

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
НАЦІОНАЛЬНИЙ ТЕХНІЧНИЙ УНІВЕРСИТЕТ
«ХАРКІВСЬКИЙ ПОЛІТЕХНІЧНИЙ ІНСТИТУТ»

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**ЛЕКСИЧНІ ОСОБЛИВОСТІ ПУБЛІЦИСТИЧНОГО ТЕКСТУ
В АСПЕКТІ ПЕРЕКЛАДУ, АНОТУВАННЯ ТА РЕФЕРУВАННЯ**

Навчальний посібник

для студентів освітнього ступеня «бакалавр» спеціальності 035 «Філологія» спеціалізації «Германські мови та літератури (переклад включно), перша – англійська» денної та заочної форми навчання

Golikova O., Kozlov Y., Myroshnychenko V.

**LEXICAL PECULIARITIES OF PUBLICISTIC TEXTS IN TERMS
OF TRANSLATION, ANNOTATION AND ABSTRACTING**

Textbook for Bachelor degree students of Speciality 035 “Philology”
Specialization “Germanic languages and literatures (translation included),
first language – English” for full-time and part-time education

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Вступ

Даний навчальний посібник включає матеріал, орієнтований на здобувачів вищої освіти першого (бакалаврського) рівня, які навчаються за спеціальністю «Філологія», програма підготовки «Германські мови та літератури (переклад включно), перша – англійська» і спеціалізуються в галузі усного та письмово перекладу з англійської мови українською і навпаки.

Однією з найголовніших умов підвищення якості підготовки спеціалістів у вищих навчальних закладах є максимальна орієнтація всіх дисциплін на майбутню професійну діяльність спеціаліста. Розширення кола задач у сучасному суспільстві, пов'язаних із бурхливим розвитком нових технологій і науково-технічним прогресом, що висвітлюються в публіцистичних виданнях, викликає підвищення соціального замовлення на фахівців, здатних забезпечити розв'язання задач з перекладу матеріалу даної спрямованості.

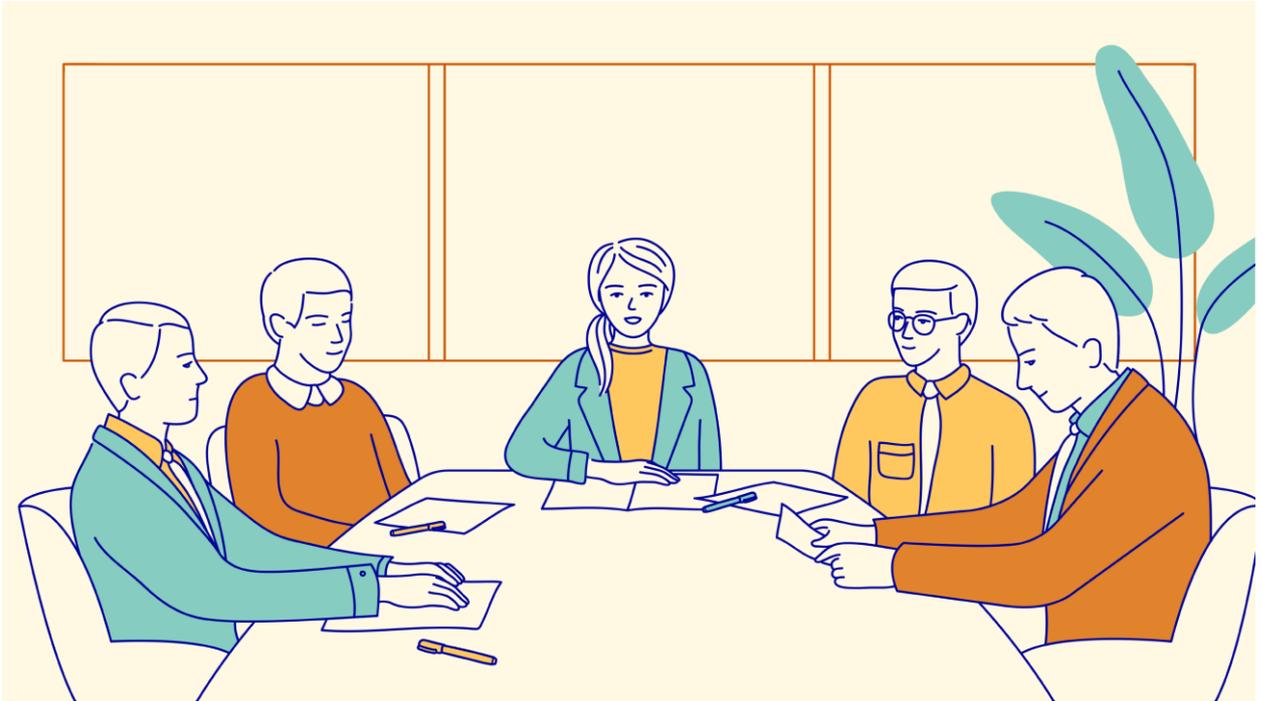
Мета навчального посібника – надати студентам практичні знання у галузі перекладу публіцистичних текстів, навчити їх коректно перекладати оригінальні матеріали цього спрямування з англійської мови на українську і навпаки.

Посібник містить вправи на переклад з англійської на українську мову та навпаки, а також вправи на співставлення англомовних та україномовних варіантів висловлювання.

Теми, подані в посібнику, поділені на тематичні блоки. Кожний блок містить певну кількість текстового матеріалу та вправ на переклад.

Особливість опанування іноземною мовою на денному та заочному відділенні полягає в тому, що обсяг самостійної роботи студента з удосконалення мовних навичок і вмінь повинен значно перевищувати обсяг практичних аудиторних занять з викладачем. Тому у навчальному посібнику також запропоновано тексти для самостійного перекладу і контрольні завдання для письмового перекладу.

Unit 1
PUBLIC RELATIONS



1. Read the text. Translate it into Ukrainian

TEXT 1

A Definition of Public Relations

Public relations have been defined in many ways. Rex Harlow, a Stanford professor and founder of the organization that became the Public Relations Society of America, once compiled more than 500 definitions from almost as many sources. The definitions ranged from the simple, “Doing good and getting credit for it,” to more verbose definitions. Harlow’s collective definition, for example, is almost 100 words. One early definition that gained wide acceptance was formulated by the newsletter *PR News*: “Public relations is the management function which evaluates public attitudes, identifies the policies and procedures of an individual or an organization with the public interest, and plans and executes a program of action to earn public understanding and patience.” Other definitions are provided by theorists and textbook authors.

One of the first textbooks in the field, *Effective Public Relations* by Scott Cutlip and Allen Center, stated, “Public relations is the management function that

identifies, establishes, and maintains mutually beneficial relationships between an organization and the various publics on whom its success or failure depends.” The management function was also emphasized more than 25 years ago in *Managing Public Relations* by James E. Grunig and Todd Hunt. They said, “Public relations are the management of communication between an organization and its publics.” National and international public relations organizations, including the PRSA, also have formulated definitions. Here are two examples: “Public relations are influencing behaviour to achieve objectives through the effective management of relationships and communications.” (British Institute of Public Relations, whose definition has also been adopted in a number of Commonwealth nations) “Public relations practice is the art and social science of analysing trends, predicting their consequences, counselling organization leaders, and implementing planned programs of action which serve both the organization’s and the public’s interest.” (1978 World Assembly of Public Relations in Mexico City and endorsed by 34 national public relations organizations) A good definition for today’s modern practice is offered by Professors Lawrence W. Long and Vincent Hazelton, who describe public relations as “a communication function of management through which organizations adapt to, alter, or maintain their environment for the purpose of achieving organizational goals.”

Their approach promotes the idea that public relations should also foster open, two-way communication and mutual understanding, with the idea that an organization - not just the target audience - changes its attitudes and behaviours in the process. Although current definitions of public relations have long emphasized the building of mutually beneficial relationships between the organization and its various publics, a more assertive approach has emerged over the past decade. Professor Glen Cameron, at the University of Missouri School of Journalism, defines public relations as the “strategic management of competition and conflict for the benefit of one’s own organization - and when possible - also for the mutual benefit of the organization and its various stakeholders or publics.” It isn’t necessary, however, to memorize any particular definition of public relations. It’s

more important to remember the key words that are used in most definitions that frame today's modern public relations. The key words are:

Deliberate. Public relations activity is intentional. It is designed to influence, gain understanding, provide information, and obtain feedback from those affected by the activity.

Planned. Public relations activity is organized. Solutions to problems are discovered and logistics are thought out, with the activity taking place over a period of time. It is systematic, requiring research and analysis.

Performance. Effective public relations are based on actual policies and performance. No amount of public relations will generate goodwill and support if the organization has poor policies and is unresponsive to public concerns.

Public interest. Public relations activity should be mutually beneficial to the organization and the public; it is the alignment of the organization's self-interests with the public's concerns and interests.

Two-way communication. Public relations are not just disseminating information but also the art of listening and engaging in a conversation with various publics.

Management function. Public relations are most effective when it is a strategic and integral part of decision making by top management. Public relations involve counselling, problem solving, and the management of competition and conflict.

To summarize, you can grasp the essential elements of effective public relations by remembering the following words and phrases: deliberate planned performance public interest two-way communication strategic management function. The elements of public relations just described are part of the process that defines today's public relations.

2. Answer the following questions:

- 1) Public relations (PR) has been defined in many ways, what are they?
- 2) Who is Rex Harlow and what is he famous for?

- 3) What is the best PR definition for today's modern practice?
- 4) Could you explain the difference between two-way communication and public interest?
- 5) How can PR influence the attitude of citizens towards the company?
- 6) What do public relations involve?
- 7) Why do you think companies and government agencies create public relations departments?

3. Learn the main PR definitions:

Audience –

the people that read a particular newspaper, watch a TV programme or listen to a specific radio station and will see or hear your message if you achieve coverage.

Blog –

short for weblog, a blog is a frequently updated online journal. They are a useful and informal method of informing the public about what is happening within your organisation.

Boilerplate –

a paragraph or two that describes a company/organisation and its products/services, which is included in a news/press release under 'notes to editors.'

Briefing Document –

a document that gives your media spokesperson details about an upcoming interview such as key messages, possible questions and any further information such as key statistics.

Broadcast –

radio, television and online media.

Circulation –

the average number of copies distributed by a publication.

Copy –

the text produced for a press release or article. Journalists also refer to their news stories or features as copy.

Coverage –

when ILM messages are picked up in newspapers, online or on radio or television.

Cutting –

extracts from a newspaper or magazine that contains information about ILM.

Editorial –

an article or opinion piece written to communicate key messages to identified audiences. This is different advertorial with is paid for copy in a newspaper or magazine.

4. Match terms with definitions

Cutting	An article or opinion piece written to communicate key messages to identified audiences. This is different advertorial with is paid for copy in a newspaper or magazine.
Coverage	Extracts from a newspaper or magazine that contains information about ILM
Editorial	Short for weblog, a blog is a frequently updated online journal. They are a useful and informal method of informing the public about what is happening within your organisation.
Copy	The average number of copies distributed by a publication
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Broadcast	When ILM messages are picked up in newspapers, online or on radio or television.
Briefing Document	Radio, television and online media
Blog	A document that gives your media spokesperson details about an upcoming interview such as key messages, possible questions and any further information such as key statistics.
Boilerplate Blog	The people that read a particular newspaper, watch a TV programme or listen to a specific radio station and will see or hear your message if you achieve coverage
Audience	A paragraph or two that describes a company/organisation and its products/services, which is included in a news/press release under ‘notes to editors’

5. Read and translate text 2

TEXT 2

Other Popular Names

Public relations are used as an umbrella term on a worldwide basis. Most national membership associations, from the Azerbaijan Public Relations Association to the Zimbabwe Institute of Public Relations, identify themselves with that term. Individual companies and other groups, however, often use other terms to describe the public relations function. The most popular term among *Fortune 500* companies is *corporate communications*. This description is used by such companies as McDonald's, BMW of North America, Toyota, Walt Disney, and Walgreens. Other companies, such as GM and United Technologies, just use the term *communications*. A number of corporations also use combination titles to describe the public relations function within the organization. IBM, for example, has a senior vice president (SVP) of marketing and communications. At Facebook, the public relations executive is in charge of *communications and public policy*. Johnson & Johnson goes with *public affairs and corporate communications*, while L'Oreal USA uses *corporate communications and external affairs*. Other companies think in more global terms. The public relations executive at Coca-Cola, for example, is in charge of *worldwide public affairs and communications*, and FedEx uses *worldwide communications and investor relations*. The use of *corporate communications* is based, in part, on the belief that the term is broader than *public relations*, which is often incorrectly perceived as only *media relations*. Corporate communications, many argue, encompasses all communications of the

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employee communications is self-explanatory. A department of marketing communications primarily emphasizes product publicity and promotion. Like departments, individuals specialize in subcategories of public relations. A person who deals exclusively with placement of stories in the media is, to be precise, a *publicist*. A *press agent* is also a specialist, operating within the subcategory of public relations that concentrates on finding unusual news angles and planning events or “happenings” that attract media attention - a stunt by an aspiring Hollywood actress, for example, or an attempt to be listed in the *Guinness Book of Records* by baking the world’s largest apple pie. *Publicist* is an honourable term in the entertainment and celebrity business, but is somewhat frowned on by the mainstream public relations industry.

6. Answer the following questions:

- 1) What is the most popular term among *Fortune* 500 companies and which companies use it?
- 2) What term do other companies use?
- 3) Describe the term «*corporate communications*».
- 4) What are the duties of a press agent?
- 5) How do you think why mainstream public relations industry somewhat frowned on publicist post?
- 6) Do public relations help increase company profits? Explain your opinion in four sentences.
- 7) Describe the most popular use of public relations in our country.
- 8) Is there a connection between the development of the Internet and the importance of public relations? Describe your opinion on how exactly public relations will look in five years.

7. Match term and company where it is used:

<i>corporate communications</i>	Johnson & Johnson
<i>worldwide public affairs and communications</i>	L'Oreal USA
<i>public affairs and corporate communications</i>	McDonald's, BMW of North America, Toyota, Walt Disney and Walgreens
<i>corporate communications and external affairs</i>	Coca-Cola
<i>communications</i>	GM and United Technologies

8. Discuss:

What term would you use for definition public relations if you became CEO (Chief Executive Officer) of large IT-company?

9. Translate text 3 into English

ТЕХТ 3

Нині в Україні, беззаперечно, існують свобода слова і плюралізм думок. Проте чи справді тільки саме існування громадської думки є показником демократичності політичної системи? Звичайно, ні. Але в основі сучасних демократичних систем лежить принцип залучення громадської думки до процесу державного управління та прийняття політичних рішень.

Ще в XIX столітті видавець американської газети «Атлантик манслі» Дж. Ловелл сказав: «Тиск громадської думки подібний до атмосферного. Його не бачиш, та все ж він тисне із силою шістнадцять фунтів на один квадратний дюйм». Інколи громадську думку величають «невідомим богом, перед яким згорають від люті.» Як би нині не ставилися до громадської думки, але безперечним залишається одне: ніколи громадська думка не мала

такої сили, як тепер. Численні факти доводять, що в демократичних країнах думка громадськості з тих чи інших питань істотно впливає на державну політику, законодавчі процеси, поведінку політичних партій, динаміку виборчих кампаній, прийняття рішень суб'єктами економічної діяльності, навіть на планування та проведення різних культурних заходів. Інакше кажучи, громадська думка – це величезна динамічна сила.

Система відносин владних структур, органів державного управління і громадської думки є одним із найважливіших показників суспільного розвитку і демократії. Відомо, що чим активніше і повніше влада дозволяє масам брати участь у суспільно-політичних процесах, тим вона більш демократична та ефективніша. Для того, щоб оцінити реальну практику взаємодії громадської думки та різних видів влади, російський вчений О. Іванов пропонує уявити крайні, або протилежні, типи такої взаємодії. Російський дослідник виокремлює два типи таких відносин: патерналістський і заснований на принципах соціального партнерства.

Перший тип взаємовідносин притаманний тоталітарним і авторитарним режимам. При патерналізмі суб'єкт влади ототожнюється з батьком великої патріархальної сім'ї, який «по-батьківськи» піклується про своїх підлеглих, а ті, своєю чергою, зобов'язані відповідати йому «синівською» відданістю і слухняністю. Тут органи влади підкоряють собі майже цілком громадську думку. Оскільки найважливішою рисою доктрини патерналізму є декларування спільних наріжних інтересів правлячих і підлеглих, є лише одна загальнонародна громадська думка, яка цілком збігається за змістом з офіційною державною політикою та ідеологією. Жодної іншої думки немає і не може бути. Якщо ж вона з'являється з якихось причин серед певних верств населення, то її або пригноблюють, або підкоряють офіційній, загальноприйнятій думці. Нормою практичної взаємодії владних структур і громадської думки є її ігнорування владою у процесі прийняття управлінських рішень або, в кращому разі, імітація врахування і використання громадської думки.

Та не все так просто. Громадська думка не обов'язково підпорядковується законам логіки, вона часто аморфна, амбівалентна, суперечлива та швидкоплинна. Ті, хто прагне впливати на громадську думку, формувати її, завжди мріють, щоб їхні зусилля не виявилися марними та з часом підштовхнули людей до очікуваного консенсусу в ставленні до певної проблеми. Досвід доводить, що громадська думка має здатність ігнорувати незаперечні факти, якщо вони її не цікавлять; надання громадськості дедалі зростаючого обсягу інформації також не обов'язково обертається збагаченням її знань та очікуваною поведінкою. Будучи станом суспільної свідомості, громадська думка є ніби посередницею між свідомістю і практичною діяльністю людей. Не підмінюючи жодну форму суспільної свідомості, не спираючись на організовану силу як закон, не визначаючи цілей, як це робить програма, громадська думка за допомогою специфічних засобів, шляхом схвалення або осуду, захоплення чи зневаги, акцентування інтересів, раціональної та емоційної оцінки людей і їхніх вчинків сприяє трансформації тих чи інших ідей у конкретні вчинки. Однак, незважаючи на це, громадська думка залишається потужною силою сучасного суспільства.

10. Discuss:

The value of social thought for democratic government.

11. Read and translate text 4

TEXT 4

THE NEW MEDIA'S ROLE IN POLITICS

Social media's political function in campaigns, government, and political movements, as well as their role in the news media ecosystem, has rapidly broadened in reach, consequence, and complexity. As political scientist Bruce Bimber points out: "The exercise of power and the configuration of advantage and dominance in democracy are linked to technological change."

Who controls, consumes, and distributes information is largely determined by who is best able to navigate digital technology. Social media have emerged as essential intermediaries that political and media actors use to assert influence. Political leaders have appropriated social media effectively to achieve political ends, ever-more frequently pushing the boundaries of discursive action to extremes.

Donald Trump's brash, often reckless, use of Twitter has enabled him to communicate directly to the public, stage-manage his political allies and detractors, and control the news agenda. Aided by social media, he has exceeded the ability of his modern-day presidential predecessors to achieve these ends.

The rise of new media over the past three decades has complicated the political media system. Legacy media consisting of established mass media institutions that predate the internet, such as newspapers, radio shows, and television news programs, coexist with new media that are the outgrowth of technological innovation (websites, blogs, video-sharing platforms, digital apps, and social media). New media can relay information directly to individuals without the intervention of editorial or institutional gatekeepers, which are intrinsic to legacy forms. Thus, new media have introduced an increased level of instability and unpredictability into the political communication process.

The relationship between legacy media and new media is symbiotic. Legacy media have incorporated new media into their reporting strategies. They distribute material across an array of old and new communication platforms. They rely on new media sources to meet the ever-increasing demand for content. Despite competition from new media, the audiences for traditional media remain robust, even if they are not as formidable as in the past. Consequently, new media rely on their legacy counterparts to gain legitimacy and popularize their content.

Ideally, the media serve several essential roles in a democratic society. Their primary purpose is to inform the public, providing citizens with the information needed to make thoughtful decisions about leadership and policy. The media act as watchdogs checking government actions. They set the agenda for public discussion

of issues, and provide a forum for political expression. They also facilitate community building by helping people to find common causes, identify civic groups, and work toward solutions to societal problems.

12. Complete the sentences with the following words

(mainstream, through, access, press, scrutiny, trivial, join, polarizing, ordinary):

New media provide unprecedented _____ to information, and can reach even disinterested audience members _____ personalized, peer-to-peer channels, like Facebook. As average people _____ forces with the established press to perform the watchdog role, public officials are subject to greater _____. Issues and events that might be outside the purview of _____ journalists can be brought into prominence by _____ citizens. At the same time, the new media era has exacerbated trends that undercut the ideal aims of a democratic _____. The media disseminate a tremendous amount of political content, but much of the material is _____, unreliable, and _____.

13. Do the following tasks

1. Describe your opinion about the influence of media on politics and give a couple of examples of such influence.
2. Describe how journalists can influence the opinion of citizens about the problems of society.
3. Formulate three questions that you would ask the president or any other politician of your choice.

