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ЧЕРКАСЬКИЙ НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ
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ENGLISH

FOR STUDENTS OF JOURNALISM AND PR MANAGEMENT

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Посібник розроблений для вивчення англійської мови студентами спеціальності 061 Журналістика. Мета посібника – сформувати у майбутніх журналістів та PR менеджерів навички розуміння автентичної літератури, розвивати вміння висловлювати прочитане у скороченому, узагальнюючому вигляді, а також навчити вести бесіду на професійно-орієнтовані теми.

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ПЕРЕДМОВА

Навчальний посібник призначений для студентів з середнім та високим рівнем іншомовної компетентності спеціальності “Журналістика”.

Посібник розрахований на осіб, що продовжують вивчення англійської мови на базі знань, одержаних у середній школі. Він складений у відповідності до програми для студентів немовних спеціальностей і має яскраво виражену професійну спрямованість, що відображено в тематиці текстів та характері завдань. У посібнику реалізується мета комплексного оволодіння студентами всіма видами мовленнєвої діяльності на основі комунікативного підходу до вивчення іноземної мови.

Навчальний матеріал посібника розподілено на чотири тематичних розділи, текстовий матеріал яких згруповано за темами професійного інтересу студентів, а саме, “The Concept of Newspaper“, “From the History of Newspaper“, “Being a Journalist“ та ”Journalist and PR Manager Job“.

В посібнику представлено 16 уроків (Lessons). Текст 1 є основним для набуття навичок монологічного висловлювання за темою і містить спеціальну фахову термінологію, велику кількість лексичних вправ. Кожен урок містить додаткові тексти які знайомлять студентів з цікавими особливостями життя людей англосмовних країн і можуть бути використані для вивчаючого читання студентами з вищим рівнем іншомовної компетентності та для ознайомлювального читання студентами з нижчим рівнем іншомовної компетентності. Після тексту також представлені запитання та завдання, які є підготовкою для обговорення матеріалу.

Розділ “Boost Your Grammar and Vocabulary” містить вправи на засвоєння та перевірку знань лексичного складу з загальномовної тематики, які можуть бути використані як на заняттях, так і під час самостійної роботи студентів.

Матеріали посібника допоможуть студентам немовних спеціальностей університету сформулювати англосмовну мовленнєву компетентність, виробити у студентів навички розуміння автентичної літератури, розвинути уміння коротко узагальнювати інформаційний матеріал та навчити вести бесіду на теми фахового спрямування.

UNIT I THE CONCEPT OF NEWSPAPER

Lesson 1. From the History of Newspaper



Before the advent of the newspaper, there were two major kinds of periodical news publications: the handwritten news sheet, and single item news publications. These existed simultaneously.

The Roman Empire published *Acta Duirna* ("Daily Acts"), or government announcement bulletins, around 59 BC, as ordered by Julius Caesar. They were carved in metal or stone and posted in public places.

In China, early government-produced news sheets, called *tipao*, were commonly used among court officials during the late Han Dynasty (2nd and 3rd centuries AD). Between 713 and 734, the *Kaiyuan Za Bao* ("Bulletin of the Court") of the Chinese Tang Dynasty published government news; it was handwritten on silk and read by government officials. In 1582, there was the first reference to privately published newsheets in Beijing, during the late Ming Dynasty.

In 1556, the government of Venice first published the monthly *Notizie scritte* ("Written Notices") which cost one gazetta, a Venetian coin of the time, the name of which eventually came to mean "newspaper". These were handwritten newsletters and used to convey political, military, and economic news quickly and efficiently throughout Europe, more specifically Italy, during the early modern era (1500-1700) — sharing some characteristics of newspapers though usually not considered true newspapers.

However, none of these publications fully met the classical criteria for proper newspapers, as they were typically not intended for the general public and restricted to a certain range of topics.

Early publications played into the development of what would today be recognized as the newspaper, which came about around 1601. Around the 15th and 16th centuries, in England and France, long news accounts called "relations" were published.

Single event news publications were printed in the broadsheet format, which was often posted. These publications also appeared as pamphlets and small booklets (for longer narratives, often written in a letter format), often containing woodcut illustrations. Literacy rates were low in comparison to today, and these news publications were often read aloud (literacy and oral culture were, in a sense, existing side by side in this scenario).

Exercise 1. Give the Ukrainian for:

Major, single item, simultaneously, announcement, carved in stone, court official, silk, reference, coin, advent, to meet the criteria, to intend, to restrict, eventually, account, broadsheet, woodcut illustration, efficient, literacy.

Exercise 2. Give the English for:

Відповідати критеріям, одна тема, запровадження (поява), шовк, об'ява, вирізаний з каменю, посилення, гравюра на дереві, ефективний, великий лист паперу з текстом з одного боку, монета, писемність, головний, бути призначеним для когось, повідомлення, обмежувати, з часом.

Exercise 3. Put the words in right order to make sentences.

1. Posted, announcement, public, government, in, bulletins, places, were.
2. Publications, newspapers, meet, criteria, for, classical, didn't, the, these, proper.
3. Were, single, often, event, aloud, news, publications, read.

Exercise 4. Find the sentences with the following words and word-combinations in the text, read and translate them:

Literacy rates; single event news publications; monthly; classical criteria; handwritten on silk; simultaneously; carved in metal; the first reference; major.

Exercise 5. Fill in the blanks with the words and word combinations from the text.

1. Before the advent of the newspaper, there were two major kinds of — news —. 2. The Roman Empire published *Acta Diurna*, or government announcement — around 59 BC, as ordered by Julius Ceasar. 3. — tipao were commonly used among — — during the late Han Dynasty. 4. "Bulletin of the Court" of the Chinese Tang Dynasty published government news. 5. The government of Venice first published the monthly *Notizie scritte* ("Written notices") which cost one —. 6. These handwritten newsletters shared some — of newspapers though were not considered true —. 7. These publications were typically not intended for the — public. 8. Early — played into the development of what would today be recognized as the newspaper, which came about — 1601. 9. Single event news publications were printed in the — format, which was often posted. 10. — rates were low in comparison to today, and these news publications were often read aloud.

Exercise 6. Finish the sentences, using the text:

1. Before the advent of the newspaper, there were two major kinds of periodical news publications...2. The Roman Empire published *Acta Diurna* around 59 BC...3. In China tipao, were commonly used among court officials...4. The *Kaiyuan Za Bao* ("Bulletin of the Court") of the Chinese Tang Dynasty was handwritten on silk and read...5. In 1556, the government of Venice first published the monthly which cost one gazetta, a Venetian coin, the name of which

eventually...6. These were handwritten newsletters and used to convey...7. They were typically not intended for the general public...8. Single event news publications were printed in the broadsheet format...9. These publications also appeared as pamphlets and small booklets often containing...10. Literacy rates were low in comparison to today, and these news publications...

Exercise 7. Answer the questions on the text.

1. What kinds of news publications existed before the advent of the newspaper?
2. Who ordered to publish *Acta Diurna* in Roman Empire?
3. Where were the bulletins placed?
4. When were news sheets *tipao* used in China?
5. What news was written on silk? Whom was it read by?
6. How much did "Written Notices" of Venice cost?
7. What information did the newsletters convey? Were they considered true newspapers?
8. Did the publications of the early modern era meet the criteria for proper newspaper?
9. What form were single event publications printed?
10. Why were these news publications read aloud?

Exercise 8. Tell your classmates some facts from the history of newspaper.

Exercise 9. Supplementary text. Read the text and decide why the girl was angry.

Why Was She Angry?

A young man was in love with a beautiful girl. One day she said to him: "It is my birthday tomorrow." "Oh," said the young man, "I shall send you roses; one rose for each year of your life."



The same evening, he went to a florist's. As he knew that the girl was twenty-two years old, he said to the owner of the shop: "I shall buy

twenty-two roses, but I shall not take them with me. Send them to this address tomorrow, please." And he gave the girl's address to the florist.

When the young man left the shop, the florist thought: "This young man is a very good customer. I think that my price was too high. I'll send ten more roses."

He did so. The next morning thirty-two roses were sent to the girl. When the young man came to see her, she didn't want to speak to him. And he never knew why she was so angry with him.

Lesson 2. The Beginning of English Newspaper



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

From early times three methods of circulation of news had been known: the

proclamation, issued by the king or the government, to inform the people about laws and posted up on the church door; ballads, poems, songs and rhymes sold in the streets or sung in taverns to celebrate events such as the birth or marriage of a prince or princess, victory in a battle and so on. In the county villages too the travelling packman would bring news of what was happening in the world outside. These were the only real popular news in England until the second half of the 19th century, when the printing press for the first time began to appeal to the mass of the ordinary people.

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

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

Exercise 1. Phonetic drill. Read the words from the text.

- Word, work, worse, worst, worth, world, wealthy;
- Boundaries, beyond the boundaries, community, government, preach, clergy, exchange, crowd, intelligence, particular, gossip.
- Preparation, reaction, selection, correction, satisfaction, protection, circulation proclamation, education, invention.

Exercise 2. Give the Ukrainian for:

The world around, beyond the boundaries, small communities, daily life, circulation of news, the proclamation, the sermon, popular ballads, travelling

packman, the printed press, to supply, wealthy, in attendance on the Queen, Law Courts, to exchange daily gossip, to keep in touch, to employ, Intelligencer, regular bulletins, particular client, invention, to exist, to introduce, to refer to.

Exercise 3. Give the English for:

Світ навколо, за межами, невеликі громади, проповідь, щоденне життя, виголосити, друкарський станок, винайдення друку, розповсюдження новин, пліткувати (обмінюватись плітками), наймати приватних письменників, святкувати, ставитись до, багатий, при королівському дворі, бути в курсі справи, наміри, існувати, певний (особливий) клієнт, балади, вірші, пісні, подорожуючий продавець.

Exercise 4. Match English and Ukrainian equivalents.

- | | |
|---------------------------|--------------------------------------|
| 1. small communities | a) святкувати події |
| 2. celebrate events | b) наймати приватних писарів |
| 3. exchange gossip | c) невеликі громади |
| 4. employ private writers | d) винахід друку |
| 5. invention of printing | e) друкарський станок |
| 6. printing press | f) обмінюватись плітками, пліткувати |

Exercise 5. Choose the right word:

- In England many years ago, outside London, there were only small
a) communities b) churches c) taverns
- Three methods of... news were known.
a) printing b) circulation c) copying
- They spent part of the year in London in ... on the Queen.
a) gossiping b) celebrating c) attendance

Exercise 6. Complete the sentences.

- The English newspaper began ...
- The people in small communities were interested only in ...
- In the country villages the traveling pack-man would bring news ...
- To keep in touch with the news the rich often employed ...
- Their reports were not printed, ...
- Before the invention of printing

Exercise 7. Insert the right word:

(Invented, refer, issued, circulate, "gazette").

The printing press was ... in Germany in the 15th century. Today we often ... to newspapers and journalists as "the press". But the earliest attempts to ... news were made in Rome. The first official newspaper was ... in Venice. In that time, it was called ... a name which we use today.

Exercise 8. Mark the statements that are true.

- The first English newspaper began in Elizabethan times.
- Three methods of circulation of news were known: the proclamation, the sermon and popular

ballads. 3. The first written news service was supplied to the ordinary people of England. 4. The rich often employed private news-writers called intelligencers to send them regular bulletins of the gossip of the town. 5. To this day it is common to refer to newspapers and to the journalists who work for them as "the press".

Exercise 9. Answer the questions on the text.

1. When did the first English newspapers begin?
2. What three methods of circulation of news had been known from early times?
3. Who brought news to the villages?
4. How did the great and wealthy people get the news?
5. Whom did the rich employ in summer to keep in touch with the news?
6. What do we call "the press" to this day?

