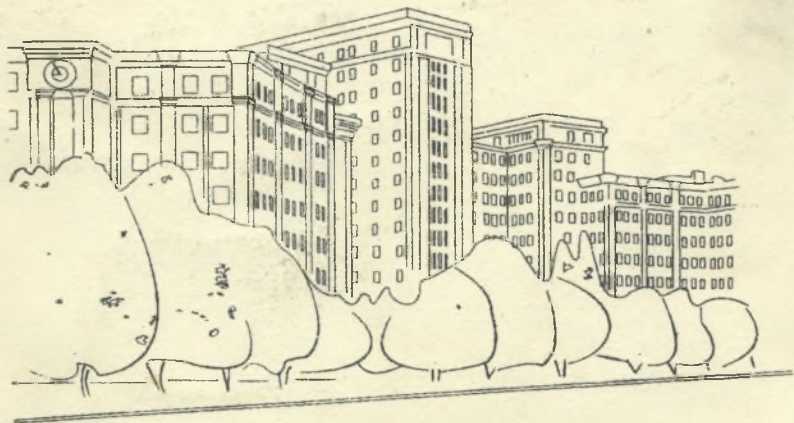


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Харьковский национальный университет
имени В. Н. Каразина

В МИРЕ ГАЗЕТ

*(НА МАТЕРИАЛЕ БРИТАНСКОЙ И
АМЕРИКАНСКОЙ ПРЕССЫ)*

Учебное пособие



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В мире газет (на материале британской и американской прессы)/

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Учебное пособие предназначено для студентов старших курсов факультета иностранных языков. Структура пособия позволяет использовать его как для аудиторной работы, так и для обеспечения самостоятельной работы студентов.

Рецензенты: Белова А.Д. – доктор филол. наук, профессор кафедры английской филологии Киевского национального университета им. Тараса Шевченко.

Бондаренко Е.В. – канд. филол. наук, доц. кафедры английской филологии Харьковского национального университета им. В.Н. Каразина.

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Предлагаемое пособие предназначается для изучения английского языка на продвинутом этапе обучения, а именно на стадии перехода к чтению текстов в оригинале.

Цель настоящего пособия – подготовка к чтению и пониманию газетных статей на английском языке. Содержание отобранных текстов и заданий способствует развитию творческой активности изучающих английский язык, умению оценивать события, касающиеся различных проблем современности.

Данное пособие состоит из двух частей. В первой части представлен материал, отражающий различные этапы развития британской и американской прессы. Большое внимание уделяется характеристике англоязычной прессы на современном этапе. Вторая часть содержит различные задания, направленные на развитие умения читать газетные тексты на английском языке с целью извлечения необходимой информации и дальнейшего использования ее в конкретной ситуации общения. Ряд заданий рассчитан на развитие навыков диалогической речи, что позволит эффективно использовать аудиторное время. Многие задания способствуют развитию умения изложить свою точку зрения в письменном виде. Предполагается, что при выполнении заданий будут использованы текущие газетные или журнальные материалы по соответствующей тематике.

Таким образом, использование данного пособия поможет учащимся усвоить газетную лексику, газетные клише, научит ориентироваться в мире британских и американских газет.

При составлении пособия использовались следующие материалы:

1. J. Hanson "Welcome to England". - "Here and Now", Macmillan Publishers Ltd., London, 1986.
2. R. Musman "Britain Today". - Longman Group Ltd., London, 1977.
3. H. E. Brookes, C. E. Fraenkel "Life in Britain". - London, Heinemann Educational Books.
4. Ona Low. "Speak English Fluently". - Book I, London, 1979.
5. John and Liz Soars "Headway". - Oxford University Press, 1979.
6. "Spotlight on Britain". - Oxford University Press, 1987.
7. R. O'Neill "Kernel Lessons Plus". - A Post-Intermediate Course, Student's Book, Longman, London, 1972.

PART 1: TEXTS.

HISTORY OF BRITISH NEWSPAPERS

It has been claimed that the British read more newspapers than any other people in the western world. More than 30 mln. copies of newspapers are printed in the country every day.

It was not until 1622 that a newspaper was published regularly in England. "The Weekly News" was published soon to be followed by other papers. It is the oldest of the national newspapers that survive today. British journalism has its origin in the manuscript newsletters which, after the introduction of regular postal services, were dispatched to subscribers twice a week from London.

In 1622 authority was first given to certain stationers for the issue of periodical pamphlets relating the course of foreign wars (the Thirty Years War was then in progress and was being watched with intense interest).

In 1641 appeared the first "newsbooks" - printed accounts of parliamentary proceedings and other domestic news. They consisted of 8 or 16 pages and contained the principal features of the modern newspapers.

After 1665 they gave place to "The Oxford Gazette". It later became "The London Gazette", which still survives. It's not now a newspaper, but a record of official appointments, notices of bankruptcies, etc.

The oldest of the national papers that survive today - "The Times" - was founded in 1765, and the oldest surviving Sunday newspaper, "The Observer", was first published in 1791.

Another development in journalism occurred at the end of the 19th century. "The Daily Mail" appeared in 1896, "The Daily Express" - in 1900, "The Daily Mirror" - in 1903. The period between the 1850s and the outbreak of the 1st World War one of the rapid expansions of the newspaper industry and is sometimes referred to as "the golden age of British journalism".

There are a number of news agencies in London, the oldest being Reuters. This was founded in 1851 in London by the German, Julius von Reuter. His service spread and Reuter turned it into a company. It is now owned by newspapers of the United Kingdom, Australia and New Zealand and is used by newspapers all over the world.

Newspapers can say what they like about anyone and anything: the army, the Queen, the Prime Minister, private individuals, the police, the trade unions, provided they say nothing "libellous" or "obscene". Libel is the making of accusations which can be proved to be false and which are harmful to a person's reputation; obscene describes something that shocks because it is improper or in very bad taste. Regarding obscenity newspapers have very much more freedom now than they had in the early 1960s.

In 1953 the Press Council was established. Among other things, it aims to maintain the established freedom of the press, to maintain its professional standards, to consider complaints about the press and to deal with these complaints in any practical and suitable way.

BRITISH NEWSPAPERS TODAY

When speaking of British newspapers we must refer to Fleet Street - The Street of Ink - in the City of London. "Fleet Street" still stands for "British newspapers", though some big national newspapers now have their offices elsewhere. Sometimes the British newspaper world is ironically referred to as "the fourth estate", the three estates in Great Britain formerly being the clergy, the peers and the commons.

The British press caters for a variety of political views, different levels and educations and a wide range of interests. A large number of various types of newspapers are sold in Britain every day. According to "The Newspaper Press Directory" approximately 132 daily and Sunday newspapers and some 1, 158 weekly newspapers are published in Britain.

Newspapers which circulate all over the country are known as national newspapers. All the national dailies are produced in London and those with big circulations print northern editions in Manchester.

Apart from these there are provincial, local or regional papers. They give special attention to local interest stories.

The total circulation of the regional morning and evening papers is estimated about 5 mln. Weekly papers are mainly of local appeal. For instance the London local weeklies (above 150) include papers for greater district in greater London.

The daily newspapers (dailies) have no Sunday editions, but these are Sunday papers, nearly all of which are national. The so-called evening papers are on sale during the morning and new editions appear every 2 or 3 hours until the final edition, final night extra, comes out in the early morning.

British newspapers fall into two categories - quality and popular (qualities and populars). The broad-sheet format is more commonly used by the former and the tabloid format by the latter. The term "quality" applies to "The Times", "The Daily Telegraph", "The Guardian", "The Independent", "The Sunday Times", "The Observer", "Sunday Telegraph", and certain of the provincial British dailies. They present to their readers an account of important political news at home and abroad. Their language is comparatively free from sensation and slang; their pictorial matter is not overabundant. The quality Sunday newspapers have separate sections for literature and arts, business and industry, as well as colour magazine supplements. They do not publish strip cartoons, as the cheaper and popular papers.

The second group consists of the popular papers such as "The Sun", "The Star", "The Mirror", "The Daily Mail", "The Daily Express", "The News of the World", "The Sunday Mirror", "The Sunday People" and certain other provincial papers. They don't pay much attention to important world political items, but when they do, they try to make the news presentation exciting and entertaining. Popular newspapers are concerned especially with events commonly termed front-page news, presented with banner headlines (streamers) or box heads (headlines put in a frame). Such news deals mainly with crises, conflicts, disasters, accidents and extraordinary

events, the private life of royalties and film stars, crimes, etc. The vocabulary appeals to emotions. In a tabloid format the page is approximately half the size of that used by the quality press. "The News of the World" has the largest circulation of any newspaper in the western world.