14. Read and translate text 5

ТЕХТ 5

Новітні медіа – особливості і переваги в розповсюдженні і донесенні інформації до аудиторії

Нові медіа поглиблюють процеси глобалізації, впливають на життя суспільства, поширюючи принципово нові моделі соціальної інтеграції, комунікації, суспільно-політичної активності, трансформують структуру інформаційного споживання.

Нові медіа володіють усією сукупністю класичних ознак, необхідних для віднесення їх до ЗМК (засоби масової комунікації), а також варіаціями цих ознак. Так, вони мають соціальну нішу, яка відрізняється від аудиторії традиційних мас-медіа (вона менша, молодша, більш заможна й освічена, має деякі особливості інформаційної поведінки). Завдяки Інтернету в ЗМК з'явилися нові можливості для більш оперативного оновлення інформації при більш гнучкому підході до фіксованої періодичності. Мережеві медіа мають особливий ареал розповсюдження. До того ж, зони інформаційної уваги цих ЗМК відрізняються як універсалізмом, так і спеціалізацією.

Під новими медіа слід розуміти інформаційні продукти, які поєднують у собі три основні напрямки:

- 1) комп'ютерні та інформаційно-комунікаційні технології.
- 2) комунікаційні системи й мережі.
- 3) цифровий інформаційний контент.

Саме інтерактивність стала ключем для розуміння специфіки нових медіа. А також гіпертекстуальність і мультимедійність, розширений збір інформації, надоперативна публікація, відсутність часових і просторових обмежень, особливе конкурентне середовище, електронний архів і персоналізація.

Нові медіа суттєво зменшують значимість географічних відстаней: стає можливим казати про транскордонність ЗМК, тобто національно-

територіальну незалежність у розповсюдженні інформації. Технічні можливості надають змогу журналістам передавати інформацію майже миттєво, й аудиторія очікує від медіа надшвидкого висвітлення важливих подій.

Ми мали два різні типи комунікаційних засобів: «від одного багатьом» (книги, газети, радіо та телебачення) та «від одного одному» (листи, телеграф, телефон). Інтернет в силу своєї мережевої структури зробив можливим комунікації двох інших типів: «від багатьох багатьом» і «від небагатьох небагатьом». Кожна людина, володіючи мінімальним технічним оснащенням, у наш час має змогу творити медіаконтент – будь то текст, аудіо, відео чи світлина. Існує безліч рівнів інтерактивності в залежності від збільшення впливу аудиторії на контент: «пасивна інтерактивність» – готовність авторів матеріалів дізнаватися реакцію на подану інформацію; обмежена участь – час від часу допускається вихід слухачів і глядачів в ефір; контакт для контексту – в традиційних мас-медіа та літературі; інтерактивність як базова вимога – присутня на сайтах, де сама дія, її сенс полягає в безпосередній участі аудиторії. В традиційних ЗМК можуть організовуватися дискусії слухачів і глядачів за участю модератора й гостей у студії; інтерактивність як засіб – характерна для більшості онлайн-медіа.

Вчені наводять ряд функціональних завдань медіа, які можуть бути виконані завдяки інтерактивності: інформаційний обмін зі споживачем, що дозволяє останньому робити запит на додаткову інформацію, коментувати події; навігація; реєстраційні завдання – налагодження прямих контактів редакції з аудиторією.

15. Read and translate text 6 and give your definitions to the words in bold

TEXT 6

The Challenge of Public Relations

It is 9 a.m. and Anne-Marie, a senior account executive in a San Francisco public relations firm, is at her desk getting ready for a full day of busy activity. She takes a few minutes to answer some text messages, **scan her e-mails**, and Tweet a printing firm about the status of a brochure. She also quickly **flips through** the local daily and checks **RSS feeds** from client companies and various trade groups. She downloads a *Wall Street Journal* article about the increasing risk of **tainted food** from foreign suppliers and makes a note to have her student intern do some more research about this issue. One of Anne-Marie's clients is a restaurant chain, and she senses an opportunity for the client to capitalize on the media interest by informing the press and the public about what the restaurant chain is doing to ensure the quality and safety of their meals. She then finishes a **draft** of a news release about a client's new tablet computer and e-mails it to the client for approval. She also attaches a note that an electronic news service can deliver it to newspapers across the country later in the day. Anne-Marie's next activity is a brainstorming session with other staff members in the conference room to generate creative ideas about creating a Facebook page for a yogurt company. When she gets back to her office, she finds more text messages, **Tweets**, and **voicemails**. A reporter for a trade publication needs background information on a story he is writing; a graphic designer has finished a **rough draft** of a client's new logo; a catering manager has called about final arrangements for a VIP reception at an art gallery; and a video producer asks whether Anne-Marie can preview a **video news release** (VNR) that will be uploaded to YouTube and distributed by satellite to television stations throughout the nation. Lunch is with a client who wants her counsel on how to position the company as environmentally conscious and dedicated to **sustainable** development. After lunch, Anne-Marie walks back to the

office while talking on her phone to a colleague in the New York office about an **upcoming news** conference to announce a new celebrity clothing line. She also calls an editor to “**pitch**” a story about a client’s new product. He’s interested, so she follows up by sending some background material via her BlackBerry. Back in the office, Anne-Marie touches base with other members of her team, who are working on a 12-city media tour by an Olympic champion representing Nike. Then it’s back to the computer. She checks several online databases to gather information about the industry of a new client. She also reviews online news updates and postings on popular blogs to find out if anything is being said about her clients. At 5 P.M., as she winds down from the day’s **hectic activities**, she reviews news stories from an electronic monitoring service about another client, an association of strawberry producers. She is pleased to find that her feature story, which included recipes and colour photos, appeared in 150 dailies. But the day isn’t quite done. Anne-Marie is on her way to attend a chapter meeting of the Public Relations Society of America (PRSA), where the speaker will discuss trends in **reputation management**. It’s her way of continuing her education since her graduation from college four years ago with public relations major and a minor in marketing. After the meeting, she **networks** with several other members over a glass of wine and a quick dinner. It’s a nice **respite** from the bulging **briefcase**, **text messages**, and e-mails that must be dealt with before she calls it a day. As this scenario illustrates, the profession of public relations is **multifaceted** and quite challenging. A public relations professional must have skills in written and interpersonal communication, media relations and social media, research, negotiation, creativity, logistics, **facilitation**, and problem solving. Indeed, those who want a challenging career with plenty of variety often choose the field of public relations. The U.S. Bureau of Labour Statistics estimates that the field already employs almost 300,000 people nationwide, and its 2010–2011 *Occupational Outlook Handbook* (OOH) projects a 24 percent growth rate through 2018. The handbook also gives an excellent description of a public relations specialist, which is highlighted in the Insights box below. More good news: Public

relations is somewhat **recession-proof**. The Bureau of Labour Statistics reported a national unemployment rate of 9.5 percent in June 2009, but an analysis by the professional recruiting firm Robert Half International found that the unemployment rate among public relations managers was less than half of 1 percent. Jim Rutherford, executive vice president (EVP) of private equity firm Veronis Suhler Stevenson (VSS), **quipped** to *PRWeek*, “The economy may have been in a **downturn**, but even companies in bankruptcy protection had to communicate to their stakeholders.”

16. Answer the following questions:

- 1) In your opinion why do people choose profession like Anne-Marie has?
- 2) How many customers has Anne-Marie?
- 3) What constantly needs to be done at the post of a senior account executive?
- 4) Describe Anne-Marie profession`s.
- 5) Do you want to have the profession`s like Anne-Marie? Why?

17. Discuss:

What is necessary for profession of an account executive?

18. Learn the following PR definitions:

News wire –

an electronic service providing late-breaking news stories or other up-to-the-minute information.

News/Press Conference –

the live distribution of news information by an organisation to invited media. The format is usually a presentation of information by the organisation followed by a question and answer session.

Piggy-backing –

hooking your news or feature onto a topical story in the media.

Press Pack/Kit –

a branded pack given to the media containing background material, photographs, illustrations and news releases.

Press office –

a press office handles all media enquiries and sends out all company messages or press releases to the media.

Readership –

the number of people who read a publication, normally worked out by multiplying a publication's circulation by three.

ROI –

(Return On Investment) one of the ways PR results are evaluated. It works out the financial value of the coverage generated by PR. The financial value of all the cuttings generated by one particular story can then be compared to the amount of money it would have cost to buy the same amount of space as adverts.

Sector/Trade Press –

the media relevant to specific audiences. Trade journals are read for business and professional reasons. Trade publications relevant to ILM include Personnel Today, Management Today and Human Resources magazine.

Sell-in/Feature Pitch –

a sell-in means telephoning journalists and talking them through a news story or feature idea to capture their interest so that they might include it in their publication, programme or website.

Spokesperson –

an expert from your organisation who can comment on issues as they arise in the media.

Target Audience –

the group(s) of people you are trying to reach with your message.

Target Media –

all the relevant publications and programmes read and watched/listened to by your target audience.

Transcript –

the written outline of a radio or TV broadcast article.

(Put a story) To Bed –

a term used to describe the deadline for a story. It is generally used by journalists when they have a specific deadline and need all information by a certain time to be able to use it.

Vlog –

short for video weblog, a vlog is frequently updated online video content.

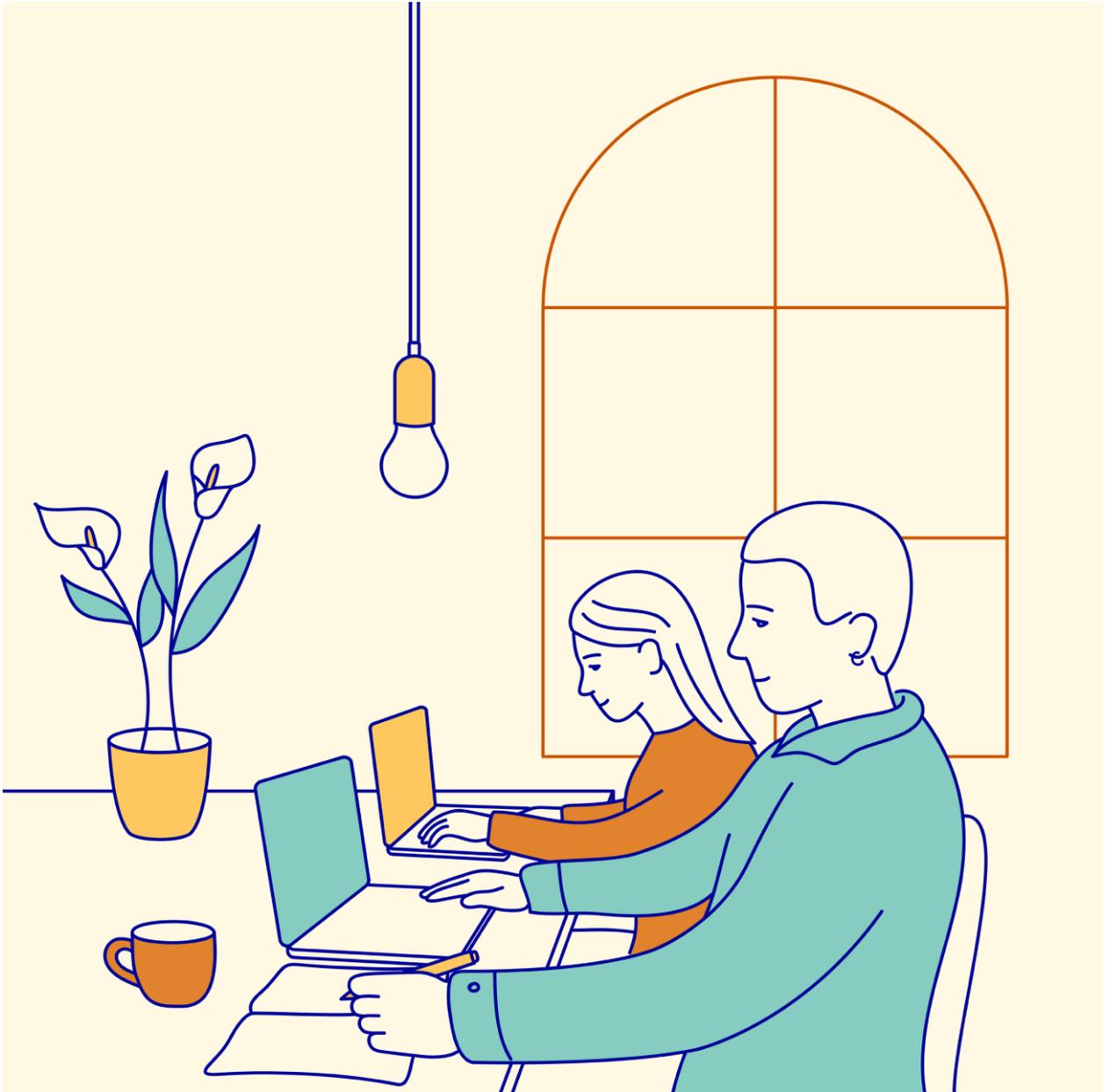
19. Complete the sentences with the following words

(bloggers, publicists, journalists, headline, working relationships, to prevent, unwanted, the media):

The main role of _____ is to get good press coverage for their clients. One way that _____ can do this is by sending press releases to _____. A press release is written like a news story; including a _____, and attention grabbing quotes. However, because of the high traffic of e-mails, today, many press releases sent by publicists are lost within the other e-mails that journalists receive. Publicists tend to have good _____ with journalists, TV news producers, and producers. In order to have these relationships, publicists usually network with these media professionals.

To protect a client's image, publicists will often ask journalists what questions will be asked during interviews _____ any surprises and discussion of any _____ topics. Publicists determine how to manage a person's or brand's image by what is being said about them in _____. More recently, publicists have the need to network with _____ and scope out their websites to make sure the content on their client is appropriate.

UNIT 2
MEDIA AND PUBLIC RELATIONS



1. Read text 1 and translate into Ukrainian

TEXT 1

Public relations people work with the media in many ways. This unit discusses how to prepare for press interviews, organize a news conference, conduct a media tour, and write such materials as fact sheets, press kits, and op-ed articles. The unit begins with a review of how reporters and public relations people are

mutually dependent upon each other for accomplishing their respective goals. It also mentions areas of friction that often contribute to an adversarial atmosphere.

An important part of the relationship is based on mutual trust and credibility. For your part, you must always provide accurate, timely, and comprehensive information. Only in this way can any medium do its job of informing readers, listeners, or viewers about matters of importance to them. Public relations sources provide most of the information used in the media today. A number of research studies has substantiated this, including the finding that today's reporters and editors spend most of their time processing information, not gathering it. 1,200 *New York Times*, *Washington Post* front pages were studied as far back as 1973 and it was found that 58.2 percent of the stories came through routine bureaucratic channels (official proceedings, news releases, and conferences or other planned events). Just 25.2 percent were the products of investigative journalism, and most of these were produced by interviews, the result of routine access to spokespersons. As the report said, "The reporter cannot depend on legwork alone to satisfy his paper's insatiable demand for news. He looks to official channels to provide him with newsworthy material day after day".

A New York public relations firm, Jericho Promotions, sent questionnaires to 5,500 journalists worldwide and got 2,432 to respond. Of that number, 38 percent said they get at least half of their story ideas from public relations people. The percentage was higher among editors of lifestyle, entertainment, and health sections of newspapers but much lower among metropolitan reporters, who spent most of their time covering "hard" news. In other words, public relations materials save media outlets the time, money, and effort of gathering their own news.

Notes:

New York Times - щоденна газета. Вважається найбільш впливовою та проінформованою в країні. Дотримується прогресивних поглядів і відома досить об'єктивною оцінкою подій. Видається у Нью Йорку. Заснована в 1851 р.

Washington Post - щоденна ранкова газета. Видається у Вашингтоні. Заснована в 1877 р. Одна з найвпливовіших ліберальних видань країни.

Vocabulary:

Accomplish one's goal - досягти своєї мети.

Adversarial - ворожий, недобррозичливий.

To be dependent upon smb. – залежати від когось.

Comprehensive – вичерпний.

To contribute to smth. – сприяти чомусь.

Credibility – достовірність.

Fact sheet - підбірка даних, «об`єктивка».

Friction – розбіжність.

Insatiable - невгамовний, жадібний, ненаситний.

Media outlets - місцеві телестудії, радіостанції, редакції, «точки» засобів масової інформації.

Medium – засіб масової інформації.

Mutual – взаємний.

Op-ed page/article - шпальта газети, де публікуються статті, що відображають точку зору на якесь питання, колонка читачів.

Press kit - прес підбірка, інформаційна добірка для преси (набір рекламно-інформаційних матеріалів).

To process information - обробляти інформацію.

To provide information - надавати інформацію.

Respective – відповідний.

Routine – звичайний.

To satisfy demand - задовольнити попит.

Story - газетний матеріал, повідомлення у пресі.

2. Find the English equivalents in the text. Use them in sentences of your own:

Джерела; з вашого боку; читачі, слухачі та глядачі; у всьому світі; перша сторінка газети; заходи; розміщувати матеріал в газеті; принаймні; висвітлювати події.

3. Find the words in the text which describe or mean the following:

1. firm belief, confidence
2. regular and usual
3. always wanting more of smth.
4. people who have been chosen to speak officially for a group, organization or government
5. an occasion when a famous person is asked questions about their life, experiences, or opinions for a newspaper, magazine, television, program etc.

4. Match the words. Use them in sentences of your own:

fact	advisories
op-ed	sheet
media	kits
press	articles
routine	channels
news	demand
insatiable	release

5. Match the words which are close in their meanings:

a goal	disagreement
adversarial	objective
friction	hostile
to respond	almost
nearly	to reach

6. Match the words having the opposite meanings:

trust	waste
accurate	lack of faith
timely	inopportune
metropolitan	inexact
save	local

7. Complete the following sentences from the text and translate them into Ukrainian:

1. Just 25.2 percent were the products of ...
2. Of that number, 38 percent said that ...
3. The percentage was higher among editors of lifestyle...

8. Complete the sentences with the following words

(information; friction; trust; sources; media; adversarial; credibility):

1. Public relations _____ provide most of the _____ used in the _____ today.
2. It also mentions the areas of _____ that often contribute to an _____ atmosphere.
3. An important part of the relationship is based on mutual _____ and _____.

9. Insert prepositions where necessary

(on; for; of; to; upon; with):

1. The chapter begins _____ a review _____ how reporters and public relations people are mutually dependent _____ each other _____ accomplishing their respective goals.
2. It also mentions _____ areas _____ friction that often contribute _____ an adversarial atmosphere.

3. The reporter cannot depend _____ legwork alone to satisfy his paper's insatiable demand _____ news.

10. Answer the following questions:

1. What are the main points of the chapter?
2. Are reporters and public relations people mutually dependent upon each other?
3. What is an important part of public relations?
4. What sort of information should be provided?
5. What have a number of research studies substantiated?

11. Render the following text in English:

Відносини із засобами масової інформації або пресою, мабуть, є найважливішою і цілісною частиною зв'язку з громадськістю. Відносини із засобами масової інформації по суті представляють собою двосторонній процес. Це - зв'язок між організацією та пресою, радіо і телебаченням. З одного боку, організація надає інформацію та на прохання засобів масової інформації створює їм режим сприяння, з іншого боку, засоби масової інформації роблять кроки для випуску коментарів і новин. Взаємна довіра і повага між організацією та засобами масової інформації є необхідною основою для хороших відносин. Навіть у вік радіо і телебачення громадська думка все ще головним чином формується під впливом того, що люди читають у національній, місцевій та галузевій пресі. Необхідно поважати недоторканність і традиційну свободу преси, яка значною мірою визначає її значущість, однак все це не заважає шукати можливості співпраці з пресою для подальшого вирішення проблем зв'язку з громадськістю.

12. Look at the list of key words connected with the press. Divide them into 4 categories (categories do not contain the same number of words). Then compare your lists and explain to your partner the principle of your grouping the words. If necessary, consult a dictionary

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

13. Complete the sentences with the following words

(faster-paced, craft, psychic, phobics, journalistic, mastery):

Who knows how many senior journalists are abandoning the frenetic profession, frustrated by a technologically complex ___ that some see as dehumanizing the product? Some computer ____, slow to adapt to sophisticated newsroom technology, have suffered from ___ displacement. Some have retired early, some have changed jobs, some have taken their years of insights and _____ experience and found themselves out of sorts in a newer ___ news world where _____ of technology may be replacing empathy and communication skills as determiners of success.

14. Read text 2 to see how some of these words are used. Make up 6 questions to the text

TEXT 2

THE PRESS IN BRITAIN

National and regional newspapers

There are 12 daily newspapers and 10 Sunday newspapers in circulation in most parts of the country. National newspapers cater for a wide variety of tastes and interests. They are often described as either “qualities” or “tabloids” depending upon their format, style and content. Quality newspapers, which are broadsheet in format, cater for those readers who want detailed information on a wide range of news and current affairs. The most popular tabloid newspapers tend to appeal to those who want to read shorter, entertaining stories with more human interest, and they generally contain a larger number of photographs. At the weekend, some newspapers produce colour magazines and separate sections with features on anything and everything from leisure activities, travel books, food and wine to in-depth news analysis and financial matters.