Exercise 10. Tell the group some facts from the history of newspaper in Britain.

Exercise 11. English for enjoyment. Read the text and retell it.

Two Americans in Spain



Two Americans were travelling in Spain. One morning they entered a little restaurant for lunch. They didn't know Spanish, however, and the waiter didn't know English. So, they tried to make him understand that they wanted some milk and sandwiches.

At first, they pronounced the word "milk" many times. Then they spelt it. But the waiter still could not understand.

At last, one of them took a piece of paper and began to draw a cow. He was just finishing his drawing, when the waiter looked at it and ran out of the restaurant.

"You see," said the traveler who had drawn the cow, "what a pencil can do for a man who has difficulties in a foreign country."

In ten minutes, the waiter was back, but he brought no milk. He put down in front of two men two tickets for a bull-fight.

Lesson 3. MAKING ANNOTATION

Exercise 1. Remember the phrases and use them in the sentences of your own.

НАЙБІЛЬШ ВЖИВАНІ КЛІШЕ ДЛЯ НАПИСАННЯ АНОТАЦІЇ



Вступ: автор, назва тексту, статті, джерела.

- I was supposed to analyze the following article.
- This article is taken from the newspaper /journal, /magazine...
- The title /the headline of the article is...
- It was published in a British /Ukrainian, /Russian newspaper this week /last month.
- The author of the article is... /is not pointed out.

Характеристика статті в цілому.

1. To begin with it is necessary to mention /underline...
2. The article represents a definite interest from the point of view of...
3. The article carries material about...
4. The paper presents some interesting facts about...

Передача основного змісту статті.

1. The author points out that...
2. The article stresses that...
3. It should be noted that...
4. The author mentions that...
5. The article emphasizes that...
6. It should be pointed out that...
7. The author states that...
8. It must be mentioned that...
9. According to the text...
10. In the author's opinion...

Виділення основної думки (проблеми).

1. The key problem /question of the article is...
2. The main idea of the article is...

Виразення власного ставлення до прочитаного.

1. To my mind... /in my opinion...
2. In the conclusion /Finally, I'd like to say that...
3. The article is of great interest /important, /relevant, /of good use.
4. The article is worth reading.
5. The article about... made me think about...

Exercise 2. Make the summary of the following text.

Printing in the West



Movable metal type was first cast in Europe and printed with a printing press on paper by the middle of the 15th century. The invention was not related to earlier developments in the Far East, and the techniques differed considerably in detail: Eastern printers used water-soluble inks, and Western printers

used oil-based inks from the beginning. In the East, printers made impressions simply by pressing the paper against the wood block with a flat piece of wood. The earliest Western printers in the Rhine River valley used mechanical press derived in design from wine-presses, and made of wood.

The principles involved in printing had been used by European textile workers, in printing designs on cloth, for at least a century before printing on paper was invented. The art of paper-making, introduced into the West in the 12th century, spread throughout Europe in the 13th and 14th centuries. By the mid-15th century paper was available in abundance. Although various claims have been put forth for French, Italian, and Dutch inventors, the German printer Johann Gutenberg is usually given the credit. The first major book printed in movable type was the Gutenberg Bible in 1456. These innovations simplified book production and made it economically feasible and relatively easy. At the same time, public literacy increased so greatly, in part as a result of Renaissance scholarship and exploration, that every believer could read the sacred texts himself. Consequently, in the 16th century both the number of works and the number of copies of them increased enormously, further stimulating the public appetite for books.

Exercise 3. English for enjoyment. Read the text and discuss it with you group-mates.

Main Things in Life



A philosophy professor stood before his class and had some items in front of him. When the class began, wordlessly he picked up a very large and empty mayonnaise's jar and proceeded to fill it with rocks about 2 inches in diameter.

He then asked the students if the jar was full. They agreed it was. So, the professor picked up a box of pebbles and poured them into the jar. He shook

the jar lightly. The pebbles, of course, rolled into the open areas between the rocks.

He then asked the students again if the jar was full. They agreed it was. The professor picked up a box of sand and poured it into the jar. Of course, the sand filled up everything else. He then asked once more if the jar was full. The students responded with a unanimous-yes.

The professor then produced two cans of beer from under the table and proceeded to pour their contents into the jar – effectively filling the empty space between the sand. The students laughed.

“Now”, said the professor, as the laughter subsided, “I want you to recognize that this jar represents your life. The rocks are the important things – your family, your partner, your health, and your children. Things, that if everything else was lost and only they remained, your life would still be full. The pebbles are other things that matter like your job, your house, and your car. The sand is everything else. The small stuff”.

“If you put the sand into the jar first”, he continued, “there is no room for the pebbles or rocks. The same goes for your life. If you spend all your time and energy on the small stuff, you will never have room for things that are important to you. Pay attention to the things that are critical to your happiness. Play with your children. Take time to get medical checkups. There will always be time to go to work, clean the house and give a dinner party”.

“Take care of the rocks first, the things that really matter. Set your priorities. The rest is just sand”. One of the students raised her hand and inquired what the beer represented. The professor smiled. “I'm glad you asked. It just goes to show you that no matter how full your life may seem, there's always room for a couple of beers”.

Lesson 4. Types, Criteria and Functions of Newspapers



A newspaper is a publication, usually issued on a daily or weekly basis, the main function of which is to report news. It contains news regarding current events, informative articles, editorials, and advertising. It is usually printed on relatively inexpensive, low-grade paper such as newsprint. By 2013, there were 6,580 daily newspapers in the world selling 395 million copies a day. The late 2000s-early 2010s global recession, combined with the rapid

growth of web-based alternatives, caused a serious decline in advertising and circulation, as many papers closed or sharply retrenched operations.

General-interest newspapers typically publish stories on local and national political events and personalities, crime, business, entertainment, society and sports. Most traditional papers also feature an editorial page containing editorials written by an editor and columns that express the personal opinions of writers. Many newspapers include entertainment features such as crosswords, sudoku and horoscopes; weather news and forecasts; advice, food and other columns.

The newspaper is typically funded by paid subscriptions and advertising.

A newspaper meets four **criteria**:

1. Publicity: Its contents are accessible to the public.
2. Periodicity: It is published at regular intervals.
3. Currency: Its information is as up-to-date.
4. Universality: It covers a range of topics.

The **functions** of the press are:

- To inform the public.
- To investigate wrongdoing.
- To influence public opinion.
- To entertain the public.

The newspapers can be divided into two main groups: **quality papers and popular papers**. The quality papers report national and international news in politics, business, economy, science, culture, literature, and sports very thoroughly. They can publish reviews of books, plays, or films, some ads, fashion trends, and horoscopes. The popular papers tend to make news sensational, and to publish “personal” articles which shock and excite. The popular press aims to entertain rather than inform.

A **daily newspaper** is issued every day, sometimes with the exception of Sundays and occasionally Saturdays. Most daily newspapers are published in the morning.

Weekly newspapers are published once a week, and tend to be smaller than daily papers. Some newspapers are published two or three times a week.

A **local newspaper** serves a region such as a city, or part of a large city. Almost every market has one or two newspapers that dominate the area. Large metropolitan

newspapers often have large distribution networks, and can be found outside their usual area.

Most nations have at least one newspaper that circulates throughout the whole country: a **national newspaper**. Some national newspapers, such as *The Financial Times* and *The Wall Street Journal* are specialized on financial matters. There are many national newspapers in the UK, but only few in the United States and Canada. In the United States, *The New York Times* is available throughout the country.

Virtually all printed newspapers have online editions distributed over the Internet which, depending on the country may be regulated by journalism organizations such as the Press Complaints Commission in the UK. But as some publishers find their print-based models increasingly unsustainable Web-based “newspapers” have also started to appear, such as the *Southport Reporter* in the UK and the *Seattle Post Intelligencer*, which stopped publishing in print after 149 years in March 2009 and went online only.

Exercise 1. Give the Ukrainian for:

To issue, basis, editorial article, advertising, newsprint, a copy, global recession, web-based, decline, circulation, retrench, general-interest newspapers, to feature, column, weather forecast, advice, subscription, criterion (pl. criteria), accessible, publicity, periodicity, currency, universality, to investigate, wrongdoing, to influence, public opinion, to entertain, thoroughly, quality paper, to tend, to excite, distribution network, available, virtually, online editions, sustain, unsustainable, to increase.

Exercise 2. Give the English for:

Приділяти увагу, громадська думка, скорочувати, критерій, мати схильність (схилитися), розважати, хвилювати, впливати, правопорушення, розслідувати, ретельно, мережа, фактично, розповсюдження, доступний, оперативний (у режимі реального часу), підтримувати, втрачати підтримку, збільшувати, видання, основа, сучасні події, редактор, реклама, занепад (зменшення), тираж, колонка в газеті.

Exercise 3. Decide which of the sentences are true and which are false. If true – repeat the sentence, if false – correct it. Use the phrases: *It is wrong, I disagree with the statement, It is completely false, It is true, I agree with the statement.*

1. A newspaper is a publication, usually issued on a daily or weekly basis. 2. A newspaper contains news regarding historical events and advertising. 3. It is printed on expensive paper such as newsprint. 4. As the result of global recession, many newspapers closed or sharply retrenched operations. 5. General-interest newspapers typically publish stories on local and national political events. 6. A newspaper meets three criteria. 7. The functions of the press are: to inform, to investigate, to influence, to entertain. 8. The quality papers tend to make news sensational. 9. Weekly newspapers are published every day. 10. There are many

national newspapers in the United States. 11. Virtually all printed newspapers have online editions distributed over the Internet.

Exercise 4. Finish the sentences, using the text:

1. A newspaper is a publication, usually issued on a daily or weekly basis...
2. The main function of a newspaper is...
3. It contains news regarding current events...
4. It is usually printed on relatively inexpensive...
5. General-interest newspapers publish stories...
6. A newspaper meets four criteria...
7. The functions of the press are...
8. Quality papers report...
9. The popular papers tend...
10. Most nations have at least one newspaper...
11. All printed newspapers have online editions...

Exercise 5. Discuss the role of newspaper in a society.

Is the work in a quality paper more prestigious than in a popular one? Is it better paid? Are functions of any newspaper the same? What criteria does a newspaper meet? What newspaper would you like to work as a journalist? Explain your reasons.

Exercise 6. Tell your classmates about types and functions of newspapers.

Exercise 7. English for enjoyment. Read the text, ask 5 questions, answer your class-mates' questions, discuss the text.

True Love



Moses Mendelssohn, the grandfather of the well-known German composer, was far from being handsome. Along with a rather short stature, he had a grotesque hunchback.

One day he visited a merchant in Hamburg who had a lovely daughter named Frumtje. Moses fell hopelessly in love with her. But Frumtje was repulsed by his misshapen appearance.

When it came time for him to leave, Moses gathered his courage and climbed the stairs to her room to take one last opportunity to speak with her. She was a vision of heavenly beauty, but caused him deep sadness by her refusal to look at him. After several attempts at conversation, Moses shyly asked, "Do you believe marriages are made in heaven?"

"Yes," she answered, still looking at the floor. "And do you?"

"Yes, I do," he replied. "You see, in heaven at the birth of each boy, the Lord announces which girl he will marry. When I was born, my future bride was pointed out to me. Then the Lord added, 'But your wife will be humpbacked'.

"Right then and there I called out, 'Oh Lord, a humpbacked woman would be a tragedy. Please, Lord, give me the hump and let her be beautiful!'"

Then Frumtje looked up into his eyes, gave Mendelssohn her hand and later became his devoted wife.