Daily newspapers do not come out on Sunday. In addition to them there are Sunday newspapers, nearly all of which are national.

The Sunday papers report the news, but they are much more like magazines than newspapers. In fact, some of them have literary supplements with articles on music, sports, films, etc.

The newspapers in Great Britain belong to private owners except "The Morning Star" which is supported by its readers contributions, "The Morning Star" is the official mouthpiece of a political party, but many of the other papers support a political party unofficially. The quality papers could be called "independent", except for "The Daily Telegraph" and "The Sunday Telegraph", which support the Conservatives. "The Daily Mail" and "The Daily Express" are usually conservative in sympathy. "The Daily Mirror" and "The Sun" support the Labour party.

If to mention the provincial press (published outside London) the three most famous provincial daily newspapers are "The Scotsman" (Edinburgh), "The Glasgow Herald" and "The Yorkshire Post", which present national as well as local news. "The Scotsman" and "The Glasgow Herald" could be considered "national" papers for Scotland and all three have a high standard of reporting. A few others, like "The Western Mail"(Cardiff) and "The Birmingham Post", have a good standard but are less well known. 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 the standard of writing is not always very high.

Besides, many big cities have evening papers which give the latest news. London has two, "The Evening Standard" and "The Evening News", which have circulations of 520000 and 818000 respectively.

THE PERIODICAL PRESS

There are nearly 5000 periodicals published weekly, monthly and quarterly. Of these, women's magazines have the largest circulations: "Woman" and "Woman's Own", "Woman's Weekly", "Weekend", "Radio Times", "TV Times".

There are magazines and periodicals for almost every trade, profession, sport, hobby or interest. The most important periodicals for the more serious readers are: "The Economist" which comments on events of international, political or economic interest; "The Spectator", a journal with conservative views, which published articles on many different subjects, including politics; "The New Statesman", a left-wing periodical containing articles on national and international affairs; "Tribune" with strongly left-wing political articles and sociological reviews; "New Society", which has long articles on social matters; "New Scientist", which

reports on scientific matters in language that non-specialists can understand; "Punch", a long-established humorous magazine which also has serious articles. "The Times" publishes separately a weekly "Educational Supplement", "Higher Education Supplement" and "Literary Supplement". They are considered to be the leading journals of opinion. They specialize in various subjects such as politics, finance, economics, science, agriculture, art. There are publications of learned societies, trade unions, regiments, universities and other associations.

Popular magazines, especially women's magazines, are widely used for advertising. From the advertiser's point of view, women's magazines are a highly reliable way of reaching the female consumer. Readership profiles are available for each magazines on the market.

Magazines provide "hospitable environment" for the digestion and assimilation of advertised information. Glossy colourful and eye-catching, women's magazines are reputed to have a "keep" value. They may be read at leisure, used for reference, shown to friends or left about the house. Publishers and advertisers believe that women have grown to trust the opinions voiced in them. It is a credibility highly valued by advertisers, for they feel that some of the journalistic credibility is carried over into advertisements.

There are also some 660 "house magazines", produced by industrial undertaking business houses or public services for the benefit of their employees and/or clients. The trade, technical, business, scientific and professional journals have also a considerable circulation outside Britain. Their publication ranges in frequency from weekly to quarterly.

MATTER CARRIED BY NEWSPAPERS

News occupies about half the editorial columns of newspaper. The rest is devoted to leading articles (leaders), features, advertisements, etc.

Current events are covered in news items (news stories). News stories that figure prominently in a paper are sensational and usually placed on the front page (front-page news). News coverage may also include reports, accounts of ministerial and diplomatic affairs. (All these are sometimes referred to as "hard news": news which is concerned with political or economic affairs or social welfare, or which affects a large number of people; "soft news" that deals with events having no broad significance, such as revelations about private lives of celebrities, or crime stories.

The leaders express the newspaper views on important political or social questions. They are never signed by the author. The leader is always a statement of opinion, often a critical review or a problem and usually calls for some particular action. Leaders are planned and written under the direct control of the editor. The editor may write them himself, but usually he delegates the task to an expert in politics or economy. Most national newspapers carry three or four leaders.

The term "features" covers a wide range of subjects. A feature may be a review of a book, criticism on the theatre, music, art, films, TV, an article on travel,

science, housing, gardening, a human interest story, etc. The feature article does not simply report facts but examines a problem more deeply and aims at a literary style of writing.

The serialisation of books has become a regular feature of many papers.

Popular newspapers carry gossip columns and editions with large women audiences. They sometimes have a special section for sentimental love stories written by a woman-columnist ("sobsister").

Some newspaper sections are regular items like "Arts and Entertainment", "World News", "Women's Page", etc. One of them is a correspondence column often called "Letters to the Editor".

Illustrated editions contain pictorial matter: pictures, caricatures, strip cartoons and photos.

Newspaper advertising falls into three main groups: financial, classified and display.

Financial consists mainly of annual reports of business organizations published for the benefit of the share-holders.

Classified advertisements also known as "smalls" are short announcements inserted by firms and private individuals. They cover births, marriages and deaths, sale and hire cars, sale of flats and houses, situations vacant and wanted, and many other items that make up the Personal column.

Display advertisements, containing an illustrated announcement, are expensive and therefore the main buyers are large companies and firms, or government departments. Advertising may fill up to 50% of the whole paper. Newspapers are an important advertising medium and advertisements are one of the biggest sources of income of most papers.

Weather forecasts is a very important topic for the British, too.

THE APPEAL OF THE POPULAR PRESS: THE TABLOID REVOLUTION

According to circulation figures, the popular newspapers and magazines have the major share of the market - they sell 5 times as many copies as the qualities.

The "tabloid revolution" was begun by the "The Daily Mirror" in the mid - 1930s.

Stuart Hall and Paddy Whannel, in their book "The Popular Arts", trace and analyse this phenomenon, with quotations from writings by the former "The Mirror" editor, Hugh Cudlipp. In his first book "Publish and Be Damned", he described "the tabloid revolution": "We can break "The Mirror" style down into a number of elements. First of all there is the paper's abiding interest in "life" - in human-interest stories drawn from the marginalia of human existence".

Cudlipp has described those papers as consisting of "... the same formula, short paragraphs, half a dozen lines instead of half a column, scraps of jumbled news and information of the "Fancy That" variety, competitions with prizes, answers to

reader's queries, coloured cover, free railway insurance".

This is the style designed to mirror life's incessant surface flow. "In the hurrying years", Cudlipp writes, "The Mirror" began to reach out and to take up strange handfuls from the brantub of life". To the brantub of life was added those "human interests" -sex and crime - which have lived in very close proximity to the "human interest" story in popular journalism. The third element was the typographic - a revolution in newspaper lay-out which the "The Mirror" pioneered.

First eye-opener was the transformation of the news pages. Sledge-hammer headlines appeared on the front page in black type one inch deep, a signal that all could see of the excitement to come. Human interest was at a premium.

Popular papers write of politics in terms of persons not of principles. In the mind of the "Mirror" this liveliness is closely related to the paper's reputation as "provocative and controversial".

"A popular paper has to be more than merely interesting; it must be alarmingly provocative in every issue and abundantly confident in its own proress and importance".

NEWSPAPER STYLE

Newspaper reporting has a style and a language of its own. Newspapers are, by definition, ephemeral, and a journalist is to convey the essential parts of the news in the most economical fashion possible, whilst attracting and keeping the reader's attention. The clever journalist will manage to get as much information as possible into a single sentence and still make it sound natural.

Adjectives and nouns are often strung together to make the writing shorter and snappier.

A desperate do-or-die gamble - (a risk taken when all else fails and which may succeed or fail utterly);

- a worldwide burst of anger

(a burst of anger from all over the world);

- Conservative party - sponsored seminar

(a seminar sponsored by the Conservative Party).

One of the most important features of journalism is the "human interest angle". There are different ways of reporting the source of a story, depending on how sure the journalist is of what he is saying:

- It was revealed that...

- A report shows that...

- It's claimed that...

-... claims a report.

- It is feared that...

- A mystery surrounds...

