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специальности «Журналистика»

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Способствует практическому овладению английским языком и направлен на развитие всех видов речевой деятельности, а также выработку устойчивых навыков письменной и устной коммуникации.

Рассчитан на студентов I – II курсов неязыкового вуза. Тексты могут быть использованы как для аудиторной, так и для самостоятельной работы.

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UNIT I

JOURNALISM

I. Read and translate the text.

Text A. *The History of Journalism*

Journalism is the collection, preparation and distribution of news and related Commentary and feature materials through such media as pamphlets, newsletters, newspapers, magazines, radio, motion pictures, television, and books. The word journalism was originally applied to the reportage of current events in printed form, specifically newspapers, but with the advent of radio and television in the 20th century, the use of the term has broadened to include all printed and electronic communication dealing with current affairs.

The earliest known journalistic product was a newssheet circulated in ancient Rome called the Acta Diurma. Published daily from 59 B.C., it was hung in prominent places and recorded important social and political events. In China during the T'ang dynasty a court circular called a pao, or "report", was issued to government officials. This gazette appeared in various forms and under various names more or less continually to the end of the Ch'ing dynasty in 1911. The first regularly published newspapers appeared in German cities and in Antwerp around 1609. The first English newspaper, the Weekly t news,

was published in 1622. One of the first daily newspapers, The Daily Courant, appeared in 1702.

At first hindered by government-imposed censorship, restrictions, and taxes, newspapers in the 18th century got the reportorial freedom, and indispensable function that they have retained to the present day. The growing demand for newspapers owing to the spread of literacy and the introduction of steam-and then electric-driven presses caused the daily circulation of newspapers to rise from the thousands to the hundreds of thousands and eventually to millions.

Magazines which have started in the 17th century as learned journals, began to feature opinion-forming articles on current affairs, such as those in the Tatler (1709-11) and the spectator (1711-12). In the 1830s cheap, mass-circulation magazines aimed at a wider and less well-educated public appeared as well as illustrated and women's magazines. The cost of large-scale news gathering led to the formation of news agencies, organizations that sold their international journalistic reporting to many different individual newspapers and magazines.

The invention of the telegraph and then the radio and television brought about a great increase in the speed and timeliness of journalistic activity and at the same time provided massive new outlets and audiences for their electronically distributed products. In the late 20th century satellites were being used for the long-distance transmission of journalistic information.

II. Remember the following words and word combinations:

<i>Journalism</i>	<i>журналистика</i>
<i>Feature materials</i>	<i>сообщения о новостях, которые рассылались по городам (предшественники газет); публицистический материал, статья</i>
<i>Newsletters</i>	<i>наброски, зарисовки</i>
<i>Motion pictures</i>	<i>(амер.) кинематографические картинки</i>
<i>Newssheet</i>	<i>газета, листовка</i>
<i>Hang</i>	<i>развешивать, вывешивать (листовки, рекламу и т.д.)</i>
<i>Hinder</i>	<i>развешивать</i>
<i>Impose</i>	<i>налагать (обязательство)</i>
<i>Censorship</i>	<i>цензура</i>
<i>Indispensable</i>	<i>необходимый; обязательный</i>

III. Answer the questions on the text.

- 1. What is journalism?*
- 2. What is the earliest journalistic product?*
- 3. Where was the first known newssheet hung?*
- 4. What events did the earliest journalistic products touch?*
- 5. When did newspapers get the reportorial freedom?*
- 6. What was the purpose of coming all the newspapers in the 18th century?*
- 7. What magazines appeared in the 1830s ?*
- 8. What kind of readers did cheap, mass circulation magazines aim at?*
- 9. What did the invention of the telegraph, the radio and the television bring to journalism?*

10. *What invention was being used at the end of 20th century for the long distance transmission?*

IV. Discuss the following statement, based on what you have just read.

- *The word journalism;*
- *The use of the term journalism;*
- *The stages of history;*
- *The first regularly published newspapers*
- *Censorship, restrictions and taxes;*
- *The invention of the telegraph radio and television and their influence.*

V. Give English equivalents for the following Russian words and word combinations:

Налоги, ограничения, требование, происходящий от..., электрический пресс, пар, в результате, изобретение телеграфа, журналистская деятельность, репортаж.

VI. Give Russian equivalents for the following English words and word combinations:

Collection, distribution, current events, advent, prominent places, political events, court circular, literacy, current affairs, well-educated public, women's magazines, journalistic activity.

VII. Insert the necessary words and word combinations from the text:

1. *Journalism is the ..., ... and ... of news.*
2. *... .. journalism ... originally applied to the ... of ... events in ... form.*
3. *The earliest known journalistic ... was a ... circulated in called the
... ..*

4. from 59 BC, ... was ... in prominent places and social and political
5. The published newspapers ... in ... cities and in ... around 1609.
6. The Daily Courant ... in
7. The 18th century came the ... freedom.
8. Magazines started in the ... century as
9. In the late ... century ... were being used for the ... transmission of ... information.

VIII. Use the following words and word combinations in sentences of your own.

The collection, preparation and distribution of news; originally applied; the reportage, the printed form, electronic communication, current affair, in ancient Rome, published daily, social and political events, various forms, the growing demand, large-scale news, the long-distance transmission.

IX. Make up questions to the underline words and word combinations.

1. The word journalism was originally applied to the reportage of current event in printed form specifically newspapers.
2. The first regularly published newspapers appeared in German cities and in Antwerp around 1609.
3. The first English newspaper, the weekly news, was published in 1622.
4. At first hindered by government - imposed censorship, restrictions, and taxes, newspapers in the 18th century came to enjoy the reportorial freedom.
5. The growing demand for newspapers owing to the spread of literacy.
6. The cost of large-scale news gathering led to the formation of news agencies.

7. *The invention of the telegraph and then the radio and television brought about a great increase in the speed and timeliness of journalistic activity.*

X. *Find suitable synonyms and antonyms.*

A) Synonyms

Journalism, journalist, journalistic, Newspaper writing, newsmaking, collection, preparation, commentary, commentator, publicist, periodical, pamphlet, motion, motion picture, editorial, gathering, bringing originally. together, making ready, rehearsal, discourse, booklet, action, cinema, creatively.

B) Antonyms

Distribution, specifically, broad, Retention, storage, commonly, prominent, important, officially, narrow, slender, hollow, trivial, hinder, growing, opponent, casually, help, assist, lessening, individual. withering, supporter, public, social.

XI. *Make up sentences using synonyms and antonyms from the previous task in the, affirmative, negative and interrogative forms.*

XII. *Find the sentences with the following words in the text and translate them.*

Commentary, motion picture, hinder, retention, supporter, current affairs, preparation, television, reportage, current events, advent of radio and television, electronic communication, various forms, the first daily newspapers, the spread of literacy, journalistic activity, long-distance transmission.

XIII. Find key words and phrases in the text which characterize the essential features of journalism.

XIV. Read and translate the text A: "The History of Journalism".

XV. Retell the text.

I. Read the Text.

Text B. *The Profession of Journalist*

Journalism in the 20th century has been marked by a growing sense of professionalism. There were four important factors in this trend: the increasing organization of working journalists; specialized education for journalism; a growing literature dealing with the history, problems, and techniques of mass communication and an increasing sense of social responsibility on the part of journalists.

An organization of journalists began as early as 1883, with the foundation of England's Chartered Institute of Journalists. Like the American Newspaper Guild, organized in 1933, and the Federation Nationale de la Presse Francaise, the institute functions as both a Trade Union and professional organization.

Before the latter part of the 19th century, the most journalists learned their craft as apprentices, beginning as copyboys or cub reporters. The first university course in journalism was given at the University of Missouri (Columbia) in 1879-84. In 1912 Columbia University in New York City established the first graduate program in journalism, endowed by a grant from

the New York City editor and publisher Joseph Pulitzer. It was recognized that the growing complexity of news reporting and newspaper operation required a great deal of specialized training. Editors also found that in-depth reporting of special types of news, such as political affairs, business, economics, and science, often demanded reporters with background training in these areas. The advent of motion pictures, radio, and television as news media called for an ever-increasing battery of new skills and techniques in gathering and presenting the news. By the 1950s, courses in journalism or communication were commonly offered in colleges.

The literature of the subject - which in 1900 was limited to two books, a few collections of lectures and essays, and a small number of histories and biographies - became copious and varied by the late 20th century. It ranged from histories of journalism to texts for reporters and photographers to books of conviction and debate by journalists on journalistic capabilities, methods, and ethics.

Concern for social responsibility in journalism is largely a product of the late 19th and 20th centuries. The earliest newspapers and journals were generally violently partisan in politics and considered that the fulfilment of their social responsibility lay in proselytizing their own party's position and denouncing that of the opposition. As the reading public grew, however, the newspapers grew in size and wealth and became increasingly independent. Newspapers began to mount their own popular and sensational "crusades" in order to increase their circulation. The culmination of this trend was the "yellow journalism" competition between two New York city papers, the World and the Journal, in the 1890s.

The sense of social responsibility made notable growth as a result of specialized education and widespread discussion of press responsibilities in books and periodicals and at the meetings of the associations. Such reports as

that of the Royal Commission on the press (1949) in Great Britain and the less extensive “A Free and Responsible Press” (1947) by an unofficial Commission on the Freedom of the Press in the United States did much to stimulate self-examination on the part of practising journalists.

By the late 20th century studies showed that journalists as a group were generally idealistic about their role in bringing the facts to the public in an impartial manner. Various societies of journalists have issued statements of ethics, of which that of the American Society of Newspaper editors is perhaps the best known.

II. Remember the words and word combinations.

<i>sense of professionalism</i>	<i>чувство профессионализма</i>
<i>Trend</i>	<i>направление</i>
<i>specialized education</i>	<i>специальное образование</i>
<i>Apprentice</i>	<i>ученик; новичок</i>
<i>Copyboys</i>	<i>юноши, снимающие копии</i>
<i>cub reporter</i>	<i>начинающий репортер</i>
<i>to endow</i>	<i>назначать</i>
<i>Essay</i>	<i>очерк, статья, небольшое литературное произведение</i>
<i>Copious</i>	<i>обильный, богатый (о словаре, стиле)</i>
<i>circulation</i>	<i>тираж</i>
<i>conviction</i>	<i>убеждение</i>
<i>violent partisan</i>	<i>приверженец чего-либо</i>
<i>fulfillment</i>	<i>выполнение</i>
<i>proselytize</i>	<i>пропагандировать, обращать в</i>

III. Answer the questions on the text.

- 1. What were the actors influenced on growing of professionalism of journalism?*
- 2. When did an organization of journalist begin?*
- 3. How did journalists learn their craft before the 19th century?*
- 4. What Universities established the first graduate programs in journalism and when?*
- 5. What was the reason for their establishing?*
- 6. Why were the University training courses in journalism introduced?*
- 7. When were the courses in journalism offered in colleges?*
- 8. How did the "yellow journalism" begin?*
- 9. What were the earliest newspapers and journals?*
- 10. What was the result of specialized education and widespread discussion of press responsibilities in books and periodicals?*
- 11. What is Joseph Pulitzer known famous for?*
- 12. How did journalism change in the 20th century?*

IV. Discuss the following statements based on what you have just read.

- Journalism In The 20th century;*
- An organization of journalists;*
- Journalism in the 19th century;*
- Press responsibilities;*
- Various societies of journalists.*

V. Give Russian equivalents for the following English words and word combinations.

To increase, to deal with, mass communication, responsibility, the foundation, trade union, craft, graduate program, grant, editors, complexity, to require, to train, in depth reporting, new skills, debate, ethics, opposition, however

VI. Give English equivalents for the following Russian words and word combinations.

Возможно, беспристрастная форма (манера), стимулировать, менее значительный, значительный, важные факторы, социальная ответственность, публиковать, признавать, редактор, специальные новости, предлагать, экономика бизнес, наука, задний план, подготовка, предлагать, ограничивать, газеты увеличились в размерах, независимый.

VII. Insert the necessary words and word combinations from the text.

1. *... in the 20th century has been marked by aof professionalism.*
2. *There were in this trend.*
3. *An organization of as 1883, with the ... of England's Chartered ... of*
4. *... the latter part of the , the most their craft as ... , beginning as ... or*
5. *... .. University was given at the University of ... (Columbia) in*
6. *In 1912 in established the first graduate program in*
7. *... .. , courses in journalism or ... were in colleges.*
8. *The literature of the subject was limited to*
9. *A few ... of lectures and essays, and a of ... and ... - became copious and varied by the*

10. *As the reading public grew, ... ,the ... grew in ... and ... and became ...*
....

VIII. Use the following words and word combinations in sentences of your own.

The profession, a growing sense of professionalism, four important factors, mass communication, social responsibility, professional organization, the University of Missouri, New York City, a great deal of specialized training, new skills and techniques, lectures and essays, a product of the late 19th and 20th centuries, as the reading public grew.

IX. Make up questions to the underlined words and word combinations.

1. *Journalism in the 20th century has been marked by a growing sense of professionalism.*
2. *There four important factors in this trend.*
3. *An organization of journalists began as early as 1883, with the foundation of England's Chartered Institute of Journalists.*
4. *Most journalists learned their craft as Apprentices, beginning as copyboys or cub reporters.*
5. *The first course in journalism was given at the University of Missouri.*
6. *By the 1950s, courses in journalism or communication were commonly offered in colleges.*
7. *The literature of the subject became copious and varied by the late 20th century.*
8. *Concern for social responsibility in journalism is largely a product of the late 19th and 20th centuries.*
9. *The earliest newspapers and journals were generally violently partisan in politics.*
10. *Various societies of journalists have issued statements of ethics.*

X. Find suitable synonyms and antonyms

A) Synonyms

Profession, increasing, Business, avocation, maturing, organization, deal with, foundation, establishment, handle, footing, base, craft, apprentice, endow. capacity, proficiency, beginner, enrich, provide.

B) Antonyms

Responsible, grant, complex, Free, unbound, deprivation, limitation, convict, debate, violently, simplified, increase, liberate, agree, fulfilled, denounce, wealth, sensation. concur, peacefully, disappointed, praise, laud, poverty, stupor, apathy.

XI. Make up sentences using synonyms and antonyms from the previous task in the affirmative, negative and interrogative forms.

XII. Find the sentences with the following words in the text and translate them.

Craft, apprentice, endow, limitation, responsible, enrich, praise, popular and sensational, to increase, widespread discussion, association, idealistic, editors, culmination, competition, increasingly independent.