Lesson 5. Online Newspaper



An online newspaper is the online version of a newspaper, either as a stand-alone publication or as the online version of a printed periodical.

Going online created more opportunities for newspapers, such as competing with broadcast journalism in presenting breaking news in a more timely manner. The credibility and strong brand recognition of well-established newspapers, and the close relationships they have with advertisers, are also seen by many in the newspaper industry

as strengthening their chances of survival. The movement away from the printing process can also help decrease costs.

Online newspapers, like printed newspapers, have legal restrictions regarding libel, privacy, and copyright, also apply to online publications in most countries as in the UK. Also, the UK Data Protection Act applies to online newspapers and news pages. Up to 2014 there was no clear distinction between authentic online newspapers and forums or blogs. In 2007, a ruling was passed to formally regulate UK-based online newspapers, news audio, and news video websites covering the responsibilities expected of them and to clear up what is, and what isn't an online news publication.

News reporters are being taught to shoot video and to write in the succinct manner necessary for Internet news pages. Some newspapers have attempted to integrate the Internet into every aspect of their operations, e.g., the writing of stories for both print and online, and classified advertisements appearing in both media, while other newspaper websites may be quite different from the corresponding printed newspaper.

Not all articles published online receive the same amount of attention, there are factors that determine their popularity. The number of times an article gets shared on social media is relevant for activists, politicians, authors, online-publishers and advertisers. They thus have an interest in knowing the number of shares, preferably even predicting it before the article is being published. With new methods of National Language Processing such as Latent Dirichlet allocation it is possible to gain insights into the core characteristics of an article. The average keywords within an article and the average popularity of said keywords have the greatest impact on the amount of shares an article receives. Moreover, the amount of links to other articles and the closeness to the most relevant current topics are influencing the popularity of an article heavily. On the other hand, the day of publication is less important when it comes to predicting the popularity of the article.

Exercise 1. Give the Ukrainian for:

An opportunity, to compete with, a breaking news, timely, strengthen, an advertiser, chances of survival, to decrease, restriction, privacy, clear distinction, authentic, to clear up, succinct, relevant, the number of shares, to predict.

Exercise 2. Give the English for:

Стислий, шанс на виживання, передбачати, конкурувати, зменшувати, доречний, обмеження, рекламодавець, зміцнювати, своєчасно, конфіденційність, сенсація, пояснити, автентичний.

Exercise 3. Fill in the blanks with the words and from the text.

1. An online newspaper is the _____ version of a newspaper. 2. Going online created more _____ for newspapers. 3. The movement away from the printing process can also help _____ costs. 4. Online newspapers, like printed newspapers, have legal _____. 5. Up to 2014 there was no clear distinction between _____ online newspapers and forums or blogs. 6. Some newspapers have attempted to _____ the Internet into every aspect of their operations. 7. Not all articles published online receive the same _____ of attention. 8. The average _____ within an article and the average popularity of said _____ have the greatest impact on the amount of shares an article receives. 9. The amount of links to other articles and the _____ to the most _____ current topics are influencing the _____ of an article heavily.

Exercise 4. Identify a key sentence in each paragraph, copy out the key words, formulate the thesis of the text, say 8-10 sentences about online newspapers.

Exercise 5. English for enjoyment. Read the text, choose the correct answers to the questions after it and retell the text.

Economy Wasted Trip



An Englishman who was in France wanted to go back to England by sea. But he had so little money that he could pay only for the ticket. As he knew that the trip would last only two days, he decided not to eat during these days.

As he bought a ticket and got on the ship the next morning, he tried not to hear the bell for breakfast. When dinner time came, he was very hungry, but he didn't go to the dining-room. In the evening he was still hungrier but when he was invited to have supper, the Englishman said that he was ill.

The next day the Englishman was half-dead and couldn't stand the hunger any longer. "I shall go and eat even if I'll be kicked out into the sea", said he to himself. So, he went to the ship dining-room and had his dinner. In the evening he had supper but didn't pay for the meals. At last, he addressed the waiter: "Bring me the bill, please". —"What bill?" asked the waiter. —"For the supper and dinner, I had in your dining-room". —"Don't trouble, Sir. The meals were paid for when you bought the ticket".

1. When did the man get on the ship?

a) the next week; b) the next morning; c) the next month.

2. What did he try?

a) not to see anybody; b) not to hear the bell; c) not to hear the voices

3. How did he feel during the dinner time?

a) he was angry; b) he was sad; c) he was very hungry.

4. What did the Englishman say when he was invited to dinner?

a) that he was ill; b) that he was upset; c) that he was tired.

5. How did he feel the next day?

a) he was half-dead; b) he was very active; c) he was strong and healthy.

UNIT II FROM THE HISTORY OF JOURNALISM

Lesson 1. The Beginning of Journalism



Journalism is the gathering, organizing, and distribution of news through the wide variety of print and non-print media outlets. It is not a recent phenomenon, by any means; the earliest reference to a journalistic product comes from Rome circa 59 B.C., when news was recorded in a circular called the Acta Diurna. It enjoyed daily publication and was hung

strategically throughout the city for all to read, or for those who were able to read.

During the Tang dynasty, from 618 A.D. to 907 A.D., China prepared a court report, then named a bao, to distribute to government officials for the purpose of keeping them informed of relevant events. It continued afterward in a variety of forms and names until the end of 1911, and the demise of the Qing dynasty. However, the first indication of a regular news publication can be traced to Germany, 1609, and the initial paper published in the English language (albeit "old English") was the newspaper known as the Weekly Newes from 1622. The Daily Courant, however, first appearing in 1702, was the first daily paper for public consumption.

It should come as no surprise that these earliest forays into keeping the public informed were met with government opposition in many cases. They attempted to impose censorship by placing restrictions and taxes on publishers as a way to curb freedom of the press. But literacy among the population, as a whole, was growing and because of this, along with the introduction of technology that improved printing and circulation, newspaper publications saw their numbers explode; and even though there remain pockets of news censorship around the world today, for the most part, journalistic freedom reigns.

Soon after newspapers got a foothold, the creation of the magazine became widespread as well. Its earliest form was such aptly named periodicals as the Tattler and Spectator. Both were initial attempts to marry articles of opinions with current events, and by the 1830s, magazines were common mass-circulated periodicals that appealed to a broader audience. They included illustrated serials aimed specifically at the female audience.

Time passed, and the cost of news gathering increased dramatically, as publications attempted to keep pace with what seemed to be a growing and insatiable appetite for printed news. Slowly, news agencies formed to take the place of independent publishers. They would hire people to gather and write news reports, and then sell these stories to a variety of individual news outlets. However, the print media was soon about to come head-to-head with an entirely new form of news gathering -- first, with the invention of the telegraph, then quickly followed by the

radio, the television, and mass broadcasting. It was an evolution of technology that seemed all but inevitable.

Non-print media changed the dynamics of news gathering and reporting altogether. It sped up all aspects of the process, making the news, itself, more timely and relevant. Soon, technology became an integral part of journalism, even if the ultimate product was in print form. Today, satellites that transmit information from one side of the globe to another in seconds, and the Internet, as well, place breaking news in the hands of almost every person in the world at the same time. This has created a new model of journalism once again, and one that will likely be the standard for the future.

Exercise 1. Find the English equivalents in the text:

Упорядкування, розповсюдження, ЗМІ, жодним чином, приблизно, обіжник, відповідні події, занепад (зникнення), хоча і, загальнодоступний для споживання, напад (наскок), цензура, приховати, грамотність, панувати, закріпитися, влучно, базика, глядач, ненаситний, цілком (абсолютно), невід'ємна частина, кінцевий, супутник.

Exercise 2. Translate the following words and word combinations:

Print and non-print media outlets, recent phenomenon, enjoy daily publication, relevant events, can be traced to, albeit, public consumption, it should come as no surprise, to impose censorship, to curb freedom of the press, literacy, to keep pace with, to come head-to-head with, inevitable, to become an integral part of, to transmit information, breaking news.

Exercise 3. Decide which of the sentences are true and which are false. If true – repeat the sentence, if false – correct it. Use the phrases: *It is wrong, I disagree with the statement, It is completely false, It is true, I agree with the statement.*

1. Journalism is the gathering, organizing, and distribution of news through print media outlets. 2. The first indication of a regular news publication can be traced to Italy. 3. The Weekly News was the first daily paper for public consumption. 4. Soon after newspapers got a foothold, the creation of the magazine became widespread as well. 5. Newspapers included illustrated serials aimed specifically at the female audience. 6. Time passed, and the cost of news gathering increased dramatically. 7. Non-print media changed the dynamics of news gathering and reporting altogether.

Exercise 4. Finish the sentences, using the text:

1. The earliest reference to a journalistic product... 2. Acta Diurna enjoyed daily publication and was hung strategically... 3. The initial paper published in the English language was... 4. The earliest forays into keeping the public informed were met with... 5. Literacy among the population, as a whole, was growing ... 6. Slowly, news agencies formed... 7. Today, satellites and the Internet place breaking news...

Exercise 5. Identify the key sentences in each paragraph, copy out the key words, formulate the thesis of the text, say 8-10 sentences about the history of journalism.

Exercise 6. English for enjoyment. Read the text answer the questions after the text and retell it.

A Millionaire



This is a story about a well-known millionaire who did not like to spend even small sums of money.

One day he went to stay at a hotel in New York. He asked for the cheapest room they had. He said: "What is the price of the room?"

The manager told him.

"And which floor is it on?"

The manager told him.

"Is that the cheapest room you have? I'm staying here by myself and only need a small room."

The manager told him that that was the smallest room they had and added: "But why do you take the cheapest room like that? When your son stays here he always has the most expensive room."

"Yes," answered the millionaire, "but his father is a wealthy man, and mine is not."

- *Is this story about a rich or a poor man?*
- *Did the millionaire like to spend money?*
- *What room did he asked for in a hotel?*
- *Was the manager surprised?*
- *What did the manager tell the millionaire about his son?*
- *Why did the son take the most expensive room in the hotel?*
- *Why did the millionaire want to take the cheapest room?*

Lesson 2. More History of Journalism



Journalism, like other professions today, was not once held in esteem or regard. It was often thought to be a practice of those who would avoid "real" work. Over time, journalists began to organize as a way of gaining recognition for their craft. The first foundation of journalists came in 1883 in England; the American Newspaper Guild was organized in 1933, an institute meant to function as both a trade union and a professional organization. From the beginning of newspapers, and up until about the mid-1800s, journalists entered the field as apprentices, starting out most often as copy boys and cub reporters.

The first time that journalism was recognized as an area of academic study was when it was introduced at the university level in 1879, where the University of Missouri offered it as a four-year course of study. New York's Columbia University followed suit in 1912, offering the study of journalism as a graduate program, endowed by none other than Joseph Pulitzer himself. The realization that news reporting was becoming extremely complex in a world that was globalizing through mass media, even if only the telegraph were the instrument of delivery, was fully acknowledged.

And the world of journalism grew in leaps and bounds then. In-depth reporting, economics and business, politics, and science all vied for the attention of the public. Then came motion pictures and radio, and eventually television and the need for refined and expert skills and techniques grew exponentially. Journalism was a common course of study by the 1950s in universities across the United States. Literature and texts on the subject of journalism grew, as well, to keep up with the demand of budding journalists and their professors. Soon the stacks were filled with anecdotal, biographical, and historical information specifically on the subject of journalism and its practitioners.