Newspapers cater for a whole range of political views, but often express a strong standpoint in favour of or against a certain party or policy in their editorial columns. Certain British newspapers are renowned throughout the world. *The Times* is perhaps the most influential and best known. It was first published in 1785, making it Britain’s oldest daily newspaper. *The Observer*, first published in 1791, is the oldest national Sunday newspaper in the world. More recent additions to the market include *The Independent* and its sister paper, *The Independent on Sunday*, and *Today*. At one time London’s Fleet Street was the centre of newspaper industry, but now all the national papers have moved their editorial offices and printing plants to other parts of the capital - many to Docklands, a regenerated area to the east of the City.

A number of large publishing groups own both national and regional newspapers. There are, however, safeguards against the risk resulting from undue

concentration of ownership of the media. It is unlawful to transfer a newspaper or newspaper assets to a proprietor, whose newspapers have an average daily circulation of 500,000 or more, including that of the newspaper to be taken over, without consent from the Government. Most towns and cities have their own regional newspapers.

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

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

Popular	Quality
<p>huge, sensational headlines</p> <p>comparatively little text on the front page</p> <p>concern for "human interest" stories</p>	<p>headlines containing information</p> <p>long, complicated words even in headlines</p> <p>present news in an objective and rather abstract way</p>

use short words, especially in headlines	little sensational news
written in conversational, everyday language	several reports on political affairs
lots of entertaining material	front page used to inform readers, not to arouse their curiosity
sentences are short.	sentences are complex with numerous clauses, rather long

15. Complete the sentences with the words from the list below with the following definitions

(paparazzi, defamation, columnist, an obituary, correspondent, editorial, caption, scoop, annual, yellow press):

1. Usually refers to sensationalistic or biased stories that newspapers present as objective truth _____.
2. An article about the life of someone who has recently died _____.
3. An especially exciting and exclusive story in a newspaper _____.
4. A photographer who takes pictures with long-lens cameras without the subject's permission _____.
5. The most important editorial article in a quality newspaper _____.
6. A lie in print that damages one's reputation _____.
- 7 Words printed under a picture or a cartoon which explain what it is about _____.
8. A book or a magazine published once a year _____.
9. A person who delivers information to the newspaper from another city or country _____.

10. A journalist who writes a regular article for a newspaper or magazine_____.

16. Many journalists say that it is harder to write a short, sharp article for the Sun than a more learned piece for the Times. The shortage of space in a newspaper means that the language must be clear and to the point. Compare the pairs of articles given below. One of them is taken out of a quality newspaper and the other out of a popular paper.

Decide which is which. Try to prove your point of view. Remember to consider the importance of the subject covered and compare the number of paragraphs each of the papers devoted to the subject. Translate all the articles

Article 1

PRISONER GETS TWO YEARS

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

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

Article 2

LOVE-HATE POISONER IS JAILED FOR TWO YEARS

Boss who had a love-hate relationship with his girl assistant was jailed for two years yesterday for trying to poison her. Peter Tyrell had a "weird preoccupation" with 23-year-old Lorraine Palmer, a court heard. The 47-year-old

cleaning company purchasing manager - who has been married for 25 years – named her in his will and showered her with presents.

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

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

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

Article 3

25 PC OF CHILDREN PUT VIDEO GAMES BEFORE HOMEWORK

A quarter of British schoolchildren are neglecting homework to play video games, according to a survey of youngsters’ game playing habits published yesterday. The study, presented at the British Psychological Society conference in York, classified 75 per cent of children as “heavy players” - devoting more than 20 hours per week to computer games - a smaller number of whom were addicts. Mark Griffiths of Plymouth University, who presented the research, said it was the third such study and the consistent findings were that three quarters of children played computer games with a third of those playing every day.

“The surprising thing about this study was that as many as one in four children said they neglected homework to play computer games. Also, contrary to

expectations, those who played games were also more likely to be involved in sports outside of school", said Mr. Griffiths.

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

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

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

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

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

"They are very popular and for most kids they are not a problem. But for a small subsection it does cause problems. If you are spending more than 20 hours a week playing video games then you are bound to be missing out on other things", he said. Simon Jobling, head of marketing at Sony Computer Entertainment, insisted that children did not get addicted to the games.

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

Article 4

FIT TO PLAY VIDEO GAMES

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

Article 5

DIY BREATH TEST URGED ON FRENCH

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

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

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

Article 6

FRANCE SETS TWO-DRINK LIMIT FOR DRIVERS

Paris: French drivers risk heavier penalties if they continue with their traditional drinking habits. Under laws introduced yesterday, more than two glasses of wine, beer or spirits will put motorists over the new limit of 50 mg of alcohol per 100 ml of blood. The previous limit was 70 mg. In Britain it is 80 mg, the same as most European countries. French authorities say the new limit will cut the risk of a fatal accident by 50 per cent in a nation where drink driving killed 3,000 last year. The new law is accompanied by an advertising campaign, which features the slogan: "After two glasses, everything speeds up". French drivers caught over the limit will be, fined J120 and lose three points on their licence. Those who notch up 12 points will have their licence suspended.

17. Write a short article (about 15 - 20 sentences) on one of the following topics:

- 1) Social issues.
- 2) Use of new technology.
- 3) Public attitude to state policy.
- 4) Problems of modern examinations.
- 5) Search for new sources of energy.
- 6) The impact of trends on society.

18. Read text 4 to see how some of these words are used. Make up 5 questions to the text

TEXT 4

PUBLIC RELATIONS DEPENDENCE ON THE MEDIA

The purpose of public relations is to inform, shape opinions and attitudes, and motivate. This can be accomplished only if people receive messages constantly and consistently. The media, in all their variety, are cost effective channels of communication in an information society. They are the multipliers that enable millions of people to receive a message at the same time. Through the miracle of satellite communications, the world is a global village of shared information.

On a more specialized level, the media are no longer just mass communication. Thousands of publications and hundreds of radio, television, and cable outlets enable the public relations communicator to reach very specific target audiences with tailored messages designed just for them. Demographic segmentation and psychographics are now a way of life in advertising, marketing, and public relations. The media's power and influence in a democratic society reside in their independence from government control. Reporters and editors make independent judgment about what is newsworthy and what will be disseminated. They serve as screens and filters of information, and even though not everyone is happy with what they decide, the fact remains that media gate keepers are generally perceived as more objective than public relations people who represent a particular client or organization. This is important to you because the media, by inference, serve as third party endorsers of your information. Media gatekeepers give your information credibility and importance by deciding that it is newsworthy. The information is no longer from your organization. Consequently, your dependence on the media requires that you be accurate and honest at all times in all your public relations materials.

Notes:

Psychographic (психографія) - система класифікації людей переважно за розумовими установкам і цінностями, ніж за фізичними якостями.

Vocabulary:

To be designed for smb. - бути призначеним для когось.

Channels of communication - канали зв'язку.

Cost effective – рентабельний.

To disseminate – поширювати.

To endorse information - підтримувати, розподіляти інформацію.

Gate keeper – редактор.

Inference – висновок.

To make a judgement - зробити висновок.

To reside in smth. - належати чомусь., полягати в чомусь.

Satellite communications - супутниковий зв'язок.

To shape opinions and attitudes - сформувати точку зору, думку.

Tailored message - повідомлення, складене з урахуванням ситуації; розраховане на певну аудиторію.

Target audience - цільова аудиторія.

Variety – різноманітність.

19. Complete the sentences with the following words

(*inevitably , pressures, responsibility , reflection , handled , news , judgments , notwithstanding , broadcast , dilemmas, scenarios, objectively*):

Younger, dexterous reporters, out in the field with minicams or portable VDTs, are ever closer to the finished ____ product, and thus, ever closer to their audiences. Given little time for _____ in this deadline-every-minute business, and given the added _____ of competition from _____ and print outlets, the reporters will grow increasingly hungry for a "good story," one with graphic impact. Decisions about which stories are newsworthy, which ones can be told _____, and

which ones permit inferences or value _____, will have to be made quickly and decisively by journalists whose decisions affect thousands if not millions of audience members, yet who are cutting their professional teeth in the field, learning while doing. As journalism grows _____ to be a younger person's career, there will be an increasing number of _____ in which field reporters will be forced into making the kinds of gatekeeping decisions previously _____ only by grizzled veterans. Good intentions of youth _____, we are reminded of a truism from the literature of psychology and moral development: It is only with years of experience, of routinely working through professional and ethical _____, that one develops an individual sense of social _____ and empathy.

20. Find the English equivalents in the text. Use them in sentences if your own:

Отже; представляти клієнта або організацію; служити чомусь; мета; дати можливість; об'єктивний; вплив; незалежність від когось, чогось; реклама; вимагати.

21. Find the words in the text which describe or mean the following:

1. Bringing the best possible profits or advantages for the lowest possible costs -
2. Important or interesting enough to be reported as news -
3. A person at a publishing or broadcasting institution who decides whether to use news supplied by outsiders, typically public relations -
4. Personnel sending material on behalf of their clients or employers -

22. Match the words which are close in their meanings:

to disseminate	precise
to perceive	to spread
credibility	to demand
to require	trust

accurate	to think of
----------	-------------

23. Translate the following text into English:

Публікуючи новини, що надсилаються відділом зв'язку з громадськістю, засоби масової інформації розраховують отримати натомість інформацію про саму організацію або про її виробничу діяльність. У деяких випадках це просто поточна інформація, хоча вона може іноді виявитися рекламою, вигідною для організації. Часом, на жаль, преса проявляє інтерес до питань, які найкраще було б не зачіпати. У всіх цих випадках бажано максимально допомогти тій стороні, яка в цьому зацікавлена. Коли предмет її інтересу носить делікатний характер, журналісти можуть не наполягати на своїх прагненнях, якщо їм відверто пояснюють причини. З іншого боку, скритність, швидше за все, затвердить їх в думці, що інформація сенсаційна. При передачі інформації журналістам необхідно роз'яснити, чи можуть вони цитувати її як офіційну заяву і зроблену приватною особою або ж їм потрібно посилатися на представника організації. З іншого боку, журналісту потрібно сказати, що він може використовувати отриману інформацію, не посилаючись на джерело, або вказати, що вона носить строго конфіденційний характер.

24. Complete the sentences with the following words

(target audiences; mass communication; accomplished; level; messages; outlets; designed; consistently):

1. This can be _____ only if people receive _____ constantly and _____.
2. On a more specialized _____, the media are no longer just _____.
3. Thousands of publications and hundreds of radio, television, and cable _____ enable the public relations communicators to reach very specific _____ with tailored messages _____ for them.

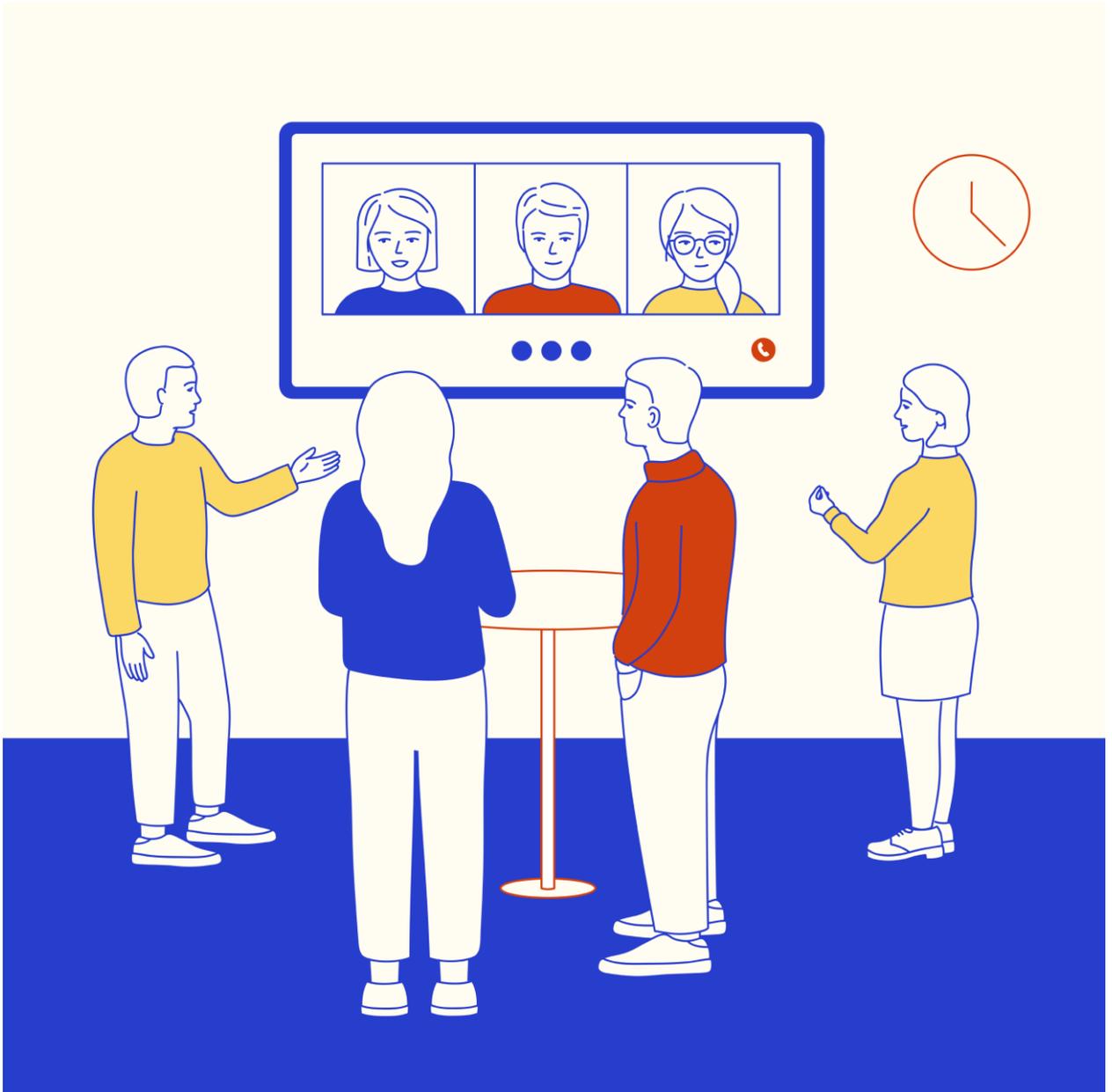
25. Insert prepositions where necessary

(*at; in; to; as; on; from; by; of*):

1. Your dependence _____ the media requires that you be accurate and honest _____ all times _____ all your public relations materials.
2. The media's power and influence _____ a democratic society reside their independence _____ government control.
3. This is important _____ you because the media, _____ inference, serve _____ third party endorsers _____ your information.

UNIT 3

AREAS OF FRICTION



1. Read the text

TEXT 1

The Wall Street Journal

The relationship between public relations and the media is based on mutual cooperation, trust, and respect. Unfortunately, that is not always the case. The following are some areas of friction.

Name Calling

Many journalists openly disdain public relations people and call them “flacks”, a derogatory term for press agents. It is somewhat akin to calling journalists “hacks”. Due to protests from the public relations community, *The Wall Street Journal* has now adopted a policy that forbids the use of the word “flack” by reporters in their stories. Unfortunately, many other newspapers have not followed suit. Journalists often refer to the activities or policies of organizations as “public relations gimmicks”.

Excessive Hype and Promotion

Journalists receive hundreds of news releases that are poorly written, contain no news, and read like commercial advertisements. It is no wonder that after a while they form the opinion that the majority of publicists are incompetent. Journalists also resent the use of gimmicks in sending materials to the news media. These gimmicks are meant simply to separate the news release or press kit from the stack on the recipient’s desk. However, gatekeepers complain that such gimmicks constitute gifts or “freebies”, which their organizations, on principle, do not accept. Some newspapers even return such minor gimmicks as key chains, T shirts, and coffee mugs. In sum, if you’re thinking about using a gimmick with a news release, carefully assess the recipient’s potential reaction.

2. Read the new words

Vocabulary:

to assess - оцінити

to be akin to smth. - бути схожим на когось

derogatory - зневажливий, принизливий

to disdain - зневажати

excessive - надмірний

flacks - (sl.) презирливе прізвисько людей, що працюють в паблік рілейшнз, «піарники»

to follow suit наслідувати приклад
to forbid, (forbade, forbidden) - забороняти
a freebie - (sl.) невеликий подарунок, безкоштовна роздача зразків
рекламованого товару
frictions - розбіжності
a gimmick - рекламний трюк, виверт
a hack - (sl.) «писаки»
hype - гучна, криклива реклама
minor - дрібний
a promotion - просування, реклама
a recipient - одержувач
to refer to smth. – давати відгук про щось
to resent - обурюватися
a stack - маса, купа

3. Complete the following tasks:

a) Find the English equivalents in the text.

В якійсь мірі; в принципі; внаслідок чогось; футболка; філіжанка; оцінити;
можлива реакція; погано написаний; не містити новин; не дивно; комерційна
реклама; бути призначеним для чогось.

b) Find the words in the text which describe or mean the following:

1. A trick or smth. unusual that you do to make people notice smb. or smth.
2. Disagreement or angry feelings between people
3. Smth. that you are given free, usually smth. small and not expensive
4. Very similar to smth.
5. Insulting and disapproving

c) Translate the following sentences into Ukrainian:

1. Pay is a continuing source of friction with the workers.

2. Psychologists will assess the child's behavior.
3. He disdains New York and the art that is produced there.
4. I resented having to work such long hours.
5. At that time, the state law forbade the teaching of evolution

d) Match the words which are close in their meaning:

akin	disagreement
forbid	owing to
disdain	similar
friction	ban
due to	despise

e) Insert prepositions where necessary (*by; in; of; to; from*):

1. Journalists also resent _____ the use _____ gimmicks _____ sending materials _____ the news media.
2. Due _____ protests _____ the public relations community, The Wall Street Journal has now adopted a policy that forbids the use _____ the word "flack" _____ reporters _____ their stories.
3. Many other newspapers have not followed _____ suit.

f) Make up a few sentences with the following words and word combinations:

1. commercial advertisements;
2. to follow suit;
3. to refer to smth;

4.to assess;

5.friction.

g) Complete the following sentences from the text and translate them into

Ukrainian:

1. Unfortunately, many other newspapers _____.

2. These gimmicks are meant _____.

3. The relationship between public relations and the media _____

g) Write down 5 questions to the text.

i) Agree or disagree using the following expressions:

It's all very well to say but...;

It's not as easy as all that...;

Yes, but look, that would mean...;

Yes, but on the other hand...;

Let's be realistic about this....

The relationship between public relations and the media is based on mutual cooperation, trust and respect.

4. Read the text

TEXT 2

Advertising Pressures

It is a fact of economic life that media outlets are dependent on advertising revenues for survival. Increased competition, coupled with a soft economy in the 1990's, has created an environment where both media outlets and advertisers are willing to trade advertising for editorial space. This is particularly true in the trade

press and among specialized magazines. Beauty and fashion magazines, for example, are well known for running stories and fashion layouts that tend to feature their advertisers. Car magazines also have a penchant for reviewing cars that are advertised in them. Supporting the publication through advertising and getting editorial plugs or features in return is also a good situation for the fashion designer. For example, designer Michael Kors got his \$10,000 cocktail dresses on the cover of *Harper's Bazaar* and immediately sold 15 of them. Related to advertising pressures are the wining and dining of journalists for the express purpose of setting favorable coverage. One public relations firm gave beauty editors \$200 worth of traveler's checks and a free night at a first class hotel in New York as part of a promotion for a new Cover Girl product. L'Oreal took 15 leading beauty editors to Paris on the Concorde to visit the labs that created a new product.

5. Read the new words

Vocabulary:

to be coupled with smth. — БЫТЬ СВЯЗАННЫМ С Ч. Л.; В СОЧЕТАНИИ

a coverage — освещение в печати

fashion layouts — страницы моды

to feature (v.) — помещать на видном месте

a penchant — склонность (к ч. л.), симпатия (к ч. л.)

a plug (advertisement) — реклама

to put in a plug — рекламировать

a revenue — доход

to run a story — опубликовать статью

soft — слабый, вялый, дряблый

a survival — выживание

to tend — иметь склонность к ч. л., тяготеть к ч. л.

to wine and dine — угощать, потчевать, кормить поить

6. Complete the following tasks:

a) Find the words in the text which describe or mean the following definitions:

1. to entertain smb. well with a meal, wine etc. —
2. money that a business or organization receives over a period of time, especially from selling goods or services —
3. the way in which a subject or event is reported on television or radio, or in newspapers —
4. a way of advertising a book, movie, idea etc., by talking about it publicly, especially on a television or radio program —
5. a liking for smth. you do as a habit —

b) Translate the following words and word combinations into Ukrainian.

