     | c) unfavourable |
| d) thoughtful     | 4) conscientious | d) reckless     |
| e) discriminating | 5) important     | e) inexact      |

**Task 2. Find the English equivalents in the text.**

Каналы информации; появляться в конце; брать интервью; добавить; иллюстрировать; успешный; информационная ценность; проводить пресс-конференцию; обнародовать важную информацию.

**Task 3. Give definitions to the following words.**

- 1) news maker;
- 2) master videotape;
- 3) package;
- 4) self-contained;
- 5) standup.

**Task 4. Find in the text the words, which describe or mean the following.**

- 1) a very short part of a speech or statement, especially one made by a politician, that is broadcast on television or the radio;
- 2) a date or time by which you have to do or complete smth.;
- 3) seen or heard on television or the radio at the same time as it is happening;
- 4) a particular television station and all the programs broadcast by it;
- 5) relating to seeing.

## DISCUSSION

### Task 1. Answer the questions.

1. What is a general assignment reporter? 2. What are the requirements for a general assignment reporter? 3. What are the leg man and the rewrite man? 4. How many channels do television news reporters work with? 5. What does the TV story show in its simplest form? 6. How can a reporter add more information to this report? 7. What makes a visual story successful? 8. In what way can a package be made? 9. Why should reporters be selective and conscientious?

### Task 2. How do you understand the following statements?

1. They have to be attuned to the strengths and limitations of each, and know how to make words, pictures, and sounds work together to tell a story.

2. ... reporters must be selective about the informational value and timeliness of the visual material and conscientious about developing the latest angles to the story.

## Text 2

### THE NEWS EDITOR

#### VOCABULARY

to blow the whistle on smb.	остановить
to be in charge of smth.	заведовать, ведать, руководить
city desk	отдел городских новостей
to cover a story	освещать событие
be cut back (be given less space)	сокращать
editorial story	передовой материал
feature story	материал неинформационного содержания
foreign desk	отдел иностранных новостей
to get first crack (get the first opportunity to choose)	иметь право первым отбирать материалы
to give (devote) a certain amount (a great amount of, little etc.) space to news	отводить определенное место под информацию
to lay out a page	делать макет страницы

makeup editor	редактор отдела верстки
national desk	отдел новостей по стране
news editor	редактор отдела информации
news story	любой газетный материал
picture editor	редактор отдела иллюстраций
state desk ( <i>амер</i> )	отдел новостей по данному штату
telegraph desk	отдел новостей телеграфных агентств
traffic cop (policeman)	полицейский регулировщик

## READING

**The following text is devoted to the job of the news editor. Translate it into Russian.**

The news editor is a traffic cop, in one sense. He is in charge of the intersection through which every news story and picture must flow to reach the paper. He can blow the whistle on one lane and wave another lane through, according to how he sees it. He is responsible for getting a balanced news report in each day's paper. The city desk, the state desk, the national desk, the telegraph desk, and the foreign desk are all feeding him material for the paper. Of course, our city and state desks have their own pages, which they fill themselves. However, the other desks do not, and the news editor must balance one kind of news against another. He tries to plan in advance for the day's news, but he can never foresee exactly how it's going to work out. He always knows that when there is a Presidential news conference, for example, he has to give a certain amount of space for that, but he never knows exactly how much is going to be required.

The news editor actually lays out only page one. Page one gets first crack at any stories that go in the paper. The makeup editor works very closely with the news editor, and he lays out the inside pages.

The picture editor must keep in touch with the news editor at all times, so that he will know what pictures he is likely to be getting and can leave space for them.

At the daily news conference, the next day's paper is discussed. The different desks in the newsroom report what stories they will be covering for the next day's paper. If there is going to be an unusual demand for overnight space, they should bring this up then. On the basis of these reports, one department may be cut back, or a request for more space may be made to the production people.

## **AFTER READING**

### **Task 1. Find the English equivalents in the text.**

В некотором смысле; однополосный; для получения объективного новостного репортажа; заранее планировать; точно рассчитывать на; поддерживать контакт; на основе репортажей.

### **Task 2. Answer the following questions.**

1. What is news editor responsible for? 2. What desks are feeding him materials for the paper? 3. What is the job of the city desk? 4. What is the state desk responsible for? 5. What news does the foreign desk supply? 6. What is the job of the national desk? 7. What page does the news editor lay out? 8. What news what news is usually placed on the front page? 9. What is the picture editor responsible for? 10. What problems are discussed at the daily news conference?

## **Text 3**

### **THE ASSIGNMENT DESK MANAGER**

#### **VOCABULARY**

assignment	задание
break the news	сообщить новость
carry out	выполнять
desk	отдел
do one's end	выполнять свою работу
flow	поток
fragile	хрупкий
in the field	на месте событий
keep pace	не отставать, развиваться
logistics	логистика
logistic role	функция материально-технического обеспечения
news coverage	освещение новостей
pass on	передавать дальше
process	обрабатывать
put a premium on smb.	поощрять кого-либо
raw	сырой, необработанный
set up	установить

shot	съёмка
snap	быстрый
solution	решение
supervise	наблюдать, руководить
unfold	развёртываться, развиваться
videographer	оператор, работающий с видеокамерой
videography	видеография (запись и воспроизведение изображений на видеодисках)
volume	объём
with the aid	с помощью

## READING

### Read and translate the following text.

There is a large flow of raw news material into the television newsroom. Out in the field, the reporters and videographers are doing their end of the news coverage. Inside the newsroom, the assignment desk manager is supposed to manage their movements, and with the aid of writers, editors, and coordinators, process the raw material.

The assignment desk is supposed to know where everyone is and what he or she are doing. When there is breaking news the assignment desk manager moves equipment and personnel to respond. When there is a need for more information about a story for those in the field, the desk gets it and passes it on. The system works only as well as the mobile radio and telephone communications linking the station with the field. News coverage is dependent on the ability of the desk crew to plan and react. It is a fragile system that often puts a premium on a few people's ability to make snap decisions that are practical and wise. Practical is much easier to achieve than wise.

Basic newsgathering is simple. A reporting crew (but often this is one person) goes to the scene of a story for coverage. Then there is the live shot. This takes two forms: live-tape coverage and live-live coverage. With live-tape, the crew sets up the cameras and microphone and sends the pictures and sound back as the story unfolds. In the station, the pictures and sound are videotaped as they come in, and each scene is logged for later editing. Finally, there is the live shot with the reporter at the scene, broadcasting directly. While any or all of these events are going on, the

assignment desk continues to supervise all the other news coverage and plan ahead.

At least two major problems can arise. First, the desk is expected to have logistic strategic and tactical roles. That is: the desk is to arrange for the coverage, design how it will be carried out, and follow it as it develops. The second problem is that with more volume and longer newscasts, planning coverage and supervising it are now much bigger responsibilities.

Solutions to these problems continue to keep pace, and the good news is they all mean more editorial people will be introduced into the system.

### **AFTER READING**

**Task 1. Make up 10 questions covering the contents of the text.**

**Task 2. The text deals with the following topics. Number them in the same order that they're dealt with in the text.**

- Problems that can arise.
- The main tasks of the assignment desk manager.
- The process of news coverage.

**Task 3. Match the words, which are close in their meaning and oppose in their meaning.**

- |                |              |                 |
|----------------|--------------|-----------------|
| a) subordinate | 1) fragile   | a) unreasonable |
| b) realistic   | 2) dependent | b) firm         |
| c) frail       | 3) snap      | c) unfeasible   |
| d) intelligent | 4) practical | d) delayed      |
| e) fast        | 5) wise      | e) free         |

**Task 4. Give definitions to the following words.**

- 1) a desk;
- 2) a shot;
- 3) to unfold;
- 4) to supervise;
- 5) logistics.

**Task 5. In which meaning are the following words used in the text?**

*1) logistics:*

a) the study or skill of moving soldiers supplying them with food, etc;

b) the practical arrangements that are needed in order to make a plan or activity successful;

*2) raw:*

a) not yet arranged, checked, or prepared for use;

b) very cold and wet;

c) not cooked;

*3) a shot:*

a) an act of firing a gun;

b) an attempt to do smth or achieve smth;

c) a continuous view of smth in a television program, that is produced by having the camera in a particular position;

*4) to process:*

a) to treat food or some other substance by adding other substances to it;

b) to deal with information in an official;

c) to print a picture from a photographic film.

**Task 6. Referring to the text write about the responsibilities of the assignment desk manager.**

## **DISCUSSION**

**Work in pairs. Discuss with your partner what is meant by the following statement. Develop the idea.**

*“Practical is much easier to achieve than wise”*

## **Text 4**

### **THE ANCHOR INGREDIENT**

#### **VOCABULARY**

anchorperson	телеведущий
benefit smth	подходить к кому-либо
celebrity	знаменитость
clarity	ясность

commodity	товар, предмет потребления
detachment	беспристрастность, независимость (суждений)
dimension	масштаб, размер
earn	зарабатывать
empathy	сопереживание, сочувствие
facial	выражение лица
expression	
flourishes	шумиха
flub	промах, ошибка, ляп
forgiving	снисходительный
frailty	недостаток, слабость
get recognition	получить признание
identify with	присоединиться к чьему-либо (мнению)
smth	
in part	частично
impartial	непредвзятый, справедливый
likely	вероятнее всего
loyalty	верность
mannerism	манера поведения
nonpartisan	непредубеждённый
noncommittal	уклончивый, ни к чему не обязывающий
promote	содействовать
precision	точность
stand out	выделяться
wave at smb.	махать кому-либо

## BEFORE READING

**Before you read the text, decide what information you would like to find out about the work of anchor people. Make up five questions about it.**

## READING

**Read and translate the text.**

The audience is watching anchorpersons and reporters tell the news. Although anchorpersons are not supposed to become emotionally involved in the news they are telling the audience about, they are human. Occasionally they break out of their shells and indicate by some mannerism, facial expression, or remark, what they think about what they have just watched with the audience. Audiences identify with that.

The “personal” dimension is worth closer examination because it is an integral part of the television news communication process.

Anchors earn huge salaries and are promoted with flourishes befitting heads of state. They are true national or local celebrities. TV reporters also get recognition, more recognition than their print colleagues do.

People wave at them and call them by their first names as they walk down the street. Tourists are as likely to report they saw a television or cable network news correspondent getting out of a cab in New York or Washington, as they are to talk about any other history event or place they saw on their trip. Viewers develop a personal relationship – an empathy – with the anchors and reporters who are there in their living rooms every day.

Hundreds of research studies have tried to define the dimensions of this relationship and just how it works. Consultants who advise TV stations on how to increase the size of the news audience have earned large sums of money for their work in part because they have concentrated their research on the viewer-anchor relationship. In general, a few things stand out:

1. The audience and the anchorperson are involved in an empathic relationship – the audience has personal feelings about the anchor.

2. The audience respects anchors because they deliver an important commodity – the news.

3. The audience imagines personal characteristics about individual anchors: it looks at them closely and reacts to any change in their appearance, dress, or on-air-conduct.

4. The audience is forgiving about personal frailties – an occasional flub or a bad performance.

5. The audience is not very forgiving about professional failures – repeated mistakes, repeated poor performance, and lack of clarity or precision.

6. The audience feels that it gets the news from people it likes more than it likes getting the news from people it dislikes.

7. The audience feels that it gets the news more clearly from anchorpersons it likes.

8. When things go wrong, the audience is often more likely to blame the news organization the anchor works for than to blame an anchor it likes.

9. The audience develops a very strong loyalty and viewing habit because of the continued presence of a likable anchor.

Network anchors normally assume a detachment from the news accounts they are presenting or introducing. People use different terms to indicate this phenomenon, terms such as noncommittal, detached, neutral, impartial, non-partisan, objective, and the like.

## **AFTER READING**

### **Task 1. Translate the following word-combinations into Russian.**

To break out of one's shell; to be worth closer examination; an integral part; huge salaries; heads of state; their print colleagues; call smb by smb's first name; how it works; to deliver an important commodity; personal characteristics.

### **Task 2. Find in the text the words, which describe or mean the following.**

- 1) willing to forgive –
- 2) a famous person, especially someone in the entertainment business –
- 3) the ability to understand other people's feelings and problems –
- 4) to be very easy to see or notice by looking or sounding different from other things or people –
- 5) to be correct or appropriate for someone –
- 6) something bad or weak in your character –

### **Task 3. Make up a list of adjectives to describe a good/bad anchorperson.**

## **DISCUSSION**

### **Work in pairs.**

1. Comment on the following statement:
  - They are human. Occasionally they break out of their shells.
  - Network anchors normally assume a detachment from the news accounts they are presenting or introducing.
2. Discuss these questions with your partners:
  - What qualities do you think are needed in an anchorperson?
  - Which traits do you find most objectionable or annoying? Why?

## WRITING

**Write a 200 – 250-word story about an anchorperson you like.**

*These expressions can be use to connect the ideas in you piece of writing:*

It must be admitted; certainly; at all events; all the same; what is more; in the first place; secondly; for the time being; until then; it follows that; therefore; to sum up.

### Text 5

## PHOTOJOURNALISM

### VOCABULARY

broadcast	вещать, транслировать
celebrity photography	фотографировать знаменитостей
digital camera	цифровая камера
to be distinguished	быть выдающимся, изысканным
documentary	документальное фото
photography	
to enable	давать право, обеспечивать
image	изображение, фотография
laptop computer	ноутбук
“letterpress”	технология высокой печати
technology	
objectivity	объективная реальность
offset	печать с промежуточной поверхности
street photography	«уличная» фотография

### READING

**Read and translate the following text.**

Photojournalism is a particular form of journalism (the collecting, editing, and presenting of news material for publication or broadcast) that creates images in order to tell a news story. It is now usually understood to refer only to still images, and in some cases to video used in broadcast journalism or for personal use. Photojournalism is distinguished from other close branches of photography (such as documentary photography, street photography or celebrity photography) by the qualities of: timeliness, objectivity and narrative. A photojournalist is a reporter who helps to illustrate news stories with photos.

The practice of illustrating news stories with photographs was made possible by printing and photography innovations that occurred between 1880 and 1897.

In 1887, flash powder was invented, enabling journalists to photograph informal subjects indoors. By 1897, it became possible to reproduce halftone photographs on printing presses running at full speed. In 1921, the wirephoto made it possible to transmit pictures. In 1925 the commercial 35mm Leica camera was developed. The introduction of this camera made it possible for photographers to move with the action, taking shots of events as they were unfolding.

Until the 1980s, newspapers were printed with turn-of-the-century “letterpress” echnology using easily smudged oil-based ink and low-quality paper. In the 1980s a majority of newspapers switched to “offset” presses. Smaller, lighter cameras greatly enhanced the role of the photojournalist. Since the 1960s, motor drives, electronic flash, auto-focus, better lenses and other camera enhancements have made picture taking easier. New digital cameras free photojournalists from the limitation of film roll length, as thousands of images can be stored on a single memory card.

Now, equipped with a digital camera, a mobile phone and a laptop computer, a photojournalist can send a high-quality image in minutes, even seconds after an event occurs. Camera phones and portable satellite links increasingly allow for the mobile transmission of images from almost any point on the earth.

## **AFTER READING**

### **Task 1. Translate the following definitions.**

*Timeliness* – the images have meaning in the context of a recently published record of events.

*Objectivity* – the situation implied by the images is a fair and accurate representation of the events they depict in both content and tone.

*Narrative* – the images combine with other news elements to make facts relatable to the viewer or reader on a cultural level.

**Task 2. Give as many prefaces to the following dialogues as you can. The situation may concern the topic: Photojournalism.**

1) – Jane.

– Yes?

– Why don't you say something?

– I'm just trying to get over my astonishment.

– Is that the chief thing you feel – astonishment?

– Yes.

2) – He's been telling me. It's too terrible!

– Poor lady. It has been a great shock to her.

3) – You're looking fit!

– Really? That's a comfort.

– Barbara all right?

– Yes, full of ... fun.

– And the kids?

– Oh, tremendous.

## **DISCUSSION**

**Task 1. Explain and expand on the following.**

➤ Photojournalism is a form of journalism.

➤ Photojournalism is distinguished from other close branches of photography.

➤ The practice of illustrating news stories with photographs was made possible by printing innovations.

➤ Camera enhancements have made picture taking easier.