It has been the nature of journalism in the United States to champion social responsibility, and that has not changed since the early 1700s. That is not to say that partisan politics has never driven the news media – print and non-print. Even today, media outlets and national newspapers are identified by their social leanings – either liberal or conservative. But, there are still many that present a fair and unbiased look at events that are happening locally, nationally, and internationally, written and published with the intent of informing the public and allowing them to make their own decisions on an issue. There were dark times in journalism that lent themselves to outright dishonest and ultra-persuasive tactics to influence the public – using fear as a motivator. Today this is labeled "yellow" journalism and it has a separate history and place in journalism's past. For the most part, journalists are careful to avoid these types of tactics today.

Exercise 1. Find the English equivalents in the text:

Поважати, уникати, отримати визнання, профспілка, підмайстер, академічне навчання, наслідувати приклад, матеріально забезпечувати, стрімко зростати, боротися за, аналітичні матеріали, згодом, не відставати, відстоювати, відповідальність, купа, партійна політика, соціальні уподобання, неупереджений, відверто нечесний.

Exercise 2. Translate the following words and word combinations:

To follow suit, to gain recognition, to hold in esteem, to avoid "real" work, a trade union, an apprentice, academic study, to endow, to grow in leaps and bounds, to vie for, in-depth reporting, eventually, to keep up with, **to champion, responsibility, stack, partisan politics, social leanings, unbiased, outright dishonest.**

Exercise 3. Decide which of the sentences are true and which are false. If true – repeat the sentence, if false – correct it.

1. Journalism was not once held in esteem or regard. 2. The first foundation of journalists came in 1983 in America. 3. From the beginning of newspapers journalists entered the field as apprentices, starting out most often as copy boys and cub reporters. 4. The realization that news reporting was becoming extremely complex was fully acknowledged. 5. The world of journalism grew in leaps and bounds. 6. Journalism was a common course of study by the 1950s in universities across the United States. 7. Even today, media outlets and national newspapers are identified by their social leanings – either liberal or conservative. 8. There were dark times in journalism that lent themselves to outright dishonest and ultra-persuasive tactics to influence the public – using fear as a motivator. 9. For the most part, journalists are careful to use these types of tactics today.

Exercise 4. Finish the sentences, using the text:

1. Journalism, like other professions today, was not once... 2. From the beginning of newspapers, and up until about the mid-1800s... 3. The first time that journalism was recognized as an area of academic study... 4. Literature and texts on the subject of journalism grew, as well, to keep up with the demand of ... 5. It has been the nature of journalism in the United States... 6. There were dark times in journalism that lent themselves... 7. Journalists are careful to avoid...

Exercise 5. Identify the key sentences in each paragraph, copy out the key words, formulate the thesis of the text, say 8-10 sentences about the history of journalism.

Exercise 6. English for enjoyment. Read the text, answer the questions after it and retell the text.

A Conceited Boy

Edward came home for his holidays; he thought that he was clever, because he had been at school for a year. At dinner he said to his father: "Daddy, you think that you see two cakes on the plate. I am going to show you that there are three." Pointing to the first cake Edward said: "this is one, and that is two. If I add the one to the two, I'll get three."

"Very well," said his father, "if what you say is true, I'll take the first cake, your mother will take the second and you may take the third."



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- *Where did Edward come for his holidays?*
- *He thought that he was clever, didn't he?*
- *What did he say to his father at dinner?*
- *How did he try to show that there were three cakes on the plate?*
- *What did the father say?*
- *The father taught his son a lesson, didn't he?*

Lesson 3. Recent History of Journalism



CollegeDental

Which
Type of
Journalism
Are You
Into?

That brings us to journalism of the 20th century and this first two decades of the 21st century. There is no question that the professionalism of this industry has grown immensely since the days of yellow journalism. There are several factors that are credited with this, including the fact that journalism became a recognized

area of study at the university level, giving it a sense of importance missing prior to this. As well, there was an increasing body of knowledge on all aspects of the field of journalism, laying bare its flaws for others to examine, and explaining the techniques of mass communication from a social and psychological viewpoint. At the same time, social responsibility became the hallmark of journalism and journalists themselves elevated the profession through the creation of professional organizations. "A free and responsible press" is the battle cry of the journalist today, as ethics and standards are an important consideration of all who enter the profession.

The news has been changing with the introduction of new technologies. Even with the introduction of radio, and later, television, newspapers remained the most trusted source of information for most Americans, who only supplemented them with non-print media information. That is not so today. Non-print media dominate news acquisition by the public, and it has become more influential than could have been suspected in its infancy. Americans, and others, turn to non-print media to get sound bites of what is happening globally. Newspapers that put time, effort, and sweat and blood into the process of news gathering and reporting still aim to provide an in-depth look at events. The question becomes, who wants to take the time to ponder the world at the level that newspapers challenge the reader to ascribe to? The term "news," itself, has taken on new meaning. There is hard news, celebrity news, breaking news, and other categories that have altered journalism from its beginnings.

However, even as the world continues to change, there is an ongoing need for the printed word, even if it is delivered electronically, instead of on paper. That should be some comfort to journalists, for indeed, there is hope that there will always be the need for a free and honest press.

Exercise 1. Find the English equivalents in the text:

Професіоналізм, надзвичайно, приписується, раніше, викривати недоліки, сукупність знань, відмітна ознака, бойовий клич, доповнення, придбання, піт і кров, звуковий фрагмент, поглиблений, розмірковувати над світом, приписувати, важливі новини, екстрені новини, змінити.

Exercise 2. Translate the following words and word combinations:

Professionalism, immensely, credited with, prior to, laying bare its flaws, the body of knowledge, a hallmark, a battle cry, the most trusted source of information, a supplement, acquisition, sweat and blood, sound bite, in-depth, ponder the world, to ascribe to, to alter.

Exercise 3. Decide which of the sentences are true and which are false. If true – repeat the sentence, if false – correct it. Use the phrases: *It is wrong, I disagree with the statement, It is completely false, It is true, I agree with the statement.*

1. There is no question that the professionalism of journalism has grown immensely since the days of yellow journalism. 2. Journalism became a recognized area of study at school level, giving it a sense of importance missing prior to this. 3. Social responsibility became the hallmark of advertisers and they elevated the profession through the creation of professional organizations. 4. Ethics and standards are an important consideration of all who enter the profession. 5. Print media dominate news acquisition by the public. 6. Newspapers that put time, effort, and sweat and blood into the process of news gathering and reporting don't provide an in-depth look at events. 7. Even as the world continues to change, there is an ongoing need for the printed word, even if it is delivered electronically, instead of on paper.

Exercise 4. Fill in the blanks with the words from the text.

1. There is no question that the _____ of this industry has grown _____ since the days of yellow journalism. 2. Social responsibility became the _____ of journalism and journalists themselves _____ the profession through the creation of professional organizations. 3. "A free and responsible press" is the _____ of the journalist today, as ethics and standards are an important consideration of all who enter the profession. 4. Non-print media _____ news acquisition by the public, and it has become more _____ than could have been suspected in its infancy. 5. Newspapers that put time, effort, and _____ and _____ into the process of news gathering and reporting still aim to provide an _____ look at events. 6. The question becomes, who wants to take the time to _____ the world at the level that newspapers _____ the reader to ascribe to? 7. However, even as the world continues to change, there is an _____ need for the printed word.

Exercise 5. Make the summary of the text "Recent History of Journalism".

Exercise 6. English for enjoyment. Read the text, answer the questions to it and retell the text.

A Laconic Answer



There was a time when the people of Greece were not united, but instead, there were several states each of which had its own ruler.

Some of the people in the southern part of the country were called Spartans and they were famous for their simple habits and their bravery.

The name of their land was Laconia, so they were sometimes called

Lacons.

One of the strange rules which the Spartans had was that they should speak briefly and never use more words than were needed.

A short answer is called laconic that is such an answer as a Lacon would give.

There was a land called Macedonia in the Northern part of Greece. This land was ruled by a king named Philip. Philip of Macedonia wanted to become the master of Greece. So he raised a great army and made war upon other states, until nearly all of them were forced to call him their king. Then he sent a letter to the Spartans in Laconia and said: "If I go down into your country, I will level your great city to the ground".

In a few days the answer was brought back to him. When he opened the letter he found only one word written there: "If".

1. What did Philip want?
2. What did he raise?
3. What did Philip make upon other countries?
4. What was the name of Macedonian king?
5. What happened to most of the states?
6. What did Philip send to Laconia?
7. What answer did he get?

Lesson 4. Impacts of the Internet on Journalism



The first impact that the Internet on journalism is that it has changed the functions and nature of journalism. This impact has been realized through elimination of the role of gatekeepers. Citizens can now access unfiltered information via the Internet.

This case implies that, although the gatekeepers may edit certain information to fit their house rules, eliminate libel, or make it fit a certain space, the audience

has other channels of accessing information. This argument means that the Internet has opened more spaces for the audience. The era when the gatekeeper would edit contents for the audience has been eliminated by the Internet. The Internet has entirely changed the nature of journalism in the world today.

Today, journalists from across the world can exchange news information in real time. The Internet has promoted information exchange across the globe. Live transmissions that stream via YouTube and Skype form other avenues that journalists have always exploited. The quality and variety of news items have also increased with greater information exchange via the Internet. Journalists are also able to control the standards of their work through live comparison with other international media.

The second impact of the Internet on journalism is that it has changed journalism from information diffusion to today's information processing function. The Internet, which is the most recent media, has changed journalism just as other media platforms changed it.

The Internet is unique in that it enhances interactivity and contact with other media. This uniqueness has resulted in significant revolution in journalism and its culture. With the Internet, audience and the sources take almost equal roles in the process of information production.

The third impact of the Internet on journalism is that audiences have gained the authority to choose the information they want to consume. It has broken the information boundaries that existed over the years.

The information world is no longer limited by the geographical space. One can share news from a far continent in real time via the Internet. The audiences can also choose what to listen to or watch via the Internet, for example, through YouTube or Twitter. They can also choose when to watch or listen to it through the process of zapping.

The Internet has enabled journalists to reach out to their audience 24 hours a day. This accessibility also enables the audiences to give their feedback and or contribute to media content at any time in any day thus allowing free flow of information. Journalism has also benefited from the impact of the Internet. Callers

can now e-mail or tweet certain corrections of erroneous reports before they are widely disseminated.

For instance, if there is an error of the number of victims to certain accidents, the eyewitness audience can instantly communicate to newsrooms for correction thus playing the role that was initially meant for a journalist before the Internet era.

The fourth impact of Internet on journalism is that it has enabled the audience to contribute directly on media content and counter news. With the advent of the Internet in journalism, audiences can make active contributions to the content that the journalist airs. Since the Internet is a speedy communication media, the audience can communicate to the journalist in real time.

Exercise 1. Find the English equivalents in the text:

Ліквідація, брaмник, мати на увазі, наклеп, доступ, редагувати, повністю, сприяти, спосіб передавання, порівняння, розповсюдження, посилити, споживати, урізання, помилковий, потік інформації, отримати вигоду, зробити свій внесок.

Exercise 2. Translate the following words and word combinations:

Elimination, libel, access, gatekeeper, entirely, to imply, to promote, to edit, transmission, to contribute, comparison, diffusion, enhance, to gain the authority, a flow, to consume, zapping, to benefit, erroneous.

Exercise 3. Match the words with the synonyms:

Flow	wrong, mistaken, faulty
Accessibility	mudslinging, slander, denigration
Diffusion	guard, watchman, warden, doorkeeper
Enhance	donate, bring in, collaborate, pull together
Erroneous	spread, distribution, proliferation
Libel	pour, glide, run, ripple
Gatekeeper	increase, multiply, enlarge, magnify
Imply	availability, approach ability
Contribute	mean, involve, indicate, assume

Exercise 4. Decide which of the sentences are true and which are false. If true – repeat the sentence, if false – correct it. Use the phrases: *It is wrong, I disagree with the statement, It is completely false, It is true, I agree with the statement.*

1. The Internet has changed the functions and nature of journalism.
2. Journalists from across the world can exchange news information in real time.
3. The quality and variety of news items have also decreased with greater

information exchange via the Internet. 4. With the Internet, audience and the sources take unequal roles in the process of information production. 5. The information world is limited by the geographical space. 6. The accessibility enables the audiences to give their feedback and or contribute to media content in the daytime. 7. With the advent of the Internet in journalism, audiences can make active contributions to the content that the journalist writes.