1. to survive
2. survival
3. a survivor
- 5.4. a survival kit
6. a survival rate
7. a survival of the Middle Ages
8. to run business
9. to run for elections
10. to run out of money
11. to run ashore
12. to run a temperature
13. to run into smb.

c) Translate the following sentences into Ukrainian:

1. Companies spend millions winning and dining their clients.
2. CNN intends to have continuous live coverage of the national party conventions.
3. He put in a plug for his new building project Thursday.
4. Rain forest destruction is threatening the cultural survival of the people living

there.

5. The newspaper featured the murder story.

d) Match the words which are close in their meanings:

related	connected
penchant	publish
willing	reluctant
run	fondness
dependent	enthusiastic

e) Complete the sentences and translate them into Ukrainian.

(a new product; beauty editors; trade; fashion; specialized; running; layouts; advertisers; feature):

1. This is particularly true in the _____ press and among _____ magazines
2. Beauty and _____ magazines, for example, are well known for _____ stories and fashion _____ that tend to _____ their _____.
3. L'Oreal took 15 leading _____ to Paris on the Concorde to visit the labs that created _____.

f) Insert prepositions (on; for; in; to; of):

1. Related _____ advertising pressures are the wining and dining _____ journalists _____ the express purpose _____ setting favorable coverage.
2. It is a fact _____ economic life that media outlets are dependent _____ advertising revenues _____ survival.
3. Car magazines also have a penchant _____ reviewing cars that are advertised _____ them.

g) Write down 5 questions to the text beginning with:

what... ; why... ; how... ;where... ;how much...

h) Agree or disagree using the following expression:

Just so; Just the other way round;

Quite so; Certainly not;

I quite agree here; Surely not...;

Naturally nothing of the kind;

Most likely... On the contrary...;

It is a fact of economic life that media outlets are dependent on advertising revenues for survival.

7. Read the text

TEXT 3

Sloppy Reporting

A survey by the American Management Association found that 83 percent of the public relations directors who participated thought that sloppiness on the part of reporters was the major reason for inaccurate stories. Reporters were also faulted for not doing their homework or research before writing a story and not understanding the topics they were writing about. The same criticisms are echoed by business executives. Most executives agree with the statement "If I talk to the press, I almost invariably get misquoted". Three fourths of the respondents also agree with the statement "The knowledge base of business reporters leaves a lot to be desired". Other problems with the press, say the executives, are tendencies to sensationalize, to overemphasize the negative, and to make simplistic generalizations. These surveys point up an important responsibility for you: it is part of your job to educate top executives about how the media operate and what they need to give a fair, objective story. This education may include training

executives to give a 30 second “sound bite” answer to a complex question and even how to handle aggressive reporters. At a more basic level, you have to teach executives that news reports are “first drafts of history” that occasionally get garbled or distorted as they go through several levels of personnel at a newspaper, magazine, or broadcasting outlet. You also have to take into consideration that many reporters are generalists who have little or no background on the multitude of subjects they are asked to cover. When you are dealing with a reporter who is not familiar with your business or industry, you must explain the subject thoroughly and provide background material. This will help the reporter do a better job, and it gives you a reasonable chance to ensure that the story will be accurate.

8. Read the new words

Vocabulary:

a background — образование, опыт

to distort — исказить

to echo — повторять

to fault smb. — обвинять к. л., критиковать к. л.

to garble — коверкать

a generalization — обобщение

to handle smb. — обращаться с к. л., справляться с к. л.

invariably — неизменно

to leave a lot to be desired — оставлять желать много лучшего

to misquote — исказить ч. л. слова

on smb's part — со стороны к. л.

to overemphasize — излишне подчеркивать

to sensationalize — гнаться за сенсацией

simplistic — чрезмерно упрощенный

sloppy — неряшливый, небрежный

a sound bite — краткая выдержка из речи, выступления, цитата, используемая в радио и телепередачах

a survey — опрос

9. Complete the following tasks:

a) Find the words in the text which describe or mean the following:

1. a very short part of a speech or statement, especially made by a politician, that is broadcast on television or the radio —
2. smb. who answers questions —
3. a set of questions that you ask a large number of people in order to find out about their opinions —
4. to make a mistake in reporting what smb. else has said —

b) Make up a few sentences with the following words and word combinations:

1. to cover a subject
2. to take into consideration
3. to make a generalization
4. a survey
5. to provide background material

c) Translate the following sentences into Ukrainian:

1. The project has been faulted by some scientists who say it has little research value.
2. The story has been sensationalized for the sole purpose of selling newspapers.
3. He has a background in computer engineering.

d) Match the words which are close in their meanings:

objective (adj.)	manage
tendency	careless

handle	take part
sloppy	impartial
participate	trend

e) Insert prepositions where necessary (*for, by, of, on, to*):

1. This education may include training executives to give a 30 second “sound bite” answer _____ a complex question and even how to handle _____ aggressive reporters.
2. A survey _____ the American Management Association found that 83 percent _____ the public relations directors who participated thought that sloppiness _____ the part _____ reporters was the major reason _____ inaccurate stories.
3. This will help _____ the reporter do a better job.

f) Answer the following questions:

1. What did a survey by The American Management Association find?
2. Who are the same criticisms echoed by?
3. How many respondents agree with the statement “The knowledge base of business reporters leaves a lot to be desired”?
4. What are other problems with the press?
5. In what way can executives be educated?
6. What else should also be taken into consideration to ensure that the story will be accurate?

g) Translate the following item in English:

Найкращою політикою спілкування із засобами масової інформації є ваша довіра до них. Повідомляйте пресі якомога більше, навіть відомості про конфіденційні матеріали, а потім обговорюйте, які розділи не можна публікувати і чому. Доцільно культивувати збалансований погляд на коментарі у пресі. Популярна преса зазвичай віддає перевагу сенсаційним

повідомленням матеріалів про планомірний прогрес, хоч би яке значення останні мали для процвітання нації чи регіону. Проте існує багато способів привернути увагу друку, якщо осмислити потреби газет та інших періодичних видань. Усі газети готові розміщувати не дуже приємні новини, навіть якщо вони не зовсім відповідають редакційній політиці чи смаку читачів. Преса завжди вітатиме будь-яку статтю або замітку, що містить елементи новин, аби цей матеріал був своєчасним і точним.

1) Write down one sentence showing the main idea of the text.

10. Read the text

TEXT 4

Tabloid Journalism

Newspapers and broadcast shows are not all alike, and the level of commitment to journalistic standards ranges from wholehearted to nonexistent. Some periodicals are highly praised for their objective and fair reporting, whereas others are famous for headline stories based on hearsay. The same situation exists in television. Some shows are known as “tabloid television” and “trash TV” because they concentrate on the sensational and have used the facade of traditional journalism on what is pure entertainment.

This has been called “journaltainment”. The proliferation of tabloid television means that you have to be very careful. In the race for ratings, some shows have started to offer more sensationalism and the manipulation of events for greater effect. Such lapses of journalistic standards are a major concern for the media because the antics of an isolated few affect the credibility of all journalists. Your challenge is to make sure you don’t paint all media with the same brush. You should continue to give service to responsible journalists and provide information. However, if a reporter has a reputation for sensationalism, you are probably better off if you simply refuse to be interviewed or provide information. If you do decide

to work with a tabloid television reporter, there are some points that can help you keep control of the situation: • Never do an adversarial interview alone. One option is to have a lawyer sit in on the interview. • Research the interviewer's record before facing the camera. Know his or her method of questioning.

- Don't accept any document on camera. Surprise documents can be used to trip up subjects and make them look foolish.

- Get a commitment that you will be able to respond to accusations made by others as part of the story.

- If cornered, counterattack. Take the offensive and accuse the reporter of unprofessional conduct, incompetence, or a lack of understanding of the subject.

11. Read the new words

Vocabulary:

to accuse smb. of smth. — обвинять к л. в ч. л.

adversarial — недоброжелательный, враждебный

commitment to smth. — преданность ч. л., верность ч. л., обязательство

to corner smb. — «загнать в угол», «припереть к стене»

a lack of smth. — отсутствие ч. л.

a lapse — падение

to make accusations — выдвигать обвинение

hearsay — слухи

antics — проделки, шутовство, кривляние

a proliferation — распространение

a race for ratings — погоня за рейтингом

a sensationalism — сенсационность

tabloid — низкопробный, бульварный

tabloid press — бульварная пресса

to take the offensive — перейти в наступление

trash (material, writing) — чтиво, макулатура, дешевка

to trip up — запутывать

12. Complete the following tasks :

a) Find the English equivalents in the text:

1. ґрунтуватися на чутках;
2. надавати інформацію;
3. тримати ситуацію під контролем;
4. некомпетентність;
5. заручитися зобов'язаннями;
6. зосереджуватися на чомусь;
7. коливатися (варіюватися);
8. підривати довіру до чогось,
9. опинитися перед камерою;
10. Непрофесійна поведінка.

b) Find the words in the text which describe or mean the following:

1. a newspaper that has a lot of photographs, stories about famous people, gossip etc., and not much serious news —
2. a level or a scale that shows how good, important, popular etc. smb. or smth. is —
3. smth. that you have heard about from other people, but do not know to be true —
4. a way of reporting events or stories that makes them as strange, exciting, or shocking as possible --

c) Translate the following words and word combinations into Ukrainian.

1. to accuse smb. of smth.
2. to make an accusation
3. to bring all accusation against smb.
4. the accused
5. accusing

- 6.commitment
- 7.commitment to a cause
- 8.to make a commitment
- 9.to commit oneself

d) Translate the following sentences into Ukrainian:

1. Hearsay is not allowed as evidence in court.
2. Reporters used extreme and adversarial methods to get their information.
3. Her latest affair was splashed across the cover of the supermarket tabloids.
4. The new comedy had the highest television rating this season.
5. Many people get tripped up over the new tax laws.

e) Match the words which are close in their meanings:

to refuse	decline
sensational	influence
wholehearted	to decline
lapse	exaggerated
affect	sincere

f) Complete the sentences using the following words and word

combinations (*events; ratings; to trip up; sensationalism; effect; to respond*):

1. Surprise documents can be used _____ subjects and make them look foolish.
2. Get a commitment that you will be able _____ to accusations made by other as part of the story.
3. In the race for _____, some shows have started to offer more _____ and the manipulation of _____ for greater _____.

g) Insert prepositions where necessary (of; from; to; for):

1. ... accuse the reporter _____ unprofessional conduct incompetence, or a lack _____ understanding _____ the subject.
2. ... the level _____ commitment _____ journalistic standards ranges _____ wholehearted _____ nonexistent.
3. Such lapses _____ journalistic standards are a major concern _____ the media, because the antics _____ an isolated few affect _____ the credibility _____ all journalists.

h) Write down 5 questions to the text using the active vocabulary of the unit.

i) Agree or disagree with the tips concerning handling tabloid reporters.

Do you think it will really help you keep control of the situation? Start your sentence with:

It's no use. No, it's no good doing it. What's the use of...;

It is worth while...;

Well, I could do that, I suppose...;

Yes, I think it's advisable to do that....

UNIT 4
STYLE IN THE TABLOIDS



1. Read the following tabloid

TEXT 1

Shapely starlet and fun-loving former convent girl Diane Fox, 19, dropped a bomb-shell yesterday. Her whirlwind romance with lean, bronzed lorry-driver, Bert Ford, 26 is off. In an exclusive interview at her hideaway love-nest, Diane said, "He vowed to wed me, but we were living a lie".

Unsung hero of the M6 motorway madness pile-up, Bert swept Diane off her feet during a long, hot summer on the sun-kissed beaches of the island paradise of

San-Serife, where she had fled amid mounting speculation that her film career had reached rock-bottom. “My anguish turned to joy. It was like a dream come true. He made me feel like a princess”, said Diane, lighting back the tears.

But the dream soon turned into a nightmare when Bert moved into Diane’s luxury mansion in leafy Surrey. “He quaffed all my whisky and spent all my crisp bank,” she said. She knew the writing was on the wall when Bert’s mother, battling granny Ena Ford, 61, moved in too. That set the alarm bells ringing. It was a recipe for disaster and soon feathers were really flying. The moment of truth came when Bert’s credit card bill dropped with a sickening thud through Diane’s letter box. After a lovers’ tiff, Bert stormed out. “I’ll never be the same again,” sobbed Diane. The rest is history. Speaking from his sleazy, suburban home in Catford, with a mystery girl by his side, Bert was tight-lipped and ash-faced. “I’m as sick as a parrot”, was his exclusive comment to this newspaper.

2. Look at the text above and see what features of tabloid style reporting you can identify

3. Complete the following tasks:

a) Suggest words from the article corresponding to the following definitions.

1. declare or solemnly promise
2. unrecognised, not celebrated in poetry or song (formal)
3. a collision involving several motor vehicles
4. mere guesswork
5. very great pain or suffering, esp. of mind
6. a bad, fearful, or terrible experience
7. drink in large draughts
8. fresh, newly made
9. a low lull sound like that of a blow on smth. soft
10. a slight quarrel
11. walk out in a very angry or violent manner

- 12.dirty, sordid, disreputable
- 13.weep noisily
- 14.not saying much, grim-looking

b) Explain the following phrases in English and check their meanings in a dictionary.

- 1.drop a bomb-shell
- 2.a whirlwind romance
- 3.sweep a girl off her feet
- 4.reach rock-bottom
- 5.writing on the wall
- 6.set the alarm bells ringing
- 7.a recipe for disaster
- 8.make the feathers fly
- 9.the moment of truth .
- 10.sick as a parrot

4. Learn the new words.

5. Read the text

TEXT 2

THE INK TEST

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

There is a traditional litany about newspapers which runs "*The Times* is read by the people who run the country, *The Telegraph* by the people who own the country" and so on, right up to that famous punch line, "And *The Sun* is read by people who don't care who runs the country."

A number of factors have combined to render this analysis old-fashioned. It is incomplete. Not only are there new papers to add to this old list - quite possibly more papers than there are readers, in fact - but there are also new ways of defining newspapers. We wanted to bring the old chestnut bang up to date. But we also wanted to be accurate. So we spoke to the experts. Advertisers, for example, create detailed pictures of the people who read individual papers, so that they can then target their campaigns at exactly the right markets. We consulted a group of hot-shop hot shots, as they might put it, to get the view of papers' punters.

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

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

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

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

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

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

Expert Witness: "Well-dressed birds mainly".

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

The admen say: Now read by aspirational mediavores, lifestyle-conscious but also career-minded. Environmentally-friendly *Guardian* readers have cleaned up their

act to become adapters, plotters and intrepid navigators. Cool cucumbers out for the main chance.

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

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

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

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

CAM: “People have got to look after themselves - even if it means being dishonest”.

EW: “A good crowd, very cheerful”.

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

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

CAM: “It’s worth making the financial sacrifice for private health care”.

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

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

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

CAM: “I’m proud of being British” .

EW: “Men in their middle market” .

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

The admen say: Still a feminine newspaper, with some male readers. Nescafe people with a bright, social outlook. Omnivorous but prone to wacky food fads. Mobile, occasionally dare devil, predominately net-curtain twitchers.

CAM: “I really like cats”.

EW: “Birds, secretaries”.

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

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

CAM: “I worry about unemployment”.

EW: “It’s either that or the Sun for most people” .

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

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

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

EW: “Not much call for it round here”.

***The Sun* is read by people who don’t care who runs the country.**

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

CAM: “We should bring back hanging for violent crimes”.

EW: “Anational institution, isn’t it”.

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

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

CAM: “Couples should live together before getting married”.

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

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

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

CAM: "I can't decide".

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

The Correspondent isn't read by anyone at all.

6. Read the new words

Vocabulary:

1. litany - єктенія
2. to run - очолювати
3. to render - надавати
4. the old chestnut - старий жарт
5. advertiser - рекламодавець
6. hot-shop - гарячий цех
7. a punter - учасник
8. to glean - підібрати
9. a vendor - постачальник
10. trade papers - цінні папери
11. high-achieve - високо продуктивний
12. thwarted - зірваний
13. an adapter - адаптер
14. a plotter - верстальник
15. discreet - стриманий
16. an umpire - суддя
17. a suburban bungy-dweller - заміський мешканець
18. a middleman - посередик
19. middle market - середній ринок
20. xenophobic - ксенофобський
21. dogged - наполегливо

7. Complete the following tasks:

a) Answer the questions.

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

b) Explain the phrases in bold.

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

c) Analyze what is said about each of the leading British national papers.

Prepare your questions if there is something in the text that you do not understand.

d) Translate the text ainian.

8. Read the text

TEXT 3

THE PRESS AND THE UN

The UN's work involves not only the delegations of member countries, the intergovernmental bodies under its aegis, and the secretariat, but also the press, or

what is known as the “fourth estate.” UN activities are covered by correspondents from many countries, and to a large extent they shape world opinion on many important issues on the UN agenda. It is anything but easy to cultivate good working relations with foreign, especially American, media. At the windup of every SC consultation (to say nothing of every formal council meeting), diplomats are beset in the UN lobby by a crowd of reporters. TV cameramen take close-ups of the ambassadors, ask them to step nearer, thrust out their microphones. Of course, it is possible to make a getaway through a side door, as some diplomats have done more than once. Or one can pause to answer the questions that are showered forth - “When does Russia plan to formally propose easing sanctions against Iraq?” “What rights does Russia reserve in the CIS operations in Georgia and Tajikistan?” - the reporters trying to outshout each other in the hope of eliciting answers to their questions.

The very wording of the questions shows that the reporters who ask them want to hear sensational answers. Well, it cannot be helped, because the media are involved in a business enterprise and need a bit of sensational material, a hint of scandal for the front page, to attract readers. I remember one occasion on which a reporter asked me what the SC had discussed that day.

Upon learning that the council had registered a smooth, successful completion of the UN operation in Mozambique, he remarked disappointedly: “Successful? Then there’s nothing to write about!”) Be that as it may, ambassadors should not exit hastily through a side door unless they want the position of their country to be left to the guessers and speculators. Many delegations attach great importance to working with the press. Some of them even rent premises at UN headquarters where they can give leading media representatives a closed briefing before an important meeting or, right on its heels, offer a frank assessment of the problem at hand or of the reefs on which a solution can founder. This “enlightenment” costs a pretty penny but is undertaken as a necessity. “Do you know why we do this?” asked the press attache of a Western European mission in a moment of frankness as he chatted with his Russian colleague. “You will

remember Carl Kraus, a well-known Austrian publisher and journalist of the early twentieth century... who said that diplomats lied to journalists but, on reading the press the following day, came to believe their own lies". Well, there is some truth in this anecdote, as there is in any other. And it is a fact that diplomats, UN secretariat staff members, and even journalists themselves rely to a large extent on what they read in the press or see on television. What I have described and I am most familiar with, of course, are the methods that the Russian mission uses in its work – the diplomatic methods that are crucial to the fulfillment of our tasks. These tasks may be broadly defined as promoting Russia's national interests at the United Nations, just as other countries strive to promote their own. But the unique nature of the United Nations is that one promotes the interests of one's own country only when they have been harmonized with the interests of others. This requires mutual concessions and compromises, but that's how multilateral diplomacy works. One cannot hope to introduce a national initiative in the United Nations and see it endorsed by all 185 member states without a single change. There must be changes and modifications to accommodate the interests of others. But the hoped-for result - a consensus among the UN's members - would be worth much more than any unilateral action, since it promotes a global approach to the solution of the modern world's inescapably global problems.

9. Read the new words

Vocabulary:

1. to cultivate - культивувати
2. unilateral - однобічний
3. to compromise - йти на компроміс
4. an agenda - розклад
5. to elicit - витягувати
6. undertaken - здійснено
7. guessers, speculators - здогадки
8. to assess - оцінювати

9. enterprise - підприємство
10. to elicit - виключати
11. to initiate - ініціювати
12. to accommodate - виконувати
13. aegis - егіда
14. secretariat - секретаріат
15. intergovernmental bodies - міжурядові органи
16. to attach - прикріпляти

10. Complete the following tasks:

a) Discuss the following questions.

1. Why is it important for diplomats to work with correspondents from different countries?
2. Should diplomats and ambassadors try to avoid the reporters? Why or why not?

b) Comprehension tasks.

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

c) Answer the questions.

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

5. What is the way to promote a country's national interests at the United Nations?

d) Use the word combinations from the previous exercise in the following sentences.

1. The inclusion of a sixth principal organ, the Economic and Social Council (ECOSOC), reflected the increasing_____to these issues not only by governments but also by nongovernmental organizations (NGOs).

2. Another important skill in multilateral diplomacy is the ability to _____ with the media, especially the US media.

3. States are drawn into multilateralism and the construction of interstate institutions or regimes in pursuit of their national and global interests, and the task of the diplomat is thus seen as_____ those_____.