Some newspapers display interesting differences in ways of introducing the people with whom a news story is concerned. For example, "The Mirror" likes to

precede the name by a descriptive phrase " 44 - year - old father of two John... and "millionaire casino boss Cyril Stein". "The Guardian" favours a different technique even in lighthearted stories, for example, the main figure of one story is described as "Canon David Stevens, Vicar of Staverton, a witty and respected member of the Church's parliament".

The way public figures are referred to is also worthy of note. In headlines, for example, "The Guardian" named the British Prime Minister simply as "Thatcher", while the "The Mirror" preferred "Maggie". However, a "Mirror" story concerning Mrs. Thatcher described her, in characteristic "Mirror" style, as "Premier Margaret Thatcher". "The Guardian" stories referred to her either as "the Prime Minister" or as "Mrs. Thatcher". It's a noticeable feature of "The Guardian" style of reference, indeed, that whereas the surname without a title is regularly used in headlines, the title plus the surname is invariable in the text, even when the reference is to a mass murderer.

It's a well-known fact that newspaper language abounds in neologisms (coinages of new words) and adaptations of old ones. Some of them remain confined to newspapers. Many, however, make their way into everyday vocabulary. It seems likely that newspapers first introduced "drop-out" "ecology", "gay", "hijack", "juggernaut", "mugger", "no-go area", "unisex", etc.

THOSE STRANGE HEADLINES

When a newspaper gets its material from its own reporting staff or from outside contributors, the copy, as it is called, is passed to sub-editors. Their duty is to overlook, go through it, check it for mistakes or possible libellous remarks, and shape it for the available space. They have also to provide headlines which will give the reader in the shortest possible way a good idea of what the report or article contains.

These headlines have to be fitted into very narrow columns; so the sub-editors have a difficult task. Long words are only a nuisance, therefore quite small ones have to be used; and this has caused the creation of a journalistic language of its own, which we call "Headline English":

How does a sub-editor set about his work of composing short, snappy headlines which are, at the same time, immediately comprehensible to the readers of the newspaper?

One obvious way is to cut down the names of prominent people; so in Headline English, Sir Alec Douglas-Home may become Alec or Home.

Another feature of Headline English is the replacement of adjectives by nouns, because the latter are shorter.

One may also meet a headline which contains several nouns jammed together; for example, "Smoking Report Outcry Clash". This would refer to the report made by a medical commission of inquiry into the dangers to health caused by smoking, especially of cigarettes. The verdict of the doctors has caused alarm and protest among smokers, and the tobacco trade is challenging the verdict and disputing

with the doctors. The whole thing is thus confined in the four words in the headline.

Another habit of sub-editors is to use abbreviated names of organizations and institutions and this is frequently the case in reports of crimes. You have certainly heard of the Criminal Investigation Department which is housed at Scotland Yard. In describing police action the makers of headlines drop the word "Scotland" and simply say "Yard"; so you may read: "Blonde dead in luxury flat, Yard moves". That might suggest to you that the corpse of a fair lady has somehow moved over a space of three feet. But of course, it really means that the police at Scotland Yard are investigating what may be an accident or a crime. Sometimes the initials C. I. D. are used, or sometimes just this mysterious "Yard". There is also a headline announcing "Yard moves against Weedies". This had nothing to do with gardening or agriculture. It meant police action against persons illegally procuring and doping themselves with cigarettes made of marijuana. Notice, by the way, that in such a headline the word "moves" can be taken either as a verb, in the sense: "The Yard moves", that is, the Yard takes action; or as a noun, in the sense: these are the moves, the actions of the Yard.

In reports of that kind people are not arrested: they are "held"; thus saving four letters. Also, quite old-fashioned words may be employed because they are short. "Conference" is rather long; so sub-editors sometimes prefer "parley", which nobody would now use to describe a discussion in their ordinary conversation; but in the Press. Trade Unions are reduced to T. U. and a Trade Union Conference becomes a T. U. Parley. The newsvendors' bills announcing the contents of papers use the same headline language and this can be very baffling to strangers. One who saw the brief statement "England Collapse" might think that the nation was financially ruined. But it would probably mean that the English batsmen had been doing badly in a cricket match!

Here are some newspaper headlines with explanations. Yard will probe dog bets coup = Scotland Yard will investigate the fact that at a greyhound track a dog not expected to win a race was heavily betted on and won.

Coin-in-slot TV gets go ahead = a plan under which a television viewer will pay a certain sum of money into a meter attached to his television receiver to enable him to see a film, has been approved by the authorities.

Carpets in state of upheaval = the carpet industry is in a state of disorganization.

Hijack handits = thieves stole a lorry and its contents.

Big power order = a large order has been placed, to build plants to generate electricity.

Railway hit = something has happened which prevents the normal functioning of railways!

NEWSPAPERS IN THE USA

This text also deals with news media - the means by which people in the United States find out what is happening in their communities, as well as all over the world. More than two-thirds of all Americans get their national and international news from television and radio. The majority depend on local newspapers for local news and a large number also read news magazines regularly. Most news media are privately owned. Some nonprofit public or educational television and radio stations receive financial assistance from the government and private sources.

The Constitution guarantees freedom of speech and the press, and this guarantee applies to all media. It has been established that a publisher has the right to print what he wishes, within certain limits set by the courts, and that the reader has the right to receive information. Newspapers are free to editorialize, to take stands on issues, and to decide what news should be printed.

From the very beginning, American newspapers have taken stands on controversial political issues. The first newspaper, "Public Occurrences", appeared in Boston in 1690, but publication was quickly forbidden by the British colonial governor, who was angered by its anti-British position. Before the American Revolution four-page weeklies were published in most of the colonies. They contained news reports, letters to the editor, and much local advertising. These papers were often read aloud in coffee houses to people who did not know how to read themselves. As relations between Great Britain and the American colonies grew worse, the journals became more and more political and took increasingly strong anti-British positions. The best known political journalist of that time was Thomas Paine. He wrote these still famous lines in a Pennsylvania newspaper:

"These are the times that try men's souls. The summer soldier and the sunshine patriot will, in this crisis, shrink from the service of their country; but he that stands it now, deserves the love and thanks of man and woman. Tyranny, like hell, is not easily conquered; yet we have this consolation with us, that the harder the conflict, the more glorious the triumph."

After the victorious end of the Revolutionary War, the number of news publications increased rapidly. By 1800 there were more than 450 newspapers in the United States. Country readers often paid for their papers with local produce: corn, wheat, whiskey, or ham. Dailies cost between \$6 and \$10 a year; weeklies cost between \$1.50 and \$5 a year. They continued to take strong positions on political issues, and editorial columns were important features.

The people welcomed the new constitutional guarantees of free speech and free press. Thomas Jefferson, the third President of the United States, stated, "Where the press is free and every man is able to read, all is safe. But unrestricted freedom led to serious problems during the early nineteenth century. Many newspapers made cruel personal attacks on people with whom the editors disagreed. Although these statements were often made without any proof, they frequently ruined the reputations of innocent people. Fortunately the courts established strong rules regarding libel, this kind of untrue and abusive reporting. Newspapers found guilty of libel suffered heavy

financial penalties. The papers soon became more responsible, although occasional libel cases still occur in the courts.

In the early decades of the nineteenth century, most city newspapers were published for educated, upper class readers, but in the years between 1830 and 1860 great changes occurred, improvements in printing and paper manufacturing sharply reduced production costs, and "penny papers" were introduced. These newspapers were designed for a new group of readers - the growing working class - and they were sold for one cent apiece. They featured sensational news reports of scandals, murders, fires, and robberies and proved both popular and financially successful.

Some papers followed a more dignified style of journalism. In 1851 the first copy of the "New York Times" appeared, carrying the slogan that is still primed on its front page: "All the news that's fit to print".

Ten years earlier, Horace Greeley had founded a well-edited penny paper. Greeley, one of the giants in the history of American journalism, also published a weekly that was outstanding for its statements on social, economic and political affairs. He took a strong stand against slavery and enthusiastically supported westward expansion.

For many years there had been a slow but steady movement of people away from the east coast toward the West. By the end of the 1850s, people could travel west by train for over one thousand miles. Beyond that, some families moved in covered wagons across the Great Plains and the Rocky Mountains to the Pacific coast. As pioneer towns appeared along the various railroad routes, so did newspapers. Villages of only a few hundred people often had two papers with different points of view. In the West, eastern papers, which were shipped on monthly steamboats, supplemented the local press.