XIII. Find key words and phrases in the text, which prove the importance of the profession of journalism.

XIV. Read and translate the text B: "The Profession of Journalism".

XV. Retell the text.

I. Read the Text.

Text C. *The Present-day Journalism*

Although the core of journalism has always been the news, the latter word has acquired so many secondary meanings that the term „hard news” has gained currency to distinguish items of definite news value from others of marginal significance. This is largely a consequence of the advent of radio and television reporting, which bring news bulletins to the public with speed that the press cannot hope to match. To hold their audience, newspapers have provided increasing quantities of interpretive material - articles on the background of the news, personality sketches, and columns of timely comment by writers skilled in presenting opinion in readable form. By the mid-1960s most newspapers, particularly evening and Sunday editions, were relying heavily on magazine techniques, except for their content of „hard news”⁴, where the traditional rule of objectivity still applied. News magazines in much of their reporting were blending news with editorial comment.

Journalism in book form has a short but vivid history. The proliferation of paper back books during the decades after World War II gave impetus to the journalistic book, exemplified by works reporting and analyzing election campaigns, political scandals, and world affairs in general, and the „new journalism” of such authors as Truman Capote, Tom Wolfe, and Norman Mailer.

The 20th century saw a renewal of the strictures and limitations imposed upon the press by governments. In countries with Communist governments, the press is owned by the state, and journalists and editors are government employees. Under such a system, the prime function of the press to report the news is combined with the duty to uphold and support the national ideology and the declared goals of the state. This leads to a situation in which the

positive achievements of Communist states are stressed by the media, while their failings are underreported or ignored. This rigorous censorship pervades journalism in Communist countries.

In non-communist developing nations the press enjoys varying degrees of freedom, ranging from the discreet and occasional use of self-censorship on matters embarrassing to the home government to a strict and omnipresent censorship akin to that of Communist countries. The press enjoys the maximum amount of freedom in most English-speaking countries and in the nations of Western Europe.

II. Remember the following words and word combinations:

<i>the core of journalism</i>	<i>суть журналистики</i>
<i>acquire</i>	<i>приобретать</i>
<i>gain</i>	<i>получать, достигать</i>
<i>marginal news</i>	<i>новости второстепенного</i>
<i>match</i>	<i>значения</i>
<i>interpretive material</i>	<i>противопоставлять, сравнивать</i>
<i>blending news</i>	<i>аналитический материал</i>
	<i>различного рода новости</i>
<i>vivid history</i>	<i>(смешанные)</i>
<i>proliferation</i>	<i>живая история</i>
<i>impetus</i>	<i>быстрое увеличение (чего-либо)</i>
<i>to impose strictures</i>	<i>толчок, импульс</i>
	<i>ввести ограничения</i>

III. Answer the questions on the text.

- 1. Why does the word "news" have so many secondary meanings?*
- 2. How do you explain the word "hard news"?*
- 3. What news must newspapers provide to hold their audience?*

4. *What techniques were the most newspapers relying on by the mid -1960s?*
5. *What kind of news were in magazines?*
6. *What history has journalism in book form?*
7. *What gave impetus to the journalistic book?*
8. *Who introduced the term of “new journalism”?*
9. *What century saw the renewal of the strictures and limitations imposed upon the press by the government?*
10. *In what countries are journalists and editors employed by the government?*
11. *What is the prime function of the press in Communist states?*
12. *Does rigorous censorship pervade journalism in Communist countries?*
13. *In what countries does journalism enjoy varying degrees of freedom?*

IV. Discuss the following statements based on what you have just read.

- *The core of journalism;*
- *"Hard news";*
- *The advent of radio and television reporting;*
- *Increasing quantities of interpretive material;*
- *The discreet and occasional use of self-censorship;*
- *The maximum amount of freedom;*
- *Present-day journalism.*

V. Give English equivalents for the following Russian words and word combinations.

Различные степени свобод, благоразумный, случайный, затруднять, точный, вездесущий, родственный, цензура, наполнять собою, строгий (суровый), игнорировать, достижения, положительный, приводит к чему-либо, идеология, цель государства, поддерживать.

VI. Give Russian equivalents for the following English words and word combinations.

Enjoy, self-censorship, amount of freedom, employee, limitations, stricture, world affairs, election campaigns, vivid, editorial comment, objectivity, readable, timely comment, sketches, background, audience, item, secondary meaning, "hard news", although, the core of journalism, increasing, hold, value, a consequence, advent, quantities.

VII. Insert the necessary words and word combinations from the text:

- 1. The press ... the of freedom in most countries.*
- 2. In non-communist the press enjoys of freedom.*
- 3. censorship pervades journalism in*
- 4. This leads to a the positive ... of are stressed by the*
- 5. In countries with , the press is , and ... and ... are government employees.*
- 6. century has seen a ... of the ... and ... imposed upon the press by governments.*
- 7. Journalism in has a short but*
- 8. News ... in much of their reporting were with editorial comment.*
- 9. By the most newspapers, and were relying heavily on magazine techniques.*

VIII. Use the following words and word combinations in sentences of your own.

Secondary meaning, to distinguish items, definite news value, marginal significance, bring news bulletins, to hold the audience, personality sketches, English-speaking countries, nations of Western Europe, non-communist

developing nations, akin to, rigorous censorship, positive achievements, combined with the duty, support national ideology.

IX. Make up questions to the underlined words and word combinations.

- 1. The core of journalism has always been the news.*
- 2. To hold their audience, newspapers have provided increasing quantities of interpretive material.*
- 3. News magazines in much of their reporting were blending news with editorial comment.*
- 4. Journalism in book form has a short but vivid history.*
- 5. The 20th century has seen a renewal of the strictures and limitations imposed upon the press by governments.*
- 6. Journalists and editors are government employees.*
- 7. The prime function of the press is to report the news.*
- 8. The news is combined with the duty to uphold and support the national ideology.*
- 9. The press enjoys the maximum amount of freedom in most English-speaking countries.*

X. Find suitable synonyms and antonyms

A) Synonyms

Core, significance, quantity, Bulk, marginal, oneself draft,, personality, sketch, comment, skill, facility, printing, publication, have edition, rely on, vivid, shining, rich faith in, footnote, dimming. gist, kernel, weight, consequence, amount.

B) Antonyms

*Present, acquired, meaning, Completed, wasted, nonsense,
secondary, definite, timely, readable, original, obscure, inexact,
educated, heavily. unfavorable, illegible,
undecipherable, ignorant, illiterate,
lightly, gently.*

XI. Make up sentences using synonyms and antonyms from the previous task in affirmative, negative and interrogative forms.

XII. Find the sentences with the following words in the text and translate them.

Secondary meaning, definite news, consequence of the advent, speed, to hold audience, back-ground of the news, Sunday edition, blending news, vivid history, political scandal, government employees, the prime function.

XIII. Find key words and phrases in the text, which characterise the essential features of the present-day journalism.

XIV. Read and translate the text C: "The Present-day Journalism".

XV. Retell the text.

UNIT II

POLITICAL SYSTEM AND POPULATION

I. Read and translate the text.

Text A. *The British Monarchy Today*

The United Kingdom is a constitutional monarchy. This means that it has a monarch (a king or a queen) as its Head of State. This monarch reigns with support of Parliament. The powers of the monarch are not defined precisely. Every day is done in the Queen's name. It is her government; her armed forces, her law courts and so on. She appoints all the Ministers, including the Prime Minister. Everything is done however on the advice of the elected Government, and the monarch takes no part in the decision-making process.

Once the British Empire included a large number of countries all over the world ruled by Britain. The process of decolonisation began in 1947 with the independence of India, Pakistan and Ceylon. Now apart from Hong Kong and a few small islands, there is no longer an Empire. But the British ruling classes tried not to lose influence over the former colonies of the British Empire. An association of former members of the British Empire and Britain was founded in 1949. It is called the Commonwealth, it includes many countries such as Ireland, Burma, the Sudan, Canada, Australia, New Zealand and others. The queen of Great Britain is also the head of the Commonwealth, and so the Queen of Canada, Australia, New Zealand...

The Queen is very rich, as are other members of the royal family. In addition, the government pays for her expenses as Head of State, for a royal yacht, train and aircraft as well as for the upkeep of several palaces. The Queen's image appears on stamps, notes and coins.

Parliament consists of two chambers known as the House of Commons and the House of Lords. Parliament and the monarch have different roles in the government of the country, and they only meet together on symbolic occasions such as coronation of a new monarch or the opening of Parliament. In reality, the House of Commons are the only one of the three, which has true power. It

is here that new bills are introduced and debated. If the majority of the members are not in favor of a bill it goes to the House of Lords to be debated and finally to the monarch to be signed. Only then it becomes law. Although a Bill must be supported by all three bodies, the house of Lords only has limited powers, and the monarch has not refused to sign it since the moderns political system began over 200 years ago.

II. Pay attention to the notes.

- 1) The Commonwealth - содружество (политическое и экономическое объединение, центром которого является Великобритания. Включает 49 независимых государств. В содружество входят также зависимые территории Великобритании, Австралии и Новой Зеландии).*
- 2) Chamber - палата парламента.*
- 3) The House of Commons — палата общин (нижняя палата парламента, играет главную роль в осуществлении его законодательных функций).*
- 4) The House of Lords - палата лордов (верхняя палата парламента; невыборное учреждение; обладает правом отлагательного вето в отношении законопроектов, принятых палатой общин).*
- 5) Bill - билль, законопроект.*

III. Remember the following words and word combinations from the text.

<i>A constitutional monarchy</i>	<i>конституционная монархия</i>
<i>to reign</i>	<i>править</i>
<i>armed forces</i>	<i>вооруженные силы</i>
<i>law</i>	<i>закон</i>
<i>to appoint</i>	<i>назначать</i>
<i>to elect</i>	<i>выбирать</i>
<i>the decision-making process</i>	<i>принятие решений</i>
<i>apart from</i>	<i>кроме, не считая</i>
<i>an Empire</i>	<i>империя</i>
<i>expenses</i>	<i>расходы, трата</i>
<i>ruling classes</i>	<i>правящие классы</i>
<i>to lose influence</i>	<i>терять влияние</i>
<i>an association</i>	<i>ассоциация</i>
<i>former members</i>	<i>бывшие члены</i>

IV. Answer the questions on the text.

- 1. What does a constitutional monarchy mean?*
- 2. What countries does the Commonwealth include?*
- 3. Who is the head of the Commonwealth?*
- 4. What role do the Parliament and the Monarch play in the government of the country?*
- 5. What powers do the House of Lords have?*
- 6. Which of the two Parliament Houses has more power?*
- 7. Has a monarch ever refused to sign a bill since the beginning of the modern political system?*

V. Discuss the following statements based on what you have just read.

- The United Kingdom is a constitutional monarchy;*
- The process of decolonization;*

- *The commonwealth of Britain;*
- *Different roles of the Parliament and the monarch;*
- *New Bills.*

VI. Give Russian equivalents for the following English words and word combinations.

To reign, to support, to define, precisely, court, to appoint, advice, to elect, decision-making process, independence, influence, expenses, symbolic occasions, in reality, majority, in favor, limited powers, to refuse, to sign.

VII. Give English equivalents for the following Russian words and word combinations:

Править, поддерживать, определять, точно, вооруженные силы, суды, назначать, включая совет, создание законов, процесс деколонизации, независимость, Британский правящий класс, бывшие члены, расходы, появляться, марки, монеты, коронация нового монарха, большинство членов.

VIII. Insert the necessary words and word combinations from the text:

- 1) *The United Kingdom is a*
- 2) *... .. Included a large number of countries all over the world*
- 3) *But the British ruling classes tried not to*
- 4) *It includes many countries such as ..., ..., ..., ..., ..., and others.*
- 5) *The queen is very ... as are the other*
- 6) *... .. on stamps, notes and coins.*
- 7) *Although a ... must be ... by all three*

IX. Use the following words and word combinations in sentences of your own.

A constitutional monarchy, to reign, to define, precisely, different, to include, power, collapse, to admit, outlay, expenditure, not the same, armed forces, the elected Government, the decision-making process, by Britain, the process of decolonisation, small islands, former, the head of the commonwealth, royal family, two chambers, in reality, to designate, to elect.

X. Make up questions to the underlined words and word combinations.

1. *The United Kingdom is a constitutional monarchy.*
2. *The powers of the monarch are not defined precisely.*
3. *The Queen appoints all the ministers, including the Prime Minister.*
4. *Everything is done however on the advice of the elected Government*
5. *The Monarch takes no part in the decision-making process.*
6. *Once the British Empire included a large number of countries all over the world ruled by Britain.*
7. *It included many countries such as Ireland, Burma, the Sudan, Canada, Australia and others.*
8. *The Queen is very rich, as are the other members of the royal family.*
9. *Parliament consists of two chambers known as the House of Commons and the House of Lords.*
10. *It is here that new bills are introduced and debated.*
11. *A bill must be supported by all three bodies.*

XI. Find suitable synonyms and antonyms

A) Synonyms

To mean, monarch, to reign, to Occurrence, incident, typical, support power, precisely, to appoint, characteristic hold up, bolster up, to include, independence, expensive, vigor, energy, domination exactly,

up keep, different, symbolic, occasion. definitely, designate, elect, embrace, involve, sovereignty, freedom, valuable, costly, outlay, expenditure, separate, not the same.

B) Antonyms

To refuse, different, expensive, to include, power, to support. Break down, let fell, collapse, inexpensive, omit, be outside of, cheap, low, similar, like, admit, consent.

XII. Make up sentences using synonyms and antonyms from the previous task in affirmative, negative and interrogative forms.

XIII. Find the sentences with the following words in the text and translate them.

Monarch, to reign, to define, precisely, government, law courts, the Prime Minister, to include, independence, ruling classes, small island, to lose influence, the former colonies, many countries, expenses, several palaces, different roles, symbolic occasions, the opening of Parliament, true power, new bills, to sign, three bodies.

XIV. Find key words and phrases in the text which characterise the important role of the British Monarchy.

XV. Read and translate the text A: “The British Monarchy Today”.

XVI. Retell the text.

I. Read the Text.

Text B. *The British Parliament and the Electoral System*

The British Parliament consists of the House of Lords and the House of Commons and the Queen as its head

The House of Commons plays the major role in law-making. It consists of Members of Parliament (called MPs for short), each of whom represents England, Scotland, Wales and or Northern Ireland. MPs are elected either at a general election, or at a by-election following the death or retirement of an MP.

Parliamentary elections must be held every five years, but the Prime Minister can decide on the exact date within those five years. The minimum voting is taking by secret ballot.

The election campaign lasts about three weeks. The election is decided on a simple majority - the candidate with the most voters wins. An MPs who wins by a small number of votes may have more votes against him (that is, for the other candidates) than for him. Many people think that it is unfair because the wishes of those who voted for the unsuccessful candidates are not represented at all.