Exercise 5. Fill in the blanks with the words and word combinations from the text.

The first impact that the Internet on journalism is that it has changed the _____ and _____ of journalism. 2. The Internet has opened more _____ for the audience. 3. The Internet has promoted _____ across the globe. 4. Journalists are also able to control the standards of their work through live _____ with other international _____. 4. The Internet is unique in that it _____ interactivity and _____ with other media. 5. It has broken the information _____ that existed over the years. 6. The _____ can also choose what to listen to or watch via the Internet. 7. Callers can now e-mail or tweet certain corrections of _____ reports before they are widely _____. 8. The Internet has enabled the audience to _____ directly on media content and counter news.

Exercise 6. Speak about the impacts of the Internet on journalism.

Exercise 7. Text for supplementary reading. Read the text and discuss it.

Why read?



If you can't read this, don't worry! In Britain, and probably many other countries too, teachers and parents are worried about schoolchildren. They are worried because the children watch too much television. My advice is simple — don't worry!

Let's look at the TV "problem" first: a child watches TV because he finds it more interesting than anything else. So do a lot of adults. We must think about the quality of the TV programs that he sees, and help him learn through TV.

What about reading and writing? Do children need to learn to read and to write any more? We get all the information we need from radio, TV, and internet, so who needs to read newspapers? We speak to our friends on the phone and do business using internet, so who needs to write letters?

In many ways, the move away from reading and writing has already started. We no longer need to read road signs or informational notices in the streets. There is usually some symbol that we can understand.

UNIT III BEING A JOURNALIST

Lesson 1. What is News?



The nature of news is a favourite subject of discussion among journalists. Some place the emphasis on one aspect, some on another but it is generally agreed that the essence of news is topicality, novelty and general interest. To be news an item of information must have a bearing on the affairs of the moment, it must be new to those who hear or read it, and it must arouse the interest of a considerable number of

those hearers or readers. Items which possess these qualities to a marked degree are often spoken of as "hard" news, and are given priority by those who select and arrange the contents of the paper.

The art of news-gathering calls for a highly developed sense of news values. To acquire this sense the journalist must have a wide acquaintance with men and affairs, a sound educational background and a very considerable stock of general knowledge. For it is only thus that he will be able to distinguish what is new from what is already known, and what is of topical interest from what is of little concern to the majority of his readers. And this knowledge he must keep constantly up to date by being himself an assiduous reader of newspapers and magazines.

Above all, he must have his finger on the pulse of current thought and public opinion; he must, be aware of what the great mass of men and women around him are thinking and feeling; he must never lose "the common touch", for although he himself may move in a circle whose interests are specialized, what he writes must appeal to the man in the street.

The collection of news has a highly organized business. There is hardly a corner of the world today which is not covered by the gigantic network of news-gatherers employed by the local and national newspapers and the great news agencies.

Very briefly, the system operates thus. Local news is collected by the reporters and district representatives of provincial newspapers, and by the local staff correspondents of the national dailies. Events of national importance are covered by staff reporters of the national dailies and by special correspondents of both the national and provincial Press.

In addition, home news is reported by district correspondents of the news agencies, notably the Press Association, the Exchange Telegraph and Central News. Foreign news is gathered by Reuters news agency and by the foreign correspondents employed by the national dailies and some of the larger provincial papers. Items of interest to particular sections of the community (e.g. trade and technical news) are gathered by a number of smaller news agencies operating in different parts of the country.

Most of all we don't need to read books in order to learn. Not only is information given more effectively on TV, but more people benefit from it. Of course, it's very nice to be able to read, but it isn't a tragedy if we can't.

We live in a multi-media society. Let's take advantage of it and teach our children all they need to know with TV, radio and computer.

- *Were your parents worried that you watched too much TV when you were younger?*
- *Did you find TV more interesting than anything else when you were at school?*
- *Have you ever seen TV lessons?*
- *Do TV and internet interfere with your work at the University?*
- *Can you learn all you want on TV or the internet?*
- *Do you read a lot of books?*
- *What kind of books do you like to read most of all?*
- *Where do you get more information from?*
- *Is it easier for you to memorize facts watching TV or reading books?*

Exercise 1. Find the English equivalents in the text:

Стосуватися, важливі новини, вимагати, чималий запас, викликати занепокоєння, не хвилювати, старанний читач, громадська думка, гігантський, місцеві новини, якісний, академічна кваліфікація, набувати, запас загальних знань, громадська думка, наголошувати на, актуальність, новизна.

Exercise 2. Translate the following words and word combinations:

A subject of discussion, to place the emphasis on, topicality, novelty and general interest, have a bearing on, "hard" news, news-gathering, to call for, to acquire, sound educational background, considerable stock of general knowledge, to be of topical interest, to be of little concern, to be of much concern, an assiduous reader, public opinion, gigantic, events of national importance, home news, local news.

Exercise 3. Match the words with the definitions:

up to date	the quality of being new, original, or unusual
novelty	in particular; especially
briefly	recognize or treat as different
topicality	showing great care and perseverance
assiduous	the intrinsic nature of something
notably	a thing that is regarded as more important than others.
distinguish	the quality or state of being topical.
essence	using few words
priority	aware of the latest information

Exercise 4. Fill in the blanks with the words from the text.

1. The nature of news is a _____ subject of discussion among journalists.
2. To be news an item of _____ must have a bearing on the _____ of the moment.
3. To acquire the sense of news values the journalist must have a wide _____ with men and affairs, a sound educational _____ and a very considerable stock of _____ knowledge.
4. A journalist must have his finger on the pulse of _____ thought and _____ opinion.
5. The collection of news has a _____ organized business.
6. _____ news is collected by the reporters and district representatives of provincial newspapers.
7. Events of _____ importance are covered by staff reporters of the national dailies and by special correspondents of both the national and provincial Press.
8. _____ news is gathered by Reuters news agency and by the foreign correspondents.

Exercise 5. Answer the questions. Expand your answers.

1. What subject of discussion is favourite among journalists?
2. What is the essence of news?

3. What must an item of information have to be news?
4. What does the art of news-gathering call for?
5. Why is it important for a journalist to be an assiduous reader of newspapers and magazines?
6. Who must the author's articles appeal to?
7. Can you think of a place in the world which is not covered by the network of news-gatherers employed by the local and national newspapers and the great news agencies?
8. Who is local news collected by?
9. Who are events of national importance covered by?
10. Who is foreign news gathered by?

Exercise 6. Tell your classmates what news is.

Exercise 7. English for enjoyment. Read the text and put 5 questions on it.

A Foreign Tourist



An American tourist came to Paris. It was his first visit there. On the same day he sent a telegram to his wife who was in London. In the telegram he told her the address of the hotel where he was going to stay. He also told her that he was well.

As he was in Paris for the first time, he was very eager to see the places of interest. After dinner he went for a walk and then decided to go to the theatre to see a new play. It was very late when the play was over. It was time to go home.

But at that moment he realized that he couldn't get to the hotel: he didn't remember either the name of the hotel or the address. The Englishman was at a loss because he didn't know what to do. Suddenly he remembered sending that morning a telegram to his wife. So, late at night his wife got a very strange telegram: "Please, send me my address at once."

Lesson 2. 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 a 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 very 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 holds it), open-mindedness (so that you do not make a hasty ill-informed judgment) 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. This sort of people seems 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.

Exercise 1. Answer the questions on the context of the text.

1. What qualities are of paramount importance in the job of a journalist?
2. What people make the best news?
3. Why is sympathy important?
4. What does open-mindedness mean?
5. Can you explain what "an inquiring mind" is?
6. Is it important for a journalist to have humility?
7. What qualifications does a journalist need?
8. Who makes a better journalist: a pupil interested in several subjects or the one interested in one subject?
9. Can you say exactly what the best qualifications for a career in journalism are?

Exercise 2. Copy out the key words in each paragraph (5-8 words). Identify the key sentences (8-10 sentences). Summarize the text using special phrases for annotation, emphasize the main idea of the text.

Exercise 3. English for enjoyment. Read the text, put 5 questions to it and retell the text.

The Blind Man and the Great Artist



Every day in one of the streets of Vienna you could see a blind man playing the violin. His dog sat near him with a cap in his mouth. People, who were passing them, dropped coins into the cap.

One day, when the weather was very cold, the man was playing for a long time, but nobody wanted to give him anything. The poor man thought that he would have to go to bed without supper. He was so tired and so weak that he stopped playing.

At that moment a young man came up to him and asked him why he had stopped playing. The blind man said he had played for two hours but nobody had given him anything. "Give me your violin. I shall help you," said the man. And with these words he began to play. He played so well that people began to gather and soon there was a big crowd. Everybody was eager to listen to the fine music and to thank the young man for the pleasure.

Soon the cap was full of money.

"I don't know how to thank you," said the blind man. "Who are you?"

"I am Paganini," was the answer.

Lesson 3. Five Qualities Needed to be a Good Journalist



So, you want to be a journalist? But do you have what it takes? On top of having good writing skills, several other qualities are needed to excel as a journalist. Editors look for individuals with, “Curiosity, critical thinking, a hunger for news, a burning desire to tell a good story, regardless of the medium or

platform, and a dedication to accuracy, fairness, balance and media ethics...” (Brewer).

To give you a better idea of if you have what it takes to be a good journalist, check out the five essential qualities listed below.

Integrity

To be a good journalist, you must possess a “solid ethical core” and integrity. Journalists must have their audience's trust in order to succeed. Fairness, objectivity and honesty are three factors that need to be built into every story. It is a journalist's duty to report accurate and reliable information to the public. If a journalist is ever put into scenario where trust could be compromised, he should step aside. A good way to familiarize one's self with the ethics of journalism is to read and follow the Society of Professional Journalist's Code of Ethics.

Courage

A good journalist must be courageous and bold. Part of the job is asking tough questions and digging deeper than comfortable when it's necessary. Personal feelings must be put aside in order to reveal the truth. In most cases, journalists will need to be out on the scene to get a full, unique story. This includes travelling to drastic and dangerous events to get details.

Communication Skills

Strong communication skills are a must for a journalist. These skills are used on a regular basis to interview sources and to write in-depth stories and reports. To be a journalist, a bachelor's degree in communication or journalism is necessary. A journalist must also possess skills in technical writing and source attribution, along with a high proficiency in English grammar.

Tech-Literacy

Technology and social media have become a huge part of journalism and reporting today; therefore, it is important that a journalist possess technology skills. Journalists are expected to use social media as a tool to report in real time and to provide transparent coverage of an ongoing event. Journalists also need to know how to search the Internet so that they can properly fact check and access any public records that are necessary for reporting a story. Social media also helps journalists connect with potential sources that could help build a story; therefore, knowing the ins and outs of each social media platform is necessary.

Analytical Mind

A good journalist should also have an analytical mind that allows them to base stories on fact instead of emotion. Critical thinking skills and sound judgment are crucial when it comes to reporting. Even when there are strict deadlines, a journalist should hone these skills to report stories accurately and to verify that all information they have found is true.

If you believe you possess the above five qualities, then you definitely have what it takes to be a good journalist.