**Task 2. Give the contents of the story briefly.**

### **Text 6**

## **WORK OF A FOREIGN CORRESPONDENT**

### **VOCABULARY**

anxious	стремящийся к чему-либо, желающий чего-либо
anxious for success	стремящийся к успеху
appeal <i>n</i>	привлекательность, очарование
to appeal <i>v</i>	привлекать, нравиться
authority	авторитет, влияние, полномочие

to conjure up the atmosphere	воссоздавать атмосферу
dispatch	депеша
equipment	зн(а)ние языков
to favour smb with one's confidence	оказать кому-либо доверие
first and foremost	прежде всего
to give a complete background service	зн(а)ть исчерпывающее разъяснение подоплеку событий
a good/bad mixture	общительный/необщительный человек
a keenly developed sense of news values	остро развитое чувство значимости новостей
news depatch	корреспонденция
a nodding acquaintance with grammar	«шапочное» знакомство с программой
to provide eye-witness descriptions	описывать события как очевидец

## READING

**Read the text for more information about the work of journalists.**

The life and work of a foreign correspondent have a strong appeal for most young men and women in journalism. To cover the world's news from China to Peru, from Moscow to Cape Town; to send back dispatches under date-lines from “faraway places – with strange-sounding names” is the secret dream of many cub-reporters with which he/she spends dull hours in the local police court or council chamber.

The work of a foreign correspondent is something much wider than the mere reporting of events. He/she must give his readers at home a complete background service explaining and interpreting the news, providing eye-witness descriptions of scenes and happenings, conjuring up the atmosphere in which events are taking place, mailing informative articles periodically which will make newspaper readers familiar with the background to people and affairs. The journalist who wishes to make a success as an “Ambassador of the Press” must be a first-rate general reporter – he must have the nose for the news and a keenly developed sense of news values, he must be a good listener who can get other people to favour him

with their confidences, he must be a good mixer – able to be all things to all men.

The beginner to journalism, who is determined to make accreditation as a foreign correspondent his/her aim, must begin by tackling the problem of languages. He/she should know at least two, apart from his own. Which two will depend, of course, on the part of the world where he/she is particularly anxious to serve. French and German used to be the minimum equipment of the European correspondent, but it is possible that Russian, rather than German may be increasingly valuable in the future.

It must be remembered that to know a language in the sense that a Foreign Correspondent must know it, means a great deal more than a nodding acquaintance with grammar and the ability to pick one's way through a selected text or two. It means to be able to write the language fluently, to be able to take down speeches in shorthand, to follow conversations through the distorting medium of the telephone, and the like.

The would-be foreign representative must study world geography and get a thorough knowledge of modern history and current affairs, besides making a special study of the history, manners, customs, political system etc., of those countries where he hopes to work. If he is to write authoritatively on foreign affairs he must himself be an authority.

But first and foremost he is, and must remain, a reporter, seeking and reporting news.

### **AFTER READING**

**Task 1. Choose the appropriate Russian equivalent for the following words/word-combinations from the text.**

**1) a strong appeal:**

- а) сильная привлекательность;
- б) стимул;
- в) вызов.

**2) to cover the news:**

- а) покрывать новости;
- б) освещать;
- в) выдавать новости.

**3) a first-rate general reporter:**

- а) первый генеральный репортер;
- б) первоклассный репортер, выполняющий общие задания;
- в) репортер первой гильдии.

**4) a nodding acquaintance with grammar:**

- а) «шапочное» знакомство с грамматикой;
- б) поверхностное знакомство с грамматикой;
- в) быстрое знакомство с грамматикой.

**5) a cub-reporter:**

- а) начинающий репортер;
- б) неопытный;
- в) практикант.

**6) a nose for news:**

- а) нюх на новости;
- б) нос для новостей;
- в) нос по ветру.

**7) to write authoritatively:**

- а) писать авторитетно;
- б) писать авторитарно;
- в) авторство.

**Task 2. Translate the words and word-combinations (if you need, consult the text above.**

Освещать новости; депеша, корреспонденция; начинающий репортер; давать исчерпывающее разъяснение подоплеку событий; описывать событие как очевидец; воссоздать обстановку; содержательная статья; первоклассный репортер широкого профиля; иностранный корреспондент; чувство новости; остро развитое чувство значимости новости.

**Task 3. Look through the text again and choose the best answers to the following questions.**

**1. Why does the work of the foreign correspondent appeal to young men and women in journalism?**

- а) the work of a foreign correspondent is something much wider than the mere reporting of events;
- б) the work of a foreign correspondent is prestigious in many ways;
- с) the work of a foreign correspondent promises good income to everyone who dedicates his life to it.

**2. Why should the foreign correspondent know foreign languages?**

- а) because without knowledge of foreign languages he will not be able to get a diploma of a journalist;
- б) because he should communicate with foreign people a lot;
- с) because he has to cover the world's news.

**3. What does to know a foreign language, in the sense a foreign correspondent must know it, mean?**

- а) it means the ability to pick up information from selected texts and to be able to use it in work;
- б) it means to have a nodding acquaintance with grammar and the ability to keep the conversation;

c) it means to be able to write the language fluently, to be able to take down speeches in shorthand, to follow conversations through the distorting medium of the telephone and the like.

**Task 4. Find the information in the text, which answers the following questions.**

*Why is it necessary:*

- a) to conjure up the atmosphere in which the events are taking place?
- b) to give readers at home a complete background service?
- c) to explain and interpret the news from faraway places?
- d) to write informative articles?
- e) to obtain a thorough knowledge of the history, geography and political system of the country?

**Task 5. Write out 1 – 2 sentences from the text on each of the following points.**

1. The work of a foreign correspondent is something much wider than the mere reporting of events.
2. The qualities and qualifications of a foreign correspondent.
3. It must be remembered that to know a foreign language means a great deal more than a nodding acquaintance with grammar.

## **READING AND SPEAKING PRACTICE**

**Task 1. Read the following extract from the article. Summarize the text in English.**

### **Расследовательская журналистика: определение понятия**

Хотя существует множество различных определений термина «журналистское расследование», большинство профессиональных журналистов все же пришли к согласию насчет основных его компонентов. Таким образом, журналистским расследованием считается систематическое, углубленное, оригинальное исследование или репортаж, зачастую связанное с раскрытием секретов или тайн. Дополнительно некоторые журналисты отмечают, что этот вид деятельности нередко предполагает активное использование публичной информации и данных, касающихся вопросов социальной справедливости и подотчетности.

Пособие по расследовательской журналистике, опубликованное ЮНЕСКО, определяет этот термин следующим образом: «Расследовательская журналистика включает в себя вынесение на суд общественности тех фактов и историй, которые были преднамеренно скрыты кем-то из власти имущих или же случайно затерялись в хаотичной массе информации и происшествий, затрудняющих их корректное восприятие. Подобная деятельность требует использования огромного количества источников и документов как секретных, так и публичных». А вот Голландско-фламандская ассоциация журналистов-расследователей определяет журналистское расследование просто как «критическую и углубленную журналистику».

Некоторые журналисты, тем не менее, утверждают, что практически любой репортаж, по сути, является журналистским расследованием. Есть в этом и доля правды, так как методы ведения расследования широко используются как “полевыми” журналистами, постоянно находящимися на пороге дедлайна, так и членами больших команд, у которых есть по несколько недель для работы над статьей. Как бы то ни было, расследовательская журналистика – это более широкое понятие. Она включает набор специфических методик, граничащих с искусством, а на их освоение могут уйти годы.

## **Task 2.**

➤ **Comment on the quote.**

➤ **Do you think that the famous writer was right? Can you illustrate your answer with your own examples?**

“Journalism is printing what someone else does not want printed: everything else is public relations”. (*George Orwell*)

**Task 3. Choose one of the quotes and write an essay (250 – 300 words).**

➤ All things must be examined, debated, investigated without exception and without regard for anyone’s feelings. (*Denis Diderot*)

➤ Journalism is what we need to make democracy work. (*Walter Cronkite*)

**Task 4. Prepare presentation on the topic “Career in journalism”.**

## UNIT 5

### NEWSPAPERS: APPEARANCE, DEVELOPMENT, AND PRESENT STATE

#### Text 1

#### A BRIEF HISTORY OF NEWSPAPERS

#### BEFORE READING

**Before reading the text look up the following words and phrases in the dictionary to make sure the meaning is clear to you.**

fragmentation; consumption; marketplace; backlash; groundwork; evolving; revenue; whim; literacy; proliferation; to emphasize; to utilize; to usher; genesis.

#### READING

**Read the text below carefully to be able to answer the questions that follow it.**

A newspaper is a regularly published print product containing information vital to the function of the market it serves.

The newspaper as we know it today is a product borne of necessity, invention, the middle class, democracy, free enterprise, and professional standards.

Choose your historical marker to begin the history of newspapers. The first news sheet? The first newspaper? The first daily newspaper?

Pre-history “newspapers” were one-to-one in nature. The earliest variation on a newspaper was a daily sheet published in 59 BC in Rome called *Acta Diurna (Daily Events)*, which Julius Caesar ordered posted throughout the city. The earliest known printed newspaper was in Beijing in 748.

In 1451, Johannes Gutenberg uses a press to print an old German poem, and two years later prints a 42-line Bible – the significance being the mass production of print products, ushering in an era of newspapers, magazines, and books. By 1500, the genesis of a postal system can be seen in France, while book publishing becomes popular throughout Europe and the first paper mill can be found (England).

*Zeitung* (newspaper) is a news report published in Germany in 1502, while *Trewe Encountre* becomes the earliest known English-language news sheet in 1513. Germany’s *Avisa Relation oder Zeitung*, in 1609, is

the first regularly published newspaper in Europe. Forty-four years after the first newspaper in England, *the Oxford Gazette* is published, utilizing double columns for the first time; the Oxford/London Gazette is considered the first true newspaper. The first North American newspaper, *Public Occurrences Both Foreign and Domestic*, was published in 1690 in Boston.

The 1700s was a century in which market elements were created that encouraged the development of daily newspapers: rising literacy, the formation of nation-states, a developing postal system, the proliferation of urban centers, a rising literary and philosophical tradition emphasizing democratic involvement in government, and technologies that supported newspaper production. In short, it was a great news century. The first daily newspaper was *The Daily Courant* in London, 1702. In 1754, *The Daily Advertiser* in London uses the first four-column format. France's first daily newspaper appears in 1777, *Journal de Paris*, while the first United States daily was *the Pennsylvania Packet* in 1784.

The rise of the middle class transformed newspapers in the 1800s. A penny (US\$0.01) buys a New York newspaper in 1833, opening up the first mass market for newspapers. In 1847, the telegraph is used as a business tool, transforming far-away stories. In 1873, an illustrated daily newspaper can be seen in New York. In 1878 the first full-page newspaper advertisements appear, and in 1880 the first photographs are seen in newspapers, using halftones.

With the basic technical groundwork for the modern newspaper in place by the late 19th century, the story of newspapers in the 20th century was about professional development and adaptation to changing consumer and media markets. The story also involved an evolving business model that rode an ever-growing wave of mass-market advertising. Increased profitability and higher revenues attracted publicly owned corporations interested in buying newspapers from descendants of company founders, while simultaneously exposing newspapers to the whims of cash- and profit-hungry stock markets.

By 2000, newspapers were juggling priorities: fragmentation of news consumption, fragmentation of advertising investments, the advantages and disadvantages of being a mass medium, balancing the wants of the marketplace with the company's duty to provide the needs of the marketplace, a journalistic backlash against industry changes, the sheer

physicality of ink-on-paper production and distribution versus digital distribution, increasing profit pressure surrounding the core print product, and extension of the company's core brand into other profit centers.

## **AFTER READING**

### **Task 1. Find in the text the English equivalents to the following.**

Возвещающая об эре...; зарождение (возникновение) почтовой службы; бумажная фабрика; возрастающая грамотность; рост количества городов; приспособление к изменяющимся потребительскому и медиа рынкам; развитие модели бизнеса на растущей волне массовой рекламы; возросшая прибыльность (рентабельность); более высокие доходы; жадные до денег и прибыли; вложения в рекламу.

### **Task 2. Answer the questions based on the information you have just read.**

1. What was the first regularly published newspaper in Europe? 2. In which newspaper were the double columns utilized for the first time? 3. When and where was the first North American newspaper published? 4. What were the market elements that encouraged that encouraged the development of daily newspaper in the 17th century? 5. What were the first daily newspapers in London, Paris and US? When did they come into circulation? 6. Give an account of the newspaper development in the 19th century. 7. Why did publicly owned corporations become interested in buying newspapers?

## **Text 2**

### **GENERAL HINTS ON THE BRITISH PRESS**

#### **VOCABULARY**

circulation	тираж
to deliver	поставлять, доставлять, приносить
to deliver a lecture	прочитать лекцию
free of charge, gratis, without charge	бесплатный, бесплатно
hint	намёк, совет, некоторые сведения
to hint at smth	намекать на что-либо
luxury	роскошь

to move to	переехать в
thorough, complete, total,	полный, тщательный
absolute	

## READING

### Read the text and state out the main idea.

Britain is one of the few countries where daily newspapers are delivered at the door, before breakfast. Paperboys and girls push the papers through letterboxes before going to school. It is a luxury for the British, and for the paperboy or girl it is a way of earning extra pocket money.

National newspapers are papers which are sold in all parts of Britain. Nearly all the national newspapers have their head offices in London, but the famous newspaper street, Fleet Street, now houses only one of them, *The Daily Express*. The rest have moved to cheaper parts of London, particularly Docklands, once part of the port of London.

The national papers can be divided into two main groups: quality papers and popular papers. Quality papers like *The Times*, *The Guardian*, *Daily Telegraph*, *The Independent*, *Financial Times*, *The Observer*, *The Sunday Times* and *Sunday Telegraph* report national and international news very thoroughly. They also publish articles on many general subjects. The popular papers tend to make news sensational, and to publish 'personal' articles which shock and excite. News of the World has the largest circulation in the Western world. Much of its information concerns the private lives of people who are in the news.

Besides the national press there is also the provincial press or newspapers published outside London. They present national as well as local news. Many of them have a good standard but are less well-known. A new development in provincial press is the rapid growth in the number of free newspapers. More than 800 of these local papers are given free of charge to 36,000,000 people each week. They are financed mainly by advertising.

There are 7,000 periodicals published in the UK weekly, monthly or quarterly. Of these, women's magazines have the largest circulations: *Woman and Woman's Own*. There are magazines and journals for almost every trade, profession, sport, hobby or interest. The most important periodicals for the more serious readers are: *The Economist*, *The Spectator*,

*The New Statesman*. It should be noted that *Punch*, a long-established humorous magazine, also has serious articles.

### **AFTER READING**

**Task 1. Use the verbs in the right forms, read and translate the sentences.**

1. National newspapers (to sell) in all parts of Britain. 2. Almost all national newspapers (to have) their head offices in London. 3. Quality national newspapers (to report) national and international news thoroughly. 4. They (not to make) news sensational to shock and excite readers. 5. They also (to publish) various articles on many general subjects in a very objective way. 6. The provincial newspapers (to publish) outside London. 7. They (to present) national and local news at a good standard but they (to be) less well-known.

**Task 2. Choose the right words from this list, read and translate the sentences.**

*humorous, periodicals, free of charge, advertising,  
quarterly, circulations, trade*

1. Many provincial newspapers are distributed \_\_\_\_\_. 2. Most provincial press is financed by \_\_\_\_\_. 3. There are about seven thousand periodicals published in the UK weekly, monthly, or \_\_\_\_\_. 4. Women's magazines have the largest \_\_\_\_\_. 5. There are magazines and journals for almost every \_\_\_\_\_, profession, sport, hobby or interest. 6. 'The Economist' is one of the most important \_\_\_\_\_. 7. They publish a few \_\_\_\_\_ magazines of which 'Punch' is most popular.

### **Task 3. Translate into English.**

1. В статье говорится о различных газетах и журналах, издаваемых в Англии. 2. В названиях газет и журналов обычно употребляется определенный артикль, например *The Times*. 3. В журналах для женщин обычно много интересного. Иногда в целях рекламы к ним прилагаются образцы кремов, духов.

#### **Task 4. Answer the following questions.**

1. How are daily newspapers delivered to English readers? 2. What national quality newspapers are published in Britain? 3. What is 'Fleet Street' famous for? 4. What is 'Docklands'? 5. How many periodicals are published in the UK? 6. Does 'Punch' publish only humorous materials?

#### **Task 5. Write a plan of the text and retell it accordingly.**

### **Text 3**

## **BRITISH NEWSPAPERS: QUALITY VERSUS POPULAR**

### **BEFORE READING**

**Before reading the text that follows – which will specifically explain to you the differences between quality and popular papers – try to give an account of what you already know about these two different kinds of newspapers. What are other names for quality and popular papers? What are the reasons for such names (can you say anything about the peculiarities of word usage, syntax or headline both in quality and popular papers)? Can you name some popular and quality newspapers in England, United States and Russia?**

### **READING**

**Read carefully the text that follows searching for the information you have been unable to provide in the pre-reading task.**

Most daily newspapers, national and regional, are sold per person in Great Britain than in most other developed countries. National papers have total circulation of about 14 million on weekdays and about 17 million on Sundays. There are about 130 daily and Sunday newspapers, 1300 weekly papers and some 7000 periodical publications.