To speed slow and irregular mail and newspaper deliveries from the East, the government established an "express post", Express riders, traveling on small horses called ponies, could cover two thousand miles in eight days. They rode through wild, dangerous country filled with hostile Indians and changed ponies at special stations located ten miles apart. Although the pony express lasted only from 1860 to 1862, it remains a colorful part of American history.

The Civil War began in 1861 and continued for four painful years, but those years and the postwar period saw important developments in American journalism. The war brought increased use of eyewitness reporters, who introduced direct interviews with famous people. War maps and cartoons were used as newspaper illustrations. In addition, many immigrants came from Europe to work, and they created a demand for foreign-language papers. By 1870 there were 4500 newspapers, plus weekly journals of opinion and monthly political magazines. Famous authors such as Mark Twain contributed frequent columns to these newspapers and journals. By then trains were crossing the entire continent. These transcontinental trains and the telegraph introduced rapid news delivery and news service to the postwar country.

During the next 30 years further technical advances contributed to the development of newspapers. These improvements included extensive cabled and telegraphed news coverage, mechanical presses, the cheap manufacture of paper,

telephones, typewriters, efficient linotype machines and new engraving processes for illustrations.

Journalism had become a recognized profession, and publishing was often big business. Emphasis shifted politics to wider fields of news and human-interest stories.

Joseph Pulitzer, an important newspaper publisher in the last decades of the nineteenth century, set many of the patterns still followed in modern journalism. He emphasized, excellent world news coverage; employed a large, alert staff to report city news; used unusual eye-catching headlines; published a high-quality editorial page; introduced a sports section; and made extensive use of pictures, cartoons, and special features. In 1889 he introduced the first regular Sunday comic section.

New groups of readers were an important part of the expanding press audience. With large-scale department-store advertising directed to women at home, newspapers had to appeal to women readers. This interest led to special women's features and to the employment of women reporters to write news from the feminine point of view.

Even more important were the numbers of relatively uneducated people who needed papers written in simple words and with lots of pictures. To attract this group of readers, the "yellow press" was developed. This type of journalism featured very large headlines that screamed excitement, extensive use of illustrations. Sunday supplements with colored comics, sensational articles, false, or made-up, interviews, and a few worthwhile campaigns against abuses suffered by poor, working-class people. The worst example of the "yellow press" was William Randolph Hearst's "Journal", which emphasized sex and sensationalism.

Competition, for sales led to irresponsible and false news coverage of Cuban-Spanish relations at the end of the nineteenth century and actually contributed to United States involvement in the Spanish-American War in 1898. A strong reaction against this type of sensational and irresponsible journalism resulted in a sharp decline of the "yellow press" by 1916, but certain features can still be found in newspapers today. They include large headlines in heavy type, the extensive use of pictures, and weekly comics; many papers still emphasize sensational stories of sex and crime to attract readers.

THE NEWSPAPER STORY: ITS CONSTRUCTION

The newspaper story in America has evolved to meet the requirements of everyday-life as lived by everyday readers. It relies on the elements of novelty, directness, pace and variety, and it strives to convey its information in the form most in keeping with the tempo of our times. It aims to state its facts quickly and clearly.

We can divide the newspaper story as it strikes our eye on the newspaper page into three parts:

1. The headline.
2. The first paragraph.

3. The remainder of the story.

The headline first attracts us. It stands out in bold black type. Its message is terse, abrupt and often startling. It makes us stop and look. It tells us quickly what the story covers. Its primary function is to attract our attention. It corresponds to the beat of the drum outside the side show. But we will not consider the nimble art of headline writing here. As we have seen, headline writing belongs to the copyreader's province and not to the reporter's. It would be difficult to overstate the importance of the opening paragraph or lead. Always this lead remains the primary concern of the newspaper writer. In any form of writing the writer tries to put his best foot foremost. In journalistic writing, this first stride has unique importance.

Because the present-day reader resembles the man who both runs and reads, present-day newspapers seek to facilitate him getting his information quickly. The convention has developed of telling the main facts of a news story in its first lead paragraph. Read any American or Canadian newspaper today, and you will find that by glancing at the headlines and through each lead you get, substantially, all the important news, although you may miss many interesting details.

This convention requires that in the lead the reporter answers the questions which would occur to any normal person when confronted with the announcement of an event. These questions, called the five W's, are:

Who?

What?

When?

Where?

Why?

and How?

Suppose the news story concerns a fire. In writing his lead the reporter would answer the question, What? "Fire broke out", he would write. He would answer the question, Who? and Where? by telling whose premises were burnt and giving their location. He would answer When? by telling the time the fire broke out and how long it lasted. Why? In this case, the cause, the inevitable carelessly tossed cigarette butt. Our reporter can answer How? in this story in several ways - by describing the type of fire, "flames fanned by a stiff breeze", or by answering How much? Here he would estimate the probable financial loss and find out to what extent the premises had been covered by insurance.

This simple illustration shows us some of the things which a good lead is required to do. It summarizes the story for the reader. It identifies the persons concerned. In this case it gives the name of the owner of the premises and the address of his property. It fixes the locale of the story. It gives the reader the latest available information - in this case probably the extent of the damage. Yet so far, it has neglected another very important function of the lead. It has failed so far to stress the story's news "feature".

What is a story's news feature? It is that angle or twist which differentiates the story from any other of its particular type. Let us illustrate. Our fire story so far

appears merely as a run-of-the-mill item. Blazes of this kind unfortunately happen everywhere, every day. But, suppose the burned premises temporarily housed important works of art which likewise went up in smoke and were lost to the world; or suppose the building was the property of some well-known person, a statesman, a Hollywood star, a baseball hero; or suppose again that next door to the burning premises stood a theatre, crowded at the time by people unaware of the danger. Each of these suppositions would satisfy as the story's news feature. Each would supply the necessary element of uniqueness.

But whether it be run-of-the-mill or outstanding in its impact, the lead should cover the story's essential facts. The city editor enunciated the alpha and omega of the craft when he shouted to his inquiring cub reporter:

"Spill the whole story in the first paragraph, and maintain the interest for the rest of the column".

The best-written lead not only satisfies the reader's initial curiosity, but whets his appetite to read more. Summing up, we may say then that the newspaper writer must see to it that his lead does five things: presents a summary of the story; identifies the persons and the places concerned; stresses the news feature; gives the latest news of the event; and, if possible, stimulates the reader to continue the story. And the present-day tendency is to achieve all this as quickly and as briefly as possible.

FACTORS DETERMINING NEWS VALUE

Four main factors determine the value of news.

We have already mentioned the first one: Timeliness.

The reader wants his news to be new. That is why he buys his paper or listens to the broadcast. The miracle of present-day communication frequently makes the announcement of the news almost coincide with the instant of its happening.

Another is: Proximity.

The reader finds more interest in a minor event close at hand than in a more important event miles away. James Gordon Bennett, when he first published his Paris Edition of "The Herald", gave his reporters this principle in the epigram, "A dead dog in the Rue de Louvre (the paper's address) is of more interest than a flood in China." Today news of purely local concern is the bedrock on which the publishers of American newspapers outside the largest cities build their circulation, and surveys show that news of international importance, except major events, is of interest to only 10 percent of readers in large communities and to so small a proportion of readers in the small cities that no percentage figures have been worked out.

The third factor is: Size.

The very small and the very large attract attention. We find interest in minuteness as well as in magnitude. Accordingly, when we hear of an accident or a catastrophe, we ask for the number of lives lost and the extent of the damage done. We want to know the amount of the philanthropist's request and the dimensions of the new airliner.

The fourth factor is: Importance.

Is the news reported important or in any way significant? We might naturally think that this factor should head our list, but news practice decrees otherwise, for the touchstone, as noted before, is interest. The trivial story, if imbued with interest, frequently ranks in newsworthiness above announcements which are important and significant, but dull. This is no new thing. Away back in 51 B. C. Cicero complained that his professional news correspondent was giving him too much of sporting events and not enough about the political situation. Editors get the same complaint today from their thoughtful readers. They know they can't satisfy everyone. They know, also, that "interesting" news, which encompasses much that is trivial, attracts the mass audience, while the merely important is addressed to a small public. Nevertheless, the better papers and the better newscasts seek to give news that holds significance and importance its proper place and treatment.

History never actually repeats, but it does seem to repeat tendencies. Similarly, news stories never duplicate each other, but they do have a way of falling into definite categories. Analyzing them as we read them from day to day or listen to them as they come over the radio, we can easily discern elements of news interest which recur constantly. Sometimes a story will contain several of these interest-provoking elements, sometimes but one. In each instance the dominant element present gives us the clue to that story's type and category. Here are some of the chief elements of news interest:

1. Self-interest. Topics related to the individual reader or listener, to his affairs, his family, his hobbies and his well-being make the strongest appeal to his interests.