Exercise 1. Find the English equivalents in the text:

Відзначитися, допитливість, бажання, незалежно, точність, справедливість, цілісність, етичний стрижень, надійний, сміливий, відважний, драматичні події, диплом бакалавра, майстерність, технологічні навички, прозорий, обгрунтоване судження, вивіряти.

Exercise 2. Translate the following words and word combinations:

To excel, curiosity, critical thinking, desire, regardless, accuracy, fairness, balance, ethical core, media ethics, integrity, honesty, reliable, courageous, bold, personal feelings, drastic, a bachelor's degree, proficiency, technology skills, transparent, sound judgment, to verify.

Exercise 3. Decide which of the sentences are true and which are false. If true – repeat the sentence, if false – correct it. Use the phrases: *It is wrong, I disagree with the statement, It is completely false, It is true, I agree with the statement.*

1. Editors look for individuals with, curiosity, critical thinking, a hunger for news. 2. Journalists must have their customers' trust in order to succeed. 3. It is a journalist's duty to report accurate and fancy information to the public. 4. Personal feelings must be ignored in order to reveal the truth. 5. Personal feelings must be taken into account in order to reveal the truth. 6. To be a journalist, a master's degree in communication or journalism is necessary. 7. Journalists are expected to use social media as a tool to report in real time. 8. Even when there are strict deadlines, a journalist should hone critical thinking skills and sound judgment to report stories accurately.

Exercise 4. Fill in the blanks with the words from the text.

1. On top of having good ____ skills, several other qualities are needed to ____ as a journalist. 2. To be a good journalist, you must possess a “____ ethical ____” and integrity. 3. Part of the job is asking ____ questions and digging ____ than comfortable when it's necessary. 4. Strong communication skills are a ____ for a journalist. 5. Technology and social ____ have become a huge part of journalism and reporting today. 6. ____ thinking skills and sound ____ are crucial when it comes to reporting. 7. If you believe you ____ the above five qualities, then you ____ have what it takes to be a good journalist.

Exercise 5. Finish the sentences in your own way.

1. What qualities are needed for a good journalist?
2. What does “integrity” mean?
3. Why should a journalist be courageous?
4. What educational background should a person have to become a journalist?
5. It is important that a journalist possess technology skills, isn't it?
6. What does “analytical mind” mean? Why is it crucial for reporting?

Exercise 6. Speak about at least five qualities which are needed to be a good journalist.

Exercise 7. English for enjoyment. Read the text, put 5 questions to it and retell the text.

A Broken Vase



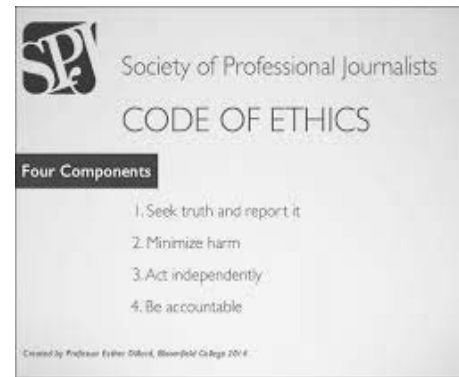
The young man was going to marry a beautiful girl. One day the girl said that the next day she would celebrate her birthday and invited him to her birthday party. The young man was eager to make her a present, so he went to a gift shop. There he saw many beautiful things. Of all the things he particularly liked the vases. But they were very expensive, and as he had very little money, he had to leave the shop without buying anything.

Making for the door he suddenly heard a noise: one of the vases fell on the floor and broke to pieces. A brilliant idea came to his mind. He came up to the counter and asked the salesman to wrap up the broken vase. The salesman got a little surprised but did what the young man had asked him to.

The young man, feeling very happy, took the parcel and went straight to the girl's place. By the time he entered the room the guests had already gathered. Everybody was enjoying the party. Some of the people were dancing, others were talking, joking and laughing. Saying “Many happy returns of the day”, the young man told the girl that he had bought a small present for her. With these words he began to unwrap the parcel. Suddenly he got pale and said: “I am afraid, I have broken it. There were so many people in the bus...” But when he unwrapped the parcel, he saw that the salesman had wrapped up each piece of the vase separately.

Lesson 4. Professional Journalist's Code of Ethics

A JOURNALISTIC CODE



The Society of Professional Journalists believes the duty of journalists is to serve the truth.

We believe the agencies of mass communication are carries of public discussion and information, acting on their Constitutional mandate and freedom to learn and report the fact.

We believe in public enlightenment as the forerunner of justice, and in our Constitutional role to seek the truth as part of the public's right to know the truth.

We believe those responsibilities carry obligations that require journalists to perform with intelligence, objectivity, accuracy, and fairness.

The public right to know of events of public importance and interest is the overriding mission of the mass media. The purpose of distributing news and enlightened opinion is to serve the general welfare.

Freedom of press is to be guarded as an inalienable right of people in a free society. It carries with it the freedom and the responsibility to discuss, question, and challenge actions and utterances of the government and the public and private institutions. Journalists uphold the right to speak unpopular opinion and the privilege to agree with the majority.

Journalists must be free of obligation to any interest other than the public's right to know.

Journalists at all times will show respect for the dignity, privacy, rights, and well-being of people encountered in the course of gathering and presenting the news.

Exercise 1. Copy out the key words of each statement.

Exercise 2. Match the words with the definitions:

Truth	the ability to acquire and apply knowledge and skills.
Mass communication	the health, happiness, and fortunes of a person or group.
Utterance	the imparting or exchanging of information on a large scale to a wide range of people.
Forerunner	the quality or state of being correct or precise.
Intelligence	the state or fact of having a duty to deal with something or of having control over someone.
Accuracy	the quality or state of being true.
Welfare	a spoken word, statement, or vocal sound.
Responsibility	the state or quality of being worthy of honour or respect
Dignity	a person or thing that precedes the coming or development of someone or something else.

Exercise 3. Speak about responsibilities of a journalist using the key words.

Exercise 4. English for enjoyment. Read the text and discuss it in class.

One at a Time



A friend of ours was walking down a deserted Mexican beach at sunset. As he walked along, he began to see another man in the distance. As he grew nearer, he noticed that the local native kept leaning down, picking something up and throwing it out into the water. Time and again he kept hurling things out into the ocean.

As our friend approached even closer, he noticed that the man was picking up starfish that had been washed up on the beach and, one at a time, he was throwing them back into the water.

Our friend was puzzled. He approached the man and said, "Good evening, friend. I was wondering what you are doing."

"I'm throwing these starfish back into the ocean. You see, it's low tide right now and all of these starfish have been washed up onto the shore. If I don't throw them back into the sea, they'll die up here from lack of oxygen."

"I understand", my friend replied, "but there must be thousands of starfish on the beach. You can't possibly get all of them. There are simply too many. And don't you realize this is probably happening on hundreds of beaches all up and down the coast. Can't you see you can't possibly make a difference?"

The local native smiled, bent down and picked up another starfish, and as he threw it back into the sea, he replied, "Made a difference to that one!"

UNIT IV JOURNALIST JOB

Lesson 1. The Work of a Foreign Correspondent



The life and work of the foreign correspondent have a strong appeal for most young men and women in journalism. To cover the world's news from China to Peru, from Warsaw to Cape Town; to send back information under date-lines from "faraway places with strange-sounding names" is the secret

dream of many a cub-reporter with which he spends dull hours in the local police court or council chamber.

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

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

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

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

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

Exercise 1. Find the English equivalents in the text:

Бути дуже привабливим, висвітлювати події, репортер-початківець, урядова палата, свідок, створювати в уяві, першокласний репортер, загальні новини, довіра, мінімальне забезпечення, зростати, поверхнєве знайомство, спотворювати, ґрунтовні знання, авторитетно, авторитет, шукати.

Exercise 2. Translate the following words and word combinations:

A strong appeal, to cover the news, cub-reporter, eye-witness, to conjure up, first-rate general reporter, confidence, minimum equipment, to increase, nodding acquaintance, to distort, thorough knowledge, authoritatively, authority, to seek.

Exercise 3. Match the beginnings of the sentences to the endings.

1. The life and work of the foreign correspondent...
 2. To cover the world's news from China to Peru, from Warsaw to Cape Town...
 3. A foreign correspondent must be a good listener...
 4. The beginner to journalism who is determined to make accreditation as a foreign...
 5. But first and foremost...
 6. The journalist who wishes to become an "Ambassador of the Press"...
 7. The would-be foreign representative must study world geography...
 8. A foreign correspondent must have...
- a) ... who can get other people to favour him with their confidences.,
 - b) ... is the secret dream of many a cub-reporter.
 - c) ... must begin by tackling the problem of languages.
 - d) ... and get a thorough knowledge of modern history and current affairs, besides making a special study of the history, manners, customs, political system etc., of those countries where he hopes to work.
 - e) ... must be a first-rate general reporter.
 - f) ...the nose for the news and a keenly developed sense of news values.
 - g) ... he is, and must remain, a reporter, seeking and reporting news
 - h) ... have a strong appeal for most young men and women in journalism.

Exercise 4. Copy out the key words in each paragraph (5-8 words). Identify the key sentences (8-10 sentences). Summarize the text using special phrases for annotation, emphasize the main idea of the text.

Exercise 5. English for enjoyment. Read the text, finish the sentences and retell the text.

About Conan Doyle



Conan Doyle once arrived in Paris, after spending a month in the south of France. There was a long row of cabs outside the gate of the railway station. Conan Doyle got into the first cab and ordered the driver to take him to a good hotel. The driver was silent all the way to the hotel, but when Conan Doyle paid him, he said, "Thank you, Sir Conan Doyle."

"How do you know who I am?" Conan Doyle asked in the greatest surprise.

"I have never seen you before," the man answered, "so I can't pretend that I have recognized you. But I have always been proud of my memory. Besides, I have always been able to notice small things. I read in

the newspapers that you were expected in Paris after your vacation in the south of France. The train you arrived on came from the south of France. I could tell from your clothes, especially your hat, and also from the strange way you pronounce French words, that you were English. These facts helped me to guess that you were probably Sir Arthur Conan Doyle."

"Fine words! Wonderful!" Conan Doyle cried. "You have analyzed the facts quite correctly. It's a pity you aren't a detective!"

"Of course," the driver added, "your name is on both your travelling bags. I can't pretend that the fact didn't help."

1. You were expected in Paris after

a) your visit to India; b) your rest in Berlin; c) your vacation in the south of France.

2. The train you arrived on came from

a) the north of France; b) Monaco; c) the south of France.

3. I could tell from your clothes and from the way you pronounce French words that

a) you were German; b) you were English; c) you were from India.

4. These facts helped me to guess that

a) you were a tourist; b) you were a detective; c) you were sir Conan Doyle.

5. It's a pity you

a) aren't a detective; b) aren't a reporter; c) aren't a writer.

6. Your name is

a) in your passport; b) on your book; c) on both your travelling bags.

Lesson 2. The Career of a PR Manager (Questions usually asked)



Who invented PR?

Edward Louis Bernays /bər'neɪz/; (November 22, 1891 – March 9, 1995) was an Austrian-American pioneer in the field of public relations and propaganda, referred to in his obituary as "the father of public relations."

What does a PR person do?

Public Relations Manager (PR Manager) is a media and public relation professional

responsible for planning and directing the creation of material that will maintain or enhance the public image of their employer or client.

What is PR manager role?

Public relations managers are responsible for developing and implementing an organization's PR and media strategy, building its reputation and ensuring effective media coverage. PR managers work in every sector from finance to fashion, from education to charities.

What does a PR role involve?