British national papers 912 national dailies and 11 national Sundays are distributed nationwide. National papers together sell more copies than 70 provincial papers combined.

The press is not subject to state control or censorship and is free to comment on matters of public interest, subject to the ordinary laws of the land including those of libel and contempt of court.

Much of the press is owned by large publishing groups, some of which have interests ranging over the whole field of publishing and the mass media in Great Britain and in other countries. Some have shares in British independent television and radio. There are, however, some safeguards against undue concentration of ownership in the means of mass communications.

The national dailies are distributed six days a week. They are usually classed as either “quality” or popular.

*The Times, The Financial Times, The Guardian, The Daily Telegraph, The Independent*, are known as quality papers or broadsheets.\* So, quality papers aim at presenting the reader with a full and serious coverage of important home and foreign events. They examine the subject more deeply and give more information than the popular papers.

All the quality papers use the large, full-scale broadsheet format, their style is clear-cut and the language is straightforward, free from slang and sensation.

Apart from a classification of style and ways of presentation there is also the division between political attitudes. Although newspapers are not directly linked to political parties, there are strong connections. The majority of papers – even those which carry little serious news – are conservative in outlook. Of the six quality dailies *The Daily Telegraph* (founded in 1855) is strongly conservative. It is a broadsheet published on 28 pages with 5 per cent of the whole space given over to the pictures.

*The Guardian* (*The Manchester Guardian* until 1956) is a broadsheet with left of center political standpoint. It is liberal in outlook though it doesn't represent the official view of the Liberal Party. Note that *Manchester Guardian* was launched in 1821. *The Guardian* enjoys particular popularity amongst those readers who are connected with the

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\* *Broadsheet is a size and format for newspapers and a descriptive term applied to papers which use that format rather than the smaller tabloid format. Historically, broadsheets were developed when in 1712 a tax was placed on British newspapers based on the number of their pages. Broadsheet newspapers tend to be more intellectual in content than their tabloid counterparts, examining stories in more depth and carrying sensationalist celebrity stories less often. However, while this distinction is widely used, some tabloid papers – particularly The Daily Mail and The Daily Express – point out that the term "tabloid" strictly refers only to the paper size, and often use phrases such as "broadsheet quality in a tabloid format"*

arts. The paper's motto is "Facts are sacred, comment is free". This paper because of its very honest comment of news is very influential.

*The Financial Times* saw its appearance in 1888. At present it is no more simply the commercial specialist paper it used to be and has become a major quality paper.

*The Times* (1785) is the oldest of the existing papers. It has always been the paper of the "Establishment" and has a good reputation for reliable and serious comment on foreign and home affairs. *The Times* is a broadsheet with centre/right of centre political standpoint. The popular daily papers are also called tabloids. A tabloid is both a paper size and a term for the style of the newspapers that – especially in the Kingdom – tend to use that format. Tabloid is the smaller of the two standard newspaper sizes; the larger newspapers are called broadsheets. The name seems to derive from a pharmaceutical trademark meaning compressed tablet, and has been applied to other small things. There are two distinct uses of the term today. The more recent usage, actually deriving from the original usage, is to refer to weekly or semi-weekly alternative papers in tabloid format. Many of these are essentially straightforward newspapers, publishing in tabloid format.

What principally distinguishes these from the dailies, in addition to their less-frequent publication, is the fact that they are usually free to the user, relying on ad revenue, as well as the fact that they tend to concentrate more on local entertainment scenes and issues. In its traditional sense, tabloids tend to emphasize sensational stories and are reportedly prone to create their news if they feel that the subjects cannot, or will not, sue for libel. In this respect, much of the content of the tabloid press could be said to fall into the category of junk food news. Such national tabloids as *The Sun*, *The Daily Mirror*, *The Daily Mail*, *The Daily Express*, *The Daily Star*, *Today* and others do not pay a great deal of attention to important world events and when they do, the facts are often distorted in an effort to make the news exciting and entertaining.

Much space is devoted to crime, scandal and sex, while generally a small amount of information is on different topics. Sometimes opinions take more space than "hard news". Their front page news is presented in a sensational manner, with banner headlines. Popular papers use more pictures and cartoons. They deliberately employ slang and up to date

expressions to give their reports more vitality. The vocabulary is forceful, abounding in words and phrases appealing to the readers' emotions.

*The Daily Mail* (right of centre political standpoint) devotes its space to commercial advertisements (ads), sports reports, features, home news, human interest stories, competitions and puzzles, notices, financial news, reviews, gossip, letters from the public, comic strips, opinion and comment, horoscopes, topical cartoons, parliamentary reports and weather forecasts.

*The Daily Mirror*, tabloid, left of centre political standpoint is the only large national paper which supports the Labour Party. It can boast of the third mass circulation. It is one of the first papers to use strip cartoons.

Most daily newspapers have no Sunday editions, but there are Sunday papers. The latter are sometimes closely linked with national dailies either because they are owned by the same proprietor or because "they are printed on the same machine".

The Sunday press for a long time has been notorious for its extremes of good and bad quality, and for enormous circulation of some of the more scandalous papers. Much space in the Sundays is given to features, comment and leisure interests.

The national quality Sundays are *The Observer*, *The Sunday Times*, *The Sunday Telegraph*. They have smaller circulations than the popular Sunday papers. Apart from providing wide international news coverage the quality Sunday papers devote much space to literature and the arts. The three Sunday qualities and some populars produce colour supplements as part of the paper.

The popular Sunday papers (*The News of the World*, *The Sunday Mirror*, *The Sunday Express*, *The Mail on Sunday*) are the newspapers with huge circulation bringing reports of violence, crime and scandal. With the Sunday quality and popular papers the differences between them are even more marked.

## AFTER READING

### Task 1. Find in the text the English equivalents to the following.

Периодические издания; пресса не подвергается контролю со стороны государства; в соответствии с основными законами; клевета и неуважение к суду; интересы, включающие в себя ...; акции; анти-монополистические меры; имеют своей целью ...; полное и серьезное

освещение событий внутри страны и за рубежом; не связаны напрямую с политическими партиями; была основана; «Гардиан» особенно популярна; девиз газеты ...; факты часто искажаются в угоду ...; газетный заголовок крупными буквами на всю полосу («шапка»); намеренно используют сленг и современные выражения; придавать живость; изобилловать словами и фразами ...; статья/очерк; печально известный; приложение.

### **Task 2. Answer the questions about the text.**

1. What kinds of newspapers are mentioned in the text? In which types are newspapers divided according to the frequency of publication? 2. What is and what is not press subject to according to the text? 3. How are quality papers characterized in the text (coverage of the events, language, style...)? What are quality papers aimed at as opposed to popular papers? 4. Why are quality papers called broadsheets, while popular papers – tabloids? 5. What is the motto of The Guardian? How do you understand it? Can you think of your own motto for a newspaper? 6. What is the oldest of existing newspapers in England? 7. What is special about tabloids' vocabulary and headlines? 8. What makes the gap between popular and quality papers even more obvious?

## **Text 4**

### **A BRIEF HISTORY OF AMERICAN NEWSPAPERS**

#### **BEFORE READING**

**Before reading the text look up (translate) the following words in the dictionary to make sure the meaning is clear to you and you know how to pronounce them correctly.**

forerunner; broadside; sensationalize (v); content (n); atrocity; perpetrate; predecessor; suppress; subsidize; reconciliation; vital; conceive; bar (v); libelous; tumble (n); faction; jostle; subscription; census; unprecedented; intrepid; unabated; atrocious; clamour; supplant (v).

#### **READING**

**Read carefully the text that follows searching for the information about the main periods of newspaper development.**

## THE ORIGINS OF NEWSPAPERS

The history of newspapers is an often-dramatic chapter of the human experience going back some five centuries. In Renaissance Europe handwritten newsletters circulated privately among merchants, passing along information about everything from wars and economic conditions to social customs and “human interest” features. The first printed forerunners of the newspaper appeared in Germany in the late 1400’s in the form of news pamphlets or broadsides, often highly sensationalized in content. Some of the most famous of these report the atrocities against Germans in Transylvania perpetrated by a sadistic *veovod* named Vlad Tsepes Drakul, who became the Count Dracula of later folklore.

In the English-speaking world, the earliest predecessors of the newspaper were *corantos*, small news pamphlets produced only when some event worthy of notice occurred. The first successively published title was *The Weekly News* of 1622. It was followed in the 1640’s and 1650’s by a plethora of different titles in the similar news book format. The first true newspaper in English was *the London Gazette* of 1666. For a generation it was the only officially sanctioned newspaper, though many periodical titles were in print by the century’s end.

### *Beginnings in America*

In America the first newspaper appeared in Boston in 1690, entitled *Publick Occurrences*. Published without authority, it was immediately suppressed, its publisher arrested, and all copies were destroyed. Indeed, it remained forgotten until 1845 when the only known surviving example was discovered in the British Library. The first successful newspaper was the *Boston News-Letter*, begun by postmaster John Campbell in 1704. Although it was heavily subsidized by the colonial government the experiment was a near-failure, with very limited circulation. Two more papers made their appearance in the 1720’s, in Philadelphia and New York, and the Fourth Estate slowly became established on the new continent. By the eve of the Revolutionary War, some two dozen papers were issued at all the colonies, although Massachusetts, New York, and Pennsylvania would remain the centers of American printing for many years. Articles in colonial papers, brilliantly conceived by revolutionary propagandists, were a major force that influenced public opinion in America from reconciliation with England to full political independence.

At war’s end in 1783 there were forty-three newspapers in print. The press played a vital role in the affairs of the new nation; many more

newspapers were started, representing all shades of political opinion. No holds barred style of early journalism, much of it libellous by modern standards, reflected the rough and tumble political life of the republic as rival factions jostled for power. The ratification of the Bill of Rights in 1791 at last guaranteed of freedom of the press, and America's newspapers began to take on a central role in national affairs. Growth continued in every state. By 1814 there were 346 newspapers. In the Jacksonian populist 1830's, advances in printing and papermaking technology led to an explosion of newspaper growth, the emergence of the "Penny Press"; it was now possible to produce a newspaper that could be sold for just a cent a copy. Previously, newspapers were the province of the wealthy, literate minority. The price of a year's subscription, usually over a full week's pay for a laborer, had to be paid in full and "invariably in advance". This sudden availability of cheap, interesting reading material was a significant stimulus to the achievement of the nearly universal literacy now taken for granted in America.

#### *The Industrial Revolution*

The industrial revolution, as it transformed all aspects of American life and society, dramatically affected newspapers. Both the numbers of papers and their paid circulations continued to rise. The 1850 census catalogued 2,526 titles. In the 1850's powerful, giant presses appeared, able to print ten thousand complete papers per hour. At this time the first "pictorial" weekly newspapers emerged; they featured for the first time extensive illustrations of events in the news, as woodcut engravings made from correspondents' sketches or taken from that new invention, the photograph. During the Civil War the unprecedented demand for timely, accurate news reporting transformed

American journalism into a dynamic hard-hitting force in the national life. Reporters, called "specials", became the darlings of the public and the idols of youngsters everywhere. Many accounts of battles turned in by these intrepid adventurers stand today as the definitive histories of their subjects.

Newspaper growth continued unabated in the postwar years. An astounding 11,314 different papers were recorded in the 1880 census. By the 1890's the first circulation figures of a million copies per issue were recorded (ironically, these newspapers are now quite rare due to the atrocious quality of cheap paper then in use, and to great losses in World War II era paper drives) At this period appeared the features of the modern

newspaper, bold “banner” headlines, extensive use of illustrations, “funny pages”, plus expanded coverage of organized sporting events. The rise of “yellow journalism” also marks this era. Hearst could truthfully boast that his newspapers manufactured the public clamor for war on Spain in 1898. This is also the age of media consolidation, as many independent newspapers were swallowed up into powerful “chains”; with regrettable consequences for a once fearless and incorruptible press, many were reduced to vehicles for the distribution of the particular views of their owners, and so remained, without competing papers to challenge their viewpoints. By the 1910’s, all the essential features of the recognizably modern newspaper had emerged. In our time, radio and television have gradually supplanted newspapers as the nation's primary information sources, so it may be difficult initially to appreciate the role that newspapers have played in our history.

### **AFTER READING**

**Task 1. Find in the text the English equivalents to the following.**

Последовательно издаваемый; предшественники газет; в высшей мере с сенсационным содержанием; официально разрешенная газета; без разрешения; эксперимент почти провалился; очень ограниченный тираж; великолепно придуманные; играть существенную роль; предоставлять весь спектр политических мнений; ничто не мешало (не ограничивало) стилю раннего журнализма; бороться (судорожно) за власть; газеты были лишь прерогативой богатого и грамотного меньшинства; заранее (вперед); колоссальный (значительный) стимул; беспрецедентный спрос; своевременное и достоверное освещение событий; возмущение общественности.

**Task 2. Summarize the text in 3 paragraphs using words and phrases from pre-reading task and after-reading task 1.**

### **Text 5**

### **PRINT MEDIA IN THE USA**

### **READING**

**Read the texts 5 and 6 about print media in the USA and while reading mark words and phrases that might be helpful to you in preparation for your own newspaper presentation. (Pay special attention to the expressions describing newspapers’ style, language, vocabulary, articles, rubrics, coverage, circulation, etc.).**

The first newspapers in the US and Canada followed the traditions of the British journalism. The first mass circulation paper, “*The New York Sun*”, was began by Benjamin Day in 1833. By shifting cost to advertisers, he priced his paper at one cent, launching the penny-press. The Sun had 8000 circulation within 6 months.

The new papers emphasized news instead of opinion and sent out the reporters to gather facts. Important papers like *The New York Times* and the first new cooperative, *The Associated Press*, were born during that era. Newspapers and magazines are the key media for information, opinion and ideas in North America. Newspapers are also the largest advertising media. Nearly two-thirds of North American adults read a newspaper on an average weekday.

Many fine newspapers are published in the US. At the top of the list are those that excel in coverage of local, state, national and international news, that carry news that have and impact, and that emphasize good writing and clear graphics.

*The New York Times*, as the nation’s paper of record, sets the national news’ agenda. “Page one of *The New York Times* is the barometer of what is truly important in the world”, says *the Los-Angeles Times*’ media writer David Shaw. *The New York Times* extraordinary standards of coverage, writing and editing make it a model for the US journalism.

*The Washington Post* due to its coverage of the nation’s capital in its backyard is the nation’s second most influential newspaper. It is noted for its political investigative stories. Circulation tops 777000. *The Washington Post* company also owns *The Newsweek* magazine, television stations and a cable company.

*The Wall Street Journal* is the nation’s premier financial paper. It is marked by exemplary writing and thorough business news coverage.

*Los-Angeles Times* has been enabled by its strong financial history to concentrate on its news coverage. Regional coverage is especially strong and its long stories give much detail.

*Chicago Tribune* is renowned for its political coverage, blockbuster series, editorial writing and cartoons.

*Miami Herald* is one the nation’s most aggressive newspapers noted for its coverage of Latin America. It is also strong in Local and sports news.

*Philadelphia Inquirer* is marked by its great, restless and exhaustive pursuit of local, state and regional news. Its circulation is 500.000.

*USA Today*. Although its content resembles a magazine more than a newspaper, the papers' influence on American journalism has been profound. Its use of colour and snappy graphics has been copied extensively.

## Text 6

### PRESS IN THE USA

#### READING

**Read the following text for general information.**

Most daily papers in the USA are of the 'quality' rather than 'the popular' variety. Among the 20 newspapers with the largest circulation only two or three regularly feature crime, sex and scandal.

It is often said that there is no national press in the United States as there is in Great Britain, for instance. In one sense this is true. There are no official or government-owned newspapers in the USA. There is no state censorship, that is, courts or judges cannot stop a story from being published or printed. Most daily newspapers are distributed locally or regionally.

However, the influence of a few large metropolitan newspapers, most notably *the New York Times* and *the Washington Post*, has increased so that these papers come close to constituting a national press. Both papers syndicate their staff-written stories to regional newspapers all over the country.

*The Wall Street Journal* was the country's first national daily and is the largest. It specializes in economic and financial issues.

*The New York Times* is a journal with a relatively long and respected history. It is read by about one million people in the US and is ranked as 'the world's top daily'.

*USA Today* was launched not long ago, in 1982. This paper claims over five and a half million readers.

Two other newspapers also representing American journalism in the areas of national and international news and mentioned among papers of international excellence are *the Christian Science Monitor* and *the International Herald Tribune*. The former is smaller in size and readership

than the other papers. The latter is partly owned by *the New York Company* and *the Washington Post Company*. About 40% of its articles come directly from those two American papers, and its main office is in Paris. Printed simultaneously in ten major cities in the world, it calls itself 'The Global Newspaper'. It offers political and financial news about many countries, especially the United States, Western Europe, and the Far East.