4. Globalization has gone so far that managing complex issues _____ on the part of all those concerned.

5. Ambassador L. points out that tactical flexibility is even more at the United Nations than in bilateral diplomacy.

6. The only way for anyone to deal with this complexity is by building coalitions and to privately develop an informal consensus on how to deal with a problem before_____ in the formal institutional structures.

7. The Congress of the United Nations has had almost as many views as speeches on the question but it has no prerogative to _____ of the United Nations regular budget.

8. Diplomats in multilateral venues, regardless of their nationality, must pay special attention to the American media, which strives to _____ on many important issues.

9. In the UN lobby reporters elbow their way to _____ of celebrities and take pains to _____ thrusting out their microphones.

e) Suggest as many synonyms as you can for the verbs below.

- 1) to cultivate
- 2) to compromise
- 3) to elicit
- 4) to introduce
- 5) to assess
- 6) to initiate
- 7) to fulfil
- 8) to accommodate
- 9) to shape
- 10) to attach

f) Fill in the gaps with the verbs from the list above.

1. John always tries _____ people who might be able to help him professionally.
2. The terms of the contract must _____ exactly.
3. It's too early _____ the effects of the new legislation.
4. The union has made every possible effort _____ the management.
5. The government _____ a ban on the advertising of cigarettes.
6. They refused _____ their principles by doing a deal with the terrorists.
7. Their appeal for funds didn't _____ much of a response.
8. His philosophy _____ through solving moral dilemmas.
9. It would be unwise _____ too much significance to these opinion polls.
10. The government _____ a massive new house-building programme.
11. He asked more than the sponsor was willing to pay, so they _____ on a price.
12. This company should be able _____ our requirements.
13. After much questioning, he _____ the truth from the manager.
14. The commission _____ the value of the house at J 60,000.
15. During the war I _____ to the naval college as a gunnery instructor.
16. His sharp remarks _____ a note of bitterness into the talks.

17. Peace talks_____ in an attempt to avert a full scale war.

g) Translate the following passage into English using the active vocabulary.

Як же організується робота зі збирання інформації всередині посольства? Перше, що зазвичай практично робиться, це виділяються певні люди, які повинні уважно стежити за пресою та налагодити добрі робочі стосунки з кореспондентами місцевих газет, редакторами газет та помітними журналістами, які формують ставлення громадськості до різних актуальних питань.

Ці зв'язки дозволяють отримати відповіді на питання, яким надається велике значення всередині країни, та уявлення про які є ключовим моментом під час виконання дипломатичних завдань. Відомо, що преса є дуже важливим джерелом інформації в країнах, де відбувається боротьба політичних партій, де різні групи суспільства мають окремі органи друку, які висловлюють їхню думку з низки питань.

Однак у ряді випадків преса не завжди дає об'єктивну оцінку подіям, що відбуваються, оскільки, або відображає позицію, яку займають її власники, або прагне задовольнити інтереси всіх сторін. Тому, поряд з аналізом преси, дипломати зазвичай намагаються шляхом особистого спостереження та спілкування збирати повнішу інформацію, яка точніше показувала б дійсний стан речей.

11. Read the text

TEXT 4

DON'T WRITE OFF NEWSPAPERS YET

(by Conrad Black "The Daily Telegraph")

America Online CEO Steve Case told me recently that the newspaper business was "somewhere between beleaguered and dying". The high priests of the

Internet have been predicting the death of the newspaper for some time, often with the affected clinical indifference of the technological Darwinian. Anyone of consent age in a civilized place would have to be brain dead not to recognize the power of the Internet. Newspaper proprietors who fail to bridge the culture with Internet developers and users are doomed to a precarious existence in a no-growth industry. But those who recognize the Internet's potential, and the power of a strong newspaper franchise as a platform for Internet operations, will prosper. It is anachronistic that we should continue to be informed and entertained much as we were a century ago by the distribution through congested city streets of large quantities of newsprint, wrought from distant forests. In newspapers, as in other media, the content is important and there is considerable flexibility to accommodate the preferences of the consumer in matters of delivery. Virtually all newspapers are published on the Internet now.

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

The Arrogance of Indolence

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

nationwide newspaper, the *National Post*, in late 1998, it had an electrifying effect on the Canadian media, almost immediately gaining a paid circulation of 300,000. In part this was because the *National Post* took a different view than the usual soft-left Canadian media preoccupation with rather trivial distinctions between Canada and the U.S. But mainly its success was because of a sharper, more humorous and more crisply edited style than Canadians are accustomed to from their worthy but not overly rollicking media.

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

The concern most frequently expressed for the commercial viability of newspapers is that they will lose all their classified-advertising revenue. In one sense this is true but intelligent publishers will lose it to themselves. Already all seriously managed newspapers put their classified advertising on the Net, and almost all of them do so in a way that interlinks with other newspapers to make regional or national networks. Our *Chicago Sun-Times* offers advertisers space in the newspaper, on the Web and in a specialty publication called Digital Chicago. Internet policy of posting classified advertising without charge and calling it content could be somewhat troublesome for newspapers. But either it will lead to such an avalanche of unpaid advertising that would be unwieldy as well as expensive to the service provider, or it will not catch on at all outside a few categories. Resourceful newspaper publishers will successfully defend most of their revenue.

Increasing Revenue

The Internet affords the newspaper publisher the opportunity to expand his circulation vastly, if his product is more than regionally competitive. He will be able to reduce raw-material costs to the extent that people desire the newspaper on their screens rather than on newsprint. He will be able to sell access to his archives and generally increase both advertising and circulation revenue if the quality of his product is competitive. For the greater newspapers, it certainly will be. Anyone will be able to set up on the Internet and compete directly with telecasters and established Internet sites. In this era of overwhelming choice, the central question is: Who can attract the proverbial eyeballs? As the profusion of advertising in the *Wall Street Journal Europe* demonstrates, there is no better platform for launching, promoting, co-branding and joint selling with Internet sites than an authoritative newspaper. Serious newspapers will offer their loyal readers a range of Internet services as varied as their content. Those that can bridge the newspaper and Internet cultures will have their full share in the rise of the Internet. They will retain a base of goodwill and brand loyalty that other media will rival only with great persistence and difficulty.

12. Read the new words

Vocabulary:

1. beleaguered - обложений
2. a newspaper proprietor- власник газти
3. no-growth industry - нерозвинена галузь
4. franchise - франшиза
5. congested - перевантажений
6. indolence- лінощі
7. preoccupation - заклопотаність
8. bandwidth - пропускна здатність
9. the commercial viability of newspapers-комерційна здатність газет

10.classified-advertising revenue - дохід від реклами

11.telecasters - телетранслятори

13. Complete the tasks:

a) Answer the questions.

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

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

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

c) Find the word combinations in the text and translate them in Ukrainian.

to be doomed to a precarious existence

to launch a newspaper
to pose a direct threat to
to expand the circulation
to increase advertising and circulation revenue
to compete directly with smb for smth
to bridge the cultures
to retain loyalty to
to rival smb for smth/in smth

d) Use them in the following sentences.

1. Governments should make human concerns central to statecraft otherwise we will be _____ .
2. Though many Britons _____ to the government opinion polls in 2000 indicated increasing dissatisfaction by the population with the Labour and some of its programmes.
 1. The Conservative party in order to _____ with the Labour and to appeal to the electorate is attempting to generate new policy directions and a new image.
 4. The Labour Party has in practice embraced and built on many Conservative ideological positions, _____ .
 5. One of the ways for newspaper management to make a profit is to _____ .
 6. The breakthrough to what we think of as the modern press arrived when Lord Northcliffe _____ the *Daily Mail* in 1896.
 7. This year the newspaper _____ and can now _____ most authoritative newspapers.
 8. Nuclear disarmament remains the ultimate goal as proliferation of nuclear weapons _____ humanity.

e) Use the words in bold in the given sentences.

f) to circulate - circular - circulation - circuit -to circle - circle

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

g) to advertise - advertising – advertisement - (ad, advert) - advertiser

1. The government has a network of more than 200 offices around the world that regularly runs_____ campaigns and organized trade shows to sell Britain to the world.
2. When does the new_____ campaign begin?
3. Too often the_____ have simply reinforced the worst stereotypes about Britain.
4. A small business can only afford_____ in the local pres.
- 5._____ publicly inform people about a product or service in order to persuade them to buy it or use it.

h) to compete - (in)competent - competitive - competition - competitiveness - (in)competence - competitor

1. Multilateral institutions combined with the _____ dissemination of standardized systems and technologies of production have increased the speed and security with which knowledge flows across national boundaries.
2. According to another _____ view globalization has gone so far as to render state structures incapable of managing complex issues.
3. The situation could result in intense _____ and rivalry between the Eastern European and Central Asian governments on the one hand and the developing countries' governments on the other.
4. European countries are successfully reforming their economic and labour markets in the areas of business deregulation, job mobility and _____ .
5. Being a large economy does not mean that the country is one of the leading richest _____ in Gross Domestic Product terms.

i) Make sure you can choose the correct alternative.

1. The Red Cross **distributed/delivered** food and medicine to people in the flood area.
2. The victors in each war attempted to **launch/introduce/establish** a system or organization to **retain/preserve/keep** the gains they had achieved and prevent future wars.
3. In Vienna, the victors over Napoleon created the Concert of Europe, an informal agreement **to retain/preserve/keep** the status quo on the continent.
4. The participating countries codified the status and functions of diplomats and **launched/introduced/established** the principle that any member could **launch/introduce/establish** a call for a conference with the others.
5. The president expressed concern about nuclear weapons **proliferating/expanding/increasing** in the world.
6. The next **distribution/delivery** of newspapers will be in two weeks' time in this remote place.

7. “**Retain/Preserve/Keep** America Beautiful” and “**Retain/Preserve/Keep** Britain Tidy” are the two slogans to encourage people of respective countries not to drop litter in the

streets.

8. The Prime Ministers and Presidents are more determined than ever that the Commonwealth should continue **to proliferate/expand/increase** its activities.

9. In the 1980s the company was **thriving/prospering** in spite of difficult conditions and high taxes.

10. It was suggested that the employee should send a photocopy and **retain/preserve/keep** a copy of the original version of the letter.

11. Though he has become a prisoner he **retained/preserved/kept** a sense of his own identity.

12. Attempts **to expand/proliferate/increase** the circulation and cut out waste resulted in the **launch/introduction/establishment** of new computerised technology to produce newspapers.

13. The Democratic candidate is going **to rival/compete** the Republican candidate in the presidential election.

g) Fill in the blanks with the verbs in the correct form.

to present	to impose on
to ensure	to comment on
to feature	to print
to cover	to publish
to provide	to distribute
to contribute to	to detach from

1. Politicians and commentators often seem interested in _____ the country as a “problem” and suggesting their own remedies.

2. Marxism and feminism can both _____ powerful insights, but each also has its blind spots and its limitations.

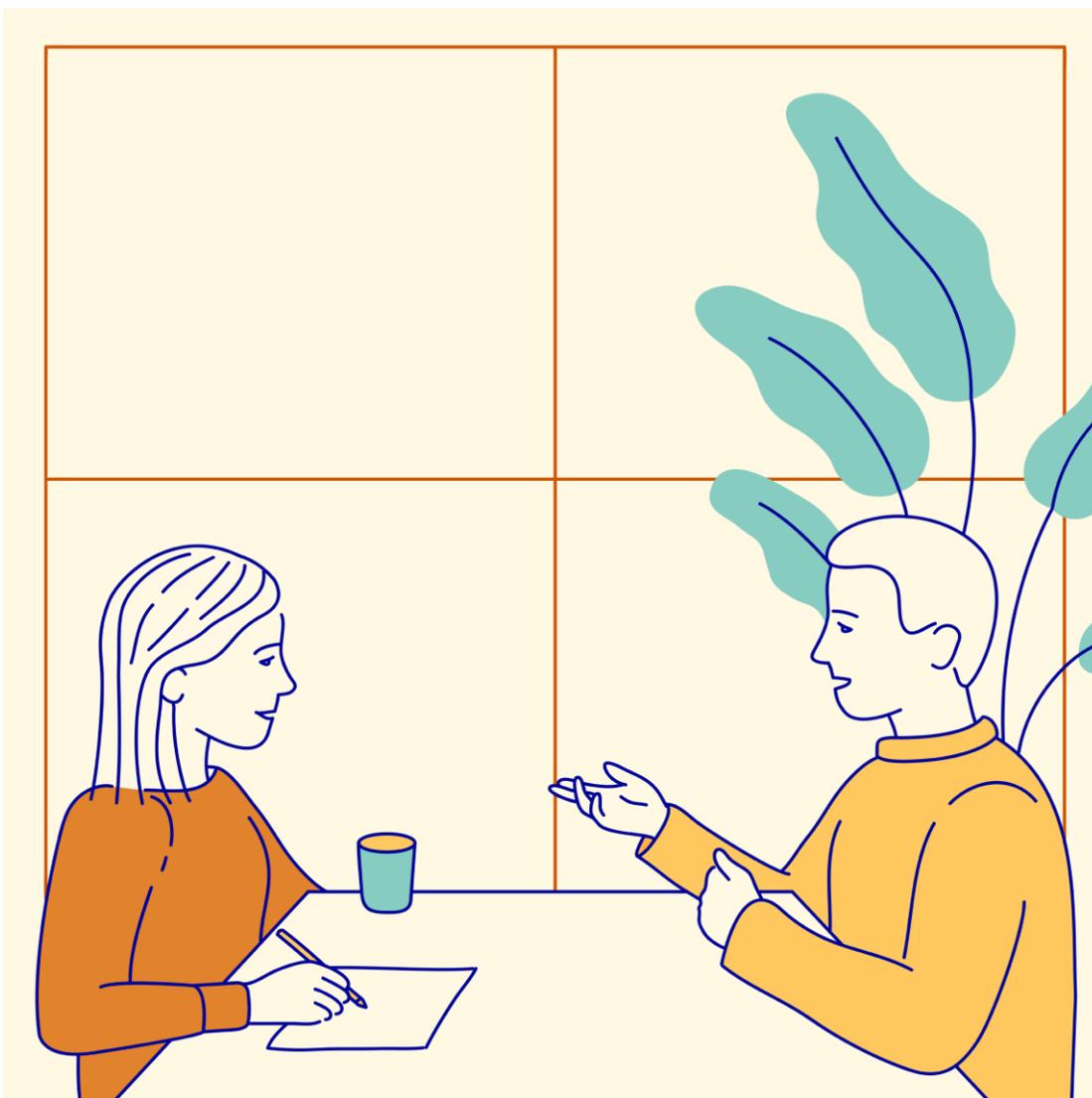
3. People have to be understood in their own terms: this cannot be done by _____ on them some alien ideological agenda form outside.
4. A popular comedy show _____ sketches of extraordinary crudity, which seem to strike only foreigners.
5. The next two texts _____ on the perceived need to create an economically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

k) Translate the following into English using the active vocabulary.

Редактори авторитетних газет надають великого значення тому, щоб друкований матеріал висвітлював читачам новини об'єктивно та неупереджено. Вони особливо уважно стежать за тим, щоб суб'єктивна думка була виключена з колонок новин огі представлена на окремих шпальтах, де розміщені редакторські статті. Їхня головна мета - зберегти об'єктивність і забезпечити рівноцінні друковані площі, наприклад, політичним суперникам та протиборчим партіям.

Unit 5

PRESS PUBLICATIONS



1. Read the text. Translate it into Ukrainian

TEXT 1

PASS THE PULITZERS

(“The Economist”)

WASHINGTON, DC. A few years ago, Hollywood produced a film based on the amusing (and not implausible) premise that aliens from outer space had

been living on earth for years, particularly in New York. The heroes of “Men in Black” were immigration officers whose job it was to keep an eye on these extra-terrestrials. The only help they had in this difficult task, beyond a fine array of machineguns, was the tireless reporting of the tabloid magazines - “the best investigative journalism in the world,” as one of the characters says.

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

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

Why forsake Martians for politicians? The simple answer is readership. The *Enquirers* circulation has sunk from 3.1m in 1994 to 2.1 m, the *Star s* from 2.8 m to 1,6m. Supermarket chains become nervous about stocking tabloids if their circulation falls below 2 m.

Circulation is down partly because readers seem, quite astonishingly, to mistrust the tabloids’ accuracy. Only one out of every eight people who flip through the pages of a tabloid on the way to the checkout counter actually bothers to buy one. Meanwhile, the people who originally got into the habit of buying the

tabloids to read about the latest sightings of Elvis are beginning to die off. The mainstream media are invading the tabloids' territory with gossipy entertainment channels and endless chat shows that blur the distinction between speculation and news.

David Pecker, who has run American Media Inc's tabloid empire since 1999, is spending millions in an attempt to recruit new readers and advertisers. He has presided over a dramatic consolidation of the industry, leaving him in control of all the weekly tabloids. He is increasing the amount of firepower his group devotes to investigative journalism: the *Enquirer* set a dozen reporters on to the task of dissecting Mr. Clinton's ten most questionable pardons. And he is dealing with the credibility problem by carefully segmenting his market. The *Enquirer* is aiming at the top end. The paper's delivery vans have the slogan

"Get it first. Get it fast. Get it right" printed on the back, and "No Elvis. No aliens. No UFOs" on the side. (The *Weekly World News*, which has led the pack with sightings of Elvis, continues to focus on traditional tabloid fare.)

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

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

Interested public, or public interest?

Such high-mindedness may have its merits, but the supermarket tabloids do not share it. They say the job of the press is to expose the personal failings of the

powerful as well as to discuss greenhouse gas emissions. They instinctively realize that President Bush's tough stance on marijuana makes the question of whether his daughter has ever smoked that weed a compelling news story. (Texas sends people caught with two ounces or less of marijuana to jail for 180 days.)

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

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

And the tabloids still tackle the questions that higher-minded journalists steer dear of in their writing but then spend most of the week discussing at lunch. The latest *Globe* reports that Mr. Clinton plans to tell everything in his memoirs, including the crucial "facts" that he "was a battered spouse who suffered physical abuse at Hillary's hands for years", that he had a secret mental breakdown after telling his daughter about his affair with Monica Lewinsky and, surprise, that he's a sex addict.

New York Times, please do not copy.

Notes:

the Reverend Jesse Jackson (1941)

a US politician in the Democratic Party, who is also a minister in the Baptist Church and one of the leading black politicians in the US. He was active in the civil rights movement during the 1960s, and is known as a very effective public speaker who has always supported black people and other groups who have been unfairly treated in the past;

Hillary Rodham Clinton (1946)

the wife of ex-president Bill Clinton, was the First Lady of the US;

Bill Clinton (1946)

the 42nd President of the US. He was elected President of the US in 1992 and again in 1996. Clinton was a popular President for most of his period in office, because the US economy was strong;

J. Simpson (1947)

a US football player, one of the most successful players of the 1970s, who later became

an actor. In 1994 he was charged with murdering his wife and her friend. The trial lasted for nine months, and was watched on television by people all over the world. In the end the jury decided that he did not kill her. Later, relatives of the murdered people won a civil court case against him and he was ordered to pay them \$ 8.5 million. Simpson is black, and the question of race was important in the attitudes of ordinary people towards Simpson;

Elvis Presley (1935-1977)

a US singer and guitar player, who first became popular as a rock'n'roll singer in the mid-1950s, and became one of the most successful and popular singers ever. He is often called "The King", and some people say that they do not believe that he is dead;

Elvis's sighting

an occasion when someone claims that they have seen the dead US singer Elvis Presley. These sightings are usually mentioned as a joke, but a few people believe that he is still alive;

Monica Lewinsky (1973)

a US woman who had a sexual relationship with President Bill Clinton. In 1995, Lewinsky worked in the White House as an intern (= a young person who does a job for a short time to gain experience). At first, both Lewinsky and the President

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

2. Answer the following questions:

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

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

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

4. Find in the text the English equivalents for the following Ukrainian phrases

- 1) цілком правдоподібна посилка
- 2) невтомні повідомлення
- 3) журналістське розслідування
- 4) стежити за будь-ким
- 5) гарячі сенсації
- 6) змагатися з будь-ким
- 7) наплив статей
- 8) відмовлятися від чогось заради...
- 9) сумніватися у правильності
- 10) згладжувати різницю між...
- 11) стерти кордон між...
- 12) аналізувати
- 13) пліткувати
- 14) викривати недоліки
- 15) жорстка позиція щодо...
- 16) опублікувати повідомлення
- 17) робити припущення
- 18) уникати питань
- 19) взятися за вирішення питань

5. Choose the more suitable word

1. The *Listener* is the official *journal/magazine* of the Linguistic Association.
2. The *Sunday News* has the highest *circulation/output* of any newspaper in Britain.
3. A *scoop/circular* is a leaflet delivered free to a large number of people.
4. The introduction to a book written by the author is a *preface/premise*.