The British parliamentary system depends on political parties. The political parties choose candidates in elections. The party which wins the majority of seats forms the Government and its leader usually becomes Prime Minister. The Prime Minister chooses about 20 MPs from his or her party to become the Cabinet of Ministers. Each minister is responsible for a particular area of the government. The second largest party becomes the official opposition with its

own leader and the "Shadow cabinet". Leader of the opposition is a recognized post in the House of Commons.

II. Pay attention to the notes.

1) MP - член парламента (сокр. от Member of Parliament).

2) "Shadow cabinet" - "теневой кабинет" министров.

3) general elections - всеобщие выборы.

4) by-election - дополнительные выборы.

5) secret ballot - тайное голосование.

6) leader of the opposition - лидер оппозиции,

III. Remember the following words and word combinations.

The major role

большая роль

law-making

составление закона

to represent

представлять

retirement

отставка, уединение

exact date

точная дата

voting age

возраст, позволяющий принимать

участие в голосовании

election campaign

избирательная компания

unfair

несправедливый, пристрастный

to be responsible for

отвечать за

IV. Answer the questions on the text.

1. What does the British Parliament consists of?

2. What is an MP?

3. Where are they elected?

4. What does the House of Commons consists of?

5. *How long does the election campaign last?*
6. *How many members of Parliament does the Prime Minister choose to become the Cabinet of Ministers?*
7. *What is the procedure of MPs elections?*
8. *What does the British parliamentary system depends on?*
9. *What is the "Shadow cabinet"?*

V. Discuss the following statements, based on what you have just read.

- *The British Parliament*
- *Parliamentary Elections*
- *The role of political parties in elections*
- *The official opposition in the British Parliament*

VI. Give English equivalents for the following Russian words and word combinations.

Палата Лордов, коронация, действительная власть, процесс деколонизации, длиться, зависеть от ..., члены парламента, состоять из ..., представители, отставка, точная дата, отвечать за ..., составление закона, представлять, выбирать кандидатов, решать, "теневой кабинет министров".

VII. Give Russian equivalents for the following English words and word combinations.

Electoral system, law-making, to represent, the death or retirement, to be held, secret ballot, election campaign, simple majority, unfair, unsuccessful, candidates, to be responsible for.

VIII. Insert the necessary words and word combinations from the text:

- 1) ... *Consists of the House of Lords and the House of Commons and Queen ...*
- 2) *The House of Commons in law-making.*
- 3) *Parliamentary elections must be held, but the Prime Minister can decide on the within those five years.*
- 4) is 18, and the voting is taken by
- 5) *The British Parliamentary system depends on*
- 6) choose candidates in elections.

IX. Use the following words and word combinations in sentences of your own.

The major role, law-making, to elect, general elections, parliamentary election, the exact date, minimum voting, secret ballot, candidate, unfair, unsuccessful, political parties, to form, to choose.

X. Make up questions to the underlined words and word combinations.

1. *The House of Commons plays the major role in law-making.*
2. *It consists of Members of Parliament.*
3. *MPs are elected at a general election.*
4. *Parliamentary elections must be held every five years.*
5. *The Prime Minister can decide on the exact date within those five years.*
6. *The minimum voting is taking seven by secret ballot.*
7. *The election campaign lasts about three weeks.*
8. *The British parliamentary system depends on political parties.*
9. *The political parties choose candidates in elections.*
10. *Each minister is responsible for a particular area of the government*
11. *Leader of the opposition is a recognised post in the House of Commons.*

XI. Find suitable synonyms and antonyms

A) Synonyms

*Electoral, major, to elect, death, Backdoor, to conclude, abandon-
general, retirement, to decide, secret, document, comprehensive, loss of life,
campaign, to win, successful, leader, choose, influential, discernable,
to recognize, responsible, particular, crusade, to conquer, impartial, lucky,
opposition, large, to form, to repre- conductor, accountable, singular,
sent. huge, conflict, to be familiar, arrange,
serve.*

B) Antonyms

*To form, opposition, large, re- Open, hesitate, hedge, arrival,
sponsible, successful, fair, death, entrance, particular, limited, origin,
general, retirement, to decide, secret. unjust, unsuccessful, unbound, ting,
small, cessation, surrender, destroy,
demolish.*

XII. Make up sentences using synonyms and antonyms from the previous task in affirmative, negative and interrogative forms.

XIII. Find the sentences with the following words in the text and translate them.

To consist of, major role, Parliamentary elections, to decide, exact date, within, minimum voting, to win, to wish, the majority of seats, official opposition, "shadow cabinet", to recognise.

XVI. Find key words and phrases which characterise the British Parliament and the Electoral System in the U.K.

XV. Read and translate the text B “The British Parliament and the Electoral System”.

XVI. Retell the text.

I. Read the Text.

Text C. *People of Great Britain*

The population of the United Kingdom of Great Britain and Northern Ireland is over 57 million people. The population lives mostly in towns and cities and their suburbs. Four out of every five people live in towns.

The distribution of the population is rather uneven. Over 46 million people live in England, over 3 million in Wales, a little over 5 million in Scotland and about 1.5 million in Northern Ireland.

Greater London, the South and the Southeast are the most densely populated areas. Only London's population is over 7 million. Most of the mountainous parts of the UK including much of Scotland, Wales, Northern Ireland and the Pennine Chain in Northern England are very sparsely populated.

The UK is inhabited by the English, the Scots, the Welsh, and Irish who constitute the British nation. The British are the British nation. The British are the descendants of different peoples who settled the British Isles at different times.

The earliest known people of Britain were of Iberian origin. Then followed a long succession of invaders including, the Anglo-Saxons, the Danes and at last in 1066 the Normans. It was the last time Britain was invaded.

Now there are also many people of all colours and races in the UK, These are mostly former inhabitants of the former British colonies. These people,

called "the coloureds", and came to the UK in search of better living standards as their own countries had been impoverished by centuries of the British colonial oppression.

English is the official Language of the UK. Besides standard literary English there are several regional and social dialects. A well-known example is the cockney of East Londoners. The Scottish and Irish forms of Gaelic survive in some parts of Scotland and Northern Ireland.

Wales is officially bilingual, Welsh is spoken by about a fifth of its population. Welsh is the first language in most of the western countries of Wales and at least formally has the same status as English. Nowadays there is a growing movement in Wales and Scotland for a revival of national culture and languages.

II. Pay attention to the notes.

- 1) the English - англичане,*
- 2) the Scots - шотландцы,*
- 3) the Welsh - валлийцы, уэльсцы (уроженцы Уэльса),*
- 4) the Irish - ирландцы,*
- 5) the British - англичане, британцы,*
- 6) Iberian - иберийский (иберийцы - древнейшее население Британских островов)*
- 7) the Celts - кельты (потомки древних кельтов; большая часть ныне живет в Уэльсе, Шотландии, Северной Ирландии, Корнуолле и на острове Мэн),*
- 8) the Romans - римляне, завоевавшие Британию в I - IV вв. н.э.*
- 9) the Anglo-Saxons - англосаксы (общее название древнегерманских племен - англов, саксов, ютов и фризов, завоевавших в V-VI вв. Британию и образовавших в VII-X вв. одну народность).*

10) *the Danes* - датчане

11) *the Norman's* - норманны ("северные люди", викинги, вторгшиеся в Англию во главе с герцогом Нормандии Вильгельмом, который после победы при Гастингсе стал королем Англии. Нормандское завоевание Англии в 1066 году способствовало завершению процесса ее феодализации. Сложилась английская народность).

12) *cockney* - кокни, лондонское просторечие,

III. Remember the following word and word combinations.

<i>suburbs</i>	<i>окраины</i>
<i>distribution</i>	<i>распределение</i>
<i>densely populated</i>	<i>густо населенный</i>
<i>sparsely populated</i>	<i>редко населенный</i>
<i>to constitute</i>	<i>составлять</i>
<i>descendants</i>	<i>потомки</i>
<i>to invade</i>	<i>завоевывать, захватывать</i>
<i>origin</i>	<i>происхождение</i>
<i>former inhabitants</i>	<i>бывшие жители</i>
<i>to search</i>	<i>искать</i>

IV. Answer the questions on the text.

1. *What is the population of the United Kingdom of Great Britain and Northern Ireland?*
2. *Who were the earliest known people of Britain?*
3. *Are many people of all colours and races in the U.K. former inhabitants of the former British colonies?*
4. *What is the official language of the UK?*
5. *Who constitutes the British nation?*

6. *What origin were the earliest known people of ?*
7. *When was Britain invaded for the last time?*
8. *Who was Britain invaded by in 1066?*
9. *Why are there so many people of all colours and races in the UK?*
10. *What is the official language of the UK?*
11. *What are the regional and social dialects spoken in the UK?*

V. Discuss the following statements, based on what you have just read.

- *The British Nation;*
- *Languages;*
- *Distribution of the population;*
- *Early inhabitants;*
- *Regional and social dialects.*

VI. Give English equivalents for the Russian words and word combinations.

Англичане, большинство, распределение, густонаселенные районы, гористая местность, редконаселенные районы, потомки, населять, разное время, происхождение, Британские колонии, жизненный уровень, доводить до нищеты, социальные диалекты.

VII. Give Russian equivalents for the following English words and word combinations.

Mostly, suburbs, distribution, rather uneven, densely, to include, sparsely, to settle, origin, to be invaded, former, to search, cockney, to survive.

VIII. Insert the necessary words and word combinations from the text:

- 1) *The population of the United Kingdom of Great Britain Northern Ireland ever*
- 2) *The UK is inhabited by the ..., ..., ..., ..., who constitute the*

- 3) were of Iberian origin.
- 4) Then followed a long succession of invaders including ..., ..., ..., ... last in
- 5) It was was invaded.
- 6) Now there are also many and ... in the UK.
- 7) These are mostly British colonies.
- 11) Wales ..., ..., bilingual, ..., is spoken by about a ..., ..., ..
- 12) The ... and ... forms of Gelic survive in some parts of ... and
- 13) These people, called "...", and came to the ..., in search of better as their own countries had been of the British
- 14) Over ... million people live

IX. Use the following English words and word combinations in sentences of your own.

Population, the United Kingdom of Great Britain, rather uneven, densely populated, area, mountainous parts, to include, nation, at different times, origin, a long succession, living standard, impoverished by centuries, colonial oppression.

X. Make up questions to the underlined words and word combinations.

1. *The population of the United Kingdom of Great Britain and Northern Ireland is over 57 million people.*
2. *The population lives mostly in towns and cities and their suburbs.*
3. *Four out of every five people live in towns.*
4. *The distribution of the population is rather uneven.*
5. *Greater London, the South and the Southeast are the most densely populated areas.*

6. *The United Kingdom is inhabited by the English, the Scots, the Welsh, and the Irish who constitute the British nation.*
7. *The British are the British nation.*
8. *The British are the descendants of different peoples who settled the British Isles at different times.*
9. *The earliest known people of Britain were of Iberian origin.*
10. *Now there are also many people of all colours and races in the United Kingdom.*
11. *English is the official language of the United Kingdom.*
12. *Nowadays there is a growing movement in Wales and Scotland for a revival of national culture and languages.*

XI. Find suitable synonyms and antonyms

A) Synonyms

Population, people, suburb, to live, Settlement, explore, type, exhaust, distribution, rather, uneven, sparse, to dwellers, the human race, out skirts, constitute, nation, descendant, to somewhat, notched, seanty, develop, settle, known, origin, to invade, community, of spring, lodge, colony, to search, standard, recognized, birthplace, trade. impoverish.

B) Antonyms

Distribution, density, inhabitant, Disorder, shrink, freedom, re-early, origin, culture, to grow, op- tention, rarity, storage, thinness, pression. transient, non-resident, old, outcome, issue.

XII. Make up questions using synonyms and antonyms from the previous task in affirmative, negative and interrogative forms.

XIII. Find the sentences with the following words and phrases in the text and translate them into Russian.

Sparse, descendants, origin, to invade, to constitutive, impoverish, explore, exhaust, dwellers, outskirts, mankind, retention, fairly, scattered, kin, locate, outcome, fall on, dependency, explore, distribution, rather uneven, mountainous parts.

XIV. Find key words which reflect the national character of the British nation.

XV. Read and translate the text A: “People of Great Britain”.

XVI. Retell the text.

UNIT III

MASS MEDIA

I. Read and translate the text.

Text A. *The Beginning of Mass Communication*

In Western culture, mass communication began in the XV century when the German printer, Johan's Gutenberg (1398 - 1468) invented the process of movable type. Movable type allowed moulds of alphabet characters to be rearranged to form any message desired. After enough copies of a particular page were printed, the letter moulds could be reused to form new words and pages.

Prior to that time, most books were hand written and very time-consuming to produce. Because of this, reading material was scarce and limited to those in the elite, culture - the clergy and nobility. Printing from carved wooden blocks was attempted in the fourteenth century, but did not become a popular form of mass communication. Gutenberg's invention increased the number of books and made them available for a new emerging middle class.

Cultural Changes. *The development of printing, which led to the spread of literacy to the middle classes, plus the development of trade and commerce, can use major cultural changes. The medieval economy, particularly from the 8 to the 12 centuries, was very regional and agrarian. Except for religious pilgrimages, wars and crusades, people did not travel, and they produced consumer goods only to meet local needs.*

During the Middle Ages, society was highly stratified; people belonged to one or three groups - clergy, / nobility and peasants / artisans - and their social role virtually never changed. Organisations such as quids and monasteries, though established for different purposes, helped preserve the stratification of social ranks. Moreover, a strict equality was enforced among peers. Guild masters, for, example, had to follow closely a set of rules governing/their output and their conduct; no master was allowed to produce more work than any others.

Life in medieval society was very stable. People were born into a social class and remained there throughout their life. However, by the 14th century, Europeans had started to travel and explore the world beyond them. They began to discover different culture sand different types of consumer goods, and these discoveries led to the development of long-distance trade.

Early books. *Most books published during the 1st century of printing more reproductions of traditional religions works, such as the Bible, the Book of Hours (which contains, the prescribed order of prayers, readings from the*

Scriptures, etc.) and the like. Although produced the movable type, they were made to look like their hand-written predecessors by using traditional layouts and typefaces designed Unreasonable handwriting. Woodcut illustrations were used in these books not so much to illustrate a scene but rather to decorate the pages. As the accuracy of illustrations became more important in the latter half of the 15th century, woodcuts gave way to metal engravings, which could be reproduced better.