Most American newspapers rely heavily on wire copy from the two world's largest news agencies, *the Associated Press* (AP) and *the United Press International* (UPI). Neither of them is owned, controlled or run by the government. They have thousands of subscribers – newspapers, radio and television stations and other agencies, which pay to receive and use the news and photographs in more than 100 countries in the world.

The trend toward concentration of ownership is defended on the ground that large-scale organizations can provide the funds, know-how, and management to keep a newspaper profitable and competitive.

The American press, especially in recent decades, has insisted on objectivity and detachment in news reports. Opinion is excluded from news columns and is presented on separate editorial pages, which feature unsigned editorials and include opinions signed by readers, contributors, and syndicated columnists.

Government and media often engage in confrontations when reporters disclose classified information or pursue investigative reporting to uncover injustices and corruption within American institutions.

## **AFTER READING**

**Task 1. Find the sentences in which the following word combinations are used in the text above and explain them in English.**

Government-owned newspapers; state censorship; metropolitan newspapers; to syndicate stories; to claim readership; wire copy; subscriber; to keep a newspaper profitable and competitive; detachment; to feature an editorial; syndicated columnists; classified information; to pursue investigative reporting; to uncover injustices and corruption.

**Task 2. Suggest the English for the following.**

Освещать события; распространять газеты; представлять собой национальную прессу; специализироваться по экономическим и финансовым проблемам; претендовать на читательскую аудиторию; пер-

вый и последний (из перечисленных); печатать одновременно в нескольких крупных городах; в основном полагаться на что-то; поддерживать на том основании, что ...; предоставлять/оказывать финансовую помощь; поддерживать газету в прибыльном и конкурентоспособном состоянии; последние десятилетия; конфликтовать; вскрывать факты несправедливости и коррупции.

**Task 3. Stay if the following statements are true or false.**

1. There are a lot of tabloids in the USA.
2. The American press is independent of the state.
3. The circulation of the American newspapers is so low that there are no newspapers in the USA which might be considered national.
4. All American newspapers are provided with the news and stories from one news source.
5. There is a great trend towards concentration of ownership in the US.
6. The American press believes itself to be most objective in reporting news.

**Task 4. Write down 5 – 6 questions to the text.**

**DISCUSSION**

**Discuss the following.**

1. Speak about the types, readership, ownership, independence of the state, interdependence as for the news obtained.
2. What does profitability and competitiveness of a newspaper depend on?
3. Why are editorials generally published unsigned?
4. How much should journalists be involved in investigative reporting?

**Text 7**

**THE FUTURE OF NEWSPAPERS**

**BEFORE READING**

**Task 1. Explain what is meant by the words and expressions.**

Circulation; over-exuberant journalist; have their day'; large readership; flourish; have one's own against; dip in and out; post updates; straitjacket of newspaper publication; face extinction.

**Task 2. Find in the text synonyms for the following words and expressions.**

Appearance; full-time job, importance of events; very complex; disseminate awareness and knowledge; ability; be aware of the importance of smth.

**Task 3. Share your ideas about the role and the future of printed press.**

## **READING**

**You are going to read an article about the future of newspapers.**

Anybody who says they can reliably forecast the future of newspapers is either a liar or a fool. Look at the raw figures, and newspapers seem doomed. Since 2000, the circulation of most UK national dailies has fallen by between a third and a half. The authoritative Pew Research Centre in the USA reports that newspapers are now the main source of news for only 26 percent of US citizens as against 45 percent in 2001. There is no shortage of prophets who confidently predict that the last printed newspaper will be safely buried within 15 years at most.

Yet one of the few reliable facts of history is that old media have a habit of surviving. An over-exuberant New York journalist announced in 1835 that books and theatre ‘have had their day’ and the daily newspaper would become ‘the greatest organ of social life’. Theatre duly withstood not only the newspaper, but also cinema and then television. Radio has flourished in the TV age; cinema, in turn, has held its own against videos and DVDs. Even vinyl records have made a comeback, with online sales up 745 percent since 2008.

Newspapers themselves were once new media, although it took several centuries before they became the dominant medium for news. This was not solely because producing up-to-date news for a large readership over a wide area became practicable and economic only in the mid-19th century, with the steam press, the railway and the telegraph. Equally important was the emergence of the idea that everything around us is in constant movement and we need to be updated on its condition at regular intervals – a concept quite alien in medieval times and probably also to most people in the early modern era. Now, we expect change. To our medieval ancestors, however, the only realities were the passing of the seasons, punctuated by catastrophes such as famine, flood or disease that they had no reliable means of anticipating. Life, as the writer Alain de

Botton puts it, was ‘ineluctably cyclical’ and ‘the most important truths were recurring’.

Journalism as a full-time trade from which you could hope to make a living hardly existed before the 19th century. Even then, there was no obvious reason why most people needed news on a regular basis, whether daily or weekly. In some respects, regularity of newspaper publication and rigidity of format was, and remains, a burden. Online news readers can dip in and out according to how they perceive the urgency of events. Increasingly sophisticated search engines and algorithms allow us to personalize the news to our own priorities and interests. When important stories break, internet news providers can post minute-by-minute updates. Error, misconception and foolish speculation can be corrected or modified almost instantly. There are no space restrictions to prevent narrative or analysis, and documents or events cited in news stories can often be accessed in full. All this is a world away from the straitjacket of newspaper publication. Yet few if any providers seem alive to the new medium’s capacity for spreading understanding and enlightenment.

Instead, the anxiety is always to be first with the news, to maximize reader comments, to create heat, sound and fury and thus add to the sense of confusion. In the medieval world, what news there was was usually exchanged amid the babble of the marketplace or the tavern, where truth competed with rumour, mishearing and misunderstanding. In some respects, it is to that world that we seem to be returning. Newspapers have never been very good – or not as good as they ought to be – at telling us how the world works. Perhaps they now face extinction. Or perhaps, as the internet merely adds to what de Botton describes as our sense that we live in ‘an unprovable and fundamentally chaotic universe’, they will discover that they and they alone can guide us to wisdom and understanding.

## **AFTER READING**

**Task 1. For questions 1 – 6 choose the answer (A, B, C or D) which you think fits best according to the text.**

*1. In the first paragraph, the writer is presenting:*

- A. his interpretation of a current trend.
- B. evidence that supports a widespread view.
- C. his prediction on the future of print journalism.
- D. reasons for the decline in newspaper readership.

*2. What point is the writer making in the second paragraph?*

- A. Existing media are not necessarily replaced by new ones.

B. The best media technologies tend to be the most long-lasting.  
C. Public enthusiasm for new types of media is often unpredictable.  
D. It is inevitable that most media technologies will have a limited life.

3. *Which phrase in the second paragraph has the same meaning as 'held its own against'?*

- A. 'had their day'
- B. 'withstood'
- C. 'flourished'
- D. 'made a comeback'

4. *In the third paragraph, the writer stresses the significance of:*

- A. a shift in people's attitudes towards the outside world.
- B. certain key 19th-century advances in mechanisation.
- C. the challenges of news distribution in the pre-industrial era.
- D. the competition between newspapers and more established media.

5. *What does the writer suggest is the main advantage of online news sites?*

- A. the flexibility of the medium
- B. the accuracy of the reporting
- C. the ease of access for their users
- D. the breadth of their potential readership

6. *What does the writer suggest about newspapers in the final paragraph?*

- A. They still have an important role to play.
- B. They can no longer compete with the internet.
- C. They will have to change to keep up with the digital age.
- D. They will retain a level of popularity among certain types of readers.

**Task 2. Translate the sentences using the topical vocabulary for underlined words and word-combinations.**

1. «Таймс» должен в прямом эфире принести извинения журналисту, который стремился защитить личную жизнь своего информанта, за то, что представители издания пытались обманом втянуть его в разговор с целью раскрыть детали, чем нарушили журналистскую этику и спровоцировали скандал. 2. Утечка информации привела к тому, что многие журналисты, занимающиеся расследованиями, начали пытаться внедриться в группировку и раскопать появившуюся зацепку. 3. Сейчас мы прервемся на рекламную паузу, после которой

передадим слово нашему корреспонденту, работающему на месте событий в Лондоне. 4. Пресс-релиз был выпущен за полчаса до того, как в новостях началась прямая трансляция интервью, что только способствовало активному освещению в прессе последних событий. 5. Новости о финансовых махинациях в центральном банке стали сенсацией и были на первых полосах газет, пока следственный комитет не снял обвинения и не принес официальные извинения руководству банка. 6. Прогноз погоды прервался на рекламную паузу, когда стало понятно, что ведущий произносит неверный текст. Так карьера человека, который 20 лет вел программу, была поставлена под угрозу. 7. Недавно открытый канал выступил с опровержением срочной новости и отрицал свою причастность к распространению недостоверных новостей и предвзятому освещению последних событий.

**Task 3. Error Correction. Find the mistakes in the following sentences. There is one mistake in each sentence.**

1. The paparazzi, who work freelance, are notorious for hound celebrities. 2. Gutter press focuses on mainly sensational news. 3. Tabloid are not popular newspapers among the educated people in my country. 4. Fact checkers do important work and are responsible to make sure that people are quote correctly in articles. 5. The recent article about marine environmental problems is hot of the press. 6. For my research, I had to go through a lot of back issues of various newspapers to find the articles relate to my degree thesis. 7. I'm pleased that newspapers are starting to include some colour photographs and pictures because it makes the articles more interesting and eye-catch. 8. One of my favourite parts of a newspaper is the comic strip because I find the message in the cartoons relevant of the major issues of the day.

## **SPEAKING**

**Task 1. Choose a newspaper (hard copy issue) and provide a detailed description following the outline below.**

- a) general characteristics (name, type, founding date, circulation, publishing house, chief editor, date of issue, etc.);
- b) front page (layout, fonts, pictures, captions, etc.);
- c) parts of newspaper and topics presented in each of them;
- d) in depth characteristic of contents;
- e) your opinion/conclusion.

**Task 2. Choose a TV programme and prepare a presentation covering the following topics.**

- a) the type of the TV programme and its features, examples in different countries;
- b) the name of the programme, the country of origin, presenter (s);
- c) the history and background;
- d) the present-day programme features (running time, broadcast schedule, structure, popularity, target audience, etc.);
- e) your story with this programme (first acquaintance, your attitude and its place in your life).

**Task 3. Read the text and discuss the trends for your country. Are they the same? How do you get the news? What are your habits related to mass media?**

## **OFCOM REPORTS MORE PEOPLE USING SOCIAL MEDIA FOR NEWS**

*24 July 2019*

The number of people watching news on TV is falling, but social media is growing in its popularity as a news source, according to Ofcom. The broadcast regulator's annual news consumption report looks at how consumption habits are changing in the UK.

TV remains the most popular news platform, but usage has dropped from 79 % of adults to 75 % in the last year. But those using social media for news rose by 44 % to 49 %.

Other findings from this year's report include:

The most popular news source remains BBC One (used by 58 %), followed by ITV (40 %) and Facebook (35 %).

Over a third of adults (38 %) still get their news from newspapers, but that increases to 49 % when newspaper websites and apps are included.

Use of the BBC News channel has decreased since 2018 from 26 % to 23 %.

The use of Facebook for news has remained stable, but more people are using Twitter (up from 14 % to 16 %), WhatsApp (from 10 % to 14 %) and Instagram (9 % to 13 %) to consume news.

Magazines are rated more favourably than any other news platform for quality, accuracy, trustworthiness and impartiality. Social media platforms tend to be rated least favourably on these measures.

One graph in particular showed the overlap in how adults – those aged 16 and over - consume news on the four major platforms.

For example, just 1 % of respondents said they solely use newspapers, while 13 % exclusively use the internet. Around 14 % said they use all four of TV, radio, the internet and newspapers.

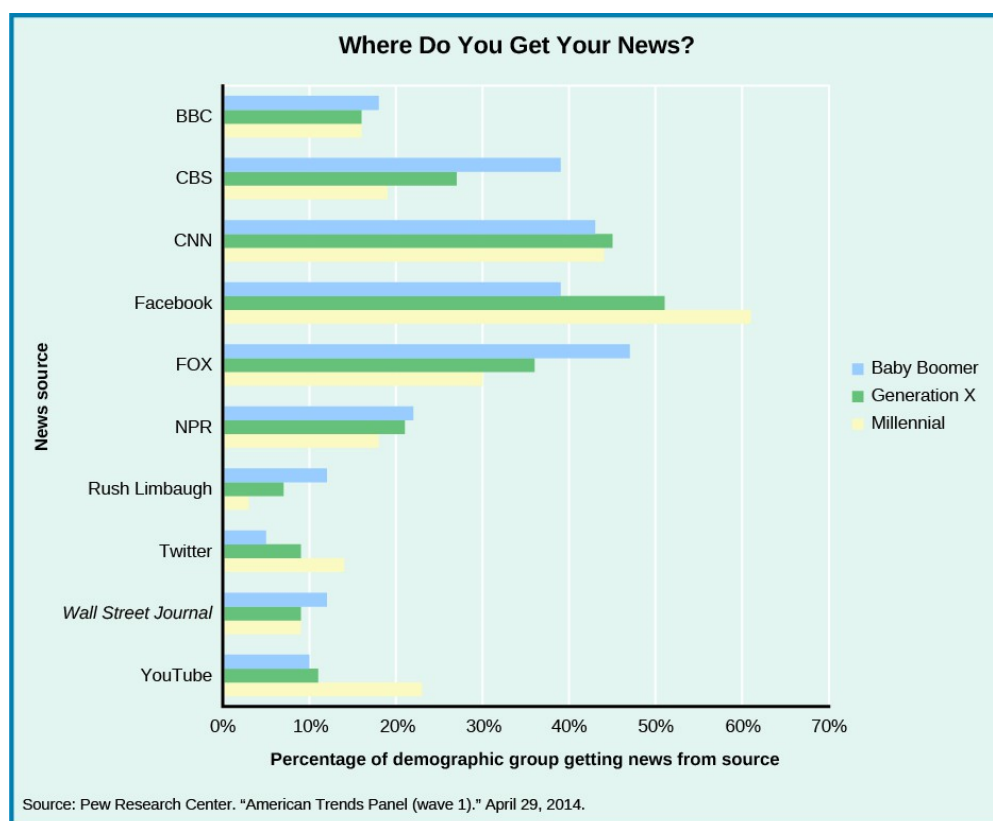
That is matched by the 14 % of respondents who only use television and the internet.

*(<https://www.bbc.com/news/entertainment-arts-49098430>)*

**Task 4. Make a questionnaire about the preferred mass media and do a survey in your group. Analyze the resulting data and come up with conclusions.**

## Writing

**Write an essay describing the diagram below. Point out the most relevant information and draw conclusions.**



## READING AND SPEAKING PRACTICE

### Task 1. Discuss the following questions.

- When did you last read a newspaper? What paper was it? Did you buy it?
- What are the most popular newspapers in your country?
- Does anybody in your family read a newspaper?

**Task 2. Read the following text and discuss the following question: What is the speaker's opinion on the future of the newspapers? Do you share it?**

### THERE IS STILL A HOPE...

Why hasn't paper-based print been replaced with electronic files? Books, magazines, posters, newspapers, brochures, leaflets, and other printed material are technologies that work – they are portable, recyclable, do not need a power supply to operate, and are not prone to software failures. Print can be read anywhere, and the reader can easily go back to check anything not clearly understood. Advertisers like the printed page, because it cannot be switched off in the way television, a computer, or a smart phone can – or blocked, as is the case with popup advertisements on Web sites. The Internet has also made it easy for many of us to buy more books, posters, and magazines from all parts of the globe.

Sometimes the very forces that are supposed to be killing print actually nourish it. Books thrive in the wake of TV series and movies. Printed posters decorate the streets. Our food, technology, health, and beauty products come in beautifully printed packages.

But there are areas where print is being rapidly replaced by other media. Print encyclopedias, for example, have been replaced by editable online resources, and even podcasts. Classified advertisers often use the Internet. Newspapers' online versions compete with the printed ones and magazine publishers are using tablet technology.

One thing that hasn't changed is the excitement of being involved in printing. Printed items have to be produced to a deadline, whether they are newspapers for tomorrow's breakfast tables, or a book to coincide with the launch of a new TV series. Ultimately, the printed word has an authority that other media can only hope to emulate.

*(Abridged and adopted from <https://www.ncs.net.au/print-in-the-21st-century/>)*

### Task 3. Write the gist of the story (100 words maximum).

**Task 4. Find information about history of newspapers in Russia and abroad and prepare presentation.**

## **SUPPLEMENTARY READING**

### **Text 1**

#### **WHAT ARE THE MASS MEDIA?**

**Read the text and compile lists itemizing:**

**a) mass media means;**

**b) professions of people who generate them.**

A message can be communicated to a mass audience by many means: hardly an American lives through a day without feeling the impact of at least one of the mass media. The oldest media are those of the printed word and picture, which carry their message through the sense of sight: the weekly and daily newspapers, magazines, books, pamphlets, direct mail circulars, and billboards. Radio is the mass communications medium aimed at the sense of sound, whereas television and motion pictures appeal both to the visual and auditory senses.