2. Money. The love of money may be the root of all evil; it certainly lies at the root of much news interest. Stories with economic appeal attract us, rich and poor alike.

3. Sex. Sex curiosity stimulates interest from childhood on. It draws us to many crime stories, as well as to those with a more wholesome romantic appeal.

4. Conflict. Struggle always secures our interest. Big news of battle, of flying fists. It is hard to hold readers with an account of a love feast. The above four factors of news value and the dozen or more elements that stimulate reader and listener' interest play their parts in determining an item's newsworthiness.

Many types of stories have conflict as their underlying element - the struggle against odds. Here are several of these types:

1) Man's struggle with Nature. 2) Struggle between individual and organized society. 3) Struggle between political and economic groups:

a. wars

b. campaigns

c. strikes

5. The unusual. Novelty, strangeness, incongruity form the basis of much that we consider news. Departures from the expected fascinate us. Variations from the norm often amuse us. This element led the editors of the Minneapolis "Morning Tribune" to print this item from a city far away:

REVEALING ACCIDENT

Boston, Mass. - Struck by a motorcycle, 8-year-old Timothy Todd was taken to a hospital where doctors discovered he had: 1. Possible fractures of the nose and knee; 2. Chickenpox.

6. Hero worship and fame. Big names not only make news, they are news themselves. We all find interest in what a well-known person does or thinks or says. Under this head fall stories of the "success" and achievement type, as well as many interviews and personality sketches.

7. Suspense. Stories which make us wonder what will happen to excite a continuing interest. Here we find those stories involving the rescue appeal - will or will not the trapped miners survive? - stories of adventure and exploration.

8. Human interest. News of fellow human beings or of animals which touch our emotions come under "human interest". Such stories have a way of appealing to such primary emotions as love, pity, horror, fear, sympathy, jealousy, sacrifice.

9. Events affecting large organized groups. We are all "joiners" to a certain extent and accordingly find interest in any item that concerns our political party, our church, our fraternity, our scout troop. These groups may be:

- a) International.
- b) National.
- c) State.
- d) Civic.

10. Contest. The struggle to win allies itself with the conflict element was previously noted but deserves an individual listing for it forms the basis of much of the appeal of the sports page. It also enters into accounts of danger and daring where man pits his strength against great obstacles.

11. Discovery and invention. "Eureka!" exclaimed Archimedes. "News!" says the editor.

12. Crime. Wrongdoing holds a fascination for saint and sinner alike. Frequently we hear editors criticized for publishing "too much crime news". Too much or too little, they wouldn't publish it at all unless readers found absorbing interest in it. The "best" crime stories, from the news point of view, unite many of the foregoing elements such as sex, conflict, suspense, human interest and sometimes even big name and fame appeal.

The four factors of news value and the dozen or more elements that stimulate reader and listener interest play their parts in determining an item's newsworthiness.

ASSIGNMENTS AND THEMES FOR DISCUSSION

1. Comment on the underlined words and phrases in the texts.
2. Speak on:
 - precursors of contemporary British newspapers;
 - kinds of papers offered to the British readers today;
 - matter carried by newspapers;
 - main sources of news and people working in the news business.
3. Describe the make-up of a copy of any British or American newspaper. Work through the paper, looking for and marking each example you can find, of the following categories:
 - national political news and background;
 - international political news and background;
 - financial and industrial news;
 - crime stories;
 - "human-interest" stories;
 - gossip stories about celebrities;
 - entertainment and the mass media;
 - the arts;
 - science and technology;
 - sport;
 - special features;
 - advertisements.
4. Read the front page stories in your paper and list the stories in the order in which they interest you personally. Working with a partner, compare the lists and discuss the significance of your discoveries.
5. Speak on the role of the press today and its impact on public opinion. How far do newspapers influence views in society and how far do they merely reflect them?
6. What do you think is the appeal of the kind of "human interest" stories favoured by "tabloid" newspapers? Why do you think the "Daily Mirror", followed by all other tabloid papers, adopted the sensationalizing approach analyzed by Hall and Whannel?
7. What are your views on what constitutes a good paper? Which is your favourite newspaper and why? (This implies some analysis of one specific paper).

8. Here is a list of the main newspapers you will find in Britain. Working in groups of four, try to find out as much as you can about these newspapers and fill in the table below. Compare your findings with the findings of the other members of your group. (See Annex I)

Name of newspaper	Political tendency	Type of newspaper (Quality/Popular):	Main items of news (business, foreign affairs, sport, gossip, etc.)
The Times			
The Daily Telegraph			
The Guardian			
The Daily Express			
The Daily Mail			
The Daily Mirror			
The Sun			
The Financial Times			
The Evening News			
The Evening Standard			
The Observer			
The Sunday Times			
The Sunday Telegraph			
The News of the World			
The People			
The Sunday Express			
The Sunday Mirror			

9. This is one of the ways to describe the "colour" of the main British daily newspapers. Try to explain points of view given below:

- The "Times" is read by the people who run the country;
- The "Guardian" is read by the people who would like to run the country;
- The "Financial Times" is read by the people who won the country;
- The "Daily Telegraph" is read by the people who remember the country as it used to be;

that;

- The "Daily Express" is read by the people who think the country is still like that;
- The "Daily Mail" is read by the wives of the men who run the country;
- The "Daily Mirror" (which itself once tried to run the country) is read by the people who think they run the country;
- The "Sun" is read by the people who do not care who runs the country so long as they have beautiful smiles, long legs and big chests.

10. Newspaper headlines are concise. This can make them difficult to understand when taken out of the context of an article. Think of a set of steps to analyse the headlines.

- a) By-pass crash: Motorist charged.
- b) Commons Row after Budget Leak.
- c) 300 laid off after picket success.
- d) Bank Holiday road toll worst ever.
- e) Miners ban overtime.
- f) New flyover runs into trouble.
- g) Murder riddle unsolved - yard baffled.
- h) Hot spell to continue; water ration warning.
- i) Milk talks. Men demand increase.

Find more headlines. Discuss them in class. You may find it useful to file the material.

11. Each of the following extracts is ambiguous - that is, it has two possible meanings. Try to explain the two meanings:

- a) Child gets more milk when cooked in porridge.
- b) Farmer's wife is best shot.
- c) The other motorist involved declared that Mr. Hill - smelled of drink. So did a policeman.
- d) Wanted, Zinc bath for adult with strong bottom.
- e) For a moment he stood there looking into her eyes. Between them was a bowl of hyacinths.
- f) Wanted: man to wash dishes and two waitresses.

Find more extracts in the newspapers. Explain their meanings.

12. Read the extracts to decide if your predictions were correct.

13. The two newspaper extracts below are taken from different reports of the same football match.

Leeds Hammer the Hammers.	Shocking West Ham.
In an exciting display of skilful football, Leeds finally showed W. H. what scoring was all about. Despite the attempts of the West Ham players to get the sympathy of the referee by demonstrating. Hollywood style injuries, Leeds were always in control. The first goal was masterful in its execution. Nobby Clark, playing with his old aggression unmarked into position to head home a perfectly flighted Alan Jones cross. The Hammers saw the danger and	To call the present Leeds players footballers is to do an injustice to the millions who love to play and watch the world's greatest game. "Animals" they have been called before but even the lions and tigers of the world would be shocked to see such viciousness. Already in the third minute Hammer's top goal scorer Harry Cross was carried off on a stretcher and the northern referee failed even to caution the culprit Clark. In fact it

appealed for offside but neither the referee nor the linesmen hesitated in awarding the goal. The precision of this move was just the overture for the performance that was to follow.

"The Leeds Post".

was Clark who opened the scoring two minutes later from a clearly off-side position after a mishit shot from Jones. But this goal was compared with what was to follow... "The West Ham Recorder".

Write down four facts and four opinions from these reports:

Fact A

B

C

D

Opinion E

F

G

H

Work with a partner, find two newspaper extracts taken from different reports on the same event. Compare them.

14. Look at one or two political news stories, and one or two editorials in your paper, and draw what conclusions you can come about the political line taken by the paper, and the depth of political analysis it contains. Discuss your findings about each of the papers. Pick up the key vocabulary units to bring about this or that flavour. Compare your findings with your partner.