According to the Canadian media theorist Marshall McLuhan, the development of printing had a profound impact on the thinking process in Western culture. In his popular books written in the 1960-s. Gutenberg Galaxy and Understanding Media - McLuhan contended that print restricted our thinking to linear patterns - one thought follows the next in an orderly fashion. Not until the advent of the electronic media - particularly television - he said give us an "all-onceness" that breaks down the logic of linear thought.

II. Remember the following words and word combinations.

<i>movable type</i>	<i>передвижная (картинка) символ, образец</i>
<i>to mould</i>	<i>отливать форму</i>
<i>to rearrange</i>	<i>переклассифицировать</i>
<i>to reuse</i>	<i>использовать снова</i>
<i>prior</i>	<i>предшествующий (по времени)</i>
<i>hand-written</i>	<i>рукописный</i>
<i>to produce</i>	<i>производить</i>
<i>scarce</i>	<i>редкий</i>
<i>elite</i>	<i>цвет общества</i>
<i>clergy</i>	<i>духовенство</i>
<i>to attempt</i>	<i>предпринимать</i>

to spread

появляться

Medieval

распространять

to emerge

средневековый

III. Answer the questions on the text

- 1. When did the mass communication begin?*
- 2. Who invented the process of movable type?*
- 3. What did Johan Gutenberg's result in journalism?*
- 4. What cultural changes did printing cause?*
- 5. When had Europeans started to travel and explore the world ?*
- 6. What caused the development of long distance trade?*
- 7. What were the first printed books?*
- 8. What was the significance of book printing according to Mc. Luhan?*

IV. Discuss the following statements, based on what you have just read.

- Western culture in 15th century;*
- Hand-written books;*
- Gutenberg's invention;*
- The development of printing;*
- Life in medieval society;*
- Early books;*
- Woodcut illustrations.*

V. Give English equivalents for the following Russian words and word combinations.

Культурные изменения, средний класс, торговля, средневековый, сельскохозяйственный, паломничество, наслаиваться, принадлежать

чему-либо, крестьяне, гильдия, сохранять, стабильный, предшественник, иллюстрация, восточная культура.

VI. Give Russian equivalents for the following English words and word combinations.

Linear, orderly fashion, to contend, a profound impact, to reproduce, metal engravings, the accuracy, to resemble, layouts, the scripture, long-distance trade, to beyond, to explore, to remain, a strict equality, to enforce, virtually.

VII. Insert the necessary words and word combinations from the text.

1. *The development of ... hadon the thinking process in*
2. *Most books published of printing were ... of works.*
3. *... .. were used in these ... not so much to ... a scene but the pages.*
4. *... in ... society was*
5. *People were ... into a social class and ... there ... their*
6. *In, mass communication began in the*
7. *The ... printer invented the ... of ... type.*
8. *... .., most books were ... and very to produce.*
9. *Gutenberg's invention ... the number of ... and ... them ... for a*
.
10. *The, particularly from the ... to the ... centuries, was very ... and ...*
.

VIII. Use the following words and word combinations in the sentences of your own.

Mass communication, moulds of alphabet, to form new words and pages, scarce and limited, wooden block, Gutenberg's invention, a new emerging

middle class, cultural changes, the spread of literacy, different culture, re-productions, religious, predecessors, decorate, to carve.

IX. Make up questions to the underlined words and word combinations.

1. *In the Western culture, mass communication began in the XV century.*
2. *Prior to that time, most books were hand written and very time-consuming to produce.*
3. *Reading material was scarce and limited.*
4. *Printing from carved wooden blocks was attempted in the 14th century?*
5. *The medieval economy, particularly from the 8th the 12th centuries, was very regional and agrarian.*
6. *People belonged to one or three groups - clergy, artisans and their social role virtually never changed.*
7. *Moreover, a strict equality was enforced among peers.*
8. *Life in medieval society was very stable.*
9. *However, by the 14th century, Europeans had started to travel and explore the world beyond them?*
10. *Most books published during the first century of printing\more reproduction of traditional religions works, such as the Bible.*

X. Find suitable synonyms and antonyms

A) Synonyms:

Mold, prior, clergy, pilgrimages, Pick, choose, drawn, sketches, emerge, particularly, advent, attempt, trial, endeavour, approach, coming, traced, adopt, desire. expressly, rise, come out, travel, prelacy, antecedent, aspiration device, plot.

B) Antonyms:

Cultural, change, movable, Planetary, abundant, chiselled, enough, carved, increase, begin, graven, abridge, finish, terminate, establish, insular, feral.

XI. Make up sentences using synonyms and antonyms from previous task in affirmative, negative and interrogative forms.

XII. Find the sentences with the following words and phrases in the text and translate them.

Chiselled, graven, terminate, feral, carved, antecedent, aspiration, trial, endeavour, abridge, emerge, approach, desire.

XIII. Find key words which characterise the beginning of mass communication.

XIV. Read and translate the text A: “The Beginning of Mass Communication”.

XV. Retell the text.

Text B. *Early Forms of books and Public Libraries*

In order to understand how books influence our culture today, it is necessary to review how this mass-communication medium developed and how it has been influencing and changing cultures for cultures.

We can trace book publishing back to Sumerian clay tablets, which were used 4,500 years ago to record various items of religious, legal and medical in-

terest, as well as narrative tales. These are the oldest written documents known to mankind.

Next, came papyrus scrolls, which were used throughout ancient Egypt, Greece and Rome. These large rolls of papyrus were attached to two roll, us that permitted the book to be helped and rolled from either end. Although the lengths of the manuscripts varied, some rolls contained entire books. Archaeologists have unearthed ancient hand-written scrolls in Egyptian, Greet, Latin, Arabic, Hebrew and Syrian. In addition to religions writing, these scrolls contained the philosophies, history, oratory, drama, poetry and anthologies of such ancient writers as Enstathins, Plato, Aristotle, Demosthenes, Homer, Sophocles, Euripides, Archilochees and Ascepiades.

The first public library was established in Athens in 540 B.C. Later, around 300 B.C., Ptolemy I Founded the Great Library in Alexandria, Egypt. The library became the intellectual centre of the Hellenistic Empire, and the most famous scholars, scientists, poets, philosophers, and artists of the day gathered there to study and work.

At its peak, the library contained between half a million and a million hand copied papyrus volumes almost all of western civilization's recorded knowledge. Transcribes were often sent there to copy manuscripts for other libraries. This great repository of learning was burned and ravaged by Romans, civil war and even the Christian Emperor Theodosius I; by A. D. 400 the world's greatest intellectual treasury up to that time had been lost forever.

The selling and collecting of papyrus scrolls in ancient Rome reached its peak around the time of Christ, with some households reportedly having libraries containing thousands of volumes. As the Roman Empire began its decline and libraries were ravaged and burned during barbarian invasions, books found sanctuary in Christian monasteries, especially in Ireland.

II. Remember the following words and word combinations.

<i>to influence</i>	<i>влиять</i>
<i>to review</i>	<i>пересматривать</i>
<i>trace</i>	<i>след</i>
<i>clay</i>	<i>глина</i>
<i>legal interest</i>	<i>юридический интерес</i>
<i>papyrus scrolls</i>	<i>папирусные свитки</i>
<i>to permit</i>	<i>разрешать</i>
<i>anthology</i>	<i>антология</i>
<i>entire</i>	<i>целые</i>
<i>to unearth</i>	<i>раскопать, выкопать из земли</i>
<i>volume</i>	<i>том</i>
<i>to record</i>	<i>записывать</i>
<i>repository</i>	<i>хранилище, носитель (чего-либо)</i>

III. Remember the pronunciation of the following words.

<i>Sumerian [su'meri ð n]</i>	<i>Demosthenes [dimɔs'θ ð ni:z]</i>
<i>Egypt ['i:dʒipt]</i>	<i>Homen [houm ð (r)]</i>
<i>Greece [gri:s]</i>	<i>Sophochers ['sɔfɔkl ð z]</i>
<i>Rome [roum]</i>	<i>Euripides [ju:ri'pidi:z]</i>
<i>Archeologists [a:ki'ɔl ð dʒist]</i>	<i>Archilochus [a:kilɔk ð s]</i>
<i>Egyptian [i'dip] ð n]</i>	<i>Ascepiades [æ'sipi ð di:z]</i>
<i>Latin [lætin]</i>	<i>Atheus [æθ ð nz]</i>
<i>Arabic ['ær ð bik]</i>	<i>Ptolemy [tɔl ð mi]</i>
<i>Hebrew ['hi:bru:]</i>	<i>Alexandria [ælig'za:ndri ð]</i>
<i>Syrian ['siri ð n]</i>	<i>Hellemistic [heli'nistik 'empai ð]</i>
<i>Eustathins [ju'stæθi ð s]</i>	<i>Romans [roum ð nz]</i>
<i>Plato [pleitou]</i>	<i>Theodosius [θe ð 'dousi ð s].</i>

Aristotle [æpɪstɔːtl]

IV. Answer the questions on the text.

- 1. When were the Sumerian clay tablets used?*
- 2. What was the information on the clay tablets?*
- 3. What came next after the Sumerian clay tablets?*
- 4. Where did archaeologists find ancient hand-written scrolls?*
- 5. What did these scroll contain?*
- 6. Who was the Great Library founded by?*
- 7. Where was the Great Library situated?*
- 8. What did famous people gathered for in the Great Library for?*
- 9. Who liked gathering in the Great Library?*
- 10. What were transcribers sent to the Great Library for?*
- 11. Why the world's greatest intellectual treasure had been last forever?*
- 12. When the selling and collecting of papyrus scrolls in ancient Rome reached its peak?*
- 13. Where books find sanctuary during barbarian invasions?*

V. Discuss the following statements, based on what you have just read.

- Books influence our culture today;*
- The developing of mass-media;*
- The oldest written documents known to mankind;*
- Papyrus scrolls;*
- The origin of unearthed ancient hand-written scrolls;*
- The first public library;*
- The library is the intellectual centre;*
- The great repository of learning;*
- Roman Empire.*

VI. Give English equivalents for the following Russian words and word combinations.

Монастыри, вторжение, гореть, варварский, библиотека, тысячи томов, Римская Империя, продажа и коллекционирование папирусных свитков, гражданская война, миллион рукописных папирусов, первая публичная библиотека, разрешать, записывать, человечество, происхождение книг.

VII. Give Russian equivalents for the following English words and word combinations.

Civilization, transcribes, ravage, intellectual treasury, lost forever, households, reportedly, decline, sanctuary, clay tablets, various items, narrative tales, roll, gather, study and work, sanctuary.

VIII. Insert the necessary words and word combinations from the text.

1. *to understand how books influence our, it is ... to review this ... - ... medium*
2. *These are written to mankind.*
3. *Next came, which throughout ancient ..., ... and*
4. *The lengths of the*
5. *Some ... contained ... books.*
6. *Archeologists have hand written scrolls in ..., ..., ..., ..., and Syrian.*
7. *The first was established in Athens in*
8. *... .., around, Ptolemy I founded the Great Library in ...,*
9. *The library became the of the*
10. *The most famous scholars, ..., ..., ..., and artists of the day to study and work.*
11. *Almost all of recorded knowledge.*

12. *Transcribers were often to copy ... for*

13. *Libraries were ... and ... during*

IX. Use the following words and word combinations in sentences of your own.

Early forms, public libraries, in order to, to influence, culture to-day, clay tablets, to record, various items, legal and medical interest, written documents, mankind, most famous scholars, the selling and collecting of papyrus, ancient Rome, to decline.

X. Make up questions to the underlined words and word combinations.

1. *These are the oldest written documents known to mankind.*

2. *Next came papyrus scrolls, which were used throughout ancient Egypt, Greece and Rome.*

3. *Although the lengths of the manuscripts varied, some rolls contained entire books.*

4. *The first public library was established in Athens in 540 B.C.*

5. *The library became the intellectual centre of the Hellenistic Empire.*

6. *The most famous scholars, scientists, poets, philosophers and artist of the day gathered there to study and work.*

7. *Transcribes were often sent there to copy manuscripts for other libraries.*

8. *The selling and collecting of papyrus scrolls in ancient Rome reached its peak around the time of Christ.*

9. *As the Roman Empire began its decline and libraries were ravaged and burned during barbarian invasions.*

XI. Find suitable synonyms and antonyms

A) Synonyms

Transcriber, contain, treasury, intellectual, entire, narrative, clay, review, influence.

Sway, affect, criticize, revise, argil, loam, storylike, complete, untouched, pundit, genius, repository, embrace, copier, copyist.

A) Antonyms

Damage, ravaged, forever, great, knowledge, gathered, famous, permitted, legal.

Unlawful, denied, obscure, dispersed, emptiness, pretension, retired, temporarily, build, rehabilitate.

XII. Make up sentences using synonyms and antonyms from previous task in the affirmative, negative and interrogative forms.

XIII. Find the sentences with the following words in the text and translate them.

Necessary, to review, back to, medical interest, as well as, religions writing, poets, philosophers, origin, early forms, peak, transcribers, to burn, to sell, to collect.

XIV. Find key words in the text which prove that early books influence our culture and life today.

XV. Read and translate the text B: "Early Forms of Books and Public Libraries".

XVI. Retell the text.

UNIT IV

THE DEVELOPMENT AND USE OF BOOKS

I. Read and translate the text.

Text A. *Middle Ages and The Renaissance*

Middle Ages. *Although relatively little is known about the development and use of books during the Middle Ages (A.D. 5th 14th centuries), there were some improvements in how knowledge was recorded. For example, in the 5th century the Saxons began using books made of animal skins; these more resembled-paged books we know them today. About the same time the Romans were replacing the awkward scroll with the codex, which was a stack of folded, leaves that was found along one side and protected by wooden covers. The more durable animal parchment was replacing papyrus as the medium on which books were written.*

Also about the same time, the Chinese were perfecting and using paper made from tree bark, old rags, hemp waste and fish-nets. The art of making paper slowly spread through Europe around the 12-th century, although paper wasn't produced in England until the late 15-th century or on the American continent until the late 17-th century. The Chinese were also the 1-st to develop printing, some time during the 9th century. The oldest existing printed books and “The Diamond Sutra”, printed in China in A.D 868 from carved wood blocks and containing Buddhist wisdom.

However, printing did not spread from China to the Western world. Book-making and manuscript copying by clustered clergy in monasteries remained a handcrafted process in Europe through the Middle Ages. Thus most of the medieval codex production consisted of sacred works such as Bible texts and

interpretations, liturgical manuscripts and the works of those philosophers and classical authors whose thoughts were believed to contribute to Christian principles.