The reader turns to his newspaper for news and opinion, entertainment, and the advertising it publishes. In weekly, the focus is upon the reader's own community; in the daily the focus is upon the nation and the world as well. Magazines give him background information, entertainment, opinion, and the advertising; books offer longer range and more detailed examination of subjects, as well as entertainment; pamphlets, direct mail pieces, and billboards bring the views of commercial and civic organizations. Films may inform and persuade as well as entertain. Television and radio offer entertainment, news and opinion, and advertising messages and can bring direct coverage of public events into the listener's home.

There are important agencies of communication, which are adjuncts of the mass media. These are (1) the press associations, which collect and distribute news and pictures to the newspapers, television and radio stations, and news magazines; (2) the syndicates, which offer background news and pictures, commentary, and entertainment features to newspapers, television and radio, and magazines; (3) the advertising agencies, which serve their business clients, on the hand, and the mass media, on the other; (4) the advertising departments of companies and institutions, which serve in merchandising roles and the public relations departments, which serve in information roles; (5) the public relations counseling firms and publicity organizations, which offer information in behalf of their clients, and (6)

research individuals and groups, who help gauge the impact of the message and guide mass communicators to more effective paths.

Who are the communicators who work for and with these mass media? We think of the core as being the reporters, writers, editors, announcers, and commentators for newspapers, news magazines, television and radio, press associations, and syndicates. But there are many others: news photographers; book and publication editors and creative personnel in the graphic arts industry; advertising personnel of all types; public relations practitioners and information writers; business management personnel for the mass media; radio-television script and continuity writers; film producers and writers; magazine writers and editors; trade and business paper publication writers and editors; industrial publication editors; technical writers in such fields as science, agriculture, and home economics; specialists in mass communications research; and teachers of journalism. Actors in television and motion pictures also are communicators in a special sense, adding emotional impact to the written script.

## **Text 2**

### **INFORMATION AND EFFICIENCY: RUSSIAN NEWSPAPERS, CA. 1700 – 1850**

**Read the following text, translate it.**

At the end of 1702, while he was engaged in war with Sweden, Peter the Great decreed that a newspaper be established to spread information about “military and every sort of affairs” to “the people of Muscovy and of neighbouring states”. The newspaper (the word used was *kuranty*, a seventeenth-century holdover soon to be replaced by the word *gazeta*) was to be compiled from reports from the state’s various chanceries, all sent to the Monastery Chancery, and printed there in the state printing house.<sup>1</sup> Within a month, the first issue of this state-sponsored *Vedomosti* (The News) was published, marking the beginnings of Russia’s history of newspapers. Over the next century, imperial decrees founded other newspapers (and a few independent newspapers appeared, as well), nearly all based in Moscow or St Petersburg institutions. Then, in the 1830s, the number and scope of official newspapers in the empire was expanded significantly when a series of provincial newspapers (*gubernskie vedomosti*) was established, again by official decree.

Newspapers in Imperial Russia have most often been interrogated as part of a world of print culture, as sites where something like a civil or civic society might develop. This practice comes largely out of a focus on the later nineteenth century, when a “mass-circulation” press developed, bringing with it a space for the development of a public sphere.<sup>3</sup> Earlier newspapers, however, are difficult to discuss in these terms. It is in part due to this kind of focus that Peter the Great’s Vedomosti has played an awkward role in the history of newspapers. It came first, but, as Lindsey Hughes put it, “controls from above and lack of initiative and expertise from below meant that a Russian free press was still in the distant future”.<sup>4</sup> The general desire to focus on newspapers and their role in developing a civil or civic society may also explain why historians of journalism in Russia have generally skimmed over newspapers in favour of thick journals, where figures like Catherine the Great, Nikolai Novikov, and the first generation of the Russian intelligentsia appear as publishers and regular authors.

### **Text 3**

#### **PERIODICALS IN THE 19TH CENTURY**

**Read the following text, translate it.**

The 19th century was ripe for a speedy growth of periodicals and newspapers. In that period of fast development of photography cities also continued to grow fast. At the turn of the century, there were more than 20 cities with a population over a million. This improved the conditions for increasing the number of copies of popular newspapers and magazines.

The fast growth of city agglomerations was not the decisive reason why an unusually favourable situation developed for publishers of periodicals. The increasing volume of industrial production necessitated more advertising. The publisher’s profits from advertisements, increasing proportionally to the interest of business, abled them to improve the extent and quality of periodicals and newspapers and keep their prices constant, and sometimes even to reduce them.

Not only illustrated weeklies realized the advantages of pictorial information, also editors of newspapers became increasingly aware that printed images can add to the popularity of their periodicals in the 1890s. The way to this recognition was paved by several outstanding individuals who realized the “imminent approach of the optical age”. One of these

pioneers was Joseph Pulitzer who bought in 1883 the not quite prosperous periodical World, published in New York. This newspaper became in three years of his ownership one of the most successful, partly due to the use of pictorial information (still in the form of reproductions of engravings). World carried increasingly more of less key component.

The rising general standard of periodicals raised the question how to use all advantages of pictorial information. Direct reproduction of photographs by the half-tone method was naturally most widely used in mass-circulation illustrated magazines. But, modern printing methods were not yet completely prevalent. The public at that time did not always receive the replacement of engraving by half-tone reproduction of photographs with enthusiasm, not to say as a fundamental innovation in journalism.

**Task 1. Answer the questions.**

1. Was the 19th century ripe for a speedy growth of periodicals and newspapers? 2. What improved the conditions for increasing the number of copies of popular newspapers and magazines? 3. What abled the publishers to improve the extent and quality of periodicals and newspapers? 4. Could printed images add to the popularity of periodicals? 5. Who was the editor of the periodical World? 6. Did some newspapers begin to use direct reproduction of photographs?

**Task 2. Write down the predicates and state their Tense and Voice.**

**Text 4**

**FUTURE OF ENGLISH MAGAZINES**

**Read the following text, translate it.**

*At a conference in London*

**Speaker:** Ladies and gentlemen! Now, let me introduce the next speaker, Mr. James Corner, Board Director of National Magazine Company. He is also a magazine publisher. Some ten years ago he launched Harpers & Queen. He has co-authored two books on the business of women's magazines and seven books on magazine nostalgia.

**Mr. Corner:** I am very glad to have a chance to speak to you today. I would like to enlarge on the future of the British magazine industry. The main tiling is the future of the industry is bright. The state of the art shows

a higher degree of professionalism than ever before, in editorial business and technology.

The rationalization in publishing companies, and the methods of distribution, together with the high standards of the magazines themselves, point the way to an industry which knows where it is going and which has the ability to compete with the 'mega-bucks' poured into the newspaper and electronic media... If you have any particular questions I shall be very glad to try and answer them.

**Journalist 1:** My name's Paul Briggs, Farmer's Weekly. Will you please tell us a few words about strategic benefits of magazines?

**Mr. Corner:** It is quite natural that magazines have strategic benefits. We have seen their unique quality of the classification of audiences for the assistance of advertisers and the advantage of their long life when compared to the ephemeral flash of the television or radio commercials. Oh, when compared to the necessarily limited on-sale period of the daily or Sunday newspaper.

**Journalist 2:** I'm from The Lancet magazine. Peter Stone. Mr. Corner, and what is your opinion of the interrelations between the industry and audience. How are they changing, to your estimation?

**Mr. Comer:** The magazine industry is so diverse and so brilliant at finding audiences for the hundreds of categories of literate readers, from the glittering array of women's market, to sports and hobbies. To professional titles and the explosion of computer magazines. And, certainly, the thousands of business-to-business titles covering every trade activity ...

## Notes

*a bomb explosion* – взрыв бомбы

*all that glitters is not gold* – не все то золото, что блестит

*to launch a campaign* – начинать кампанию

*to pour tea* – наливать чай

*to your estimation* – по вашей оценке

## Task 1. Translate the following sentences.

1. The clause, starting the sentence, is usually pronounced with the rising tone. 2. The main thing is the future of the industry is bright. 3. It knows very well where it is going. 4. If you have any particular questions

I shall be very glad to answer them. 5. It is quite natural that magazines have strategic benefits.

**Task 2. Complete as in the original.**

1. I am very glad to have a chance to ... .
2. I would like to enlarge on ... .
3. The state of the art shows a higher degree of professionalism than ever before in ... .
4. The rationalization in publishing companies, and the methods of distribution point the way to an industry which has the ability to compete with ... media.
5. It is quite natural that magazines have strategic ... .
6. We have seen their unique quality of the classification ... advertisers.
7. We have seen the advantage of their long life when compared to ... .

**Task 3. Find and read Mr. Corner's words speaking about different categories of readers and their interests.**

**Text 5**

**THE HISTORY OF THE NEWSPAPER**

**Read the following text, translate it and name the predecessors of newspares.**

The earliest attempts to circulate news were made in ancient Rome. In Rome the Daily Events was published from early days of the Empire until its fall in A.D. 476 and, besides its general circulation, was used as a medium of communication between military officers and their armies. Soon after the invention of printing, newspapers were circulated in Germany. They were small sheets, generally in accounts of the discovery of America, the surrender of Granada to Ferdinand and Isabella, and such local events as earthquakes, executions and witch burning. In the 16th century an official newspaper was issued in Venice, with accounts of battles and other matters of public interest. This paper was circulated throughout Europe, and originally sold for a small coin called a «gazetta». In time the paper was called «gazetta», a name which is still used. These little sheets, issued occasionally, had little in common with the great newspapers of today, with their great number of news items.

## Text 6

### THE PREDECESSORS OF AMERICAN PRESS

**Read the following text, translate it.**

The periodical press of the USA appeared more than 250 years ago. Its history is usually connected with the editing of the first American weekly «Boston News Letter», the 1st copy of which appeared in April 1704 in Boston. But even 15 years before, in September 1690, in Boston a daily was published, but it was suppressed by the English Colonial Administration as it had some violations of the law of the colony. The paper «Boston News Letter» was the only paper in the colony during 15 years. Its editor was a Boston postman John Campbell. The editors of the first newspapers in the towns of the colony were mostly postmen because they were the first to set information from abroad. This information dominated in the American newspapers. So, the first edition of the «Boston News Letter» contained the information taken from the London paper. The news from abroad published in the first American papers was from two- to six- months old. In some weeklies information of a local character began to appear, and soon occupied the leading place. Home information was limited to the announcements about the arrival and departure of vessels and the time-table of post coaches.

#### Notes

*the editing of the first American weekly* – издание первой американской еженедельной газеты

*Violations of the law* – нарушение закона

*they were the first to set information* – они первыми получали информацию

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

*from two- to six-months old* – устаревшие на 2 – 6 месяцев

## **Text 7**

### **PRESS IN THE USA**

**Read the following text, translate it.**

All American newspapers and in general all periodicals are privately owned, controlled and managed. In addition to the commercial ones, a large number of publications are produced by (industrial organizations and churches, schools, clubs and other community bodies. The US publishes more newspapers and periodicals than any other capitalist country. Most dailies give a greater emphasis to local news because of the strong interest in local affairs. That is why there are no national newspapers. Almost every small town has its own paper. Fifty-five daily papers have circulation of over 250,000 copies, including five in New York and five in Chicago. 54 Daily newspapers in the major American cities usually contain from 40 to 100 or more pages on weekdays. Daily papers in small cities of 20,000 people contain about 20 pages on weekdays. Sunday editions of major papers have 200 or more pages. This size is explained by two main reasons. First, a newspaper carries items of interest to everyone – young people and old people, businessmen and workers, buyers and sellers. Second, the selling' price is not enough to pay for producing the paper. In order to earn additional money, newspapers sell advertising space' to private citizens and business firms, and a large part of the paper is taken up by advertisement.

**Task 1. State the peculiarities of American press.**

**Task 2. Write down the words with international roots and give their Russian equivalents.**

## **Text 8**

### **TRAINING FOR JOURNALISM IN BRITAIN, CANADA AND THE USA**

**Read the following text.**

A journalism school is a school or department, usually part of an established university, where journalists are trained. An increasingly used short form for a journalism department, school or college is "j-school".

Many of the most famous and respected journalists of the past and present had no formal training in journalism, but learned their craft on the job, often starting out as copy boys/copy girls. Today, in many parts of the world it is usual for journalists to complete university-level training which incorporates both technical skills such as research skills, interviewing technique and shorthand, academic studies in media theory, cultural studies and ethics.

Historically, in the United Kingdom entrants used first to complete non-media-studies related degree course, giving maximum educational breadth, and prior to taking a specialist postgraduate pre-entry course. However, this has changed over the last ten years with journalism training and education moving to higher educational institutions. There are now over 60 universities in the UK offering BA (Bachelor of Arts) honours degrees in journalism. Postgraduate courses are more well-established.

The National Council for the Training of Journalists (NCTJ) supervises the training of journalists in Great Britain.

In the United Kingdom, editors often require that prospective trainee reporters have completed the NCTJ preliminary exams. After 18 months to two years on the job, trainees will take a second set of exams, known collectively as the NCE. Upon completion of the NCE, the candidate is considered a fully-qualified senior reporter and usually receives a small pay raise. In the United States and Canada, there is no set requirement for a particular degree (and in the United States licensing journalists would be unconstitutional under the First Amendment), although almost all newspapers, wire services, television news, and radio news operations hire only college graduates and expect prior experience in journalism, either at a student publication or through an internship.

Although their work can also often make them into minor celebrities, most reporters in the United States, Canada and the United Kingdom earn relatively low salaries. A typical starting wage in the United Kingdom is around £12,000, in the USA – \$20,000 annually or less. It is common for reporters to start with newspapers in small towns and take steps up the ladder to larger papers, though The New York Times has been known to hire reporters with only a few years' experience, if they have talent and expertise in particular areas.

**Task 1. Answer the following questions.**

1. What is “j-school”? 2. What organization supervises the training of journalists in Great Britain? 3. What are the aims of the Council? 4. How are the training courses regulated around the UK? 5. Who conducts proficiency tests and supervises vocational training? 6. Are there any requirements for a particular degree in GB, the USA and Canada?

**Task 2. Explain the following.**

*Experience keeps no school, she teaches her pupils singly.*

**Task 3. Supposing you participate in the telebridge between English (or American) and Russian students.**

- a) What questions would you ask the audience of the other side to find out something about their interests, their tastes and outlooks?
- b) What questions do you think the English (American) students might ask you?
- c) Act out a conversation imitating that of a telebridge.

**Text 9**

**BOOK-REVIEWER**

**Read the text without a dictionary. Sum it up in two sentences.**

*subject-matter* – содержание

*column* – постоянный отдел (раздел, рубрика, колонка)

The review of books for the Press, and for the newer media of the radio and television, has a number of functions to perform. The relative importance of these functions will always remain a matter of debate on which there can, perhaps, be no final judgement.

We suggest that the main function of the reviewer is to keep the reading public informed about new books; he provides, in other words, subject-matter of those books which he thinks important enough to find a place in his column.

**Text 10**  
**NEWS PHOTOGRAPHER**

**Translate the text with a dictionary. Express the main idea of the text in one sentence.**

The news photographer has one of the most difficult jobs in journalism. The reporter may observe an incident or a situation over a period of time, even if it is only seconds: he then thinks over what he has seen, and writes his report. The photographer must anticipate the key moment, have his camera poised to catch it, and then press the button at precisely the right second. You cannot turn back time to recapture a missed moment.

**Text 11**  
**A JANITOR PROMOTED TO REPORTER**  
**ON HIS FIRST DAY ON THE JOB**

**Read the text and translate it into Russian.**

David Shaw began his career in journalism four days after his sixteen birthday when he was hired by the publisher of a weekly newspaper and monthly magazine as a janitor. He was promoted to reporter his first day on the job and six months later became editor-in-chief. During his college years at the University of California, Los Angeles, David Shaw worked as a reporter for the Huntington Park Daily Signal. Later he went to work to the Los Angeles times. During his first six years as a reporter at the Times, he wrote penetrating articles on subjects ranging from teenage drug use to black militancy to supermarket merchandising.

Los Angeles Times Editor Bill Thomas then offered Shaw his present job as press critic. He writes front-page stories on how and what the media do, having been given complete freedom to analyze, probe, and criticize. Time Magazine, Newsweek, TV Guide, Editor and Publisher, Quill, and several journalism reviews have run stories about his work. His work as a reporter and press critic has won him more than 30 major journalism awards.