Public relations officers are responsible for managing the reputation of a company, planning PR campaigns and strategies, monitoring the public and media's opinion of your client or employer, writing and editing leaflets, brochures, press releases, speeches, newsletters, websites and social media.

What is PR management?

Public relations officers manage the reputation and image of their clients, working to gain public understanding and support through planned publicity campaigns. A career in public relations involves using all forms of media and communication to build, maintain and manage the reputation of your clients.

What skills does a PR person need?

Key skills for public relations officers

1. Excellent communication skills both orally and in writing.
2. Excellent interpersonal skills.
3. Good IT skills.
4. Presentation skills.
5. Initiative.
6. Ability to prioritise and plan effectively.
7. Creativity.

What does a PR person do on a daily basis?

A typical day may involve keeping the public informed about the activities of the organization, fielding press inquiries regarding a specific issue, inform the media about a specific corporate initiative or disseminating information and news releases externally on behalf of the company.

Exercise 1. Find the English equivalents in the text:

Посилатися на, некролог, відповідальний, підтримувати, підвищувати, забезпечити, висвітлення в ЗМІ, кампанія, листівка, щодня, здобувати, запит, поширювати, від імені когось.

Exercise 2. Translate the following words and word combinations:

To refer to, obituary, responsible, to maintain, on a daily basis, to enhance, to ensure, media coverage, a campaign, a leaflet, a brochure, a newsletter, to gain, inquiry, to disseminate, on behalf of.

Exercise 3. Discuss the most often questions asked with your group mates. Expand your answers, give examples.

Exercise 4. Text for supplementary reading. Read the text and answer the questions.

If You Can't Master English, Try Globish



It happens all the time. You are at an airport, and the man on your left, who is maybe Korean, starts talking to the man opposite, who is maybe Colombian, and soon they are talking in what seems to be English:

'Where you fly?'
'Paris. You?'

'I go New York business.'
'When arrive?'
'Four tomorrow in afternoon.'
'Children?'
'One boy, two girls. You?'
'No. Only girlfriend.'
'OK. Have good journey.'
'Thanks. And you.'

They don't know it, but the Korean and the Colombian are speaking Globish. Its inventor, a Frenchman called Jean-Paul Nerriere, doesn't see it as a real language.

'It isn't a language, it's a tool, a means of global communication. It's a sort of 'English lite' – simple language that people all over the world can understand. "The language spoken all over the world, by 88 per cent of the people, is not exactly English, but it works, it does the job.'

Nerriere, who retired from the computer giant, IBM, speaks excellent English. The main feature of Globish is that it has only 1,500 words. Grammar isn't important.

He had the idea while he was at a meeting in Paris. Before the meeting, one hundred colleagues from over forty different countries were talking in a sort of English. Everyone was happy, and everyone understood. Then the two American speakers arrived to talk to the group. They began by saying 'Hi. I'm Jim,' 'Hi, I'm Bill,' but after that no one understood a word they said. And the Americans had difficulty understanding other people in the group.

This is a problem. Do native speakers of English understand Globish? No worries. Nerriere is writing a version of Global to help the English understand.

1. What sort of English is Globish?
2. Who speaks it?
3. How does Jean-Paul Nerriere describe Globish?
4. What language did the hundred colleagues speak in?
5. Why didn't they understand Jim and Bill?

Lesson 3. Five Traits of a Good PR Manager



If you are well educated, and have expressed communication skills, perhaps PR is the industry in which you could find yourselves. We will list the five main traits that a good PR Manager should have.

1 – Clarity in expression

A good PR manager is an excellent writer and speaker who knows how to place information about a brand in a variety of media so that this message reaches exactly the target group they are addressing.

However, it is not enough just to write a statement or a text, it is important to know the media scene and have good relations with the media. Clear writing represents clear and comprehensive thinking, which a good PR representative must always keep in mind when answering journalists' questions. Ability to change the answer, keeping in mind the key message to be transmitted, is highly sought after and appreciated skill.

2 – Honesty

PR represents emphasizing positive facts in relation to a given situation and representation of an issue, a company or organization in positive light. This does not mean that a PR should lie. A good PR manager never lies, moreover they help the client tell the truth even if its not a pleasant truth.

3 – Thoroughness

A good PR manager performs their homework thoroughly, and has a healthy dose of skepticism. He / she checks the facts several times, because they must be sure of the source of information even when they come from a client.

4 – Creativity

A good PR manager connects the product, idea, or service of the client to the audience to which the message should come. *Native* form of advertising is a way of storytelling used to reach a precisely defined target group and informing the public about the appropriateness of a particular project.

Here is an example of a good PR from the United States:

The goal of the campaign was to gather funding for restoration of a building that is invaluable for history and architecture. Rather than focus on a beautiful, old mansion in South Maryland, a priceless jewel of architecture in danger of being demolished, the PR manager placed the accent on the descendants of the villa owner, who owned slaves, and the descendant of the slave who worked on that estate. Both of them participated in the attempt to rescue the villa from decay. This information was forwarded to the New York Times journalist, who placed the accent on the racial problem, not the architecture, which resulted in a lead piece on 2 TV channels. These stories attracted the attention of the public and provided support, but also the means to preserve the historical treasure for future generations.

5 – Awareness

A good PR manager is aware that being informed on world flows, current flows and events in the industry in which the client operates is of crucial importance for the organization of their business. This implies an understanding of social media and their implications. The PR's job is to help the client understand that their business fits in a broader context so they can effectively participate in major conversations about their issues, topics, and products.

Would you also be able to be a good PR manager? If you think you have what it takes for PR, and you believe you don't know enough, then learn from the best in this area!

Exercise 1. Find the English equivalents in the text:

Ціль, заява, всебічне мислення, передавати, що має великий попит, цінувати, наголошувати, ретельність, точно, нативна реклама, доречний, безцінний, перлина архітектури, особняк, зносити, нащадок, раб, расова проблема, вирішального значення, наслідки, вписатися.

Exercise 2. Translate the following words and word combinations:

A target, a statement, comprehensive thinking, to keep in mind, to transmit, sought after, to appreciate, to emphasize, thoroughness, precisely, *native* form of advertising, appropriate, invaluable, a priceless jewel of architecture, a mansion, to demolish, descendant, slave, racial problem, of crucial importance, implications, to fit in.

Exercise 3. Match the words with the definitions:

Clarity	Great care and attention to detail.
Honesty	Knowledge of a situation or a fact
Thoroughness	The use of imagination or original ideas to create something.
Creativity	Being trustworthy, loyal, fair, and sincere.
Awareness	The quality of being coherent and intelligible.

Exercise 4. Copy out the key words in each paragraph (5-8 words). Identify the key sentences (8-10 sentences). Summarize the text using special phrases for annotation, emphasize the main idea of the text

Exercise 5. English for enjoyment. Read the text, ask and answer the questions, retell the text.

Presence of Mind



One evening I was driving home along a rather dark street in a suburb of London. A man stopped me and asked for a lift. I agreed and he got into the car beside me.

As soon as I drove, I suddenly remembered all the headlines I had recently seen in the popular newspapers, describing the activities of thieves and murderers. I began to feel suspicious of the man sitting next to me.

I felt in my pocket for my gold watch, and sure enough, the watch had disappeared! So, the newspapers were right after all!

Luckily, I had a pistol in the car. It was not loaded, but that didn't matter. Stopping the car, I quickly took out the pistol. Pushing it into the man's ribs I ordered him to give me the watch. It was amusing to see the man's reaction. He was a very strange robber! All trembling and shaking, he handed me the watch. "Now, get out quickly!" I ordered. He rushed out of the car and ran like a rabbit.

Proud of my presence of mind I drove off home. Some time later, I was undressing to go to bed and suddenly I looked at my dressing table. What do you think I saw there? My watch which I had forgotten to put on!

BOOST YOUR GRAMMAR AND VOCABULARY

Exercise 1. Complete each sentence with the correct form of the words in brackets.



Before the ____ (**invent**) of the hot air balloon, no human had ever successfully flown above the ground. Two ____ (**France**) brothers, Josef and Etienne Montgolfier, were responsible for designing the world's first hot air balloon. The first successful ____ (**fly**) was in 1783, and the Montgolfier brothers immediately became ____ (**fame**) throughout the world. The design of hot air balloons is based on the ____ (**science**) law that hot air rises. A burner at the bottom of the balloon provides the ____ (**hot**). As the air inside the balloon gets hotter, the balloon takes off. Its height above the ground is determined by how hot the air inside is and its ____ (**direct**) of travel depends on the wind.

Exercise 2. Choose the best word to complete each sentence.

1. The ... took his sheep up the mountains. (tailor, shepherd, burglar)
2. She got a ... to mend the leaking pipe. (traitor, docker, plumber)
3. The ... broke into our house while we were away. (burglar, trainee, umpire)
4. A ... from each branch came to the meeting. (maid, representative, hunter)
5. Most ... dream of leading their party one day. (hosts, guests, politicians)
6. The ... said my sign meant I was very romantic. (astrologer, astronomer, applicant)
7. I asked the ... to make the sleeves a bit shorter. (tailor, sailor, carpenter)
8. It took the ... three hours to unload the ship. (miners, employees, dockers)
9. All ... for the job must fill in the correct form. (employers, applicants, employees)
10. Shop assistants never like serving difficult ... (customers, guests, clients)

Exercise 3. Complete each sentence with the correct form of the words in brackets. Make sure you use the correct tense.



The Platypus

In the rivers of south-eastern Australia, you can find an animal called a 'platypus'. The platypus is one of the _____ (**strange**) animals in the world. It _____ (**exist**) only in Australia and belongs to a group of animals called 'monotremes'. When Europeans first saw an example of the animal in the 1700s, they _____ (**think**) it was a joke. They _____ (**never see**)

anything like it before and they refused to believe that it was a real animal. A _____ (**two**) example arrived from Australia, and then more, and the scientists realized that this unusual creature was real. Today, the platypus _____ (**live**) in the waters around south-east Australia. It is not very rare, but some people worry that water pollution could be a problem as the water around Sydney gets _____ (**dirty**). We still _____ (**not know**) much about this mysterious animal and we have a lot to know.

Exercise 4. Complete each sentence with the opposite of the word in brackets. Choose from one of the following words. Use each word once only.

Alcoholic, cool, generous, high, light, permanent, present, professional, public, sensible, shallow, sharp, smooth, strong, thick, tight

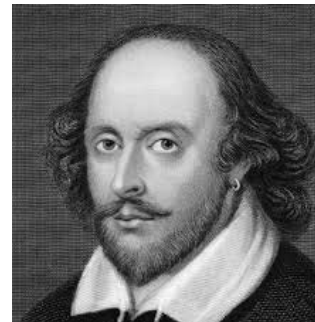
1. The student you mentioned is ... today. (ABSENT)
2. The match was between two ... teams. (AMATEUR)
3. He separated the ... knives from the others. (BLUNT)
4. The water is quite ... around here. (DEEP)
5. I got a very ... welcome when I finally arrived. (ENTHUSIASTIC)
6. He had a ... meal before he went out. (HEAVY)
7. Are you sure your belt isn't too ...? (LOOSE)
8. The risk of fire is ... in this season. (LOW)
9. The millionaire was very ... with his tips. (MEAN)
10. They told me this was a ... footpath. (PRIVATE)
11. She's got such ... skin. (ROUGH)
12. They don't serve ... drinks. (SOFT)
13. Some of them asked very ... questions. (STUPID)
14. I'm looking for a ... job. (TEMPORARY)
15. He cut himself a ... slice of bread. (THIN)
16. She always drinks ... tea. (WEAK)

Exercise 5. Complete each sentence with the correct form of 'make' or 'do'. Make sure you use the correct tense.