The Renaissance. Six centuries after the Chinese began to print books; printing technology was introduced into the western culture. Credit for bringing mass communication to the Western World belongs to the German inventor Johannes Gutenberg, who used movable type and a converted wine press to publish a 42-line-per-page Bible in 1456. This large-sized Bible, in Latin, was a replica of existing hand-copied manuscripts. Gutenberg's Bible was a work, of great precision and beauty, and the reproduction of 200 identical copies was astonishing in a world that was used to hand written books.

Although Gutenberg died a pauper shortly after his press was confiscated to pay his debts, by the end of the 15-th century this new craft was established in every major capital in Europe. The 1st printer in England was William Caxton, who published his 1st book in 1476.

II. Remember the following words and word combinations.

improvement

кожа животных

animal skin

улучшение

to resemble

быть похожим

paged books

пронумерованные книги

awkward scroll

неуклюжие свитки

stack

кипа (бумаг)

folded leaves

скрученные (сложенные) листки

bound

в переплете (о книге)

<i>wooden covers</i>	<i>деревянные обложки</i>
<i>durable</i>	<i>прочный</i>
<i>parchment</i>	<i>рукопись на пергаменте,</i>
<i>tree bark</i>	<i>пергамент</i>
<i>old rag</i>	<i>кора дерева</i>
<i>waste</i>	<i>старые клочки (о бумаге)</i>
<i>hemp</i>	<i>отбросы, остатки</i>
	<i>пенька, конопля.</i>

III. Remember pronunciation of the following word.

Middle Ages [midl eidʒez] - средние века

A. D – Anno Domini [ˈæn ə domini] - нашей эры

The Saxons [ˈsæks ə nz] - саксы

The Chinese [ˈtʃ aiˈniːz] - китайцы

Europe [ˈju ə r ə p] – Европа

Buddhist [ˈbudist]- буддист

Medieval [ˈmiːdiəvl] - средневековый

Bible [ˈbaɪbl] - библия

The Renaissance - эпоха Ренессанса

German [ˈdʒ ə :m ə n] - германский, немецкий

IV. Answer the questions on the text.

- 1. When did the Saxons begin using books of animal skins?*
- 2. What materials were the first books written on?*
- 3. What was the reason of replacing the materials of books?*
- 4. What materials the Chinese used for making paper?*
- 5. What materials was the paper made from?*
- 6. What was the oldest book printed in China?*
- 7. What texts did medieval codices have?*
- 8. When did paper penetrate to Europe?*

9. *Who was the inventor of using movable type?*
10. *When was the 42 line-per-page Bible published?*
11. *Who was the first printed in England? Do you know the name of the first printer in Russia?*
12. *When was the printing technology introduced?*

V. Discuss the following statements, based on what you have just read.

- *The development and use of books during the middle ages;*
- *Romans action during A. D. fifth through 14th centuries;*
- *The art of making paper in China;*
- *“The diamond Sutra”;*
- *The medieval codex;*
- *The German inventor Johannes Gutenberg;*
- *Large-sized Bible.*

VI. Give Russian equivalents for the following English words and word combinations.

To publish, to print, major capital, craft, debts, to astonish, great precision, large-sized, a replica, to exist, movable, to convert, inventor, credit, printing technology, to introduce, to contribute, classical authors.

VII Give English equivalents for the following Russian words and word combinations.

Библейские тексты, интерпретации, средневековый, оставаться, распространяться, древние печатные книги, Китай, производить, публиковать, основывать, сравнительно небольшой, использовать, кожа животных, защищать, китайцы, эпоха Ренессанса, медленно, копии рукописей, рукописные книги, принадлежать.

VIII. Insert the necessary words and word combinations from the text.

- 1) *In the 15th century using books animal skins.*
- 2) *These more books as we ... them*
- 3) *The art of slowly ... through Europe around the*
- 4) *... .. wasn't produced in the late ... century.*
- 5) *... .. were also the 1-st*
- 6) *However, ... did not ... from ... to the ... world.*
- 7) *... .. after the to print books.*
- 8) *Printing technology into*
- 9) *The large-sized Bible,, was of manuscripts.*
- 10) *... .. was a work of great ... and*
- 11) *Although ... died a pauper shortly was confiscated to pay his ...*
.
- 12) *By the end of the 15-th century this new ... was ... in every*
in Europe.
- 13) *The 1st printer in ... was*
- 14) *William Caxton ... his in 1476.*

IX. Use the following words and word combinations in sentences of your own.

Relatively little, some improvements, knowledge, animal skins, paged books, awkward scrolls, folded leaves, to protect, durable, papyrus, to perfect, tree bark, old rags, to print, wisdom, manuscript, to contribute, Christian principles, western culture.

X. Make up questions to the underlined words and word combinations.

1. *Relatively little is known about the development and use of books during the Middle Ages.*
2. *In the 5th century the Saxons began using books made of animal skins.*
3. *The more durable animal parchment was replacing papyrus as the medium on which books were written.*
4. *The Chinese were perfecting and using paper, made from tree bark, old rags, hemp waste and fishnets.*
5. *The art of making paper slowly spread through Europe around the 12th century.*
6. *Paper wasn't produced in England until the late 15th century.*
7. *Printing did not spread from China to the Western world,.*
8. *Six cultures after the Chinese began to print books.*
9. *Printing technology was introduced into the western culture.*
10. *This large-sized Bible, in Latin, was a replica of existing hand-copied manuscripts.*

XI. Find suitable synonyms and antonyms

A) Synonyms

*Renaissance, although, protect,
durable, parchment, perfect, hemp.*

*Rebirth, reconstruction, despite, for
all that, burlap, jute, realize, vellum,
enduring, shield, guard.*

B) Antonyms

*Wisdom, spread, awkward, know,
to resemble, development.*

*Reduction, decrease, to differ,
oppose, overlook, be oblivious of
dextrous, smooth, stupidity, rashness.*

XII. Make up sentences using synonyms and antonyms from previous task in affirmative, negative and interrogative forms.

XIII. Find the sentences with the following words and phrases in the text and translate them.

New craft, a pauper, identical copies, reproduction, 42-line-per-page Bible, movable type, wine press, Christian principles, to believe, liturgical manuscripts, clustered clergy, handcraft, wisdom, wood blocks, the late 17th century.

XIV. Find key words in the text which characterise the essential features of the development of books.

XV. Read and translate the text A “Middle Ages and The Renaissance”.

XVI. Retell the text.

Text B. *Mass Media in Mass Society*

The new readers were not interested in the ancient classics, however. In addition to the Bible, they read small, inexpensive books called chapbooks, which contained folk stories and romances. People read chapbooks simply for enjoyment not to produce erudite literary analysis. Reading was a new way to enjoy the ancient art of storytelling, only now stories were told in printed versions rather than orally.

The Novel. Middle - class readers also provided a market for a new form of book in the 18-th century - the novel. Writers, no longer reliant on the patronage of the elite, and obliged to satisfy their expectations of elevated, stilted language, began to use the everyday language of the masses.

A major characteristic of the novel was its realism. Each new novel was supposed to be different. Novel emphasised individual experience over collective experience. They were concerned with morality and attempted to present ^

moral themes. To make the novels affordable and widely available, many - such as the works of Charles Dickens, in the 19th century were published in serial form. That is, a few chapters would be published each week or month in pamphlet form. With the evolution of the novel, the language of the written word the evolution of the novel, the language of the written word became descriptive rather than conceptual or abstract. In the 19-th century the role of mass communication was to supplement face-to-face communication and provide a means of disseminating and creating the new mass culture.

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

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

Photography was invented in the 19th centuries as a quicker and less expensive alternative to families portraits produced by an artist. It later became an essential part of the way metropolitan newspapers covered events. Today photography is important in many fields of mass communication.

Radio was developed in the early 20-th century for ship-to shore communication and for military use; messages could now be transmitted without having to string wire between two points. However, radio's more important function was as a mass medium for news and entertainment. For the first time people could hear news as it was happening and listen to a variety of free vaudeville for entertainment in their own homes. Radio became a mass medium lust before the Great Depression hit in 1929, and free entertainment was one of the few bright spots in the bleak 1930-s.

Besides providing free entertainment, radio allowed members of the newly mobile society to take their favourite entertainment with them when they moved from the family farms and small towns to the large cities. Television was invented as a potential replacement for radio by adding a picture to the sound, When radio programs - comedies, variety shows and soap operas moved to television, the format of radio changed to specialized music and news. Radio became a different medium, thus finding a new place for itself in mass society. This trend continues as new technologies come on the scene.

II. Remember the following words and word combinations.

<i>Chapbook</i>	<i>маленькая, недорогая книга народных сказок, баллад, преданий</i>
<i>inexpensive</i>	
<i>romance</i>	<i>недорогой, дешевый</i>
<i>enjoyment</i>	<i>поэма, романтическая история</i>
<i>erudite</i>	<i>наслаждение, удовольствие</i>
<i>storytelling</i>	<i>ученый</i>
<i>version</i>	<i>сказочные истории</i>
<i>market</i>	<i>текст, перевод, версия, вариации</i>
<i>patronage</i>	<i>рынок</i>
<i>elite</i>	<i>покровительство</i>
<i>to oblige</i>	<i>элита</i>
<i>expectation</i>	<i>обязывать, заставлять</i>
<i>to elevate</i>	<i>ожидание, надежда</i>
<i>stilted</i>	<i>поднимать</i>
<i>to suppose</i>	<i>напыщенный</i>

experience

предполагать, допускать

to be concerned with

опыт

иметь отношение (к чему-либо).

III. Answer the questions on the text.

- 1. What did chapbooks contain?*
- 2. Why did people read chap-books?*
- 3. What was the major characteristic feature of the novel?*
- 4. What new technologies supplemented face-to-face communication and were used for news disseminating?*
- 5. Who was the telephone invented by?*
- 6. When did the radio become a mass medium?*
- 7. When was photography invented?*
- 8. What was the most important function of radio?*
- 9. What was the role of mass communication in the 19th century?*
- 10. What did the novel emphasise?*
- 11. What happened to radio when television appeared?*

IV. Discuss the following statements, based on what you have just read.

- The inventing of telephone;*
- 19th century - the appearance of photography;*
- The developing of radio;*
- Evolution of the novel;*
- A major characteristic of the novel;*
- Chapbooks;*
- Middle-class readers.*

V. Give Russian equivalents for the following English words and word combinations.

Affordable, to supplement, face-to-face, disseminating, niche, aid, extension, interpersonal communication, ship-to-shop, to string, bleak, entertainment.

VI. Give English equivalents for the following Russian words and word combinations.

Недорогой, древний, поэмы, развлечение, литературный анализ, печатный текст, под покровительством кого-либо, ожидание, напыщенный, язык, реализм, публиковать, описательный, абстрактный, изобретать, передавать.

VII. Insert the necessary words and word combinations from the text.

1. *The new readers in the ancient*
2. *... read ... simply for enjoyment.*
3. *... .. new way to enjoy the ancient art of*
4. *Middle-class readers also for a new in the 18-th ... – the novel.*
5. *A major ... of the ... was its*
6. *Each new ... was supposed*
7. *... .. developed in the industrial*
8. *... the mass media,, the newspaper by becoming a medium here about was happening in his or her city.*
9. *... .. is important in many fields of mass communication.*
10. *... was developed in the early for communication and for*
.
11. *However, radio's more important function was as a mass medium for*

news and entertainment.

VIII. Use the following words and word combinations in the sentences of your own.

Tract, compilation, cheap., economical, support, mislay, go bankrupt, unspoken, abstraction, new readers, the ancient art of storytelling, folk stories and romances, version, inexpensive, erudite, major characteristic of the novel, face-to-face communication, mass culture.

IX. Make up questions to the underline words and word combinations.

1. Television was invented as a potential replacement for radio by adding a picture to the sound.
2. Messages could now be transmitted without having to string wire between two points.
3. Today photography is important in many fields of mass communication.
4. The telephone developers found a better use for it as an electronic extension of interpersonal communication.
5. The new technologies developed in the industrial age.
6. Middle class readers also provided a market for a new form of book in the 18th century - the novel.
7. A mayor characteristic feature of the novel was its realism.
8. Novel emphasised individual experience over collective experience.
9. Inexpensive books called chapbooks which contained folk stories and romances.
10. People read chapbooks simply for enjoyment not to produce erudite literary analysis.

X. Find suitable synonyms and antonyms

A) Synonyms

Chapbooks, inexpensive, erudite, rather, version, happening, hearing, aid *Tract, compilation, cheap, economical, support, assist, audition, incident, report, somewhat, well-read, educated*

B) Antonyms

simply, oral, morality, afford, abstraction, industrial, tell, find. *Mislay, keep secret, handmade, alertness, awareness, fail, go bankrupt, depravity, unspoken, awkwardly.*

XI. Make up sentences using synonyms and antonyms from previous task in affirmative, negative and interrogative forms.

XII. Find sentences with the following words and phrases in the text and translate them.

To find a way, to serve the new society, industrial age, disseminating, to create, face-to-face, descriptive, evolution, chapter, mouth, serial form, widely available, morality, individual experience, to satisfy.

XIII. Find key words and phrases in the text which prove the importance of the invention of radio, television, photography and telephone.

XIV. Read and translate the text B. Mass Media in Mass Society.

XV. Retell the text.

UNIT V

PRESS IN BRITAIN

I. Read the text.

Text A. *Two Streams in the Mass Media in Britain*

In Great Britain, as well as in the rest of the Western world, newspapers, magazines, radio and television have long been capitalist enterprises. Two streams are distinguished here in the mass media, each with its own objectives, methods and forms of presentation: “big media” and “opinion press”. The ‘big media’ are supposed to keep the ruling circles more or less accurately informed of the state of affairs on the economic and political fronts, to provide news and political opinions. They do not try to be popular.

The “opinion press”, on the other hand, has the function of manipulating public opinion, preventing public passions from running too high, and obscuring the causes of the problems and difficulties besetting its readers. Since the nineties of the last century, with growing political and industrial strife and socialist ideas beginning to spread, this category of press has served as a new diversion to lead workers' minds away from the class struggle.

In discharging this function today the bourgeois massmedia naturally concentrate on those spheres of public life where class relations manifest themselves indirectly, if at all. The “opinion press” caters to those sections of bourgeois society where there is growing social passivity and political apathy, resulting in the main from the indifference of their state machinery to the interests of the public. Assisted by the bourgeois mass media the ruling classes of Britain are determined to keep the 'small man' in the orbit of its influence and control.

The most important of the British press are national newspapers. They are distributed and sold in all parts of the country. Nearly all the national newspapers have their head offices in London, but the famous newspaper street, Fleet

Street, now houses only two of them, the Daily Express and the Daily Telegraph. The rest have moved to cheaper parts of London.