**Answer the following questions.**

1. What is the job of a janitor? 2. What is the job of a reporter?  
3. What is the job of a publisher? 4. What is the job of a press critic? 5. What is the job of an editor? 6. What is the job of a journalist?

## CONCLUSION

Изучив материалы пособия (профессионально ориентированные тексты, заимствованные из английских и американских научных и периодических изданий) и выполнив разнообразные упражнения, студенты смогут читать, обсуждать темы и переводить тексты по специальности, используя самые употребительные языковые средства и основные термины профессии.

Планируется продолжение издания «Английский язык. Профессионально ориентированное общение», цель которого – формирование необходимых навыков для журналистской работы, анализ и редактирование текста.

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## GLOSSARY

### A

**advance:** (1) a story looking ahead to a future event; (2) to bring a story forward in a bulletin or earlier in a newspaper; (3) an up-front payment for commissioned work, such as a longer article or a book.

**algorithms:** in media, computer programs that use the automated analysis of statistics obtained from internet usage to solve problems, including choosing how, what and when information is delivered to people en masse and individually.

**anchor story:** the story running horizontally along the bottom of the page in print news.

**angle:** a story's angle is a journalist's individual take on the way that they want to report the information.

**anonymous source:** there are two types: (1) Someone who sends information to a journalist without revealing their identity; ethical journalists will always confirm the information elsewhere before publishing. (2) A source known to the journalist and perhaps their editor and lawyers but whose identity is kept secret from other staff and the wider community.

**AP:** Associated Press, the world's largest independent news agency supplying news services for a fee to media around the world.

**AP Stylebook:** Associated Press Stylebook, a standard reference source for American journalists on word usage and spelling, including names in the news.

**app (application):** a software program or collection of programs used to undertake specific tasks with a computer or mobile device. Contrast to system software, which is used to run the computer.

**archives:** a place where copies of everything published or broadcast by a media company are stored, in original form or digitized, and indexed so they can be searched for. Some big media organizations also keep copies of unused original source material. For example, the Australian public broadcaster the ABC keeps broadcast-quality sound and video footage of all program material, even raw material. Also called a library.

**assignment:** a job given to a journalist by an editorial supervisor, such as a news editor or chief of staff.

**attribute:** to identify who said something, either as a quote or as reported speech. Attribution is important to maintain credibility.

**audience ratings:** in audience surveys, the percentage of total potential audience members – whether tuned into any program or not - who are listening to or watching a particular program or station at a given time. Compare with audience share.

**audience share:** in audience surveys, share is the percentage of a radio or television audience listening or watching at that time that is tuned into a specific station or program in any particular market. Compare with audience ratings.

**audio on demand (AOD):** a system where users can listen to audio content any time anywhere they want via a website or mobile app, without having to download it first.

**audit:** an independent assessment of the accuracy of newspaper sales and circulation figures, especially so advertisers can decide where to place their business. See ABC above.

**Autocue:** a system of lenses, mirrors and angled glass in front of a studio television camera lens which displays a newsreader's script as a scrolling image so they can read it without looking down at their script. Also known as a teleprompter.

**average issue readership or AIR:** the measure of the number of people who have read the newspaper or magazine in the period that it was issued, e.g. daily, monthly etc.

## B

**back announcement:** at the end of a segment in broadcasting, when the presenter gives viewers or listeners brief information about something they have just watched or heard, for example the name of the reporter or of the piece of music which was just played.

**back bench:** American term for senior production journalists on a newspaper.

**back copy:** a previous issue of a newspaper or magazine not now on newsstands or in news agents. They may be indexed and stored in archives or may be kept unindexed in general storage. Many publishers let readers purchase actual or facsimile back copies of special interest to them. Called back issues in magazine publishing.

**background:** (1) information which is not part of the news event but which helps to explain more about the situation and the story; (2) another name, usually US, for off-the-record. A backgrounder is the story written.

**balance:** a basic journalism principle of giving both sides of an argument in a fair way so readers or listeners can make up their own mind.

**BARB:** Broadcasters' Audience Research Board, which compiles television ratings (viewer) statistics in the United Kingdom.

**BBC:** British Broadcasting Corporation, Britain's national broadcaster.

**B copy:** copy prepared in advance of an event, to be included in the story when it is published, perhaps as background.

**beat:** (US) a specialist area of journalism that a reporter regularly covers, such as police or health. See also round.

**beat-up:** a news story that might once have been based on facts but which is then exaggerated so much that it becomes inaccurate or even false. The whole process is called sensationalizing.

**bed:** in printing, when a newspaper or magazine has been sent to the presses and it is too late to make changes. It is said to be "gone to bed" or "put to bed". In old fashioned printing, the bed was the flat area where type was assembled before being inked and paper pressed down in it.

**best boy:** in broadcasting, the second-in-command of a lighting team.

**bill:** short for 'newspaper billboard'. A large sheet of paper on a board placed where newspapers or magazines are sold, with eye-catching headline text or graphics promoting a story in that edition.

**bio:** short for biography, it is separate information about the person writing the article or significantly involved in the information being presented.

**bleed:** An image that extends beyond the text area to the edge of the page or screen.

**blockline:** a caption for a photograph.

**blow up:** to enlarge part of a photograph or image.

**bold:** heavy black type used to emphasise a word or phrase.

**bounce rate:** a measure of web traffic, it is the percentage of visitors who only visit the front page, i.e. they do not go any further into the site.

**bridge:** music or sound effects used to link one item to the next.

**bright:** US usage, a short, light-hearted story.

**broadcast:** transmission to a large number of people by radio or television.

**broadsheet:** a large format newspaper, usually measuring at least 56 cm (22 inches) long. Also used to describe more serious, less sensational styles of newspaper journalism. Compare with tabloid.

**broadside:** an early form of single-sheet newspaper, often pasted to walls or sold for a penny, broadsides contained gossip, popular songs, news and advertising.

**broadside man:** someone who travelled the country with broadsides, reading them aloud for the illiterate.

**broken link:** a hyperlink which, when clicked, does not connect to a web page, instead showing an error message such as 404.

**browse:** In new media terms, to look for information on the internet using a browser, usually by starting in a general area (such as a search engine) then focusing in on specific results.

**bulletin:** an organized selection of news stories broadcast on radio or television at a regular time. Can also include elements such as finance information, entertainment news, sports and weather reports etc. In US, more commonly called a newscast.

**bureau:** a media organization's office away from the main newsroom, often overseas.

## C

**cable television:** a TV service delivered into the home through a cable, usually for a fee. a form of pay TV. Compare with terrestrial television and satellite television.

**calls:** routine telephone calls to contacts – such as police, courts or emergency services – to check if they have any breaking news.

**call to action:** Instruction for the reader to do something, e.g. subscribe here, donate now, complete the form.

**caption:** in print, short pieces of text placed below or beside pictures to describe them and identify the photographers and/or image owners. Also called a cutline. In television, information superimposed over a picture, usually at the top or bottom of the screen, describing what is being shown. Often used to name and describe the person speaking.

**casual:** a journalist employed to work individual shifts while not being an ongoing member of staff. Compare to stringer.

**catch line:** (1) in journalism, a word or short phrase placed at the top of a page of copy to identify it during the production process but not included in the final published story or script; (2) in advertising, a short, memorable phrase used to catch the reader's attention.

**chequebook journalism:** the practice of paying the participants in an event a large sum of money for the exclusive rights to their story, to beat competitors. US English: checkbook journalism.

**chief reporter:** the most senior reporter in a newsroom. In larger newsrooms, may be called a news editor.

**chief of staff:** a senior journalist in a newsroom who assigns stories to reporters and organizes and monitors how they do their work. Often second-in-command to a news editor.

**chief sub:** short for chief sub-editor. The person in charge of sub-editors, who assigns work to down-table subs.

**churnalism:** journalism that churns out rewrites of media releases, with no original reporting, just to fill newspaper pages or news bulletins.

**circulation:** number of copies sold by newspapers and magazines. See ABC, The Audit Bureau of Circulations above.

**citizen journalism:** journalism outside the established media, usually by ordinary citizens without professional training or organizational experience. Compare to professional journalists. Citizen journalism is commonly practiced through blogs and social networking websites and not requiring the large resources of media organizations. Also called participatory journalism and networked journalism.

**civic media:** a broader type of citizen journalism to include online information sharing.

**CNN effect:** named after the US cable news network, the theory that major news networks reporting on events affect their outcome through the behaviour of people involved.

**commentator:** a broadcaster who is a specialist in a specific area, e.g. cricket or politics, who describes events or games as they are happening or who comments on recent events.

**commercial broadcasting:** television or radio networks funded wholly or mainly from advertising. Commercial broadcasters are usually owned by individuals or by companies answerable to shareholders. Compare with public broadcasting.

**commissioning editor:** more commonly used in book publishing, in mass media a commissioning editor finds and pays journalists or producers to write articles or make specific program content, usually overseeing their work.

**contact:** a person a reporter will visit or telephone (i.e. 'contact') for information on a topic they are researching. Contacts are usually sources journalists keep in touch with and approach for information on a regular basis.

**copy:** written material for publication. In broadcasting also called a script.

**copy editor:** a person on a newspaper or magazine who corrects or edits copy written by a reporter, writes headlines and places the story on a page. The copy editor ensures the text flows, makes sense, is fair and accurate, and poses no legal problems. Also called a sub-editor.

**copyreader:** a person who checks typeset proofs and/or computer printouts to detect errors such as spelling mistakes and bad punctuation before the final printing of a publication. Also called a proof reader.

**copy taster:** a senior sub-editor who looks at incoming copy and decides what will be used.

**correspondent:** a journalist who writes from a position of expertise, either in a subject matter or geographical area, e.g. arts correspondent or European correspondent.

**crony journalism:** to write positively about someone the journalist knows as a favour.

**crop:** to cut unwanted portions from a photograph for publication.

**cross promotion:** to use one outlet of a media company to promote something in another outlet. For example, to promote a magazine story on a radio station owned by the same company.

**cross talk:** interference from one sound source breaking into another.

**cub:** old-fashioned term for a trainee journalist. Also known as a rookie.

**cue:** (1) to prepare a piece of audio or video so that it starts at the beginning at the press of a button; (2) a signal in a studio that an item is about to start or end.

**cue sheet:** a radio script containing the introduction to a report, details about any inserts, any back announcements and durations of segments.

**curtain raiser:** story written before an event, preparing the audience for when it happens. Often used at the start of an election campaign, sporting competition or theatre season etc.

**cyber-journalist:** a journalist working on the internet.

## D

**data-driven journalism:** writing a story from research into large amounts of data on a subject, possibly from surveys or research in an area.

**data visualization:** turning information or data into pictures, graphs or graphics for easier understanding by readers and viewers.

**dead air:** an extended unwanted silence on radio, often caused by technical or operating errors.

**deadline:** the time the editor or producer sets by which the reporter must submit a finished story.

**death-knock:** an assignment in which a reporter calls at the home of a bereaved relative or friend when gathering information about a death. Also known as door-stepping.

**diary:** (1) a large book or application on a newsroom computer system into which journalists put information about forthcoming events which might make a story; (2) a regular newspaper column of gossip or short human interest stories.

**digital media:** Media produced and distributed using computers and/or the internet, as opposed to media either produced using mainly pre-digital processes (e.g. printing presses) or distributed in physical, non-digital form (e.g. printed newspapers or analogue television). So-called “traditional media” or “old media” can be digital media without being new media. Contrast with analogue television and radio.

**digital signature:** a special code within a digital message or document proving its authenticity, i.e. that it was created by a known sender and was not changed in transit.

**director:** in TV news, the director is usually a studio director, in charge technically of getting the bulletin to air. The editorial decisions are made by a producer.

**digital radio broadcasting (DRB):** also called digital audio broadcasting (DAB), a method of transmitting radio signals in data streams giving a much higher quality than the old analogue system and allowing more programming channels within the same amount of spectrum. Special radio receivers are required.

**Digital Radio Mondiale (DRM):** a global open standard for the broadcast of digital radio on short-wave, AM/medium-wave and long-wave frequencies.

**digital television (DTV):** the modern method of transmitting sound and images in a data stream. DTV is higher quality than the old analogue

TV. High definition digital TV (HDTV) is higher quality still. Special television sets are required to receive and display it.

**direct marketing:** sending advertising material directly to potential customers either by post, fax, email or telephone, not using mass media.

**documentary:** sometimes shortened to 'doco'. A longer radio or television report of half-an-hour or longer, usually explaining and analysing a single issue using multiple elements, multiple interviews and other audio and images.

**donut:** a television interview in which the studio presenter hands over to a journalist on location who interviews guests before handing back to the presenter in the studio. Term used mainly by the BBC.

**door-stepping:** to turn up at a person's home or place of work without warning or prior arrangement to get an interview. Door-stepping implies the person may be reluctant to speak and may be confronting. Some broadcasters also use the term for an unheralded phone interview. See also death-knock.

**DRM:** Digital Radio Mondiale above.

**double-page spread (DPS):** two facing pages in a newspaper or magazine that are designed as one unit of interrelated articles. Also called a spread.

**downtable sub:** a sub-editor who works under the direction of more senior sub-editors, preparing copy for publication or broadcast.

**DRB:** digital broadcasting.

**dub:** to re-record sound and/or vision onto another tape. See also over-dub.

**dump:** to drop a caller during a phone-in or talkback program.

## E

**EBU (European Broadcasting Union):** an industry organisation representing and supporting public service media, with 73 members in 56 European countries.

**edit:** to prepare raw material – such as text or recorded vision – for publication or broadcast, checking aspects such as accuracy, spelling, grammar, style, clarity etc.

**edition:** a newspaper or magazine printed in a single run of the presses. It may be changed for different purposes, e.g. country edition, city edition, final edition etc.

**editor:** (1) the person – usually a journalist – in charge of the editorial content and direction of a newspaper, magazine or other news outlet; (2) a person in charge of a special section of news output, e.g. sports editor, political editor etc; (3) someone who prepares material for print or broadcast.

## F

**fairness:** in journalism, fairness requires not favouring one viewpoint over another in collecting and presenting news and opinion. Different viewpoints are presented accurately, even those with which the journalist personally disagrees.

**FCC (Federal Communications Commission):** a US agency that regulates interstate communications by radio, television, wire, satellite and cable. The five commissioners are appointed by the US President.

**feature:** a longer article or radio story, usually in greater depth and complexity than a simple news item. Features may grow from a current news event or simply be examining a timeless issue. Features which are not strongly connected to hard news events are often called soft features. In radio, features usually have a mixture of elements, including the reporter's voice, interviews and other sounds. Longer features may be called documentarie.

**feed:** (1) in traditional journalism, the transfer of information from a source to a recipient, whether raw information from reporter to studio or finished reports fed to a transmitter or another station for broadcast; (2) on the internet generally (also known as webfeeds or blog feeds), it is information drawn automatically from a remote source, often summaries of news stories or blog posts, that include web links to longer versions. Feed reader programs can combine the contents of multiple web feeds for display on one or more screens. RSS is one form of feed.

**feedback:** (1) an unwanted noise created when the output of an audio speaker feeds back into a microphone in the same system and is amplified as this happens in an increasing loop, resulting in a high-pitched squeal. Also called howl-round; (2) a response from an audience member, reader or someone involved in a story, giving their view about it.

**feed back information:** to repeat information just given by an interviewee but in a different – perhaps simpler – way you think your audience might understand better. The interviewee is given a chance to agree to your version or repeat it in simpler words themselves.

**fixer:** a local person (often a journalist) employed to help a foreign correspondent with interpreting, making arrangements and understanding local life, political systems and cultures.

**footage:** (1) video or film recordings, originally on tape and measured in feet. See also stock footage; (2) raw, unedited film or video materials.

**format:** in print, the overall shape and design of text or pages. In broadcasting, the style of presentation, such as “news format” or “entertainment format” etc. The verb “to format” means to give elements a predetermined style or way of looking or behaving.

## G

**galley:** a place where prepared type is kept before being put onto a page.

**ghost writer:** a journalist who writes a book or longer-form article on behalf of someone not able to do it, such as a celebrity without high-level writing skills. Ghost writers usually interview the named writer for information and ghost writers are not typically identified in the final publication.

**graphic:** an illustration in a newspaper, magazine or web page explaining part of a story in a visual way, e.g. troop movements in a battle or a calendar of a sequence of events.

**graphics:** often shortened to Gfx, words, diagrams or other illustrations that appear on the television screen.

**gutter journalism:** a derogatory term for media which use sensational reporting without concern for the harm it will do individuals.

## H

**hard out:** in broadcasting, a sudden and inflexible ending of material in a bulletin, usually determined by a fixed-length pre-recorded segment or a pre-programmed computer event.

**hot metal type:** a now almost wholly abandoned method of printing using solid metal type generated on a Linotype machine from molten lead and tin alloy. See also cold type above.