1. What do you ... for a living? - I'm a dentist.
2. He ... a big mistake when he changed his job.
3. You look very tired. Would you like me ... you a cup of tea?
4. What have I ... with my handbag? I can't find it anywhere!
5. Why does it take them so long ... decisions?
6. They ... fun of him whenever he wore his new hat.
7. That will ... , children! You are giving me a terrible headache!
8. Why does she ... such a fuss of him?
9. Don't forget to ... your hair before you go out.
10. Could you ... me a favour? Please drive me to town.
11. He had difficulty ... his way through the crowd.
12. It's very important to ... a good impression at this meeting.
13. Please sit down and ... yourself at home.
14. Don't have anything to ... with him. He can't be trusted.
15. The new manager ... some changes as soon as he arrived.
16. Be quiet! Don't ... a sound.

Exercise 6. Complete each sentence with the correct form of the words in brackets. Make sure you use the correct tense.

William Shakespeare



William Shakespeare is one of the best-known writers in the English language. He _____ (**write**) 38 plays, as well as hundreds of poems. He was born in Stratford in 1564 and grew up there, _____ (**receive**) an education in Latin at the local grammar school. By 1590, he was living in London, although he _____ (**not produce**) his most famous plays yet. The great love story "*Romeo and Juliet*" appeared four years _____ (**late**) and is still a favourite of many people. The story of *Romeo and Juliet* _____ (**appear**) in many different forms since then. In 1994, for example, it was made into a film _____ (**star**) Leonardo DiCaprio. People _____ (**perform**) Shakespeare's plays today all over the world and in many different languages. There's no doubt that Shakespeare's plays _____ (**study**) for many years to come.

Exercise 7. Choose the correct word for each sentence.

1. The others can't come so you'll have to go **alone/lonely**.
2. She's sitting over there **among/between** those two boys.
3. He was very **asleep/sleepy** so he went to bed early.
4. Can I **borrow/lend** some money? I'll pay you back tomorrow.
5. They were **delighted/delightful** that she had won.
6. She's been away **for/since** two years.
7. I was very **interested/interesting** in what he said.
8. I'm looking for a **job/work** with a higher salary.
9. They went on a long **journey/travel** around Africa.
10. The students had some English **homework/housework** to do.
11. He **laid/lay** down on the sand and went asleep.
12. Don't wear green. It doesn't **match/suit** you.
13. He put up a big **note/notice** advertising the concert.
14. It's **quiet/quite** difficult to understand what he says.
15. This weather **remembers/reminds** me of home.
16. They **robbed/stole** him of all his money.

Exercise 8. Complete each sentence. Choose from one of the following words. Use each word once only.

Eyelashes, fair, fat, features, make-up, age, plain, plump, skin, slender, straight.



She was a woman of thirty-seven, looking her ..., rather tall, and ... , without being ... ; she liked to tell everybody how ... she was at the age of seventeen. She was not pretty. Though she had irregular ... , her face was pleasing, chiefly, perhaps, on account of her kind blue eyes with long curving ...

and ... penciled eyebrows. Her ... hair was rather yellowish and her nose was large. Her ... hair was elaborately dressed. She was the only woman of the three whose face was free of ..., and by contrast with the others she seemed quite ... and unaffected.

Exercise 9. Find the correct words to complete the sentences. Choose from one of the following words. Use each word once only. Add them to your list of vocabulary.

Announcer, audience, balcony, cinema, critic, interval, joke, opera, orchestra, rehearsal, row, scene, scriptwriter, spotlight, string, studio, tune, understudy.

1. The ... all applauded when she came onto the stage.
2. What film is on at the ... this week?

3. I watched a concert given by a famous symphony
4. I always get a seat in the ... when I go to the theatre. I can see much better from up there.
5. I didn't think the ... he told was at all funny.
6. The ... apologised to viewers for the delay.
7. The dress-... was terrible. Let's hope the first night will be much better.
8. The ... in the newspaper said it was the best film of the year.
9. After ten hours in the recording ..., the group were finally satisfied.
10. The director asked the ... to change some of the lines in the first part of the film.
11. When the leading man became ill, his ... had to take his place.
12. As soon as the lights went up for the ..., the children rushed to the front to buy ice creams.
13. Not all ... singers are large, you know!
14. I've got us two seats in ... D, near the front.
15. In the final ... of the film, the hero rode off into the sunset.
16. A ... broke as she was playing her violin.
17. The piano sounds out of ... to me.

Exercise 10. Complete each sentence with the correct form of the words in brackets. Make sure you use the correct tense.

The Automobile



Cars are a common sight on roads today, but that wasn't always true. Back in the days before the car _____ (**invent**), the only personal means of transport were the horse and the bicycle. The first cars _____ (**get**) their power from steam and gas, and had a maximum speed of around nine miles an hour. In Britain, there was a law _____ (**stop**) cars from going over two miles an hour in towns. At the end of the nineteenth century, cars started to use petrol and became much _____ (**fast**) than they had been. Very few people at that time said that cars _____ (**change**) the world in the future. That is exactly what has happened, though, and since then we _____ (**build**) close to eighteen million miles of roads on the Earth. Perhaps the _____ (**big**) sign of the success of the car is the fact that there are over 800 million of them in the world. However, having more cars on the road _____ (**mean**) more pollution, and that's a major worry for many people.

Exercise 11. Choose the best word to complete each sentence.

1. They saw ... of snow falling slowly to the ground. (flakes, floods, piles)
2. We drove very slowly because the ... was very thick. (lightning, avalanche, fog)
3. The heavy rain caused ... all over the country. (flooding, drought, tides)
4. The tree fell to the ground after lightning ... it. (struck, burst, beat)
5. Those ... in the sky mean it's going to rain. (mists, frosts, clouds)
6. That ... should dry my washing. (blizzard, gust, breeze)
7. The top of the mountain was ... in mist. (covered, vaporised, drenched)
8. The hurricane ... several buildings on the island. (destroyed, blew up, exhausted)
9. They could hear the thunder ... in the distance. (pouring, drifting, rumbling)
10. Look how white the grass is! Is that snow or... (mist, steam, frost).
11. When the sun came out, the ice slowly ... (melted, dried, flooded)
12. It's ... outside, so take your overcoat. (mild, sweltering, chilly)
13. The gale ... outside all night. (died down, poured, blew)
14. Be quiet! This is the weather ... for the week. (forecast, broadcast, prophecy)
15. It's only ... so I won't take my umbrella. (hailing, steeling, drizzling)

Exercise 12. Complete each sentence with the opposite of the word in brackets. Choose from one of the following words. Use each word once only.

Cry, decrease, end, export, fill, forget, hate, lend, lengthen, miss, pass, receive, reject, set, shut, win.

1. Do you think he'll ... your offer? (ACCEPT)
2. He really didn't want to ... so much money. (BORROW)
3. They saw him ... his glass again. (EMPTY)
4. I'm sure he's going to ... his driving test. (FAIL)
5. How many times did she ... the target? (HIT)
6. Do you need a license to ... these goods? (IMPORT)
7. I think sales will ... in the next year. (INCREASE)
8. They all began to ... when they heard what had happened. (LAUGH)
9. How much money did you ... playing cards? (LOSE)
10. Do you really ... going to concerts so much? (LOVE)
11. What time do the shops ... ? (OPEN)
12. You must try to ... what happened. (REMEMBER)
13. They saw the sun ... in the distance. (RISE)
14. We hope to ... the letter tomorrow. (SEND)
15. She decided to ... Her skirt. (SHORTEN)
16. The meeting didn't ... until six o'clock. (START)

Exercise 13. Complete each sentence with the correct form of the words in brackets. Make sure you use the correct tense.

The Tomato



Do you like tomatoes? Although people generally think of and use the tomato as a vegetable, in fact it _____ (**not be**) one. It's a fruit. People in Central America _____ (**eat**) tomatoes for many thousands of years. However, it was not until the Spanish _____ (**arrive**) in Mexico in the early 1500s that tomatoes came to Europe. Before that, no one in Europe _____ (**ever see**) a tomato! When tomatoes _____ (**one**) appeared in Italy and Britain, many people were scared. Tomatoes _____ (**think**) by many people to be poisonous. They refused to eat _____ (**they**) and grew tomatoes only as plants for decoration. Since then, the tomatoes _____ (**become**) extremely popular. Can you imagine what food today would be like without it?

Exercise 14. Choose the best alternative to complete the sentence. Look up any words you don't know.

1. He's over 90 but he's very _____ for his age. (tense, active, uneasy, nervous)
2. The nurse wrapped a _____ round my head. (bandage, plaster, cream, pain-killer)
3. They run every day to keep _____. (fat, fit, faint, upset)
4. Her leg was very painful after the insect _____ it. (inflamed, stung, stabbed, blistered)
5. Can you recommend some medicine for a dry _____ ? (cold, headache, sneeze, cough)
6. She _____ a muscle while lifting some furniture. (broke, fractured, pulled, cut)
7. I'm sure his illness was caused by _____. (overwork, stamina, fitness, health)
8. If my toothache continuous, I'll see my _____. (optician, vet, dentist, surgeon)
9. You can only get this medicine on _____. (description, hospital, prescription, allergy)
10. He went on a diet because of his high blood _____. (tension, pressure, poisoning, inflammation)
11. His wife gave him _____, which saved his life. (sunburn, tonic, dandruff, first aid)
12. Where's the _____? I want to take my temperature. (meter, stethoscope, antiseptic, thermometer)
13. The surgeon operated _____ his leg yesterday. (on, with, for, in)
14. I must buy some pastilles for my sore _____. (knee, thumb, throat, ankle)
15. I'm a bit _____ so could you speak a little louder? (dumb, blind, deaf, lame)
16. We're going to _____ you with a different kind of drug, which we hope will be more successful. (cure, treat, intoxicate, heal)

Exercise 15. Is an 'a' or an 'e' missing from the following adjectives? Check in a dictionary if you are not sure.

Abs.nt, confid.nt, conveni.nt, curr.nt, disobedi.nt, extravag.nt, import.nt, incompet.nt, independ.nt, observ.nt, pati.nt, perman.nt, pleas.nt, relev.nt, reluct.nt.

Now complete the following sentences by using one of the adjectives above.

Use each adjective once only.

1. That point is not really _____ to our discussion.
2. She was very _____ of winning the competition.
3. This was the last of the colonies to become _____.
4. He could be a long time so you'll have to be _____.
5. They are so _____! They never do anything I tell them!
6. It's very _____ to sit quietly by the river.
7. Ten pupils were _____ today with bad colds.
8. I'm looking for a _____ job, not a temporary one.
9. An _____ policeman recognised his face.
10. It's _____ to read the instruction carefully.
11. I like watching _____ affairs programmes.
12. With all that money he can afford to be _____.
13. I was very _____ to ask him in case he was annoyed.
14. He was so _____ that he forgot to book the tickets.
15. Will it be _____ for you to see me tomorrow?

Exercise 16. Complete each sentence with the correct form of the words in brackets.

Pirates



When you think of a pirate, what do you think of? Most people think of a man with a beard, a patch over one eye and a parrot on (**he**) shoulder. He often (**have**) a wooden leg, too, doesn't he? Most people also think that pirates (**not exist**) for hundreds of years. In fact, there are still many pirates on the sea, although they (**not wear**)

the same kinds of clothes that they used to. Using speedboats rather than sailing ships, and often (**carry**) guns, pirates today still attack ships. They frighten the people on the ship and steal (**they**) bags and money, often also taking the contents of the ship to sell. What pirates do (**call**) 'piracy' and it is, of course, a serious crime. Police officers (**manage**) to catch a lot of pirates in recent years, but there are still many more out there.

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