The national papers are divided into two main groups: quality papers and popular papers. The former group includes The Times, The Guardian, the Daily Telegraph, the Financial Times, The Observer, the Sunday Times and the Sunday Telegraph. Very thoroughly they report national and international news. The latter group - the News of the World, The Sun, the Daily Mirror, the Daily Express.

These newspapers tend to make news sensational, they publish 'personal' articles which shock and excite. Instead of printing factual news reports, these papers write them up in an exciting way, easy to read, playing on people's emotions. Their aim of entertaining people really means appealing to the lowest level of public taste, avoiding serious political and social questions or treating them superficially. Trivial events are treated as the most interesting and important happenings. Crime is always given far more space than creative, productive or cultural achievements. Much of their information concerns the private lives of people who are in the news. The popular newspapers are very similar to one another in appearance and general arrangement, with big headlines and the main news on the front page.

Being formally independent and non-party the newspapers, both quality and popular, are the true guardians of the established interests, the mouthpieces of the ruling class.

National Newspapers

<i>Title and foundation date</i>	<i>Controlled by</i>
<i>National dailies</i>	
<i>Populars</i>	
<i>Daily Express (1900)</i>	<i>United Newspapers</i>
<i>Daily Mail (1896)</i>	<i>Associated Newspapers Group</i>
<i>Daily Mirror (1903)</i>	<i>Mirror Group Newspapers</i>

<p><i>Morning Star (1966)</i></p> <p><i>The Star (1978)</i></p> <p><i>The Sun (1964)</i></p> <p><i>Today (1986)</i></p>	<p><i>Morning Star Cooperative Society</i></p> <p><i>United Newspapers</i></p> <p><i>News International</i></p> <p><i>News International</i></p>
<p><i>Qualities</i></p> <p><i>Daily Telegraph (1855)</i></p> <p><i>Financial Times (1888)</i></p> <p><i>The Guardian (1821)</i></p> <p><i>The Independent (1986)</i></p> <p><i>The Times (1785)</i></p> <p><i>National Sundays</i></p>	<p><i>The Daily Telegraph</i></p> <p><i>Pearson</i></p> <p><i>The Guardian and Manchester Evening News</i></p> <p><i>Newspaper Publishing</i></p> <p><i>News International</i></p>
<p><i>Populars</i></p> <p><i>News of the World (1843)</i></p> <p><i>Sunday Express (1918)</i></p> <p><i>Sunday Mirror (1963)</i></p> <p><i>Sunday People (1881)</i></p> <p><i>The Mail on Sunday (1982)</i></p> <p><i>News on Sunday (1987)</i></p>	<p><i>News International</i></p> <p><i>United Newspapers</i></p> <p><i>Mirror Group Newspapers</i></p> <p><i>Mirror Group Newspapers</i></p> <p><i>Associated Newspapers Group</i></p> <p><i>News on Sunday Ltd</i></p>
<p><i>Qualities</i></p> <p><i>Sunday Telegraph (1961)</i></p> <p><i>Sunday Times (1822)</i></p> <p><i>The Observer (1791)</i></p>	<p><i>The Daily Telegraph</i></p> <p><i>News International</i></p> <p><i>George Outram & Co/the Observer</i></p>

The daily paper have no Sunday editions, but there are Sunday papers, nearly all of which are national, and some of which are closely linked with daily national papers. On weekdays there are evening papers, all of which

serve their own regions only, and give the latest news. London has two evening newspapers, the London Standard and the relaunched Evening News.

II. Remember the following words and word combinations.

<i>stream</i>	<i>направление</i>
<i>forms of presentation</i>	<i>формы представления</i>
<i>accurately</i>	<i>(материала)</i>
<i>to prevent</i>	<i>точно</i>
	<i>предупреждать, препятствовать</i>
<i>passion</i>	<i>(чему-либо)</i>
<i>to obscure</i>	<i>сильное чувство, увлечение</i>
<i>to beset</i>	<i>затруднять понимание,</i>
<i>strife</i>	<i>затемнять</i>
<i>spread</i>	<i>осаждать (вопросами)</i>
<i>a new diversion</i>	<i>борьба, спор</i>
<i>to discharge</i>	<i>распространение, объявление</i>
<i>to cater</i>	<i>новое развлечение</i>
<i>to house</i>	<i>выполнять</i>
<i>quality papers</i>	<i>развлекать, доставлять</i>
<i>to avoid</i>	<i>удовольствие</i>
	<i>помещать, размещать</i>
	<i>качественные газеты</i>
	<i>избегать, уклоняться,</i>
	<i>аннулировать.</i>

III. Remember the pronunciation of the following words.

the bourgeois [ˈbuːrʒwɑːz] – буржуазия

mass media [ˈmæs meɪdiə] - средства массовой информации

society [səˈsaɪti] – общество

apathy [ˈæpəθi] – безразличие, апатия

The Guardian [ˈgɑːdjən] – Гардиан

The Financial Times [faɪˈnænsiəl taɪmz] – Файненшиал Таймс

The Observer [ˈɒbzəːvə] – Обозреватель

The Daily Mirror [ˈdeɪli ˈmɪrə] – Дэйли Миррор

IV. Answer the questions on the text.

1. *What are the two streams in the British mass media?*
2. *What are the most important characteristic features of the British press?*
3. *Where do all national newspapers have their head offices?*
4. *What are the main groups of the national newspapers?*
5. *What does the "big media" mean?*
6. *What did the "opinion press" serve since 1890's ?*
7. *Which of the newspapers tend to make news sensational?*
8. *What is the aim of the quality papers?*
9. *What are the similar features of the popular newspapers?*
10. *Whose interests do both quality and popular newspapers express?*

V. Discuss the following statements based on what you have just read.

- *Two streams in the massmedia;*
- *"Big media" and "opinion press";*
- *National newspapers;*
- *Quality papers and popular papers;*
- *Newspapers which tend to make news sensational;*
- *Information which concerns the private lives of people;*
- *The daily papers.*

VI. Give Russian Equivalents for the following English words and word combinations.

To relaunch, to serve, to link, editions, the mouthpiece the established interest, independent and non-party arrangement, productive achievements, to treat, superficially, trivial events, to appeal, entertaining people, to assist, indifference, social passivity, strife.

VII. Give English equivalents for the following Russian words and word combinations.

Средства массовой информации, методы представления (материала), правящие круги, информировать, политические мнения, манипулировать существенным мнением, классовая борьба, буржуазное общество, социальная пассивность, влияние и контроль, национальные газеты, распределять, продавать, международные новости.

VIII. Insert the necessary words and word combinations from the text.

- 1. In Great Britain newspapers ..., ... and ... have long been*
- 2. The "... .." are supposed to keep the More or less "... " of the state of affairs on the ... and ... fronts.*
- 3. The "... .." has the ... of manipulating*
- 4. This category of press has served as a o lead away from the*
- 5. The of the are national newspapers.*
- 6. They are distributed and ... in all parts*
- 7. Nearly all the national newspapers have in*
- 8. These newspapers sensational.*
- 9. Their aim of really to the lowest level of*
- 10. are treated as the most interesting and important happenings.*
- 11. Crime is always more space than or ... achievements.*

12. *Much of the the private lives of are*

IX. Use the following words and word combinations in sentences of your own.

Methods and forms of presentation, to suppose, the railing circles, to inform, the economic and political fronts, to provide news, political opinions, public passions, to spread, the category of press, a new diversion, the class struggle, to concentrate, spheres of public life, national newspapers, international news, to make news sensational, shock and excite, easy to read.

X. Make up questions to the underlined words and word combinations

1. *Two streams are distinguished in the mass media.*
2. *The most important of the British press are national newspapers.*
3. *They are distributed and sold in all parts of the country.*
4. *Nearly all national newspapers had their head offices in London.*
5. *The national papers are divided into two main groups: quality papers and popular papers.*
6. *Very thoroughly they report national and international news.*
7. *These newspapers tend to make news sensational they publish "personal" articles, which shock and excite.*
8. *Trivial events are treated as the most interesting and important happenings.*
9. *Crime is always given far more space than creative, productive or cultural achievements.*
10. *London has two evening newspapers, the London Standard and the relaunched Evening News.*

XI. Find suitable synonyms and antonyms

A) Synonyms

Stream, enterprise, beset, strife, Gush, endeavor, invade, besiege, mind, quality, former assail, earlier, trait, previous, attribute, soul, spirit, brain, quarrel, animosity

B) Antonyms

Distinguished, accurate, high, obscure, serve, minde, indirectly, formerly, immediately, directly, primarily, unwilling, disinclined, betray, dishonor, clear, distinct, short, undersized, faulty, slips hold, typical.

XII. Make up sentences using synonyms and antonyms from the previous task in affirmative, negative and interrogative forms.

XIII. Find sentences with the following words in the text and translate them.

Public opinion, the latest news, editions, social questions, the mouth pieces of the ruling class, big headlines, the front page, appearance, cultural achievements, creative, trivial events, lowest level of public taste, people's emotions, factual news, articles; shock and excite, to print, thoroughly.

XIV. Find key words and phrases in the text which characterise two streams in mass media in Britain.

XV. Read and translate the text A “Two Streams in the Mass Media in Britain”.

XVI. Retell the text.

I. Read the text.

Text B. *The Most Famous Newspapers*

The four most famous provincial newspapers are The Scotsman (Edinburgh), the Glasgow Herald, the Yorkshire Post (Leeds) and the Belfast Telegraph, which present national as well as local news. Apart from these, there are many other daily, evening and weekly papers published in cities and smaller towns. They present local news and are supported by local advertisements. But many of the local newspapers are folding, because nobody wants to buy them. For years they are kept afloat thanks to advertisement and specialize in featuring cheerful stories such as how a pair of old-age pensioners got rich by breeding some domesticated animals commercially, or a local potter won an order from Japan.

The Times (founded 1785) is called the paper of the Establishment. Politically it is independent, but it is generally inclined to be sympathetic to the Conservative party. It is not a governmental organ, though very often its leading articles may be written after private consultation with people in the Government. It has a reputation for extreme caution in its attitudes, though it has always been a symbol of solidity in Britain. In 1979-80 it suffered serious difficulties in connection with the introduction of new technology. This caused the loss of many jobs and strong protests and strikes of printers. Its owner, Lord Thompson, closed the paper for eleven months in order to force the trade unions to agree to his decision. But in 1981 he sold The Times to an Australian tycoon, Rupert Murdoch.

The Guardian (until 1959 - Manchester Guardian) has become a truly national paper rather than one specially connected with Manchester. In quality,

style and reporting it is nearly equal with The Times. In politics it is described as 'radical'. It was favourable to the Liberal Party and tends to be closer in sympathy to the Labour Party than to the Conservatives.

The Daily Telegraph in theory is independent, but in practice it is very close to being an organ of the Conservative Party. Being well produced and edited it is full of various information and belongs to the same class of journalism as The Times and The Guardian. It reflects and defends the class interests of the Establishment. As regards the Financial Times, the name of this newspaper defines its character, and its political attitude is strongly Conservative.

At the end of 1986 a new quality paper, The Independent, was launched in London. Despite its defying title it is likely to become pro-Conservative, rivaling the Daily Telegraph. Some three years later The Independent on Sunday followed.

The Morning Star (founded in 1930 as the Daily Worker) may be regarded as the national Communist daily newspaper of the British working people, whose political and economic rights and interests it has been defending since the time of its foundation. The Morning Star, incorporating the Daily Worker from 1966, includes its Communist predecessor and continues its line. It is in the vanguard of the working masses of the country and is an important instrument of the British Communists for the unification of all progressive forces. The Morning Star makes a tangible contribution both to the cause of the international workers' movement and strengthening and preserving peace all over the world.

Though small in circulation the Morning Star is the only paper in Great Britain, which belongs to its readers, who support it and on whose voluntary donations it exists.

A popular opinion about the leading British newspapers was wittily and

not without a sense of humour expressed by an Advertising Copywriter:

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

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

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

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

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

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

The Daily Express is read by the people who think the country is still like that.

II. Remember the following words and word combinations.

<i>local news</i>	<i>местные новости</i>
<i>to support</i>	<i>поддерживать</i>
<i>advertisement</i>	<i>объявление, реклама</i>
<i>to fold</i>	<i>разориться (о газете)</i>
<i>to buy</i>	<i>покупать</i>
<i>a float</i>	<i>держаться на плаву (не</i>
<i>cheer full story</i>	<i>разориться)</i>
<i>domesticate</i>	<i>смешная история</i>
<i>commercially</i>	<i>приручать</i>
<i>local porter</i>	<i>коммерчески</i>
<i>to be inclined</i>	<i>местный грузчик, носильщики</i>
<i>private consultation</i>	<i>быть склонным, расположенным</i>
<i>reputation</i>	<i>(к чему-либо)</i>
	<i>частная консультация</i>

extreme caution

репутация

attitude

чрезвычайная опасность

strike

отношение

забастовка.

III. Remember the pronunciation of the following words.

The Scotsman [ˈskɒtsmən] - Шотландцы

Edinburgh [ˈɛdnɪbrə] - Эдинбург

Glasgow [ˈglɑːsgoʊ] - Глазго

Yorkshire [ˈjɒkʃaɪə] - Йоркшир

Leeds [liːdz] - Лидс

Belfast [ˈbelfɑːst] – Белфаст

Australian [ɒsˈtrɒljən] - Австралийский

Murdoch [ˈmɜːdɒk] - Мёрдок

IV. Answer the questions on the text.

- 1. What are the four most famous provincial newspapers?*
- 2. What newspaper is called the paper of the Establishment?*
- 3. What party interests does the “Guardian” express?*
- 4. Is the “Daily Telegraph” close to the Conservative Party?*
- 5. What is a popular opinion about the leading British newspapers?*
- 6. What information does provincial press present?*
- 7. What was the cause of printers strike?*
- 8. When was the “Morning Star” founded?*
- 9. What is the reputation of the “Times”?*
- 10. Where was the “Independent” launched in?*
- 11. What was the contribution of the “Morning Star” to the international workers movement?*

V. Discuss the following statements, based on what you have just read.

- *A popular opinion about the leading British newspapers;*
- *The national newspaper of the British working people;*
- *Daily Telegraph is an organ of the Conservative Party;*
- *The newspaper of the Establishment;*
- *The four most famous provincial newspapers.*
- *Special role of the advertisements.*

VI. Give English equivalents for the following Russian words and word combinations.

Провинциальные газеты, местные новости, еженедельные газеты, не хотят покупать, благодаря рекламе, выигрывать, Япония, основывать, независимый, правительственный орган, частные консультации, репутация, связаны с чем-либо, причина, закрывать газету, профсоюзы, решение, отражать, классовые интересы.