**house journal:** a publication produced and distributed only to a company’s own staff.

## I

**in-house:** within the media organization itself.

**Independent Television News (ITN):** a major supplier of news to independent television companies and other television content distributors in Britain.

**Independent Television (ITV):** the biggest commercial television network in Britain.

**infographics:** data or other information presented in an easy-to-understand visual form using graphs, charts, tables, timelines, lists or maps. Infographics can range from overviews to fine details.

**interactive TV:** digital television broadcasts that have added mechanisms to feed information back-and-forth between the viewer and the TV station, such as to download content or to vote on something using the television remote control.

**investigative journalism:** finding, reporting and presenting news which other people try to hide. It usually takes longer and requires more research than ordinary news reporting.

**IPSO:** refers to the Independent Press Standards Organization. They're the watchdog for newspapers and magazines in the UK, who sign up to become members.

## J

**journalism:** the communication of current issues and events to an audience in a structured way, usually in relation to a set of generally agreed social principles such as accuracy.

**journalist:** someone who finds and presents information as news to the audiences of newspapers, magazines, radio or television stations or the internet. Journalists traditionally work within a set of generally agreed societal principles or within professional codes. Professional journalists are usually trained and receive payment for their work.

## K

**kill:** to strike out copy or take out type not to be printed

## L

**to lay out a page:** plan the arrangement of a page where each story and picture is to be located

**layout sub:** a sub-editor who specializes in planning the layout of pages

**level:** the loudness or volume of a sound.

**lobby journalists:** journalists who report on politics, working in the public areas of parliament buildings or with access to authorized areas.

**log:** a record of events – (1) in broadcasting, a log (or logger) is a recording of everything which goes to air, kept for legal or regulatory purposes; (2) in television news production, a list of the elements in a report, usually compiled as the material is filed. Similar to a shotlist.

**lower case:** the small letters of the alphabet, i.e. not capital letters. Abbreviated to l.c. Compare with upper case.

## M

**magazine:** (1) a publication produced on a regular basis, containing a variety of articles, often with illustrations (also called a periodical); (2) a radio or television program covering a number of different topics.

**managing editor:** the senior editor involved in the day-to-day production of a newspaper or magazine, usually with overall responsibility for the gathering, writing and sub-editing of news.

**markup:** a sub-editor's written instructions on a piece of copy on how to handle the text.

**mass media:** media technologies such as radio, television, newspapers and magazines that reach large audiences via widespread or mass communication, usually by broadcasting, physical distribution or on the internet. Compare with social media.

**media:** (1) short for mass media or news media, publishers or broadcasters bringing news and information to widespread audiences; (2) plural of medium, different forms of communicating ideas such as digital, visual, sound etc.

**media conference:** also called press conference or news conference. When reporters are gathered together to question someone in the news, usually taking it in turns to ask questions. Such gatherings are usually organised by an individual or company to deal with all the media in one session or to promote a new product or service.

**media officer:** also called press officer, a person employed by a company or other organization to get positive publicity in the media and deal with enquiries from journalists.

**misinformation reporter:** similar to a fact checker (see above), a misinformation reporter investigates the source of misinformation (see also fake news above) and then produces news stories about their findings.

**mojo:** mobile journalists who use light and portable reporting and communications tools such as mobile camera phones, PDAs and notebook wireless computers to record, edit and transmit their work in text, audio, pictures and video while in the field, without using an office.

**monochrome (mono):** a photo, image or graphic printed or displayed using only black, white and shades of grey, i.e. without any other colours.

**more:** typed at the end of copy to signify that there is more of the story to come, either on another page or later in the process. Often

shortened to “mf” for “more follows immediately” or “mtc” for “more to come later”.

**mug shot:** slang for a head-and-shoulders photograph of a person facing the camera.

**multimedia:** the way of presenting a subject using different types of media, such as video, audio, text and images in combination.

**multi-platform or multiplatform:** in journalism, stories that are told using more than one technology platform, each platform chosen to best tell that part of the story. For example, a radio documentary may put additional information, transcripts etc on a website for listeners to visit and learn more. A television report may use a social media platform to interact with viewers to enhance the story or gather and share more information.

## N

**NCTJ:** the National Council for Training of Journalists is the official UK industry accreditation board for journalism courses.

**networked journalism:** a form of citizen journalism which relies heavily on information shared through the internet to create stories, often without original research by the writer or producer.

**neutral question:** a question asked in such a way that it does not imply personal opinion or bias. Compare with loaded questions above.

**news media:** usually defined as media of mass communication that came into being because of computers. This contrasts with “old media”, “legacy media” or “traditional media” that predate the computer age, even though they may now use computers as part of their production or distribution. Websites are new media, newspapers and even television are said to be old media. See also digital media.

**news:** information which is new, unusually and interesting or significant to the recipient. It is usually about people or related in some way to their lives. News is produced in a structured way by journalists.

**news agency:** a company that sells stories to media organizations. News agencies may produce news stories or features themselves or collect and redistribute them to media outlets.

**newsagent:** a shop that specializes in selling newspapers and magazines. Not to be confused with a news agency above. In US it is called a news dealer.

**NIE, Newspapers in Education:** program that provides newspapers, curriculum and other services for the classroom.

**Newspaper Society:** British industry body representing regional and local newspaper owners.

**newsprint:** a cheap, low grade of paper made from recycled paper and wood pulp, used for printing newspapers.

**newsreader:** (1) the person – often a professional journalist – who presents news bulletins on radio or television (also called an anchor); (2) software that helps receive and read RSS blog and news feeds.

**newsreels:** news and current affairs programs on celluloid reels of film projected in cinemas, often before the start of the main feature film. By the 1960s and 70s these had almost entirely died out, replaced by television bulletins in people's homes.

**newsstand:** a stand, tray or cabinet for displaying newspapers and news magazines for sale, either on the street or in a newsagent or supermarket. A newsstand can also be an open-fronted kiosk on the street or a vending machine which dispenses a newspaper when a coin is inserted in a slot.

**news value:** the qualities or criteria that journalists use to assess whether an event, development or opinion is worthy of preparing and presenting as news. Criteria include whether it is new, unusual, interesting or significant and about people.

**newsworthy:** aspects of an event or development that make it worth communicating in a news story or feature. See also news value above.

**night editor:** in a morning newspaper, the most senior journalist left in charge of a newsroom overnight when the editor has left.

**noddy:** in television, a brief cut-away shot of a reporter or interviewer listening to an interviewee's answer, often nodding his or her head. Where there is only a single camera, noddies are usually shot after the interview ends and then edited into the finished piece to break up long slabs of the interviewee.

**non-attributable:** information for publication or broadcast given on agreement that you do not identify the source. See also off-the-record.

**NUJ:** the National Union of Journalists is a British trade union and professional organization for journalists.

## O

**OB:** short for outside broadcast. Radio or television programs broadcast from a location outside the studios, usually live, using an OB van or OB truck.

**objective journalism:** a basic type of journalism practiced in democracies in which the journalists do not allow their personal biases to

affect their work, they take a neutral stance even on difficult matters and give a fair representation of events and issues. Compare with advocacy journalism.

**objectivity:** in journalism, the removal of personal opinions or bias from reporting so that every reader, listener or viewer will receive the same information in the same way.

**offset:** a printing method in which the plate transfers the image to be printed onto an intermediate surface called a “Blanket”, which then comes in direct contact with the paper.

**online journalism:** reporting and writing news specifically for use on the internet.

**opinion:** a person’s thoughts about something it is not possible to prove is true by objective methods or the person does not wish to prove is true. Compare with fact above.

**overmatter:** in print, having too much text to fit the page or space allotted for a story.

**overrun:** a program or report which is too long for its allotted time slot. See also run to time.

## P

**PA Media:** British news agency, formerly known as the Press Association.

**pack journalism:** when individual journalists competing for coverage of an event or issue act together, like a pack of dogs chasing the same quarry.

**package:** a completed television news story pre-prepared for a news bulletin and ready for transmission. A package will contain a written introduction for the newsreader, the reporter’s edited report complete with vision and sound and an out-cue for the end. In print, a group of stories on a single issue or related topics spread over multiple pages or a page spread.

**pad:** to add extra material to a story only to make it longer.

**page furniture:** everything on the page of a newspaper, magazine or web page except pictures or story text. Page furniture is designed to promote the medium and attract readers to items elsewhere.

**page proof:** a trial copy of what a page will look like and contain when it is published. In print, it is the last chance to check everything is well.

**pagination:** how content is spread over pages and how the pages are related in an orderly way.

**pamphleteer:** an early form of journalism, someone who wrote short printed pamphlets containing news, commentary or political messages. See also broadside.

**pan:** slowly moving a television camera left or right in an arc parallel to the ground.

**paparazzi:** collective noun for photographers who specialize in stalking and photographing celebrities, especially in unflattering or unusual situations.

**par:** short for a paragraph of text.

**partial quote:** a quote of which only part of the sentence is used. If words are omitted from within the quote used, their absence is signified by ellipsis (three dots), e.g. He said there was ‘every chance...bodies would be found’.

**paste up:** an older method of printing stories and pasting them onto a page ready to be printed, before computerised desktop design.

**pay TV:** a television service which viewers pay to receive, usually by subscription or pay-per-view.

**Periodical Publishers Association (PPA):** an organization representing British magazine publishers.

**phone-in:** a type of radio program which invites listeners to telephone with information or comments for broadcast. See also talkback.

**photomontage:** an illustration made by combining several related photographs.

**Photoshop:** a popular computer program used to edit and organise photographs. Photo-shopping a photo usually involves more significant changes – even falsification – than retouching.

**pic:** short for photograph.

**pica:** a unit of measurement for type, approximately 4.23 mm. It is divided into 12 points.

**picture desk:** an area of a newsroom where photographs are gathered and edited.

**picture feeds:** video provided by news agencies that media organisations, pay to use.

**play:** emphasis given a story or page.

**point of view (POV):** (1) an event filmed as if through the eyes of a participant; (2) a form of documentary told from the producer's perspective, without adhering to journalistic standards of impartiality.

**pool:** an arrangement where reporters from different media outlets designate individuals to gather and then share information where access is limited or restricted.

**popping:** unwanted small explosive sounds caused by a speaker being too close to a microphone when saying words with strong 'p', 't', 'd' or 'b' sounds.

**pork:** mainly US, material gathered by a journalist but held for later use if required.

**portrait:** a rectangular page format that is taller than it is wide. See also landscape.

**pre-roll:** in broadcasting, to start recorded material such as a tape or piece of music before the sound or vision is turned on, to assist with timing.

**presenter:** a person who presents a radio or television program on air. Called an anchor in US.

**Press:** the collective name for newspapers and magazines. In some uses it can also include broadcasting and other media, e.g. press freedom.

**press freedom:** the right for media to operate free from government restrictions and without legal constraints, other than the normal rules and laws of society. Press or media freedom may be established by historical practice or guaranteed by special laws, such as the First Amendment to the Constitution of the USA or a bill of rights.

**press room:** the large room or building housing the printing machines (presses) for a newspaper or magazine. Also called a 'print room'.

**press run:** the printing of an edition of a newspaper or magazine. Also the number of copies printed. Also called a print run.

**Press Trust of India (PTI):** the largest news agency in India, run as a not-for-profit cooperative providing and exchanging news in English and Hindi among more than 450 newspapers. It also provides a satellite news service.

**producer:** in broadcast journalism, the person responsible for a particular episode of a news program, a specific documentary or a single segment of a multi-report current affairs program. They usually report upwards to an executive producer.

**production editor:** a senior journalist responsible for making sure content in a newspaper or magazine is printed properly. Usually works in a press room or print room during the press run where he or she is able to make last-minute changes.

**profile:** an article or program concentrating on an individual or organization in the news.

**public affairs:** part of an organization dedicated to improving relationships with its public, often through the media. Some public affairs departments also monitor public opinion of it. See also media officer.

**public broadcasting:** radio or television services funded through government by taxpayers or a user licence fee. Compare with commercial broadcasting.

**public service media (PSM):** radio, television and other media whose primary mission is public service. Sometimes called public-sector media. PSM usually receive their funding from government budgets, licence fees or public subscriptions, although some accept commercial advertising and/or sponsorship. Many are established to be editorially independent of government, though some – usually called state media – are government controlled.

**publish:** to make something available to an audience, usually in a printed or pictorial form, although material on the internet is said to be published.

**publisher:** the chief executive and often the owner of a newspaper.

**puff box:** a newspaper's own advertisements at the top of the front page promoting articles inside or in future issues.

**put to bed:** when journalists have finished their work on preparing a newspaper and it is sent to the presses for printing.

## Q

**Q&A:** (1) a conversation or interview printed verbatim in question and answer form; (2) In broadcasting, questions and answers between a studio presenter and someone in another location, either an interviewee or a reporter in the field.

**quotation marks:** marks in a text to show the start and the end of a quote. Usually either single (') or double (") inverted commas, depending on house style. Sometimes called speech marks.

**quote:** (1) the use in a printed story or on television of the exact words spoken by a person, distinguished by quotation marks at the start and finish; (2) short for quotation marks. Compare with reported speech.

## R

**radio mic:** a microphone which uses radio waves instead of cables to transmit signals to a receiver.

**radio spectrum:** that part of the electromagnetic spectrum used for carrying radio (and television) signals, ranging from 3 kHz to 300 GHz.

**radiothon (alt. radioathon):** special radio programming in which listeners are asked to telephone the station to make donations to a good cause or charity appeal. Typically, whole programs are dedicated to this single function and the names of people who pledge money are read out on air. On television, these are called telethons.

**ragout:** a section of text or an illustration that has been made to look as if it has been torn from somewhere, with ragged edges.

**rate card:** a published list of a media organization's standard rates for advertising, including deadlines and specifications.

**raw:** in broadcast journalism, material before it has been processed, especially edited; (1) raw footage is the original sound and vision of a television report before being edited or additional sounds, captions etc are added; (2) raw feed is this footage transmitted from location to the base studio or to other television stations, where it will be processed.

**readability:** the ease with which a reader can recognize words, sentences, and paragraphs. In print it depends on factors such as typeface, font size and page layout. On TV screens issues such as contrast and the placement and duration of text can also be critical.

**recto:** the right-hand page of a newspaper or magazine. Compare with verso.

**red-letter:** an important breaking news story. From the newspaper practice of highlighting an exclusive, breaking news story in red type.

**rejig:** to restructure a story to make it easier to understand or to change the emphasis of the different elements. Also to move components around a page, web page or bulletin. Compare with re-write, which means to write a new story using information from an old one.

**renose or re-nose:** to re-write the first paragraphs of a story.

**reported speech:** a way of reporting what someone has said without using their exact words in a quote. Well-written reported speech allows a journalist to compress and explain a person's words for greater efficiency

and clarity. In grammar, sometimes called indirect speech. Compare with quote.

**reporter:** a journalist who gathers information – including researching and interviewing people – and writes news stories.

**Reporters Without Borders:** an international, not-for-profit organization founded in 1985 that fights for press freedom around the world.

**repurpose:** to revise existing content for a different delivery format or platform. For example, video footage shot for broadcast may be repurposed for a website.

**retainer:** a regular fee paid to a non-staff correspondent or freelancer to keep them available. They are then usually paid extra for stories they provide. See also stringer.

**retouch:** to make minor alterations to parts of a photograph before use, perhaps to hide defects or lighten important areas. Retouching should not be used to falsify photos. See also Photoshop above.

**retraction:** withdrawal of story or part of a story after publication, often because a mistake has been made or a legal problem has arisen.

**Reuters:** one of the world's oldest international news agencies started in London in 1851. Now part of the Thomson Reuters company.

**reversed out:** white or light-coloured text printed on a black or darker background.

**review:** a description of an event with a critical assessment of how well it was done. Reviews are typically written of plays and other theatre performances, concerts and recitals, new recordings, movies, radio and television programs, books, restaurants, exhibitions and other forms of entertainment.

**revision:** to improve a story by rewriting, updating or correcting information.

**re-write:** to write a story again to update, improve or refresh it. See rejig above.

**rich media:** digital formats such as Flash, Java and DHTML that allow interactive or multimedia content.

**ring round:** to make phone calls to a number of people to get or check information or to harvest a variety of opinions on a story.

**round:** a reporter's specialist area of coverage, such as 'a police round'. Reporters develop personal contacts in these areas who can give them information. Often called a 'beat' in the US or a 'patch' in the UK.

## S

**sans serif:** a design of print type such as Ariel without small extensions at the ends or corners of letters. See typeface below.

**schedule:** (1) a list of jobs for a reporter; (2) the order and timing in which a newspaper or magazine is printed.

**scoop:** an important or significant news story published or broadcast before other competing media know of it.

**Scoopt:** a media agency created to help members of the public sell photographs and videos of newsworthy events to the media.