5. Our company finds it difficult to *launch/market* products in that part of the world.
6. They are bringing O. Henry's book in a new *edition/publication*.
7. Are newspapers subject to *banning/censorship* in your country?
8. This page looks very crowded and I don't like the *placement/layout*.
9. Mass circulation newspapers usually specialize in *scoop/sensational* stories.
10. Broadsheet newspapers have always *rivalled/vied* with tabloid newspapers.
11. Sometimes reporters *expose/disclose* classified information or pursue investigative *reporting/journalism* to *expose/disclose* corruption within institutions.
12. We are going to *launch/market* the new product at a press conference next month.
13. This newspaper doesn't have very good sports *publication/coverage*.

6. Read text 2 and complete the text using the words and phrases given below

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

TEXT 2

THE PRESS IN BRITAIN

Of the major newspapers (1) _____ in Britain recently the most successful have been *The Independent* at the top (2) _ and *Sunday Sport* at the

bottom. Of the three (3) at the middle market, two have folded while (lie third, *Today*, is already into its third proprietor.

Sunday Sport has a(n) (4) _____ interested in sex-advertising. *The Independent* has (5) _____ an intelligent young market, taking readers from *The Times* and *The Guardian*. It is not as strong as other papers on (6) _____, that is, those stories that continue for days, if not weeks, but few would fault its design and use of quality pictures. Its (7) _____ of some particular issues, such as the Spy catcher story, was much applauded and (8) _____ sales. It is in the middle market that there are limited prospects for growth. Twenty years ago, the middle market (9) _____

sold 7.5 million copies nationwide, but now the figure is half that. The newspaper market is (10) _____ between serious broadsheets and the frivolous (11) _____. The problem for the middle market papers is to create their own (12) _____. The editor of *The Daily Mail*, who regards *The Times* and *The Telegraph* as his (1 3) _____, says his strategy is to encourage longer news stories, engage quality journalists for the (14) _____ pages and introduce a Saturday leisure section in his tabloid paper to (15) _____ those of the broadsheet papers. At *The Daily Express* (16) _____ has dropped from 4 million in the 1960's to 1,100,000. The editor says, "We have to move a little up market. We have to report in more depth".

Competition is important in determining (17) _____. *The Express* and *Daily Mail* are now making money. But things

would change if they had to reduce the (18) _____ as a result of competition.

7. Study the following idioms and make up sentences using them

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

Despite all the talk about democracy in the family, the father usually gives the rest of the members Hobson's choice.

2. The writing on the wall - an incident or event that shows what will happen in the future.

In retrospect he should have seen the writing on the wall when his friend gave him only a cursory greeting on his birth day.

3. To wash dirty linen in public — to openly discuss private affairs

“Let's talk about it privately”, the secretary said, “rather than wash our dirty linen in public”

4. By hook or by crook - any way at all, at any cost

He had bought a costly but useless thing without any reason; now he had to get rid of it by hook or by crook.

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

9. Read and translate text 3 into English

ТЕХТ 3

Сьогодні у пресі користується неабиякою популярністю така послуга як публікація модульних оголошень. Модульна реклама дозволяє охарактеризувати товар, навести усі його важливі характеристики: технічну інформацію, корисність, умови, ціну тощо. Для подальшого стимулювання продажу товарів і послуг, а також для досягнення найвищої ефективності

рекламодавці користуються спеціальним видом реклами — багатосторінковим оголошенням. Як правило, така реклама публікується у глянцевих журналах і є дорожчою за традиційну. Так, А. Назайкін, досліджуючи ефективність реклами, наводить слова класика Клода Хопкінса, який ще у 20-ті рр., ХХ ст. говорив: «Реклама стала більш складною, ніж раніше. Ростуть витрати. Конкуренти стають більш вигадливими» [9, с. 11].

За словами А. Мельник, для суспільства в цілому реклама виконує свою значущу роль, і мова тут йде не стільки про так звану «соціальну рекламу», яка створюється або поширюється безкоштовно з метою просування певних соціальних і етичних цінностей [6]. І не тільки про те, що реклама, забезпечуючи фінансову незалежність преси, гарантує тим самим товариству реалізацію його права на правдиву та неупереджену інформацію. В умовах ринку реклама є суттєвою рушійною силою розвитку економіки і основою демократичного устрою суспільства. Стимулюючи зростання продажів, вона сприяє не тільки розвитку торгівлі та виробництва товарів і послуг, але закріплює певні типи соціально прийнятної поведінки. У першу категорію людей, для яких реклама є корисною, можна зарахувати самих рекламодавців, що розповсюджують вироблені ними продукти або послуги на ринку. За допомогою реклами організації повідомляють про плюси співпраці, про унікальність продуктів і, як наслідок збільшують прибуток, забезпечують регулярне збільшення клієнтської бази [6].

Другу категорію складають «споживачі реклами», тобто безпосередньо особи, на яких спрямовується вплив. Все тому, що за посередництвом цього комунікаційного засобу люди в усьому світі довідаються багато корисної інформації: про те, що під час їжі порушується кислотно-лужний баланс, про корисні біфідобактерії тощо [6].

До третьої групи можна віднести самі місця, в яких здійснюється реклама. Носії інформації дозволяють створити певний колорит, яскраві

слогани і строкаті банери задають настрій, підкреслюють неповторний імідж міста, будівель і споруд [6].

10. Discuss

Positive and negative effects of advertising on consumers.

11. Read and translate text 4

TEXT 4

WHO CARES ABOUT A FREE PRESS?

Henry Grunwald, *TIME*

UNESCO has proclaimed May 3 World Press Freedom Day. In the American consciousness this is not likely to rank with Mother's Day, Secretaries' Day, Pharmacists' Day, or even Kiss-Your-Mate Day, but deserves some attention at a time when America is more dissatisfied than ever with its own media. The exercise brings to mind a 17th century English pamphleteer named John Twyn, who published a defense of revolution. Condemned for treason, he was hanged, cut down while still alive, emasculated, disemboweled, quartered and, presumably to make absolutely sure, beheaded. A great many Americans today feel that this is just about the treatment appropriate to their journalists. Elsewhere in the world, they are in fact treated almost that way.

After the collapse of the Soviet Union, democracy seemed to be on the march everywhere, together with an independent press. Much of that promise came true, but lately it has receded again. The Ukrainian press, for example, forcefully criticizes the government

in ways undreamed of a few years ago. Russian television has made Chechnya a living-room war. As a result, there has been a vehement backlash. All camps -

bureaucrats, politicians, the military, entrepreneurs and criminals — seem to have declared open season on the press. Within the past months an investigative reporter and a prominent TV personality were assassinated. Reformers believe that the press is the last hope for democracy in Ukraine.

The situation is similar in some of the old Soviet republics and satellites. Both former communists and former dissidents are fighting daily to maintain or reimpose state control of the media. In Tajikistan, beset by civil war, the government suppressed all independent media. In Armenia police habitually raid editorial offices. In Romania journalists are often under surveillance. In Slovakia a proposed law would provide one-to-five-year jail sentences for journalists who “demean” the country from abroad. In Poland, the Czech Republic and Hungary the situation is better, but everywhere governments exert pressure by controlling paper supplies, distribution facilities and especially broadcast licenses.

The battle is not confined to former communist areas. In Turkey, a NATO member, more than 70 journalists were in jail at the end of last year. Despite much progress in Latin America, licensing of journalists and other controls are widespread. Argentina recently threatened to pass a law providing up to 10 years of prison for “dishonoring the name of a politician”.

Many of the world’s governments have enshrined press freedom in their constitutions but feel free to ignore it. A charter drawn up by the World Press Freedom Committee condemns censorship in all its forms and proclaims freedom of expression as an essential human right. But government resistance to the charter’s principles is tenacious. There is the argument from patriotism: nations, especially when in crisis, cannot tolerate destructive criticism. There is the argument from culture: chaotic Western concepts of freedom cannot be applied to societies based on order and stability. There is the argument from economics undue press attacks undermine development. There is the argument from idealism: an irresponsible press is apt to spread racial and ethnic hatred. All of these assertions contain elements of truth. It is nearly impossible to export the First Amendment of

the American Constitution, for example, to countries without deep roots and habits of freedom. In many parts of the world, journalists lack any tradition of objective reporting. But for the most part, the fight against press freedom comes down to politicians: protecting themselves and the status quo.

That is ultimately untenable in a world of instant communications that cross all frontiers. And in a global marketplace the notion that authoritarian rule can be combined with free enterprise — the notion might be called Lee Kuan Yewism, for Singapore’s Godfather — cannot work indefinitely. The US maintains that countries aspiring to membership in NATO, in the European Union or in the wider community of developed nations must respect democracy, free enterprise and human rights. But Washington is notably passive in promoting freedom of the press. Why should Americans care? Because if there is to be a world in which the US can enjoy a measure of security and prosperity, the spread of democracy is essential. And democracy is impossible without a free press. Free and responsible, of course. But responsibility is not likely to be taught by the Twyn treatment or lesser forms of repression.

Looking at the rest of the world, American journalists have *reason* to be grateful that the only real threat they face is angry words. And the American public has reason to be grateful that its press, for all its sins, is still the most professional and responsible in the world. Could that mutual recognition produce a glimmer of detente between press and citizens? According to recent surveys, a majority of Americans believe that the media only get in the way of solving problems. But a majority also believes that the press keeps powerful people from becoming too powerful. Perhaps that thought should be the message of World Press Freedom Day, everywhere, including the US.

12. Answer the following questions

- 1) Does the author provide an answer to the question in the title? Is the title of the article a question in fact?
- 2) How can you describe the style of the article? (Formal-informal, emotional-neutral, personal-impersonal) Quote the article to prove your impression.
- 3) What part does the paragraph about John Twyn play in the article?
- 4) What repressive measures used against the press throughout the world are mentioned in the article?
- 5) What reasons according to the author make the public object to the freedom of the press? How valid are those reasons from his point of view?
- 6) Why do most world governments favor censorship of the press?
- 7) How does the author describe the relationship between the American citizens and journalists?
- 8) What is the role of a free press in a democratic society?

13. Explain the following points of the text

- 1) UNESCO — What do those letters stand for?
- 2) Why are the names of some days mentioned in the article spelt with capital letters?
- 3) What is the **First Amendment** about? When was it made? Why?
- 4) What is the origin of the words: **detente? Status quo?**
- 5) What do those words mean in plain English?
- 6) How many different meanings of the word “godfather” do you know? In what meaning is it used in the article?

14. Find in the text the English equivalents for the following Ukrainian phrases.

Засудити когось до смерті за зраду, люта реакція у відповідь, оголосити сезон полювання на журналістів, бути охопленим війною, здійснити наліт на редакцію, принижувати гідність країни, увічнити свободу преси в конституції, мішатися під ногами.

12. Translate text 5 into English

TEXT 5

У сучасному українському суспільстві роль ЗМІ постійно зростає. Інформуючи населення, ЗМІ формують у людей навички аналізу діяльності влади, здатності захищати власні погляди, підвищують відповідальність влади за її дії. Відповідно, налагодження дієвої взаємодії між органами державної влади, громадськістю та засобами масової інформації є важливою складовою розвитку засад здійснення суспільного діалогу, забезпечення участі громадян в обговоренні та виробленні державної політики, гарантування їх прав на отримання та доступ до інформації в контексті розвитку громадянського суспільства і зміцнення демократії в Україні.

Також, в міру розвитку інформаційної революції стає все більш визначним поняття «інформації» як трансформаційного ресурсу. Саме інформація найбільш впливає на всі процеси перетворення. У сучасному суспільстві з усіх видів духовно-психологічного впливу на перший план висувається інформаційна влада. Інформаційна влада, і насамперед, її головні носії – засоби масової інформації, є складовою частиною механізму функціонування демократії, а також її ціннісних підвалин, демократичного ідеалу

За допомогою своїх інститутів інформаційна влада впливає на політичну свідомість і політичну діяльність як через спеціальні політичні комунікації, так і опосередковано, наприклад, через ЗМІ, систему освіти,

просвіти, в тому числі і бібліотеки. Саме ці інститути генерують соціальну пам'ять нації, соціальних груп і особистостей, задають інтерпретаційний зміст подіям, що відбуваються. До того ж, у XXI ст. володіння інформаційними ресурсами й технологіями об'єктивно стає однією з неодмінних умов розвиненості, могутності та конкурентоспроможності нашої держави адже ЗМІ в сучасних умовах стали одним з важливих факторів політичного процесу. В свою чергу сама поява ЗМІ та Інтернету не могла не позначитися на характері комунікації між Президентом та громадськістю. Президенти незалежної України, в своїй діяльності, спираються на систему політичної комунікації, яка є одним із засобів відображення політичних відносин. Політична комунікація це безперервний процес циркулювання інформації між різними частинами політичної системи. Вона сприяє зміцненню політичного зв'язку президент громадськість та підтримує його в стані співробітництва.

Оскільки інформаційна діяльність засобів масової інформації і надалі незмінно зростає і посилюється, впливає на всі сторони життєдіяльності суспільства і держави, завдання полягає в тому, щоб ця діяльність відповідала українським національним інтересам, сприяла утвердженню незалежної Української держави. Ця проблема є особливо актуальною сьогодні для України. Тому дослідження ролі ЗМІ в організації процесу комунікації президент громадськість, на думку автора, є доцільним і своєчасним.

Віддаючи належне науковій і практичній значущості наукових праць вітчизняних і зарубіжних учених, слід, однак, зауважити, що серед невирішених частин проблеми залишається дослідження ролі ЗМІ в організації процесу комунікації президент-громадськість як важливого чинника державотворчих процесів в Україні, що й обумовлює зацікавленість зазначеною проблематикою.

13. Read text 6 and jot down the pros and cons of censorship

TEXT 6

CENSORSHIP

Views about censorship are of two main kinds. Proponents of censorship take the view that the loss of freedom that censorship involves is a necessary evil because there is

likely to be a far greater loss of freedom without censorship than with it. Opponents of censorship argue that censorship itself is a far greater threat to freedom, than any of the dangers it supposedly guards against. Those who favor censorship base their arguments on the view that, if left to their own devices, human beings do not always act in the best interests of their fellow men and women. They need to be protected from themselves by governments in much the same way that parents need to protect their children from the consequences of some of their natural instincts. To believe otherwise is seen as at best naive, at worst plain foolish.

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

Supporters of this general view believe that the threat to human rights would be much greater without the protection of censorship. The means are seen as justifying the end: it is better to sacrifice a small amount of freedom in the interests of ultimately creating much greater overall freedom. According to their views,

there is really no such thing as freedom, merely uncontrolled opportunities for the more powerful and unscrupulous to exploit the weaker and law-abiding.

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

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

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

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

DISCUSSION STRATEGY

Discussing the Pros and Cons of an Issue

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

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

14. Give the English equivalents for the following Ukrainian words and phrases

- 1) прихильники
- 2) противники
- 3) неминуче зло
- 4) викликати хвилювання, поширюючи дезінформацію
- 5) матеріали образливої якості
- 6) позбавити когось аудиторії
- 7) так само, таким же чином
- 8) дотримуватися погляду, думати
- 9) визнати, що
- 10) розходитися в думці з приводу того, що вважається панацеєю
- 11) виявляти наївність, вважаючи
- 12) неоднозначне явище, палиця з двома кінцями

The noun "press " derives the following verbs:

- 1) to press
- 2) to depress
- 3) to express
- 4) to oppress
- 5) to suppress
- 8) to impress
- 9) to repress
- 10) to compress

15. Use the above verbs or their derivatives in the following word combinations:

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

16. Fill in the gaps with the above verbs or their derivatives

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

17. Translate the following sentences into English using the new vocabulary

1. У прагненні збільшити свій тираж більшість газет приділяють тепер більше уваги публікаціям розважального та скандального змісту.
2. Керівництво спецслужб фактично оголосило сезон полювання на журналістів, які організували витік секретних матеріалів про дослідження із забороненим хімічної зброї.
3. Неправильно вважати, що у прагненні докопатися до істини журналісти завдають шкоди авторитету країни та принижують її гідність.
4. Сотні людей прийшли до телецентру віддати останній борг загиблому журналісту.
5. Вільна преса покликана доносити правду про діяльність уряду до широкого загалу.
6. Поліція здійснила наліт на натовп журналістів, які чекали на вихід газетного магната, і конфіскувала кілька камер.
7. Перша поправка до Конституції США увічнила свободу преси у цій країні.
8. Ліберали визнають, що цензура є неминучим злом, і припускають, що вона може запроваджуватися у надзвичайних обставинах.

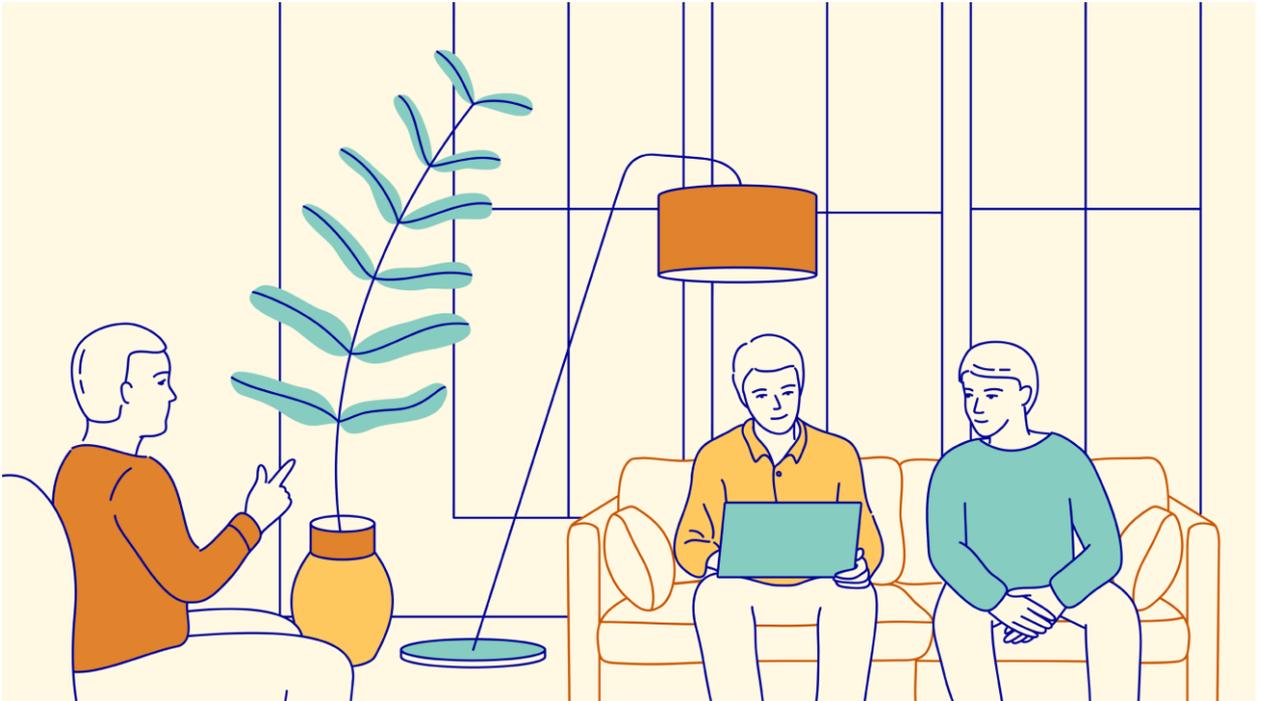
18. Write an essay on one of the following subjects

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

- 5) When the press is free and every man is able to read, all is safe. (*Thomas Jefferson*)
- 6) A good newspaper is a nation talking to itself. (*Arthur Miller*).

Unit 6

PRINT MEDIA



1. Read the text. Translate it into Ukrainian

TEXT 1

Print media includes those media of communication which are controlled by space rather than time. It can be read at any available time and can be kept for record. Following are the major print media of mass communication.

Books

In the past books was not a mass medium but privilege of the elite class. There were two reasons for that. Firstly, books were not printed but transcribed by hand. Secondly, the low literacy level in the masses limited books exclusively to a small fraction of the society. It was the nineteenth century which saw book as a mass medium.

In the contemporary world, book is one of the most effective mass media. It is the best source of education. However, it should not be talent merely as an educational tool. It is the best and cheapest means of storing and transmitting to

others the records, knowledge, literature speculations and entertainment characteristics of the human society. It represents the conscience of time and people gone by, and it speaks to each reader individually. Computer can also be used for storage and retrieval of information. However it has yet to go a long way to replace book for storing and retrieval purposes.

Books provide permanent record. Some books printed several years ago are still in existence. Books, from their beginning, have demonstrated their capacity to bind traditional societies together and to give rise to new and sometimes revolutionary thought patterns.

Newspaper

Newspaper is one of the most important and effective print media of mass communication. It was first published in Germany and later spread its roots to the rest of the world. Its valuable services to the community like information, education, entertainment, persuasion, cultural transmission, record facility etc., have made it an inevitable medium for the contemporary world.

Magazine

Magazine is another important print medium of mass communication. It is the predecessor of the daily newspaper. Especially, the birth of journalism in the Indo-Pak Sub-Continent dates back to the magazine journalism. Hickey Gazette, Jam-e-Jehan Nama, Miratul Akhbar and Dag

Darshan the first English, Urdu, Persian and Bengali languages papers respectively were all weeklies at their debut.