VII. Give Russian equivalents for the following English words and word combinations.

Wittily, a sense of humour, voluntary, domination, exist, to belong (to), circulation, a tangible contribution, unification, predecessor, vanguard, to incorporate, to defend, regard, rivalling, control, political attitude, to edit, favourable, to agree, to suffer, symbol of solidity, extreme caution.

VIII. Insert the necessary words and word combinations from the text.

1. *Provincial newspapers present ... as well as*
2. *There are many other ..., ... and ... papers published in cities and smaller towns.*
3. *They present ... and are supported by*

4. *But many of the are ..., because to buy them.*
5. *... .. (founded 1785) is called the paper of the*
6. *Politically it is*
7. *It is generally ... to be ... to the*
8. *... .. (until 1959 -) has become a truly national paper.*
9. *The “Daily Telegraph” in theory is independent, but it is ... close to ... an organ of the*
10. *The “Morning Star” may be ... as the of the British.*
11. *The u read by the people who think the country is*

IX. Use the following words and word combinations in sentences of your own.

Provincial newspaper, local news, daily papers, to support, local advertisement, to fold, to buy, thanks to advertisements, to keep afloat, cheerful story, the paper to Establishment, to include, strong protect, new technology, to cause, private consultation, Trade Union, to agree, the decision, the introduction to describe, independent, well produced.

X. Make up questions to the underlined words and word combinations.

1. *The four most famous provincial newspapers present national as well as local news.*
2. *There are many other daily, evening and weekly papers published in cities and smaller towns.*
3. *They present local news and are supported by local advertisement.*
4. *But many of the local newspapers are folding, because nobody wants to buy them.*
5. *If is not a governmental organ though very often its leading articles may*

- be written after private consultation with people in the Government.*
6. *For years they are kept afloat thanks to advertisement and specialize in featuring cheerful stories.*
 7. *This caused the loss of many jobs and strong protests and strikes of printers.*
 8. *The Guardian has become a truly national paper rather than one specially connected with Manchester.*
 9. *In politics it is described as "radical".*
 10. *The Daily Telegraph reflects and defends the class interests of the Establishment.*
 11. *Daily Worker is the vanguard of the working masses of the country.*

IX. Find suitable synonyms and antonyms

A) Synonyms

<p><i>Provincial, local, featuring, sympathetic, consultation, symbol, decision, favourable</i></p>	<p><i>Well-disposed, kind, arrangement, deliberation, presenting, recommending, rude, countified, insular, divisional, showing, pitying, compassionate, conference</i></p>
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B) Antonyms

<p><i>Radical, strong, agree, won, cheerfully, afloat, fold, advise</i></p>	<p><i>Deceive, misdirect, expand, ashore, beached, reluctantly, unwillingly, beaten, lost, debate, differ, feeble, weak, reformist, conservative.</i></p>
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XII. Make up sentences using synonyms and antonyms from the previous task affirmative, negative and interrogative forms.

XIII. Find sentences with the following words in the text and translate them.

Humour, to express, advertising, copywriter, popular opinion, voluntary, belong (to), movement, progressive forces, an important instrument, vanguard, incorporating, political and economic rights, to follow, despite.

XIV. Find key words and phrases in the text which characterise the most famous newspapers in Britain.

XV. Read and translate the text B: "The Most Famous Newspapers".

XVI. Retell the text.

I. Read the text.

Text C. *Periodicals in the United Kingdom*

Weekly and monthly reviews are a very important element in the British press. There are about 8,000 periodicals in the United Kingdom, which are classified as 'general', 'specialized', 'trade', 'technical' and 'professional'. General and specialized periodicals include magazines of general interest, women's magazines, publications for children, magazines dealing with sport, gardening, hobbies and rumour, etc. There are journals specializing in a wide range of subjects, as well as publications of learned societies, trade unions, universities and other organizations.

*The highest circulation belongs to women's weeklies *Woman and Woman**

**s Own (1,700,000 and 1,660,000 respectively). The most important journals are The Economist, the Spectator and the New Statesman. The Economist, of a conservative character, covers a wide range of topics on events of international, political and economic interest. The Spectator, a journal also with conservative views, devotes much space to reviews of books and to literary and other artistic matters, as well as many other different subjects, including politics. The New Statesman, a radical left-wing periodical, inclining towards the left wing of the Labour party, contains articles on national and international affairs, reviews, politics, literature and the arts.*

Traditionally the leading humorous periodical in Britain is Punch, best known for its cartoons and articles which deserve to be regarded as typical examples of English humour - rarely unkind, but not always capable of being universally enjoyed. It also has serious articles.

Among other more or less important periodicals are Tribune, supporting the Labour party, New Society, New Scientist, Country Life, Private Eye - a satirical fortnightly, also covering public affairs. A more recent publication is Financial Weekly, a periodical for the world of business and finance. The Times publishes separately a weekly Educational Supplement, Higher Education Supplement and Literary Supplement.

The class character of the information substance of the British press is determined by the views of its owners. For instance, Rupert Murdoch, the owner of the transnational corporation News International, one of the biggest media tycoons, has a long anti-labour record. In 1986 he built an ultramodern computerized print-shop in the East London port district of Wapping, where the corporation owned London papers - The times, the Sunday Times, the Sun and the News of the World - are printed.

In investing large fortune in the new undertaking, Murdoch intended to make his papers more competitive through modernization, which makes

possible substantial cuts in personnel, and to bridle the print workers' union by facing it with the prospect of waiving of some of its rights, with its members either accepting Murdoch's fettering terms or being locked out. The print workers couldn't tolerate it, supported by their trade union they called a strike.

Murdoch's News International has a turnover of 1.4 billion dollars a year and publishes more than 80 newspapers and magazines in Australia, Britain and the USA.

Being the proprietor of mass-circulation papers read on three continents, he can exert a substantive influence on developments in Australia, Western Europe and the USA by manipulating public opinion and encouraging those political forces and politicians invariably opposed to social progress. He uses his political influence exclusively to back the right, in the interests of big business.

There are a number of news agencies in Britain, the oldest being Reuters which was founded in 1851. Reuters, a world news organization, is owned jointly by the Newspaper Publishers Association, the Press Association, the Australian Associated Press and the New Zealand Press Association. The agency employs some 540 journalists and correspondents in seventy countries and has links with about 120 national or private news agencies. The information of general news, sports, and economic reports is received in London every day and is transmitted over a network of teleprinter lines, satellite links and cable and radio circuits. The news is distributed either direct or through national news agencies.

II. Remember the following words and word combinations.

to review

пересматривать

periodical

периодический

to classify

классифицировать

<i>trade</i>	<i>торговля</i>
<i>professional</i>	<i>профессиональный</i>
<i>technical</i>	<i>технический</i>
<i>to include</i>	<i>включать</i>
<i>a wide range</i>	<i>большое разнообразие</i>
<i>Trade Union</i>	<i>профсоюзы</i>
<i>circulation</i>	<i>выпуск (о печатных изданиях)</i>
<i>to cover</i>	<i>охватывать</i>
<i>topics of events</i>	<i>темы событий</i>
<i>left - wing</i>	<i>левое крыло</i>
<i>international affairs</i>	<i>международные дела</i>
<i>media tycoon</i>	<i>крупный владелец средств массовой информации; магнат средств массовой информации</i>

III. Pronounce correctly the following word and remember them..

British ['brɪtɪʃ] - *Британский*

The United Kingdom [ju: 'naɪtɪd 'kɪŋdəm]

The Spectator [spek'teɪtə]

The Tribune [trɪbjʊ:n]

Financial Weekly ['faɪn ʌn, 'i:əl'wi:kli]

Literary Supplement ['lɪtərərɪ's ʌplɪment]

Wapping ['veɪpɪŋ]

Australia [ɔs'treɪljə] - *Австралия*

Europe ['juərəp] - *Европа*

Reuter ['reɪtə]

New Zealand [nju: 'zi:lənd] - *Новая Зеландия*

IV. Answer the questions on the text.

- 1. What is an important element in the British press?*
- 2. How many periodicals are there in the United Kingdom?*
- 3. How are the British periodicals classified?*
- 4. What do general and specialized periodicals include?*
- 5. What the periodicals are of the highest circulation?*
- 6. What are the most important journals?*
- 8. Does the "Economist" cover a wide range of economic and political topics?*
- 9. What events does the "Spectator" cover?*
- 10. What is a turnover of the "Murdoch's New International"?*
- 11. What is Rupert Murdoch?*
- 12. How many news agencies in Britain?*
- 13. What is the oldest news agencies?*
- 14. How many journalists work in national and private news agencies?*

V. Discuss the following statements, based on what you have just read.

- Reuters, a world news organization;*
- The influence on developments in other countries;*
- Murdoch's News International Agencies;*
- The class character of the information of the British press;*
- The leading humorous periodical in Britain;*
- Periodicals which Labour party support;*
- The most important journals;*
- General and specialized periodicals.*

VI. Give Russian equivalents for the following English words and word combinations.

Gardening, respectively, events, to devote, a radical, to contain, cartoons, to deserve, to regard, rarely unkind, capable, a satirical fortnightly, owner, media tycoons, undertaking, to intend, to bridge.

VII. Give English equivalents to the following Russian words and word combinations.

Агентства новостей, распределять, спутник, связывать, передавать, получать, экономические отчеты, частные новости, объединяться, дело, влиять, социальный прогресс, политические силы, манипулировать, забастовка, поддерживать, закрывать, принимать, чьи-либо права, модернизация.

VIII. Insert the necessary words and word combinations from the text.

- 1. There are about in the*
- 2. They are classified as "...", "...", "...", "...", and "...". .*
- 3. General and specialized periodicals include magazines of,, for*
- 4. Magazines dealing with ..., ..., ... and ... , etc.*
- 5. There are journals specializing in a of*
- 6. The highest circulation belongs to and*
- 7. journals are ..., ... and*
- 8. ... the leading humorous periodical in*
- 9. The class character of the of the British press is ... by the ... of its*
- 10. There are a number of in Britain.*
- 11. The oldest news agency is*
- 12. The news is ... either ... or through*

IX. Use the following words and word combinations in sentences of your own.

Periodicals, weekly and monthly reviews, important element, general and special periodicals, general interest, publications for children, to deal with, hobbies and humour, to learn a society, universities and organizations, topics on elements, conservative views, artistic matters, different subjects, economic interest, social progress.

X. Make up questions to the underlined words and word combinations.

1. *There are about 8.000 periodicals in the United Kingdom.*
2. *Weekly and monthly reviews are a very important element in the British press.*
3. *General and specialized periodicals include magazines of general interest.*
4. *There are journals specializing in a wide range of subjects.*
5. *The highest circulation belongs to women's weeklies *Woman and Woman's Own*.*
6. *The most important journals are The Economist, the Spectator and the New Statesman.*
7. *The class character of the information substance of the British press is determined by the views of its own.*
8. *There are a number of news agencies in Britain, the oldest being Reuters which was founded in 1851.*
9. *The agency employs some 540 journalists and correspondents in seventy countries.*
10. *The news is distributed either direct or through national news agencies.*

XI. Make up sentences using synonyms and antonyms from the previous task in affirmative, negative and interrogative forms.

XII. Find the sentences with the following words in the text and translate them.

National news, radio circuits, satellite links, cable, a network, journalists and correspondents, to employ, exclusively, proprietor, continent, billion dollars, turnover, tolerate, fettering terms, prospect, by facing, investing, port district, substance, views, anti-labour record.

XIII. Find key words and phrases in the text which characterize the most important features of weekly and monthly reviews in the British press.

XIV. Read and translate the text C: "Periodicals in the United Kingdom".

XV. Retell the text.

UNIT VI

HISTORY OF MAGAZINES

I. Read and translate the text.

Text A. *British Publications and Early American Efforts*

The first English-language magazines were started in London in the early 18th century. The first such publication, the "Review", was actually a cross between a newspaper and a magazine. It was published by Daniel Defoe (the author of Robinson Crusoe) in 1704. In 1709 Richard Steele began publishing the "Tatler". He was soon joined by Joseph Addison. And together they published both the "Tatler" and its short-lived successor, the "Spectator". In 1731 the first British publication of the word "magazine" began: Edward

Cave's Gentlemen's Magazine. Cave later hired the famed man of letters Dr. Samuel Johnson as one of his writers. Johnson started his own magazine, the "Rambler", in 1750. These magazines sought an audience among the elite - both men and women - by providing witty and stimulating reading in periodical form.

In 1741 two prominent printers in Philadelphia-Andrew Bradford and Benjamin Franklin - vied to publish the first magazine in the American colonies. Bradford was the victor, publishing his "American Magazine", or "A Monthly View of the Political State of the British Colonies" three days before Franklin's "General Magazine", and "Historical Chronicle", for all the British Plantations in America. Franklin was more successful however, as his magazine lasted for six issues compared to Bradford's three. The content of these American magazines consisted mostly of material reprinted from British magazines; only about 10 percent of the material in the six issues of the "General Magazines" were original. These early American magazines were designed for the elite, the relatively few literate members of society. Thus they carried essays and articles on religion, philosophy, natural science, political affairs and literature.

In 1743 a publication that might be described as the first specialized magazine in America was printed. It was "The Christian History", a religious magazine. Due to the low literacy rate in the 18-th century and the slowness of the mails, the development of magazines during this period was less than spectacular. Indeed, prior to the 19-th century, American magazine lasted for more than 14 months.

Before the Civil War, Magazines readership was still drawn primarily from the elite. The "Saturday Evening Post" and other successful publications founded in this period - the "North American Review" (1815), "Harper's (1850), and "Atlantic Monthly" (1857) - carried mostly short stories, novels,

poems, scholarly essays and political and social commentaries. By the end of the Civil War (1865), compulsory education had helped give the United States the highest literacy level in the world and the railroads had provided a means of transporting people and goods (including publications) across the continent. American magazines could now start to enter the popular culture. Numerous publications featuring both unit and internal specialization appeared. Two of the most popular genres of this specialization were farming and women's magazines. Some of the more popular publications of the late 19th century were "Ladies' Home journal", "Me Call's and woman's Home Companion". (Godey's Lady's Book, the forerunner of these specialized women's publications, was first published in 1830).