**scrum:** a gathering of reporters around a person, all competing to ask questions or take photographs. Compare with a media conference.

**section:** (1) a separate folded part of a newspaper, e.g. the motoring section; (2) in magazine publishing, a large sheet of paper – or section of a roll of paper – on which a number of different pages are printed before being cut up, folded and bound together.

**segue (Pronounced SEG-way):** in broadcasting, a transition from one topic to another using a word, idea or theme common to both.

**segment:** part of a larger radio or television program that is self-contained, often produced by a reporter or producer other than the main program presenter.

**selfie:** a self-portrait photograph, usually taken with a smartphone or similar portable device and then shared on social media.

**sell:** (1) a standfirst; (2) a pull-out quote.

**series:** a group of related stories or features on a single topic, generally run in successive or regular editions of a newspaper, magazine or program.

**serif:** a design of print type such as Times Roman with small extensions (serifs) at the ends or corners of letters. See typeface below.

**set and hold:** when a story or page is set into type for printing but held back for use later.

**shoot:** a pre-arranged or scheduled assignment to take pictures or 'shoot' film.

**shorthand:** a writing system which uses short strokes or special symbols to represent letters or words to make note-taking much faster. The most common systems in English are Pitman, Gregg and Teeline.

**shotlist:** in television and film, a list of ‘shots’ or sections of film for planning purposes or for editing.

**shy:** when a headline does not stretch all the way across the space allocated.

**sibilance:** distortion of sounds caused by a person being too close to a microphone when saying words with strong ‘s’, ‘z’, ‘sh’, ‘ch’ or ‘zh’ sounds.

**sic:** Latin for ‘thus’ or ‘so’, is usually written in square brackets as [sic] after an misused or misspelled word or phrase to show they have been reproduced exactly as spoken or written in the original, e.g. He said: “She gone [sic] to see her mother”.

**sidebar:** a column beside a main story which has more information about – or another angle to – the main story to which it is attached. Sidebars are often boxed with black lines.

**sign-off:** in broadcasting, the reporter or presenter’s goodbye at the end of a report or bulletin, often their name and-in-reports from the field-location. In print, the name of the journalist at the end of the story.

**silly season:** in journalism, a period when newsrooms cover less important, sometimes “silly” stories because there is not much hard news happening or reporting staff are on seasonal or national holidays.

**simulcast:** to broadcast the same program at the same time (simultaneously) on different channels or platforms.

**sketch:** a light-hearted report of events such as parliamentary sessions or debates.

**skyline:** a panel on the front page of a newspaper, magazine or website informing readers what else is inside.

**slander:** an older term for the spoken form of defamation. Compare with libel.

**slip:** a piece of paper or leaflet inserted into a newspaper, magazine or book for a special purpose, for example to publicize a local event.

**slotman:** outdated US term for a senior or chief copy editor who sat in the “slot” at the centre of the copy editors' table.

**slug:** a key word or phrase that identifies a news story while it is being prepared. Also a word or phrase at the end of a website URL (address) making it easier to search for and find.

**snap:** a short message from a news agency alerting subscribers to an event about which they will shortly provide more detailed coverage. See also flash.

**social media:** web-based tools (i.e. computer programs) that people use to create and share information, opinions and experiences with other users. Originally used by people to keep in touch with family and friends, social media are now also used by print, broadcast and online media and journalists as quick, unstructured tools for communicating.

**soft copy:** words or pictures which exist in computerized form as data. Compare with hard copy, where they are printed on paper

**soft news:** stories about topics which are interesting and new but which have little or no material effect on people's lives. Soft news focuses on interesting individuals rather than on major events or developments which impact on lots of people. Compare with hard news.

**sound bite:** a short segment of someone speaking, usually the most significant or interesting part of what they said.

**sound on tape (SOT):** sound on a recorded television report, identified as such so a presenter knows when it will start so they do not talk over it.

**source:** (1) where information comes from, usually a person who gives a journalist information; (2) in live television, the signal from a camera.

**spadea or spadia:** A half sheet of advertising folded round a newspaper or magazine so the outer halves of the front and back pages are still visible.

**spam:** unwanted and unasked for email or social media messages promoting a product or service. See also junk mail.

**spike:** to not publish a submitted article. Derived from a metal spike on which such rejected stories were impaled. See also to kill.

**spill:** the continuation of a story from one page to another. Called a jump in US.

**spill line:** text at the bottom of an incomplete article on one page stating where the story is continued ('spilled') later in the newspaper or magazine, e.g. 'Continued on page 12'.

**spin:** putting a positive slant on something bad or emphasizing only the positive aspects while ignoring the negatives. Compare with balance.

**splash:** an exciting front page story given prominence so people will take notice of it.

**spoiler:** (1) a story published or broadcast to reduce (spoil) the impact of a rival's exclusive report; (2) to reveal the outcome of story that the author wanted to keep secret till the end to increase tension, such as an important plot line of a book or drama.

**spread:** two facing pages in a newspaper or magazine that are designed as one unit of interrelated articles.

**square brackets:** Also called 'box brackets'. Used in quotes to denote the words between them have been modified from or added to the original, usually for greater clarity, e.g. The Prime Minister said: "We will not tolerate weapons [from Russia] to cross our borders".

**stab:** A short pre-recorded sound inserted into a program or bulletin to create a pause or provide a break between different segments. See also sting below.

**standalone:** an eye-catching photo, usually on a front page, used to attract readers to read further in the newspaper or magazine. Standalones on websites are usually clickable so readers who click on them are taken directly to the related story or photo gallery.

**standby:** (1) a program, segment or item held in reserve in case any scheduled items cannot be broadcast for any reason; (2) an instruction in a studio or outside broadcast for everyone to prepare to start a live program or recording.

**stand-first:** a short section of text between a headline and the text that follows. Often in a different type size to the body type, it gives a brief summary of the article that follows. Called a kicker in the US.

**stand-up:** a reporter's appearance in a TV news story. Usually a head and shoulders shot which features the reporter talking into the camera at the scene of the news event, often used as a transition, or at the beginning or ending.

**state media:** media for mass communication that are wholly controlled by the state. Compare with public service media.

**station format:** usually applies to the mix of talk and music presented by a radio station. Some stations have a mainly news and current affairs format, others may have a mainly music format or a news/talk format. It can

also describe other factors such as local content, sports coverage, talkback etc.

**stet:** Latin for ‘let it stand’, a mark – the word ‘stet’ in a circle – used by sub-editors and proof readers telling the typesetter to disregard a change that had been previously marked. The relevant words are identified by underlining them with a dotted line.

**still:** a photograph or graphic used in television, not a moving picture.

**sting:** a short piece of music (from 5 to 30 seconds) played in program breaks or to add drama. Stings are either dramatic music or based on station identification melodies. A musical form of a stab.

**stock footage:** shots of common events held in a newsroom’s video library and used to illustrate parts of television stories, e.g. footage of machines printing or counting money to illustrate an economics story. Also called file footage.

**stop press:** in newspapers, the latest available news just in. From a time when printing presses were stopped to put in urgent breaking news before continuing the print run. Papers often had Stop Press boxes in a corner of the front or back page where brief urgent stories could be inserted.

**story arc:** sometimes called a narrative arc, it is the way a news feature or documentary progresses, how it starts, develops, changes and ends. It describes the rises and falls in tone, pace and drama to keep the reader, viewer or listener interested to the end.

**storyboard:** a sequence of drawings or diagrams used in planning movies or longer television reports, showing approximately how the shots will appear.

**straight news:** a straightforward account of factual news with little or no comment or analysis.

**strapline:** (1) in print and online, a kind of subhead or stand-first immediately following a larger headline; (2) in advertising, a slogan attached to a product brand name, e.g. ‘Heineken: Refreshes the parts other beers cannot reach’. In US called a tagline.

**streaming:** watching or listening to a video or audio file as it is being played from the source site, rather than waiting until it is downloaded and then opened.

**stringer:** a regular contributor to a newspaper or broadcaster who is not a member of staff. Stringers are often paid by the length of stories they provide.

**style:** a consistent way of presenting information.

**style guide:** a document or online set of rules on how language is used in a particular organization.

**sub:** (1) short for ‘sub-editor’ below; (2) the process of sub-editing copy for inclusion in a newspaper, magazine or news bulletin.

**sub-editor:** journalists who checks and edit a reporters’ work, format stories for the page, add headlines or plan the page layout. See also copy editor.

**subhead:** (1) a small headline below the main headline; (2) a small headline inserted in the body of a story to visually break up a long column of type.

**sub judice:** a legal term meaning ‘under judgment’ to describe matters actively being dealt with by the legal system. In many countries there are restrictions on what the media can report during sub judice periods.

**subscription radio:** a radio service only available by paying a fee and usually transmitted by cable or wirelessly in a code which can only be decoded by special paid-for radio receivers.

**subtitles:** a text version of the words spoken in a television program or movie, displayed at the bottom of the screen as the relevant words are spoken. Mainly used as a way of presenting dialogue from a foreign language as text in the language of broadcast. Subtitles for the deaf and hard-of-hearing are called closed captions.

**super:** graphics – usually words – superimposed over a television image giving details about it, such as a person’s name or where they are.

**syndicate:** (*verb*) to simultaneously sell or otherwise provide a journalist or photographer’s work to other newspapers, magazines or broadcasters who subscribe to that service.

**syntax:** the rules by which words in a language are put together in relation to each other to make sentences.

## T

**tabloid:** a small, compact format newspaper, usually less than 43 cm (17 inches) long. Also used to describe a newspaper style that uses short,

simply-written stories and headlines with lots of pictures to illustrate more sensational content. Compare with broadsheet.

**tag:** a term or keyword assigned to a piece of information – such as an internet bookmark, digital image, database record or computer file – which helps to describe an item and allows it to be found again by browsing or searching.

**talent:** a person who performs on-air or someone invited to be interviewed on radio or television.

**talkback:** (1) a type of radio program in which the presenter invites listeners to telephone in and speak on air; (2) two-way intercom equipment by which a radio or television presenter or newsreader in a studio can communicate with producers or directors in a control room; (3) an Australian name for talk radio.

**talk radio:** a radio station whose main format is speech-based programming, not music-based. Talk radio is usually more information oriented, often with news and current affairs services and talkback programs.

**tape library:** a radio or television station's archive of recorded audio and video tapes. Once holding mainly magnetic tape, increasingly newsroom archives are hold sound recordings and television footage within computer systems.

**Teeline:** a simplified system of shorthand used by journalists in Britain and associated countries. It is regarded as easier to learn than Pitman or Gregg, but harder to achieve high note-making speeds with.

**Teletext:** a news and information text service offered through television sets, accessed through interactive menus on screen.

**terrestrial television:** television transmitted from local towers to the home over radio waves. Compare with satellite television and cable TV.

**think piece:** an article, column or commentary written to provoke thought about an issue already in the news.

**throw:** where one person on-air passes ('throws') the task of presentation to someone else, *e.g. 'And now we go to our reporter at the scene ...'*

**time check:** a announcement on air of the time.

**timestamp:** digital information about the date and time that an event was recorded, such as when the file was created or modified, the photo taken or the message was posted to a social network.

**tip or tip-off:** information given to a reporter about a possible story.

**TK:** short for ‘to come’, a sub-editor’s mark in text that additional material will be inserted there later, before production and printing. Occasionally written as ‘TKTK’ so it will not be missed.

**topic:** the subject matter a journalist chooses to write about. Compare to ‘issue’, which is the topic presented as a problem or a matter in dispute.

**trackback:** a method of linking two websites, usually to tell one website (or blog) when another website (or blog) links to it. Pingbacks are automatic trackbacks.

**trail or trailer:** in broadcasting, a short segment promoting an item coming later in the program. Also called a promo.

**transcript:** a word-for-word written version of an interview or other spoken segment. Increasingly transcripts are posted online.

**transition:** in news reporting, a way of moving smoothly from one story or section of a story to another.

**treatment:** in broadcast journalism, a treatment is a statement of what your feature or documentary is about and a step-by-step plan of what you will do and the things you need. It is usually written down but can change as production proceeds.

**trend:** an indicator that a topic is popular on social media at a given moment. It is said to be “trending”.

**Trust Chain:** a method used by journalists to ensure that every stage in reporting, producing and distributing news about an event or issue is accurate and reliable from beginning to end. Not to be confused with “Chain of Trust”, a computing system to ensure security of data.

**turn:** part of a story continued on another page.

**two-shot:** in television, a camera angle which includes two people on the screen, usually an interview guest and the interviewer.

**two-way:** an interview conducted by a presenter in the studio with a correspondent in the field. In television, they are also called phonos.

**type:** letters, numbers and other characters assembled into pages or screens for printing or other means of reproduction.

**typeface:** in printing, a set of letters, numbers and punctuation marks designed in one particular style. The typeface of this glossary is Ariel, a sans serif font. The typeface of this sentence is Times New Roman, a serif font.

**typesetter:** in the days before desktop publishing, the person who turned a journalist’s work into metal type for printing. Often called a compositor.

**typo:** an error in typing a story.

## U

**UGC:** user-generated content which is any type of content (images, videos, and audio) created and shared by members of the public.

**Ulc (or U/lc or U&lc):** abbreviation for words and phrases that contain a mixture of upper case and lower case characters, such as names or titles, e.g. Republic of Indonesia.

**underrun:** a program or report which is not long enough to fill its allotted slot on the schedule. See also run to time.

**underscore:** to underline.

**unidirectional mic:** a microphone which picks up sound from only one direction. Compare with omnidirectional and bidirectional microphones.

**unjustified:** text in columns where the individual lines do not all align to the same left or right margin. Also called ragged. Unjustified text which aligns with the left margin but not with the right margin is said to be set left, flush left or ragged right. Text which aligns with the right margin but not the left is said to be set right, flush right or ragged left.

**unpublish:** to remove from a website, blog or social media feed an article or comment that has already been published. See Chapter 57.

**UPI:** United Press International news agency, launched in the USA in 1907.

**upper case:** capital letters. Abbreviated to u.c. or caps.

**URL (Uniform Resource Locator):** the address of a resource on the internet, such as a web page or internet site. World Wide Web URLs begin with http://.

## V

**verbatim:** the actual words used by a speaker.

**verso:** the left-hand page of a newspaper or magazine. Compare with recto.

**video:** moving pictures. The term was originally used for recordings made using electronic signals on videotape. However, video now covers most kinds of moving images except those printed on traditional celluloid film.

**video blogger or vlogger:** a blogger who publishes video on the internet.

**video journalist (VJ):** (1) a reporter who also does his or her own video recording in the field; (2) a journalist who publishes reports illustrated by video on the internet.

**voice-over (VO):** in television, a technique in which a reporter or narrator speaks while vision is being shown on screen. See also out of vision. In radio, speaking or recording one voice on top of another voice that has been reduced in volume. This is used when a translation is needed from the original language into the language of broadcast. Sometimes called over-dubbing.

**voicer or voice report:** an audio report from a radio reporter, often from the scene of an event.

## **W**

**WAV:** A format for recording, storing and playing digital audio files. WAV files are usually not compressed and therefore retain quality, though they are therefore larger files than compressed digital audio formats such as MPEG/MP3.

**weasel words:** words or phrases used to hide or justify something bad the speaker is ashamed to have exposed. Also called doublespeak.

**webcast:** a broadcast delivered over the internet, usually live. Participants can view and hear streaming media, and may be able to take part in real-time online chats.

**webinar:** a seminar, lecture or presentation delivered over the internet to remote audiences.

**weight:** the thickness or boldness of letters in a typeface.

**white space:** areas of a newspaper, magazine or web page where there is no text, illustrations, colour or furniture. White space is not wasted space if it makes readers focus more on what is in the centre of it.

**widow:** the final, short line of a paragraph which has become separated from the paragraph in the previous column and therefore appears at the top of the next column.

**windshield:** A foam cover protecting a microphone from wind noise. It also helps to reduce popping. Also called a windsock.

**wrap:** (1) in broadcasting, a summary of an evolving issue or the events of a day, often drawing on material in reports which have already gone to air or (2) a collection of news in brief NIBs; (3) in filming, a phrase used by the director to tell talent and crew that filming of a particular scene, report, program, film, etc. has finished, e.g. "It's a wrap."

## **X, Y or Z**

**x-height:** the height of lower-case letters of a typeface such as “x”, excluding ascenders and descenders, such as “d” and “p”.

**yellow journalism:** an old-fashioned US term for journalism that sensationalised stories beyond the available evidence to sell papers or advertising or promote their own cause.

**zine:** (pronounced ‘zeen’) traditionally, a small edition magazine for readers with special interests, usually produced in small print runs on simple machines and containing self-written articles and illustrations or content taken from other media. Increasingly, zines are produced for the Internet.

**zoom:** changing from a camera shot showing a wide view to a close-up (zoom in) or from detail to a wide shot (zoon out).

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