A magazine is published periodically in a bound format, has a double paper cover and usually better quality paper is used. Magazines can be classified in terms of the regular intervals of their publication and appeal- wise. The first category includes Weekly, fortnightly, Monthly, Bimonthly, Quarterly, Annually and

Biennially etc., while the latter category include Mass Magazines, class magazines and specialized magazines etc.

3. Answer the following questions

- 1) Why were books a privilege in the past and not mass?
- 2) What is the advantage of books as a repository of information?
- 3) Name the main functions of the newspaper.
- 4) Where was the first newspaper published?
- 5) What separates magazines from other printed publications?
- 6) What are the main periods of journal publications?

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

1. My eyes nearly popped out of my head on Monday when I read a c_____ by A.N. Wilson, the d_____ novelist and j_____, in the London *Evening Standard*. Mr. Wilson wanted to get his claws into Peter Mandelson. Six months ago, even so brave a c_____ as Mr. Wilson would not have written this. Or, if he had, his e_____ would not have p_____ it. I do not know where Mr. Hastings, the e_____, was on Monday morning, and it is possible that he was absent and that the s_____ felt unable to c_____ Mr. Wilson's words. But I like to think that Mr. Hastings takes a keen interest in what goes into his p_____, and that he judges Mr. Wilson's c_____ to be acceptable. What a transformation there has been. Few politicians have exerted such p_____ on the media as Mr. Mandelson. Several other ministers c_____ sympathetic newsmen: c_____ and r_____ Mr. Mandelson's brilliance has been to do all that, but to e_____ his grip to e_____ and p_____. What has changed? Why has he received such a bashing from some n_____? Why have there been a series of s_____ about his political career? Why have some

newspapers 1_____ a campaign against him? Sentiment has turned against him even among former sympathisers. The *Guardian's* 1_____ on Tuesday was far from supportive. The *Mirror's* 1_____ on the same day was helpful, though the paper gave s_____ to his r_____ to rage against him. It is conceivable, I suppose, that Peter Mandelson may still one day be F_____ S_____. The point is that this man, who once instilled awe, even fear, in p_____ and e_____ and j_____, has been cut down to size. It is no longer possible for him to have a quite word with a p_____ to soften his newspaper's c_____ of the Dome or its c_____ of government policy in Northern Ireland. No one would be cowed by him now. He is damaged goods.

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

What are the UN's s_____ or even unique advantages as a framework for multilateral diplomacy? First, the United Nations brings together 1_____ of all member states. Second, the UN can s_____ world opinion on particularly p_____ problems. It can also f_____ attention on and e_____ global support for countries and peoples who are disadvantaged or facing s_____ risks. Third, the UN has c_____ the machinery for global response to emergencies. It is the 1_____ pad for a v_____ of activities related to global peace and security. The UN's s_____ agencies and other bodies

e_____ in wide-ranging activities, a_____ great importance to such areas as health, natural resource management, population control, education and agriculture.

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

5. Complete the text with one word only

The average 1_____ office receives many times the amount of 2 _____ news than it has 3 _____ to print. The 4 _____ must include or jettison items as he sees 5 _____. It is inevitable that his ideas of what the 6 _____ wants to know, or should know, are 7 _____. Because the newspaper 8 _____ do not want to endanger a 9 _____ business, there is the constant 10 _____ between personal opinion and the desire not to offend too many readers or 11 _____. It is essential to the operation of all mass 12 _____ that they avoid being 13 _____ in their news 14 _____ or 15 _____.

6. Translate the following into English using the active vocabulary

Зміст газети змінювався відповідно до вимог життя та потреби задовольнити запити всіх зацікавлених сторін. Основою будь-якої газети є свіжа, швидко доступна та різноманітна інформація, що відображає реальні факти. Основним елементом газетної смуги є яскравий, ефектний заголовок, який короткий і часто сенсаційний. Складання заголовків — один із

основних обов'язків помічника редактора, його професійні якості перевіряються саме у цій сфері. Інший його обов'язком є побудова газетної шпальти, зміст якої об'єктивно, неупереджено і неупереджено і представлений у найбільш стиснутій, чіткій та виразній формі.

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

A. How was your trip to X.?

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

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

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

A. Are they censored?

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

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

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

A. What about foreign journalists?

B. Any foreign journalist accredited to X. who writes an article even mildly critical of the regime will be taken to task. Either their accreditation is not renewed or in some cases they have been expelled from the country for biased reporting.

8. Discuss the following issues

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

4. Which of the media provides the best coverage of international news?

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

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

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

Useful phrases

To express your views emphatically

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

To challenge

1. I wonder if this view is justified in the light of ...
2. I don't think you fully appreciate the fact that...
3. It would be in your own interest to ...
4. I would be inclined to ... if I were you.

To interrupt

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

To come back to a point

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

Preventing an interruption

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

Offering a compromise

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

Accepting a compromise

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

Rejecting a compromise

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

10. Read and translate the text

TEXT 3

Stereotypes and Less Flattering Terms

Unfortunately, the public often has a much different image of public relations. A common stereotype is that public relations is a glamorous field because public relations practitioners meet exciting and interesting people, go to parties, and generally spend the day doing a lot of schmoozing. On the more sinister side, many people think public relations is a synonym for propaganda, manipulation, and even lying on behalf of special interests such as corporations and politicians. Many people gain their perceptions from television programs such as *Sex and the City*, which is now in reruns and even became two movies. Ellen Tashie Frisna, a professor at Hofstra University, writes in *Tactics*, “Samantha Jones (Kim Cattrall), the sexiest of the show’s characters, owns a PR agency. And she is - shall we say - experienced. She talks about her career as a way to meet men. (Her conquests include clients and temps.) Sorry, kids - the real world of public relations isn’t like that.” Of course, other television programs and movies also give somewhat negative stereotypes about public relations. ABC’s *Spin City*, for example, featured Michael J. Fox as the deputy mayor of New York, who protected his bumbling boss from the media and public. More recently, Bravo launched a reality show, *Kell on Earth*, that the *New York Times* described as “a reality show that follows a publicist, Kelly Cutrone, as she bullies and cajoles her way through the underbelly of the New York fashion world.” *Mad Men*, a series about an advertising firm in the 1960s, has also portrayed public relations as a somewhat dubious activity. The movies *Phone Booth*, *The Sweet Smell of Success*, and even *The Devil Wears Prada* also add to the portrayals of sleazy publicists who have virtually no personal or professional moral compass. Some films are satires, but still project a negative image of public relations. *Thank You for Smoking*, a movie adapted from the book by Christopher Buckley, is a particularly good satire about a public relations person defending the tobacco industry. *Wag the*

Dog, starring Dustin Hoffman and Robert DeNiro, is also a satire focusing on how an embattled president creates a fake war with the help of public relations pros to improve his image. A more recent film, *Bruno*, with leading actor Sacha Baron Cohen, played up the “dumb blonde” syndrome. At one point in the film, Sacha’s fictional character asks two sisters who run a public relations firm in Los Angeles, “What charities are hot now?” They replied, “Darfur.” He then asked them where Darfur is, and they didn’t have a clue. Other negative stereotypes are perpetuated by journalists who use terms such as “PR gimmick” or “PR fluff.” One journalist once described public relations as “the art of saying nothing.” Frank Rich, an influential columnist for the *New York Times*, has used a number of adjectives over the years to describe public relations. They include “marketing,” “sales,” “sloganeering,” “propaganda,” and “lacking in principles and substance.” Gene Weingarten, a columnist for the *Washington Post*, seems to agree, once calling public relations people “pathetic, desperate dillweeds.” Joe Nocera, a business columnist for the *New York Times*, used less colorful language to describe his frustration with Apple public relations reps. He wrote, “This is another Apple innovation: the robotic spokesman who says only what he’s programmed to say.” Journalists often express frustration when they feel that public relations personnel are stonewalling, providing misleading information, or not being readily accessible to fully answer questions. This is traditionally a problem of effective media relations and, quite frankly, incompetence occurs in all fields, including public relations. Chapters 14 and 15 discuss the responsibilities of public relations personnel to provide assistance to media personnel. Public relations is also referred to as *spin*. This term first appeared in a 1984 *New York Times* editorial about the activities of President Ronald Reagan’s reelection campaign. In the beginning, the meaning of *spin* was restricted to what often were considered the unethical and misleading activities and tactics of political campaign consultants. Today, however, the media widely use the term to describe any effort by an individual or organization to interpret an event or issue according to a particular viewpoint. On occasion, however, spin can lead to a question of ethics, which is highlighted in the

Ethics box below. A more academic term for spin is the concept of *framing*. Multiple research studies show how journalists, as well as public relations personnel, “frame” issues. See Chapter 9 for more on the theory of framing. Another term with a long history is *flak* or *flack*. These words are derisive slang terms that journalists often use for a press agent or anyone else working in public relations. It’s like calling a journalist a “hack.” Although in recent years most publications, including the *Wall Street Journal*, have refrained from using the “F” word in news stories, columnists still occasionally use the word.

11. Answer the following questions:

- 1) Why does society often imagine public relations as something gorgeous?
- 2) Which means of propaganda reinforce the feeling that the public relations are pleasant activity?
- 3) Do you want to have post related with public relations? Why?

12. Read and translate text 4

TEXT 4

PUBLICITY

Publicity is the movement of information with the effect of increasing public awareness of a subject. The subjects of publicity include people (for example, politicians and performing artists), goods and services, organizations of all kinds, and works of art or entertainment.

Publicity is gaining public visibility or awareness for a product, service or your company via the media. It is the publicist that carries out publicity, while PR is the strategic management function that helps an organization communicate, establish and maintain communication with the public. This can be done internally, without the use of media.

From a marketing perspective, publicity is one component of promotion which is one component of marketing. The other elements of the *promotional mix* are advertising, sales promotion, direct marketing and personal selling. Examples of promotional tactics include:

- 1) Art people
- 2) Event sponsorship
- 3) Arrange a speech or talk
- 4) Make an analysis or prediction
- 5) Conduct a poll or survey
- 6) Issue a report
- 7) Take a stand on a controversial subject
- 8) Arrange for a testimonial
- 9) Announce an appointment
- 10) Invent then present an award
- 11) Stage a debate
- 12) Organize a tour of your business or projects
- 13) Issue a commendation

The advantages of publicity are low cost, and credibility (particularly if the publicity is aired in between news stories like on evening TV news casts). New technologies such as weblogs, web cameras, web affiliates, and convergence (phone-camera posting of pictures and videos to websites) are changing the cost-structure. The disadvantages are lack of control over how your releases will be used, and frustration over the low percentage of releases that are taken up by the media.

Publicity draws on several key themes including birth, love, and death. These are of particular interest because they are themes in human lives which feature heavily throughout life. In television serials several couples have emerged during crucial ratings and important publicity times, as a way to make constant headlines. Also known as a publicity stunt, the pairings may or may not be according to the fact.

"Publicity is not merely an assembly of competing messages: it is a language in itself which is always being used to make the same general proposal," writes the art critic John Berger. "It proposes to each of us that we transform ourselves, or our lives by buying publicity is not paid for something more."

13. Answer the following questions:

- 1) What is publicity?
- 2) What tools are used to achieve publicity?
- 3) What are the key points of publicity?

14. Make up a few sentences with the following words and word combinations:

- 1) Arrange for a testimonial
- 2) Publicity
- 3) Pool and survey
- 4) Take a stand on a controversial subject
- 5) Stage a debate

15. Read text 5 and make up a list of words, characterizing and describing a publicist

TEXT 5

PUBLICIST

A publicist is a person whose job is to generate and manage publicity for a product, public figure, especially a celebrity, or for a work such as a book or movie or band. Publicists could work in large companies as in little companies.

Though there are many aspects to a publicist's job, their main function is to persuade the press to report about their client in the most positive way possible. Publicists are adept at identifying and pulling out "newsworthy" aspects of products and personalities to offer to the press as possible reportage ideas. Publicists offer this information to reporters in the specific format of a magazine,

newspaper, TV or radio show, or online outlet. The third aspect of a publicist's job is to shape "stories" about their clients at a time that fits within a media outlet's news cycle.

Publicists are most often categorized under a marketing arm of a company. Marketing is anything that a company does to get their product into the hands of a customer who will pay for it. Publicity, specifically, uses the objective opinion of a reporter to tell that story. A seasoned publicist knows how to present a newsworthy story in a way that suggests editorial coverage in a certain direction. This is what is generally referred to as "spin," though it is not a negative connotation, only a very keen ability to present a story in a way that fits for a media outlet at the right time.

16. Arrange in order publicist tasks:

- 1) Publicists are adept at identifying and pulling out "newsworthy" aspects of products and personalities to offer to the press as possible reportage ideas.
- 2) To persuade the press to report about their client in the most positive way possible.
- 3) To shape "stories" about their clients at a time that fits within a media outlet's news cycle.

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

TEXT 6
CENSORSHIP

Representative of the Ministry of Information - "Censorship does not confine democracy but prevents chaos".

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

Politician - “Reports from parliamentary sessions must be censored as indiscreet coverage may undermine the trust of the public in social institutions”.

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

Civil Rights Activist - “Censorship is a violation of human rights as it deprives an individual of a chance to decide what to read or watch”.

Liberal - “Community that puts up with censorship lacks self-respect”.

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

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

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

Feminist - “Though compared to the past job opportunities and education opportunities for women have somewhat improved, the way women are shown in magazines and on TV

still leaves much to be desired. Editors and producers should be either censored or fined for undeferential treatment of women in the media”.

War veteran - “Pro-fascist propaganda programmes and articles that may incite racial or national strife should be banned”.

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

Student - “Because of censorship many important issues remain unavailable to the general public while the aim of the media is to inform”.

Preacher- “Censorship helps to suppress evil. It serves to protect our life from exposure to sin: pornography, violence and heresy”.

Language hints to be used during the round table debate:

Taking the floor:

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

Interrupting:

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

Preventing an interruption:

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

Asking questions:

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

Commenting and challenging:

1. I don't think you fully appreciate the fact that...
2. I wonder if that view is justified in the light of...

3. It would be in your own interest to...
4. May I just draw your attention to the fact that...
5. Excuse me, but I think it's relevant to add that...
6. Before you go any further, may I point out...
7. I wonder if I could comment on that last point?

TEXTS FOR INDEPENDENT CLASS AND HOME WORK

Read the texts. Write annotations and abstract of the texts in Ukrainian and English

TEXT 1

Let Teenagers Sleep

Despite years of evidence that starting school later promotes better health and improved grades, too few schools have adopted this measure.

Teenagers are some of the most sleep-deprived people in the U.S. On average, teens do not get enough sleep, and more important, they do not get enough quality sleep, researchers say. We could blame cell phones and other light-emitting technologies for keeping kids up at night, but late nights are just part of the equation. In addition to technology, one fairly indisputable factor contributes to this collective sleepiness: school start times.

Over decades researchers have amassed evidence showing that pushing back the first bell of middle and high school would benefit the physical, mental and emotional health of older children, not to mention their academic performance. The Centers for Disease Control and Prevention, along with several medical societies, has endorsed later start times. Some school districts, as well as the state of California, have already shown respect for that evidence with new start times.

Yet far too many school districts are reluctant to make the change, whether for logistical, financial or cultural reasons. This is unfair to teens. A generation of students is playing catchup from COVID, and we need to prioritize their health and wellness by pushing back the start of the school day. Honoring their biological and social needs will create more resilient adults who can thrive in a world filled with current complexities and future ones we can't begin to predict.

Teenagers need about nine hours of sleep a night—but they get closer to seven. And around puberty, their circadian clocks shift by a couple of hours, meaning they get tired later at night than before and wake up later in the morning

than they used to. This shift reverses at adulthood. The biological nature of this daily rhythm means that sending a teenager to bed earlier won't necessarily mean they fall asleep earlier.

Experts tell us that teens are missing out on both restorative sleep and REM sleep, especially the cycles that normally happen just before a person wakes up. Restorative sleep helps to repair the body after a hard day, and it may improve immune function and other biological processes. REM sleep solidifies events and learning into memories. So when a 10th grader who naturally goes to bed around 11 p.m. has to wake up at 6 a.m. for school, that teen is losing not only hours of sleep but hours of quality sleep. And even if they sleep in on the weekends, they won't fully catch up.

These kids are telling us they need more sleep. In survey after survey, they say when school starts later, they are not as tired all day, they tend to get to school on time, and they are less likely to have to be nagged to get out of bed. They tell us that as their sleep time decreases, their use of tobacco and drugs increases, including drugs that could help them stay awake. They tell us that getting one less hour of sleep a day leaves them feeling hopeless and, sometimes, suicidal. Research has shown that suicide risk in children increases during the school year, and sleep deprivation could be a contributing factor. Other studies show that getting one less hour of sleep a day is associated with weight gain. Researchers have told us that sleepy teens are more prone to car crashes and that even 30 minutes of extra sleep would help alleviate some mental health concerns. Even teachers have reported that with later start times, their students are more engaged in the morning, and teachers themselves are more rested.

Despite decades of research, thousands of publications and clear science, schools in only a few states and the District of Columbia have pushed their start times to 8:30 a.m. on average, which researchers say is a compromise—a better time would be closer to 9 a.m.

The path to delayed school start times is riddled with potholes. Bus schedules have to change. Teacher and administrator schedules have to be altered.

Afterschool sports and enrichment programs might have to begin later. Parents and caretakers with more than one child may have to juggle child care for older children to get the younger ones to their earlier start times. A delayed school start could also mean adults with inflexible work schedules are late for work.

Experts say our agrarian model of education was designed to get teens up early and home before dark to tend to the farm, but it is no longer relevant for most modern students. Our cultural views of teens as lazy and of needing sleep as a weakness are harmful and inaccurate. And our grumbling that if we survived early start times, today's teens can, too, is callous and dismissive of science.

Access to education is a basic right in the U.S. But it's time to stop thinking of school start times as immovable mountains. While more states ponder start time legislation, school district administrators should prioritize it, and people running for school boards need to add start times to their platforms. State-level funding agencies have to clear hurdles for districts wanting to try this. Employers need to be more flexible to help parents adjust to school schedules, especially with hourly employees. And the unions that represent teachers and other education professionals need to negotiate with teens also in mind.

For decades we've ignored the overwhelming evidence that delayed start times help teens succeed. Let teenagers sleep. There is nothing "woke" about that.

TEXT 2

Computer Science and Engineering Need Women

Only 20 percent of computer science and 22 percent of engineering undergraduate degrees in the U.S. go to women. Women are missing out on lucrative, high-status careers, and society is missing out on the contributions they might make to these fields. For example, women might improve smartphone conversational agents so that they are able to suggest help not only for heart attack symptoms but for indicators of domestic violence.

Why are so few women entering these fields? A common explanation is that they are less interested than men in computer science and engineering. Though technically accurate, this explanation is incomplete and worsens the very disparities it seeks to explain. Focusing on interest suggests it is the girls and women who need to change. We think changing the male-oriented cultures of the fields will draw in more young women.

Young children and adolescents in the U.S. believe girls are less interested than boys in computer science and engineering. And girls who strongly endorse such stereotypes show the least interest. How do these gender stereotypes become self-fulfilling prophecies?

We found that girls are significantly less likely to choose a computer science activity after hearing that girls are less interested in it than boys are. The message convinces them they won't be interested in the activity—and changes their behavior. Noting differences in interest without giving the broader context of why these differences exist can contribute to girls' underrepresentation.

One reason for girls' lower interest in these fields is their male-oriented imagery and cultures. When asked to describe computer scientists, for instance, American students often imagine white and sometimes Asian male geniuses who are socially awkward, play video games and like science fiction. Experiments we conducted with college and high school students show that these preconceptions can have profound effects.

We investigated how salient images in classrooms affect young women's interest in computer science by showing them images either more or less stereotypically associated with men (for example, Star Trek posters versus nature posters). When their classroom did not reflect these stereotypes, young women expressed increased interest in computer science. Men and boys, in contrast, did not shift their interest as strongly in response to the different images.

Many computer scientists and engineers do not fit the stereotypes, but until those depictions are diversified, we may keep seeing more women than men feeling they don't belong in these fields. We have documented that computer

science and engineering have “masculine defaults.” These features reward or value behaviors commonly associated with being a man, such as selfpromotion and hypercompetitiveness. At Google, women were getting promoted less often than equally qualified men because of a policy that required putting oneself up for promotion. This policy was biased because women in the U.S. tend to be socialized not to self-promote and may even receive social and economic backlash when they do.

History and context also matter. Before the rise of modern computer science stereotypes, women received a significantly higher proportion of undergraduate computer science degrees—37 percent in 1984, compared with 20 percent in 2018. Women are most likely to pursue computer science in countries with less male-oriented computer science imagery (such as Malaysia). Rather than blaming women and girls for their current lower interest, we should focus on what society can do to create more welcoming cultures. Strategies could include elevating norms and traits that are not stereotypically masculine. For example, companies could further increase rewards for promoting others’ achievements and working toward collective goals. Universities could implement more inviting pathways into computer science that do not require prior programming experience, as done at Harvey Mudd College. Popular media could more often promote images of computer scientists who do not fit traditional male-oriented stereotypes.