The 1880-s and 1890-s saw the debut of a number of mass-circulation, general interest magazines featuring and non-fiction articles. The most important were "Collier's", "Cosmopolitan" and "Mc Clure's". "Mc Clure's" founded by the newspaper magnate Samuel S. Mc. Clure, was the first inexpensive mass circulation magazine, selling for 15 cents a copy. This prompted Frank Munsey to cut the price of his "Munsey's magazine" to ten cents. Soon the "Saturday Evening Post" was selling for a nickel. Now they were very affordable, magazines became entrenched in the popular culture. The variety of their articles enabled these magazines to appeal to a wide range of Americans. Farmers in the Midwest could enjoy certain stories in "Saturday Evening Post ", for example, while other articles appealed to merchants and bankers in New York. The magazine industry thrived. In 1865 there were about 700 magazines, by 1900 more than 5,000.

II. Remember the following words and word combinations.

to start

начинать, появляться

to publish

публиковать

<i>title</i>	<i>заголовок</i>
<i>to cave</i>	<i>выдалбливать, (in) уступать</i>
<i>to hire</i>	<i>нанимать</i>
<i>famed man</i>	<i>известный человек</i>
<i>to sought</i>	<i>искать, разыскивать</i>
<i>an audience</i>	<i>публика</i>
<i>witty</i>	<i>умный, остроумный</i>
<i>prominent</i>	<i>выдающийся</i>
<i>to reprint</i>	<i>перепечатать</i>
<i>due to</i>	<i>благодаря (чему-либо)</i>
<i>mail</i>	<i>почта</i>
<i>spectacular</i>	<i>эффективный, импозантный</i>
<i>indeed</i>	<i>действительно</i>
<i>to drawn</i>	<i>привлекать внимание</i>
<i>scholarly essay</i>	<i>школьное сочинение</i>
<i>compulsory education</i>	<i>среднее образование</i>
<i>entrench</i>	<i>занять прочное положение</i>

III. Pronounce correctly the following word and remember them..

Daniel Defoe [ˈdænjəl dɪˈfoʊ]

Robinson Crusoe [ˈrɒbɪnsən ˈkruːzəʊ]

Richard Steele [ˈrɪtʃəd stiːl]

Joseph Addison [ˈdʒoʊzɪf ˈædɪsn]

Samuel Johnson [ˈsæmjʊəl ˈdɒnsn]

Philadelphia [fɪlɪˈdelfjə]

Andrew Bradford [ˈændruː ˈbrædfrəd]

Benjamin Franklin [ˈbendʒɪn fræŋklɪn]

IV. Answer the questions on the text

1. *When were the first English magazines started and where?*
2. *What outstanding journalists and writers took part in the first English magazines organization?*
3. *What were the first American magazines?*
4. *Who were the first American magazines organized by?*
5. *What did these magazines write about?*
6. *What was the first specialized magazine in America? What was it about?*
7. *How long did American magazines last prior to the 19th century?*
8. *What were the reasons for American magazines entering the popular culture by the end of the civil war?*
9. *What was the American magazines specialization that period of time?*
10. *What period of time saw the appearance of mass circulation magazines?*
11. *Who was the first inexpensive mass circulation magazinez founded by?*
12. *What readers were the mass circulation magazinez aimed at?*
13. *What was the number of magazinez by 1900? What do you think was the reason of such growth?*

V. Discuss the following statements, based on what you have just read.

- *The first English-language magazines;*
- *The author of Robinson Crusoe;*
- *The first British publications and its titles;*
- *Two prominent printers;*
- *The early American magazines;*
- *The Civil War and its influence to magazines readership;*
- *The important factors of compulsory education.*

VI. Give English equivalents for the following Russian words and word combinations.

Купцы и банкиры, фермеры, наслаждаться, широкий, разнообразие,

популярные журналы, урезать цену, продавать, копия, появляться, многочисленные публикации, через континент, товары, включать, высокий литературный уровень, гражданская война, успешный, требовать.

VII. Give Russian equivalents for the following English words and word combinations.

To thrive, to enable, to entrench, affordable, mass-circulation, forerunner, genre, short-lived successor, issue, slowness, to sell, nickel, readership, primarily, means of transporting, popular genres, non-fiction articles, cent, a copy, general interest, featuring, the debut, to appear, the continent, social commentaries, period, century, elite.

VIII. Insert the necessary words and word combinations from the text.

- 1. The first English-language ... were started in ... in the early*
- 2 The, the "Review" was actually a cross between and*
- 3. It was published (the author of)in 1704.*
- 4. In 1731 the first to carry the word ... in its title began:*
- 5. These magazines sought an audience among the ... - both ... and ... by ... and ... reading in*
- 6. In ... two in Philadelphia - and - vied to publish the in the*
- 8. Only about of the material in the six issues of the "... .." was*
- 9. Before the Civil War, was still drawn ... from the*
- 10. By the end of the Civil War (...), had helped give the ... the highest in the world.*

11. *The ... had provided a means of ... people and goods (... ...) across the continent.*

12. *... .. could now start to enter the popular culture.*

IX. Use the following words and word combinations in sentences of your own.

Effort, actually, to join, title, the famed man, periodicals, vied to publish, the victor, natural science, to describe, low literacy rate, slowness of the mails, the highest literary level, to include, the debut, featuring unit, magnate.

X. Make up questions to the underlined words and word combinations.

1. *The first English-language magazines were started in London.*

2. *The "Review" was actually a cross between a newspaper and a magazine.*

3. *It was published by Daniel Defoe in 1704.*

4. *The two prominent printers vied to publish the first magazine in the American colonies.*

5. *The content of the American magazines consisted mostly of material re-printed from British magazines.*

6. *Only about ten percent of the material in the six issue of the "General Magazines" were original.*

7. *These early American magazines were designed for the elite, the relatively few literate members of society.*

8. *In 1743 a publication that might be described as the first specialized magazine in America was printed.*

9. *It was "The Christian History", a religions magazine.*

10. *Indeed, prior to the 19th century, American magazine lasted for more than 14 months.*

XI. Make up sentences using synonyms and antonyms from the previous

task in the affirmative, negative and interrogative forms.

XII. Make up sentences with the following words in the text and translate them.

Daniel Defoe, short-lived successor, to hire, an audience, both men and women, periodical form, prominent printers, the first magazine, the victor, six issues, to compare, to design, essays, natural science, literacy rate, political and social commentaries, featuring and non-fiction articles, magazine industry, merchants and bankers, to appeal.

XIII. Find key words and phrases in the text which tell us about English magazines.

XIV. Read and translate the text A: “British Publications and Early American Efforts”.

XV. Retell the text.

TEXTS FOR ADDITIONAL READING

Read and translate the text without a dictionary and try to understand them.

Advertising in the Russian Media

The U.S. Information Agency and the Russian group Okno-Reklama held a meeting at an international conference, whose aim was supposed to be instruction and exchange of experience, though, what was exchanged was mostly problems. To be more precise, the problems were merely outlined - and it is clear that most publications face a similar set of such problems.

In Russian periodicals, as Prof. Obermeyer of the United States correctly pointed out, line ads, or personal announcements, are almost non-existent. By contrast, newspapers in the United States earn up to 50 percent of their proceeds from line advertising. The "expulsion" of private advertisers from our newspapers started quite a while ago, in the days of financial pyramids, when it was far more profitable for a paper to print ads from Khopyor Invest, MMM, and similar bubbles. There was no room in the papers for ads from private individuals who could not afford to pay through the nose for them. Khopyor and other of the same ilk vanished in die end, bin the private advertiser never returned to the general political newspaper, having got used to special advertising weeklies like Iz Ruk v Ruki (From Hand to Hand). Not because announcements can be placed there free of charge, but because the private individual knows hat many more people are likely to see his announcement in an advertising tab-old than in a serious paper.

Serious papers, however, do not have he knack of working with big-time advertisers, who help many of them to survive, either. The advertiser tends to get cross when there arc no phone calls from readers of the paper in which he has placed his ad. The trouble is that the newspaper has a good designer, but lacks a good copywriter, as he is known in the West, that is, a professional who brings home the ad's message, making it psychologically palatable. How do matters stand with Russian newspapers? If the advertiser is Russian, the paper will painstakingly reproduce the ad's original text to the last comma. If

he is a foreigner, the paper will make a primitive word-for-word translation of his ad, like this one: "Our shampoo is for healthy hair." Does this imply that it is unsuitable for unhealthy hair? Wouldn't it be better to write "This shampoo will make your hair healthy"?

Actually, most of newspapers' and periodicals' advertising-related problems stem from copywriters' lack of professional skills. The common belief is that no special training is needed here - you can pick up the necessary skills as you go along. Here is a real-life example: One ad leaflet dropped in private mail boxes reads: "Poverty-stricken students will take up any kind of work - - railroad car unloading, rubbish disposal, entrance hall cleaning, ad campaign organizing."

While a newspaper can afford to send its advertising agents somewhere for training, who is expected to teach the editors to take seriously their ad service? A blank wall still exists between the editorial staff and the advertising agents. Editors scold copywriters, blaming them for die failure to attract advertisers. The copywriters retort: They don't come because you don't make a good job of the paper. What you print is not interesting."

If such discussions were face-to-face, there might have been some positive results. But what we have is behind-the-back attacks. Simply Russian newspaper editors are not in the habit of discussing the paper's creative concept with its ad service.

Is only right and proper that such impressive conferences should-teach people who already work as copywriters how to put ads together. But they would also do well to teach others, so that the paper might be widely read and the ads pay off.

The Journalist and His Job

(an extract from a book written by an Australian journalist)

What sort of people are journalist? What qualities and qualifications do they possess?

If you accept picture so often given on the movie or television screen, newspapermen are hard-bitten, rude, hat-wearing, shouting people who unravel crime mysteries, call their editor "Chief, and seem to have unlimited expenses. Beware of that picture.

The Concise Oxford Dictionary describes a journalist as "one whose business is to edit or write for a public journal". That's all.

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 where you will be free and what time your will have to call your own.

Despite this, those who are journalists can imagine few ways of life those are more rewarding despite the drawbacks and frustration of their profession. Most sub-editors particularly night sub-editors, lead a hard life, shut off from personal contact with the outside world;but many of them have been reporters and have known the thrill of meeting important people and of writing a good story - the excitement of being a journalist.

To be a good journalist you must have a great deal of curiosity. You must like people and be interested in what they do, your 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. He must be able to write, not necessarily at the standard of great writers, but in a simple and lucid fashion and above all, quick and in short sentences which convey concisely what is meant.

A reporter is responsible to his chief of staff. He is told to refer matters, which involve decisions to the chief of staff.

But the chief of staff is not with him when he is reporting the proceeding of Parliament or some meeting; not with him when he is interviewing an important person; not with him when he is reporting an event involving loss of life, a bushfire or a flood. There the reporter is on his own, with nobody to turn to for advice. There he had to make his own decisions and shoulder responsibility. A good journalist is not easily rebuffed. He must have a good deal of self-reliance and push and energy and initiative.

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

This is not You Life: Television as the Third Parent

(Benjamin Stein)

Modern technology bedevils us. We can't live without it, but sometimes we can't seem to live with it, either. This is particularly true of the modern mass media. On the one hand, they give us so many possibilities. Who wants to be without television, cable networks, video recorders and players, and - increasingly - personal computers? Each of these gives us both entertainment, information and acts from our window to the world. On the other hand, we must ask: What kind of entertainment? Which section of information? Through whose window are we viewing the world? And, what effect does this

have to us and our perception of reality? The effects of mass media are often unforeseen and unwished.

In this article we will work a bit more closely at both the advantages and disadvantages of modern mass media. We shall show how television can provide an internet reality - better, brighter, surely - as long as it's entertainment. But what happens when the boundary between TV as a source of amusement and TV as a source of values begins to blur? If art seeks to imitate life, what happens when life seeks to imitate art and the circle is completed - and closed?

Ten years ago, I spent one year studying the handful of powerful people here in Hollywood who govern the general themes and specific social and political messages of prime time commercial television. The conclusion, now not seriously questioned, was that a politically and socially homogeneous clique makes television in the image of its own worldview. That worldview has little in common with the views of the large society and is, in fact, often at war with observable reality.

For the past five years, I have been studying the other end of the funnel: the effect of mass culture, specifically television, upon the viewing public, and particularly upon young people. In a nutshell I have been trying to discover more about the intersections of youth culture and mass culture.

To that end, I have questioned groups of students at ten high schools in the Los Angeles area. I have also just spent eight months sitting in on classes at Birmingham High School, a large middle-class school with students of every ethnic description located in suburban Van Nuys, California. Particularly the mass culture purveyed by television, is so powerful, intrusive, attractive, and ubiquitous, so thoroughly unchecked in its ability to instruct and command, that it is virtually a "third parent" in the lives of American children. For modern children, television is a source of values, an encourager

for the future, a confidant, a narcotic, a blanket of security against inadequacy - in short, a parent.

The Journalist

What makes a good journalist?

Many things. Even journalists will disagree on the order of importance of the qualities that go to make a good journalist. But they are all agreed that paramount in the make-up of journalist is a deep and genuine interest in people-good people, bad people (who often make good news!), famous people, humble people, rich people, poor people, old people, young people Black people, White people- people of every type-everywhere.

A person who has not this interest in other people will never make a good journalist. So if you are not interested in other people and think that most people are a bit of a nuisance and you prefer not to have anything more to do with them than is necessary, journalism is not for you.

Hand in hand with this interest in people, should go the qualities of sympathy (so that you can see the other side of an issue even if you disagree with the person who hold it), open-mindedness (so that you do not make a hasty ill-informed judgement) and an inquiring mind (so that you can really get to the bottom of the thing you are asking about). Last, but certainly not least the journalist needs to have humility. That does not mean that he goes around like a Sunday School teacher! But it does mean that the man who thinks he is a pretty clever chap and does not mind the world knowing about it, will never make a good journalist. The journalist - certainly the reporter —

spends most of his day talking or listening to other people, and none of us is very fond of the man who is a show-off, who thinks he knows it all.

So these are the basic qualities for a journalist, but the required qualifications are very different things.

Let us look at the qualifications a journalist needs. Obviously he must be well enough educated to be able to write fairly clearly in whatever language it is

he hopes to work in. The best journalists write simple, plain, direct English, generally preferring short words to long ones.

What about the rest of the educational qualifications for a journalist? Often it is the pupil who was fairly good at five or six subjects, and not brilliant at just one, who makes the best journalist. These sort of people seem rather better balanced, as it were, for the sort of life a journalist leads - often with a nose in half a dozen things in one day - than the specialist, who was so interested in, say, biology, that he never took much interest in history, geography, literature and other subjects.

But of course, nobody can say exactly what the best qualifications for a career in journalism are. They will vary enormously, according to the individual. There are plenty of highly successful journalists who were generally at the bottom of the class when they were at school while many a man with a university degree has failed to make any mark in journalism.

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