15. Read these questions:

- Where was the body found?
- How long had the filmstar been dead?
- How was she murdered?
- What was the caretaker doing when he heard the scream?
- Why do the police think she was murdered?
- Who does the husband suspect?
- What was the weather like on the day of the murder?
- Who had the filmstar been seen with the week before?
- Why did nobody ring the police until the morning?
- At what time was the murder?

Now write the newspaper report that lies behind these questions. Give your story a headline. Tell your story to somebody else and see if they can answer the questions.

16. Writing to newspapers and periodicals is a popular pastime for many people. Letters to the editor represent one way in which people choose to express their opinions on topics of interest to them and the general public. Those which appear in the quality press require a formal kind of English, clarity of argument and strength of conviction which are of prime importance. The popular papers tend to contain a different kind of letter. For example:

"I shall throw up if I see one more episode of "Charlie Angels" in which Farrah Fawcett Majors simpers modestly while a guy tells her how gorgeous she is".

These letters rarely deal with serious issues. They either discuss the more trivial aspects of popular TV programmes (as in the example above) or relate a supposedly interesting or amusing incident.

Many women write anxious letters to the newspapers and women's magazines about their marriages. "My husband used to kiss me good-bye every morning before going to work. He never does now. Does this mean that he no longer loves me?" All such letters are answered. The most interesting and colourful are published.

"It's shameful how few playgrounds for children there are in the district where I work," says Elizabeth. "I've written letters to "The Guardian" and "The Times" about it".

Serious complaints and suggestions, information of all kinds, light-hearted and humorous stories are printed every day in the correspondence columns. People often read the letters before the main news and the letters do have an influence. Elizabeth's letter may result in more playgrounds, for example.

17. Read the following letter to a magazine:

"Dear sirs,

Last year I saw an article in your magazine (I think it was in your magazine, but I'm not sure) which interested me very much but I have forgotten what it was. I wrote the name of the article and the magazine in my notebook after I had read it, but I have lost the notebook. I have also lost the magazine where the article was in. Will you please send me another copy of the magazine if it was your magazine? Thank you very much.

Yours faithfully, David Williams'!

What do you think the person who got Mr. William's letter would do? Write a letter to a newspaper or magazine.

18. Look at the opening paragraphs of some items from magazines, openings which may sometimes be rather mysterious. In each case, work with a partner to answer the questions on the right.

<p>1. Some of the staff at an Oxford hospital have been so impressed by the effects of ginger beer on morning sickness that they're recommending it to their patients.</p>	<p>Which readers would probably be most interested in this article? Young, old, men, women...?</p>
<p>2. I once shared a house with a Swedish friend whose despair with our quaint ways grew with every winter's day. He would stare at the 1/2 in gap under the front door and make withering remarks about British house building, while I huddled as neat as possible to the fire.</p>	<p>What is this article going to be about? What does "withering" mean?</p>
<p>3. Dutch and Ukrainian fashion-design students have staged the first joint show in Kiev with assistance from NPA. The Dutch collection included 150 models: dresses, corsets, overcoats, hats and children's clothes. The Ukrainian contribution was more modest: just 50 models.</p>	<p>Which magazine, Ukrainian or Dutch, is this taken from? Why?</p>

19. The Personal Columns are a favourite place for people to advertise all sorts of things. These advertisements have a special language and many words are abbreviated to save space. See how many of them you can understand. Comment on the structural and lexical peculiarities of the advertisements.

Rentals

Redcliff Gdns, SW10 - Attractive house to rent, furnished, £150, p. w., incld c. h. & c. h. w., for 6 months. 4 beds, 2 recept, 2 cloaks, K & b. Tel. 459 5694, after 6 p. m.

Kensington. Flats with garage, all newly dec. 1 and 2 beds, Nr. tube. Long / short term. Rentaflat 251 6285.

UK Holidays

Somerset /Devon. Modernised cottage opp. stn. Sleeps 3-4. From £13. - Thomas, 32 London Rd Tanton. 51 689.

Motor Cars

Scimitar GTE, 1983. Manual o/d, smoke grey, alloy wheels, radio, h. r. w Taxed £2. 400 o. n. o Phone Mike 589 6051 (eves).

Here are some of the most common abbreviations used in advertisements:

Opp.	- Opposite
Nr.	- Near
Tel.	- Telephone
C. h.	- Central heating
C. h. w.	- Constant hot water
Beds	- Bedrooms
Recept.	- Reception rooms
Kit. or K.	- Kitchen
Bath or b.	- Bathroom
Cloaks	- Cloakroom
Dec.	- Decorated
Incl.	- Including
Gdn. or Gdns.	- Garden or gardens
Stn.	- Station
Avail.	- Available
Mins.	- Minutes
O. n. o.	- Or nearest offer
O / d	- Over drive
H. r. w.	- Heated rear window
Reg.	- Registered
Ml.	- Miles
Tues. -Fri.	- Tuesday to Friday
Lge.	- Large

20. In what way do you think the advertisements are "eye-catchers"? Cut out some advertisements from a newspaper or a magazine. Explain why you find them appealing, silly, discriminating, for unnecessary products, etc.

Working in pairs, prepare an advertisement. Your job is to attract your foreign friends to visit your country as tourists. Your advertising time is limited to two minutes.

21. What kind of paper do you like reading? How do you recognize it?

22. Collect a sample of the papers from your country for one day. Decide what topic you are interested in, e. g. sport, politics. Find it in each paper, and say how you found it, e. g. by using an index, by reading headlines, etc. Do the same with an English/ American newspaper.

23. Design an article on a topic that interests you. Use newspaper layout and a good headline. Write an article in your own language and in English.

24. Work through the following headlines and answer the questions:

What is the purpose of a headline? What makes a good headline? Translate the examples below:

WORD	EXAMPLE	MEANING HERE
aid	\$ (£) 10 mil. government aid	assistance
alert	Terrorist alert	warning to be on the lookout for smth.
back	Tenants back Council plan	to support
ban	Drug ban	prohibition
bid	Escape bid	attempt
blast	3 die in hotel blast	explosion
blaze	Shop blaze	fire, usually large, out of control
boom	Sales boom	sudden large beneficial increase
bring	Floods bring chaos	to cause, result in
bug	Bug kills babies	disease, infection, virus
call	Better security call	demand
clash	Clash Over Budget	argument, conflict
cop	Cop in car chase drama	policeman
crook	Dabenhams cheated by crooks	criminals
curb	Imports curb	restriction, restraint
cut	Bank rate cut	to reduce, lower
deal	Business deal	agreement
drama	Children in zoo drama	dramatic action, incident
drive	Peace drive	campaign
fear	Assassination fear	anxious expectation
hold	Suspects held	to detain in police custody

horror	Plane horror	horrifying incident
hurdle	New hurdle to peace	obstacle
jail	Killer jailed	to imprison
loom	Strike looms	to approach (of smth. threatening)
mob	Mob attacks killer	large gang, uncontrolled crowd
no	Government No to wage rise	refusal, rejection
peril	Flu peril	danger
plea	Plea for blood	strong request
pledge	Trade Union pledges support	to promise
plunge	Cliff plunge	dramatic fall
press	MP's press for reform	to insist on smth.
probe	Police probe	investigation
quit	Director quits	to resign, leave
rap	School rap	strong criticism, reprimand
riddle	Corpse riddle	mystery, puzzling incident
row	Student row	disagreement, arguing
scare	Typhoid scare	alarm (verging on panic)
seek	Flood village seeks action	to request
shook	Rock star shock	surprising revelation (unpleasant)
slam	Unions slammed	to criticize severely
soar	Ticket sales soar	to increase dramatically
storm	Government storm	violent disagreement
tragedy	Gun tragedy	fatal incident, heartbreaking incident ending in death
toll	Toll rises to 100	number of people killed

vow	Killer vows revenge	to promise, threaten
wed	Actress to wed for 8 th time	to marry
woo	Tories woo householders	to try to win the favour of

Answer these questions:

1. What will the sub-editor often do to keep the headline as short as possible?
2. Why is it important that a headline should sound lively and vigorous?
3. How does it happen that, though immediately comprehensible to the English reader, headlines and newsvendors' bills especially, are more often than not baffling to strangers?

Find headlines with the similar vocabulary and explain their meaning in English.

25. What do you think caused the appearance of Headline English? Why is it important to learn to read headlines in English/American newspapers? Why does the press go in for sensational headlines?

26. Give the meaning of the words and word combinations in bold type. Explain what each of the headlines is about. Pick out your own examples from the newspapers you are reading and write a short outline stating the specific features of Headline English.

Model: TUC stays late at NO 10.

TUC: Trades Union Congress, here TUC leaders;

No 10 : 10 Downing Street, the home address of the British Prime Minister.

Answer: TUC leaders had a meeting with the Prime Minister which lasted well into the night.

1. "Disaster at any time" from arms race - UN chief warns.

2. Stick to pledges, left wing tells PM.

3. A hundred UK firms for Leipzig.

4. Rid Britain of CIA spies, MP demands.

5. Nuclear Bases must go - CND.

6. No 10 ends briefings for press.

7. Time to bring Fleet Street to account.

8. Four Black jurors are sworn in at Old Bailey.

9. Takeovers war in the City.

10. Jobless up: White House Cheery.

27. The words listed below belong to headline vocabulary. In A give meaning of the words, use them in headlines of your own. In B give the meaning of the same words as used in other headlines:

A. clash, move, hold, parley, probe, coup, quiz, deal, cause, bid, toll, hit, pledge.

- B. 1. Tornado Hits us.
2. Dublin's jobless figures hit highest level since 1942.
3. Crisis hits all auto firms of capitalist world.
4. 509 - this week's toll of prices.
5. Christmas toll worst ever.
6. Security parley stresses arms cuts.
7. Student Union probes press - funds gross abuse of power.

28. Learn the following abbreviations and find as many examples with them as possible (in British and American Press):

1. MP's angry at EEC's food price increases (MP-members of Parliament, EEC - European Economic Community);
2. BCP - British Communist Party;
3. Co - company
4. e. g. - lat. *exempli gratia* - for example;
5. Trade Union Congress - TUC
6. Letters:
A - Association; B - British; F - Federal; H - Health; I - International; N - National; O - Organization; P - Parliament, Police, Party; MP - Member of Parliament, Military police; S - South; U - Union, United; V- Victory; W - World; Y - Young.
7. HL - House of Lords;
8. HM - His (Her) Majesty;
9. HO - Home Office;
10. LM - Lord Mayor;
11. LP - Labour Party;
12. TS - Top Secret;
13. VP - Vice-President;
14. vs - versus;
15. v. v. - vice versa.

29. Read the following sentences and give a literary version in Russian. Pay special attention to the translation of the underlined words and expressions:

1. I never liked your gutter press; I always thought it silly, dirty, irresponsible, and dangerous (J. B. Priestley).
2. The yellow press delights in the sensational. It revels in murder, crime and society scandal (DEI).
3. His book had a good press.
4. We're accustomed to the idea that in Europe there exists a "reptile press", meaning a press whose opinions are for sale not merely to politicians and governments, but to promoters and financiers... I've heard America congratulated that it had no such newspapers; I myself was once sufficiently naive so to congratulate America (U. Sinclair).
5. Now Johnny heard the patter of feet in the street... and the sound of voices

- crossing and recrossing each other crying Stop press, Stop press (S. O'Casey).
6. Usher has asked me to come and see you, Shannon... to break the news. You've been forestalled. Someone had published your work before you (A. Cronin).
7. When they got home, a letter lay on the floor of the hall. "From Uncle Edward", he exclaimed. "But it's fiddler's news now" (A. Cronin).
8. "Tomorrow in Ottawa", the Senator declared grandly, "the Parliamentary opposition will stage a full dress House of Commons debate in support of our young friend Henri Duval". "Do you think it will do any good?" Alan asked. The Senator replied sharply, "It won't do any harm, will it? And it will keep our clients name very much in the news" (Hailey).
9. What's the news on the hour? - Nothing. At least, for today.

30. It's common knowledge that nowadays we live in the "world of newspapers" and we can't avoid the influence of newspapers on our mode of thinking. But people's attitude to them is different, as tastes differ. Prove that by citing judgments of outstanding writers and their literary characters.

31. Television Page of a Newspaper Scan Reading.

"Scan reading" means reading quickly to find specific information. You don't have to read every word. This is how you read, say, a telephone directory or a train timetable.

Work in pairs. You are going to look at a page from a British/American newspaper which gives the television programmes for one evening.

Answer the questions as quickly as possible. This is a competition. See who can finish first.

- How many films are on?
- Which film would you recommend to someone who likes westerns?
- If you like taking photographs, which programme should you watch?
- What music programmes are on? Which Channel?
- How many times can you see the news?
- Are there any cartoons?
- Is there a comedy programme on between 9.00 and 10.00?
- If you like gardening or cooking, which Channel should you watch?
- What sort of programme is the Friday Alternative, Channel 4 at 7.30?
- Which Channel ends first? Which Channel ends last?

32. Pieces of Realia: Using an English-English Dictionary and the book by

Г. Д. Томахин "Реалии-американизмы". - М., 1988

explain the meaning of the following words:

- mass media; 2) publicity; 3) comics (syn. funnies, horror comics);
- comic strip; 5) tabloid; 6) digest; 7) "Playboy"; 8) credibility gap; 9) chintzy gossip; 10) doping (in journalism); 11) shield laws? 12) Caldwell Cage; 13) Associated Press; 14) United Press International; 15) contributor; 16) sub-editor; 17) libellous remarks.

33. Suggest the English for:

штатные корреспонденты /газеты/; внештатные корреспонденты; /авторы/; материал для публикации; помощник редактора; просмотреть что-либо; внимательно изучить; проверить, нет ли ошибок в чем-либо; снабдить заголовками; столбец (газетный); броский заголовок; вести спор с кем-либо; сокращенные названия учреждений; опустить слово; получить одобрение редактора.

34. There are many newspapers which either invent reports about people and events, or attach their own misleading interpretations to facts which are otherwise quite straightforward. In groups of two or three, discuss why you think newspapers do this. Try and find examples of this kind of journalism in newspapers you know well (The newspapers can be in your own language if necessary). Choose two or three articles and present a short report to the rest of the class. Then organize a debate on the responsibilities of the Press towards its readers.

35. Choose a well-known person and write a "fantastic" article about him/her for the newspaper.

36. Look at some newspapers and choose an article and/or a photograph on a matter of social or human importance. Decide whether there was anything the journalist might have been able to do to help or prevent the situation which is being described. Discuss your ideas with the rest of the class.

37. Sometimes journalists give a biased view of the news according to their own opinions of the matter. Choose a news report and re-write it from a completely different viewpoint. For example, you may like to choose a report of a burglary and rewrite it from the point of view of the burglar.

38. Write a letter to your University newspaper about some situation or event in the University (your hostel, etc). Express strong approval or disapproval.

39. Answer the following questions. Sum up your answers. Write a soliloquy (essay, critique).

My Daily Paper.

1. What newspapers do you read? 2. What newspapers and magazines do you subscribe to? 3. What paper do you prefer, and why? 4. Where do you look for home news in your paper? 5. Where is news of the world usually printed? 6. What problems were discussed on the pages of your paper yesterday? 7. Why is it both important and necessary to read the papers every day?

40. There is a saying "The newspaper is the average person's university". Explain the ways in which a newspaper can be educational.

41. The weather is a very important topic for the British, but can you understand the forecasts? Here are some examples of the daily forecasts published in the British press and some of the expressions used in them.

Today a trough of low pressure over England and Wales will move SE followed by a ridge of high pressure moving in from the W. Forecasts for 6 a. m. to midnight: E, W England, W Midlands: rains and drizzle and hill fog, becoming dry and sunny in afternoon, some fog patches forming tonight; wind light, S, veering NW; max temp 10 C (50 F).

Outlook for tomorrow and Tuesday:

C/F	- Centigrade/Fahrenheit
Max / Min	- Maximum/Minimum
N/S/E/W/SE, etc.	- North/South/East/West/South- East,etc.
Temp.	- temperature
Trough	- region of lower atmospheric pressure btw 2 regions of higher pressure
Ridge	- region of higher atmospheric pressure btw 2 regions of lower pressure
Drizzle	- a light rain
Gale	- a very strong wind
Mean temperature	- average temperature
A cold spell	- a period of cold weather
Mild	- fairly warm
Outlook	- a prediction for the future
Veering	- changing direction

Fog is always thicker than mist, wind can be light, moderate or strong, rain can be light, moderate or heavy and the sea can be slight, moderate or rough.

Working in groups of our, find weather forecasts in different newspapers. Analyse them. What language is used in them?!

THE LANGUAGE OF ADVERTISING

Modern newspapers are full of advertisements.

Below is a list of techniques which advertisers commonly use to persuade us to buy their products.

1. Association of ideas
2. Key words
3. Guilt
4. "Science"
5. Expertise
6. "Before and after"
7. "The camera never lies"
8. Repetition
9. Brand names
10. "Keeping up with the Joneses"

Find out exactly what each of these techniques involves by reading the descriptions below and matching them correctly with one of the labels from the above list. Write your answers in the spaces provided.

(a) _____

Some products are advertised as having a remarkable and immediate effect. We are shown the situation before using the product and this is contrasted with the situation that follows its use. Taking a tablet for a headache in such advertisements can have truly remarkable results. For not only has the headache gone, but the person concerned has often had a new hair-do, acquired a new set of clothes and sometimes even moved into a more modern, better furnished house.

(b) _____

One thing reminds us of another - especially if we often see them together. These reminders are sometimes more imaginary than real: for some people snow may suggest Christmas, for others silver candlesticks may suggest wealth. The advertiser encourages us to associate his product with those things he thinks we really want — a good job, nice clothes, a sports car, a beautiful girl-friend -and, perhaps most of all, a feeling of importance. The "image" of a product is based on these associations and the advertiser often creates a "good image" by showing us someone who uses his product and who leads the kind of life we should like to lead.

(c) _____

Advertisements often encourage us to believe that because someone has been successful in one field, he should be regarded as an authority in other fields.

The advertiser knows that there are certain people we admire because they are famous sportsmen, actors or singers, and he believes that if we discover that a certain well-known personality uses his product, we will want to use it too. This is why so many advertisements feature famous people.

(d) _____

Maybe we can't always believe what we're told, but surely we must accept what we're actually shown. The trouble is that when we look at the photograph we don't know how; the photograph was taken, or even what was actually photographed.

Is that delicious-looking whipped cream really cream, or picnic froth? Are the colours in fact so glowing or has a special filter been used?

It is often difficult to tell, but you can sometimes spot the photographic tricks if you look carefully enough.

(e) _____

If you keep talking about something for long enough, eventually people will pay attention to you. Many advertisements are based on this principle.

If we hear the name of a product many times a day, we are much more likely to find that this is the name that comes into our head when the shopkeeper asks "What brand?" We usually like to choose things for ourselves, but if the advertiser plants a name in our heads in this way he has helped to make the choice for us.

(f) _____

In this age of moon flights, heart transplants and wonder drugs, we are all impressed by science. If an advertiser links his claim with a scientific fact, there's even a chance we can be blinded by science. The question is simply whether the impressive air of the new discovery or the "man-made miracle" is being used to help or just to hoodwink us.

(g) _____

Advertisers may try to make us want a product by suggesting that most people, or the "best" people, already use it and that we will no doubt want to follow them. No one likes to be inferior to others and these advertisements suggest that you will be unless you buy the product.

(h) _____

The manufacturer needs a name for his product, and of course he looks for a name that will do more than just identify or label: he wants a name that brings suitable associations as well - the ideas that the word brings to mind will help sell the product.

(i) _____

Most advertisements contain certain words (sometimes, but not always, in bold or large letters, or beginning with a capital letter) that are intended to be persuasive, while at the same time appearing to be informative. In describing a product, copy-writers insert words that will conjure up certain feelings, associations and attitudes. Some words - "golden", for example - seem to have been so successful in selling that advertisers use them almost as if they were magic keys to increase sales.

Advertisers may invoke feelings that imply you are not doing the best for those you love most. For example, an advertisement may suggest that any mother who really loves her children uses a certain product. If she does not, she might start to think of herself as a bad mother who does not love her family. So she might go and buy that particular product, rather than go on feeling bad about it.

Work in groups of four. Check and compare your answers with your group members.

Discuss the different advertising techniques described with the rest of the class. Try to think of example of advertisements you are familiar with in order to explain how each one works. Are there any other advertising techniques you can think of which are not in the list? If so, describe how they work and give examples of advertisements where you have noticed them being used.

Do you think that some techniques are more effective than others for advertising particular products? If so, which?

Do you think some techniques appeal more than others to certain age groups and types of people? If so, which? Act out a class discussion of advertising techniques. Contribute individual ideas.

Look at the advertisements and discuss with your partner what technique or combination of techniques is used in each:

- 1) IS THE GIRL THAT WATCHED THE TV THAT DROWNED THE SOUND THAT CAME FROM TAP THAT FILLED THE BATH THAT OVERFLOWED ONTO THE LANDING DOWN THE STAIRS SOAKING THE SITTING ROOM DRENCHING THE DINING ROOM AND FLOODING THE FLOORS OF THE HOME THAT JACK HAD INSURED WITH SUN ALLIANCE WOULD YOU BE SO LUCKY?
- 2) A MACHINE THAT CAN MOVE MOUNTAINS.

Day after day, year after year, you'll find a dishwasher will cope with pile after nasty pile. Greasy plates, pots, pans, glasses, cups, saucers, cutlery, cooking utensils. It'll cope with them all in one go.

It'll do it without complaining, feeling tired, running its nails or dropping a plate on the floor. Not will it argue about who washed up last night's heap.

And it'll wash everything cleaner and dry everything more hygienically than a mop and tea towel ever could.

Dishwashers come in a range of sizes, so there should be one to suit your household and fit your kitchen. Models that fit under the models that are built into cabinets.

They'll all save you hundreds of hours of miserable toil.

They'll all save you hundreds of hours of miserable toil.

3) NO EXTRAS. NO HIDDEN CHARGES. NO SUPPLEMENTS. NO ADDITIONAL EXPENSES. NO FURTHER COSTS. NO OPTIONAL ESSENTIALS. NO HOPE TO PAY. NO IFS. NO BUTS. British Telecom Business Systems. SOMEONE HAD TO MAKE IT SIMPLER. (Visual Display Unit is advertised).

Topics for composition and discussion.

1. Write a summary of the texts in Part 1.
2. Explain the titles of all the texts in Part I.
3. Compare English and Russian headlines.
4. Say, whether you believe headlines should tell the story, and if so, how much of it.
5. The press and other mass media. Do you believe that papers may one day be ousted by radio or TV?
6. Press serves big business. "Press freedom" and what it stands for.

WHAT WE READ

READING MATERIAL

BOOKS

Fiction

Poem Stories

Non-Fiction

Factual account
("Book of the Bicycle")

Reference
(Road Atlas,
Typewriter manual)

Text-books
(Grammar,
Lexicology,
Stylistics)

NON-BOOKS

Social

Functional

Professional

OWN NOTES
records
students' workdiary
letters
Agenda
minutes
forms

Personal

Letters
postcards
cheque book

Multipage

Magazines

Times
Educational
Supplement
Radio Times
Woman's Realm

Newspapers

Guardian
Observer
Financial Times
Daily Telegraph
Sun
Sunday Times
News of the
World
Sunday Sport
Evening Post

Catalogues

Brochures
(BBC)
Leaflets

Single page

Open display

Posters
Adverts
Signs
Notices (tube)
Menus
(canteen)

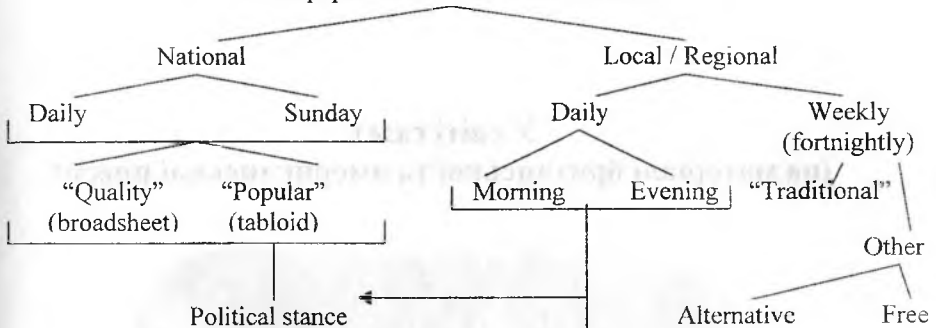
Restricted Access

Bills (bookshop)
Invoices
(specimen copies)
Statement (bank)
Forms

ANNEX II.

THE PRESS: NEWSPAPERS

Newspapers can be divided as follows:



Thus, a paper may be

- a quality national daily with left-wing views;
- a popular Conservative national daily;
- a local evening paper, etc.