The need for more welcoming cultures is a systemic problem, and creating them is the responsibility of the tech industry and society more broadly. We have to articulate the role that the perceived and actual cultures of these fields play in generating these patterns. Without that change, it will be hard to make tech more inclusive of our entire population.

TEXT 3

Beyond the Golden Rule

For much of human history and across multiple cultures, ethical behavior has been guided by the Golden Rule: do unto others as you would have them do unto you. When we act with empathy and compassion, we draw on this cherished principle. But the rule is imperfect. People vary greatly in their values, lived experiences and sense of what is acceptable. What you would want in a given situation may not be what another person desires at all.

In the arena of medicine, the stakes for making or influencing choices for others can be especially high. Such choices impact people's quality of life and even their chances of survival. As health care becomes less paternalistic and more individualized, the time seems right for a new ethical guideline. Enter the "platinum rule," proposed by Harvey Max Chochinov, a professor of psychiatry at Canada's University of Manitoba: do unto others as they would want done unto themselves.

Chochinov, an expert on palliative care, eloquently describes this principle in his essay "Seeing Ellen and the Platinum Rule," published last year in *JAMA Neurology*. He begins with a story about a health crisis affecting his late sister Ellen, who was severely disabled by cerebral palsy. The intensive care doctor managing her case, after seeing her twisted body and respiratory distress, was weighing whether to insert a breathing tube when he asked Chochinov a peculiar question: Did Ellen read magazines? "The subtext was chilling," Chochinov writes, because "this was not an attempt to get to know Ellen ... but rather a cryptic way of deciding if hers was a life worth saving." Ellen, her brother knew, read widely and relished many simple pleasures of life, but the gulf between her life as a frail person who uses a wheelchair and the physician's sense of what he would want in her situation was too vast to be bridged by the Golden Rule.

"When the lived experience of another, the sensibility and perspective of another, varies widely from your own perspective, that's when using yourself as

this infallible barometer of what another might need or want begins to break down,” Chochinov explained to me. “We have to acknowledge the ways in which our own personal biases can shape the way we perceive and respond to patients.”

Those patients can differ from health-care workers by more than their abilities or disabilities. Their values can also be shaped by race, culture and experience. In a diverse society, doctors ought not project their values and presumptions onto the patient “as if the patient were a blank screen or clone of the doctors themselves,” observes Catherine Frazee, a disability advocate, author and emerita professor of disability studies at Toronto Metropolitan University. Medical practitioners, she adds, “are well educated, well respected and well paid. Those three things alter the way you see the world. So there is a real bias.”

The platinum rule is not entirely new. But in medicine, it pulls together current ideas about patient autonomy, equity and diversity in a succinct formulation that “is quite brilliant” and well suited to being taught to health practitioners, says medical ethicist Joseph Fins of Weill Cornell Medicine. Indeed, within weeks of writing about the idea in *JAMA Neurology* and in the *Journal of Palliative Medicine*, Chochinov began to hear of its uptake at a medical ethics conference and, before long, in other journal articles.

Making the effort to understand a patient’s personal needs and wishes does not mean catering to all of them. Medicine can’t be “a take-out service,” Chochinov says. “Not all patients can receive all things at all times. That’s the reality of living with a health-care system that has limited resources.” One of those limited resources is time, and there’s no denying that getting to know a patient as an individual—as opposed to the generic host of a disease—means investing additional minutes or hours. Still, Fins believes that such investment is usually cost-effective: “If we know what patients want, we will spend less time giving them things they don’t want.”

There are benefits for the clinician as well. “When doctors emotionally connect to their patients, they do a better job,” Chochinov says. “And we have data to show there is heightened job satisfaction and less burnout.”

In cases where patients cannot speak for themselves and where loved ones are uncertain of their wishes, clinicians may find it hard to apply the platinum rule. But, as Frazee sees it, there is value in the effort: “At the very least, your attempt to work through it will ensure that you have sufficient humility about the wisdom of your choices.”

TEXT 4

The AI Biologist

DeepMind’s Demis Hassabis explains how artificial intelligence solved one of the biggest problems in biology. There’s an age-old adage in biology: structure determines function. To understand the function of the myriad proteins that perform vital jobs in a healthy body—or malfunction in a diseased one—scientists have to first determine these proteins’ molecular structure. But this is no easy feat: protein molecules consist of long, twisty chains of up to thousands of amino acids, chemical compounds that can interact with one another in many ways to take on an enormous number of possible three-dimensional shapes. Figuring out a single protein’s structure, or solving the “protein-folding problem,” can take years of finicky experiments.

But last year an artificial-intelligence program called AlphaFold, developed by the Alphabet-owned company DeepMind, predicted the 3-D structures of almost every known protein — about 200 million in all. DeepMind CEO Demis Hassabis and senior staff research scientist John Jumper were jointly awarded one of this year’s \$3-million Breakthrough Prizes in Life Sciences for the achievement, which opens the door for applications that range from expanding our understanding of basic molecular biology to accelerating drug development.

DeepMind developed AlphaFold soon after its AlphaGo AI made headlines in 2016 by beating world Go champion Lee Sedol at the game. But the goal was always to develop AI that could tackle important problems in science, Hassabis

says. DeepMind has made the structures of proteins from nearly every species for which amino acid sequences exist freely available in a public database.

Scientific American spoke with Hassabis about developing AlphaFold, some of its most exciting potential applications and the ethical considerations of highly sophisticated AI. [An edited transcript of the interview follows.]

Why did you decide to create AlphaFold, and how did you get to the point where it can now fold practically every known protein?

We pretty much started the project roughly the day after we came back from the AlphaGo match in Seoul, where we beat Lee Sedol, the world [Go] champion. I was talking to Dave Silver, the project lead on AlphaGo, and we were discussing “What’s the next big project that DeepMind should do?” I was feeling like it was time to tackle something really hard in science because we had just solved more or less the pinnacle of games AI. I wanted to finally apply the AI to real-world domains. That’s always been the mission of DeepMind: to develop general-purpose algorithms that could be applied across many, many problems. We started off with games because it was more efficient to develop AI and test things out in games for various reasons. But ultimately that was never the end goal. The end goal was to develop things like AlphaFold.

It’s been a mammoth project—about five or six years’ worth of work before CASP14 [the 14th Critical Assessment of Structure Prediction, a protein-folding competition]. We had an earlier version at the CASP13 competition, and that was AlphaFold 1. That was state of the art, you know, a good deal better than anyone had done before and I think one of the first times that machine learning had been used as the core component of a system to try to crack this problem. That gave us the confidence to push it even further. We had to reengineer things for AlphaFold 2 and put a whole bunch of new ideas in there and also bring onto the team some more specialists—biologists and chemists and biophysicists who worked in protein folding—and combine them with our engineering and machine-learning team.

I’ve been working on and thinking about general AI for my entire career, even back at university. I tend to note down scientific problems I think one day

could be amenable to the types of algorithms we build, and protein folding was right up there for me always, since the 1990s. I've had many, many biologist friends who used to go on about this to me all the time.

Were you surprised that AlphaFold was so successful?

Yeah, it was surprising, actually. It's definitely been the hardest thing we've done, and I would also say the most complex system we've ever built. The Nature paper that describes all the methods, with the supplementary information and technical details, is 60 pages long. There are 32 different component algorithms, and each of them is needed. It's a pretty complicated architecture, and it needed a lot of innovation. That's why it took so long. It was important to have all these different inputs from different backgrounds and disciplines. And I think something we do uniquely well at DeepMind is mix that together—not just machine learning and engineering.

But there was a difficult period after AlphaFold 1. We first tried to push AlphaFold 1 to the maximum. And we realized about six months after CASP13 that it was not going to reach the atomic accuracy we wanted to actually solve the problem and be useful to experimentalists and biologists. So I made the decision that we needed to go back to the drawing board and take the knowledge we had acquired, including where it worked and where it didn't work, and then see if we could go back to almost a brainstorming stage with that experience and that knowledge and come up with a whole bunch of new ideas and new architectures. We did that, and ultimately that worked.

But for about six months to a year after that reset, things got worse, not better. The AlphaFold 2 system, the early one, was much worse than AlphaFold 1. It can be very scary during the period where you seem to be going backward in terms of accuracy. Fortunately, that's where our experience in games and all the other AI systems we built before came into play. I'd seen us go through that valley of death and then get out the other side.

Can you explain, on a very simple level, how AlphaFold works?

It's a pretty complicated thing. And we don't know a lot of things for sure. It's clear that AlphaFold 2 is learning something implicit about the structure of chemistry and physics. It sort of knows what things might be plausible. It's learned that through seeing real protein structures, the ones that we know of. But one of the innovations we had was to do something called self-distillation, which is to get an early version of AlphaFold 2 to predict lots of structures—and to predict the confidence level in those predictions.

One of the things we built in was this understanding of chemical bond angles, as well as evolutionary history, using a process called multisequence alignment. These bring in some constraints, which help to narrow the search space of possible protein structures. The search space is too huge to solve it by brute force. But obviously real-world physics solves this somehow because proteins fold up in nanoseconds or milliseconds. Effectively, we're trying to reverse engineer that process by learning from the output examples. I think AlphaFold has captured something quite deep about the physics and the chemistry of molecules.

The fascinating thing about AI in general is that it's kind of a black box. But ultimately it seems like it's learning actual rules about the natural world.

Yeah, it's almost learning about it in an intuitive sense. I think we'll have more and more researchers looking at protein areas that AlphaFold is not good at predicting and asking, "Are they actually disordered in biology when the protein doesn't have a clear shape, when it's not interacting with something?" About 30 percent of proteins [from organisms with a nucleus] are thought to be disordered. A lot of those kinds of proteins are implicated in disease, such as neurodegeneration, because they might get tangled. And you can see how they might do so because they're just sort of floppy strings rather than forming structures.

The other extremely important thing we did with AlphaFold 2, which we don't do with machine-learning systems, was output a confidence measure on every single amino acid because we wanted a biologist to be able to know which

parts of the prediction they could rely on without needing to understand anything about the machine learning.

What are some of AlphaFold's most exciting applications?

We have a lot of nice case studies from partners—early adopters—that have had a year to work with AlphaFold. They're doing an incredibly diverse set of things, from addressing antibiotic resistance to tackling plastic pollution by designing plastic-eating enzymes. I've been talking to [CRISPR gene-editing pioneer] Jennifer Doudna about alfalfa crop sustainability—her team is trying to engineer crops to be a bit more sustainable in the face of climate change.

There's also lots of very cool fundamental research being done with it. There was an entire special issue of *Science* on how scientists solved the structure of the nuclear pore complex. This group of membrane-spanning proteins in the nucleus of eukaryotic cells is one of the biggest proteins in the body. Several groups solved it at the same time from the cryoEM [cryogenic electron microscopy] data—but they all needed AlphaFold predictions to augment those data in some places. So a combination of experimental structural data with AlphaFold turns out to be a boon to structural biologists, which we weren't necessarily predicting.

And then in practical terms, almost every pharma company we've talked to is using AlphaFold. We'll probably never know what the full impacts are because obviously they keep that proprietary. But I like to think we've helped accelerate drug development and cures for diseases by a few years.

There's been a lot of hype around AI and everything it can do, especially for science and medicine. But AlphaFold seems to have a clear benefit.

I mean, it's for you to decide. But I would say I've had a lot of people tell me that it's the most concrete, useful case of AI doing something in science. I like the fact that we're delivering on the promise of AI. I mean, you could say “hype,” but we try and let our work speak for itself.

I remember when we started in 2010, nobody was working on AI. And 12 years later it seems like everyone and their dog are talking about it. And in most cases, as I'm sure you have to sift through all the time, it's like they don't know

what AI even is sometimes, or they're misusing the term, or it's not that impressive what's going on.

But I think AlphaFold is a very good proof of concept or role model of what could happen. And I think we're going to see much more of that in the next decade—of AI helping to genuinely accelerate some scientific breakthroughs—and we hope to be part of a lot more. We think it's just the beginning.

AI has been in the news a lot lately, whether for producing intelligent language or creating digital art. As AI becomes a bigger part of our lives, how should we think about its consequences?

We at DeepMind have our own internal versions of large language models and text-to-image systems, and we'll probably be releasing some of them at some point [in 2023]. It's really interesting seeing the explosion of developments. AlphaFold, obviously, is huge in the scientific community. But with language and image AIs, it's starting to break through into the mainstream. Everyone, of course, knows about language and can appreciate images—you don't have to have any scientific expertise.

But I think we should always be thinking about the ethical issues, and that's one reason we haven't released our language-based AI yet. We're trying to be responsible about really checking what these models can do—how they can go off the rails, what happens if they're toxic, all of these things that are currently top of mind. It's our view that some of these systems are not ready to release to the general public, at least not unrestricted. But at some point, that's going to happen. We have this phrase at DeepMind of “pioneering responsibly.” And for me, that's about applying the scientific method to analyzing and building these systems. I think often, especially in Silicon Valley, there's this sort of hacker mentality that “we'll just hack it and put it out there and then see what happens.” I think that's exactly the wrong approach for technologies as impactful and potentially powerful as AI.

I've worked on AI my entire life because I think it's going to be the most beneficial thing ever for humanity, for things like curing diseases, helping with

climate change, all of this stuff. But it's a dual-use technology: it depends on how, as a society, we decide to deploy it—and what we use it for.

And I think we're seeing the consequences of that with social media.

How is AI being used—or misused—in social media?

It's not proper AI; it's more statistical algorithms. But we've seen the unintended consequences for democracies. Probably the people who created the social media platforms did not have bad intent when they started; it just kind of got out of hand. But we want to make sure that we think about those knock-on effects early, before going, “Oh, oops, this happened,” and then trying to bolt the barn door after the horses have left. We shouldn't do that with powerful technologies. We can take some inspiration and advice from, for example, CRISPR and other technologies. I think there are things we can learn from other scientific communities that have tackled these questions.

TEXT 5

Collaboration's Dark Side

Groups of engineers at Volkswagen, working on cars sold between 2008 and 2015, faked engine emissions levels during laboratory tests so the cars could meet low pollution standards. But when the cars hit the road, their real emissions were much higher. The scam, dubbed “Dieselgate,” had severe consequences. The additional pollution in the U.S. alone could contribute to dozens of premature deaths.

Dieselgate is one example of what researchers call collaborative dishonesty. Often discussion of collaboration emphasizes its advantages: it helps people solve complex problems they could not address alone, for instance. But there are also situations in which group work can be fertile ground for dishonest behavior.

My colleagues and I pooled data from many past studies to understand the forces that shape and underlie group dishonesty. We analyzed 34 research projects

that involved more than 10,000 participants altogether. In these experiments, scientists asked people to play economic games or carry out decision-making tasks while part of a team. The specific instructions varied from one study to the next, but across experiments, participants could gain money through honesty and teamwork.

They also had opportunities, however, to earn additional money as a group by lying. For example, in some tasks, teams received a payout based on the number of puzzles they solved together; participants could lie and inflate the quantity they had deciphered. Across all studies and tasks, we found that groups tended to lie. On average, they earned 35.6 percent of the extra profits available to them above what they could make from simply telling the truth.

We also showed that collaborative dishonesty is contagious and escalates. Several studies we analyzed involved asking pairs of people to roll dice over multiple rounds. One person rolled a die in private and then reported the outcome. Their partner learned about that report and then rolled an independent die before reporting their own outcome. If both teammates claimed to have rolled the same number, they received a payout: for example, a one-one double might mean each person got \$1, a two-two double could mean \$2 each, and so on. Pairs could choose to be honest and receive payment only when they truly rolled doubles. But over the course of many rounds, some pairs would be tempted to falsely declare a higher or matching roll for greater or more frequent payouts.

For these studies, we first identified whether any participants were obviously deceitful. When the data suggested that certain people reported only sixes—the highest roll possible—or only doubles in all rounds of the task, we labeled these improbably lucky rollers as brazen liars. (Because the chance of getting sixes or doubles in 20 rounds, the most common number of rounds in the task, is very small—less than 0.001 percent—we felt confident about this classification.)

The brazen liar's behavior influenced their partner. People were more likely to lie when their partner did. This dishonesty also grew over time. In later rounds,

compared with earlier ones, the first person to roll a die was more likely to report a higher roll, and their partner was more likely to report a double.

The good news is that there was a limit to the deceit. In puzzle tasks, for instance, most teams did not pretend to solve every puzzle presented. And when studies added ethical costs for dishonesty, such as by informing people that lies would harm other participants or have negative consequences for a charity donation, groups lied less. On top of that, we discovered that the gender and age of the group members mattered. The more women a group had and the older its members were, the less the group lied. We are still investigating reasons for this pattern.

Our findings point to specific ways people could encourage honesty when groups work together. For instance, our discovery that collaborative dishonesty is contagious suggests that people should try to detect and act on early signs. Managers could implement zero-tolerance policies toward even small acts of deceit to deter its spread. To increase early disclosure of dishonesty, they could put policies in place that forgive whistleblowers for their part in wrongdoing when they come forward about dishonest deeds. And because groups are more honest when they believe others are harmed by their lies, highlighting the negative consequences of dishonesty more prominently may help curb it.

TEXT 6

Let's Get Real

Toward the end of 2022, I was a panelist at a session on climate change held by a major scientific society. Near the end of the session, a prominent scientist declared that we needed to be “realistic”: oil and gas weren’t going away anytime soon, and we had to accept that as we attempted to solve our climate crisis.

The oil and gas industry makes this argument all the time, of course, but lately I’ve heard it from scientists such as the person at that meeting. Even some

environmentalists make it when they have accepted the idea that natural gas needs to be a “bridge fuel.” But carbon pollution from burning oil and gas (and coal)—along with deforestation and animal agriculture—is the cause of the climate crisis. Is it realistic to think you can solve a problem while continuing to do the very thing that caused it?

Some years ago I gave a college commencement address entitled “Don’t Be Realistic.” To the graduating students in front of me, I said that pleas for “realism” are often used to discourage those who think the world can be a different place. The people making them want to justify the status quo and deflate the ambitions of those among us who would be agents of change. The argument for realism in dealing with climate change is one of those calls for inaction. It is an excuse to resist change.

This is not the only time in history that the U.S. has been asked not to change. This country was founded as a nation partly enslaved. At the Constitutional Convention, there were bitter battles over whether a nation conceived in liberty and dedicated to the proposition that all people are created equal should permit one segment of its population to remain in bondage. Those who argued for the preservation of slavery insisted its abolition was simply not realistic.

Eighty years later, when Abraham Lincoln confronted the issue of emancipation, he also faced the realist argument. It wasn’t realistic, some said, to think formerly enslaved people could become self-sufficient members of a republic or that society was ready to embrace them as citizens. In some ways, the realists making that second point were right: After taking nearly a century to abolish slavery, the U.S. took another one to legally abolish its residues of enforced segregation, physical violence and grossly unequal protection under the law. When Martin Luther King, Jr., marched on Washington, D.C., in the 1960s to gain civil rights, he was advised not to push too hard. He was counseled to go slow.

But it was his very unrealistic expectation—the outrageous belief that it was possible to have a country that practiced what it preached, a country where all

people and not just white males were not only created equal but treated equally—that led to change. That unrealistic expectation helped to bring about a new reality.

The truly realistic solution to climate change is “deep decarbonization”—reorganizing our energy systems to rely on technologies that do not cause carbon pollution. We have to start this work immediately and cut emissions in half by 2030 to keep global temperatures from rising more than 1.5 degrees Celsius—a threshold beyond which catastrophic damage is almost certain to occur, according to recent scientific analysis.

To accomplish this goal, we should focus our attention on proven technologies that can do the lion’s share of the job. This means rapid expansion of wind and solar, supplemented by hydropower, biomass reactors and existing nuclear energy. It also means developing policies that encourage energy efficiency. It means focusing our research dollars on energy storage and improvements to the electricity grid required to maximize our use of the wind and the sun.

And it means not getting distracted by promises of breakthroughs that may or may not come on time. (Computer scientist John Mashey, who worked at Bell Labs—one of the greatest centers of innovation in the mid-20th century—says they had a slogan: “Never schedule breakthroughs.”)

Conventional realism asserts that we cannot live any other way than the way we do now. The fossil-fuel industry asserts that we cannot live without its products. But history shows that humans have lived and thrived in many different configurations. It is not unreasonable to think we could, in the future, live in a less destructive manner than we do now. And if that aspiration appears to be unrealistic, then we need to find strategies to make it real.

СПИСОК ДЖЕРЕЛ

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ЗМІСТ

Unit 1	PUBLIC RELATIONS	4
Unit 2	MEDIA AND PUBLIC RELATIONS	25
Unit 3	AREAS OF FRICTION	45
Unit 4	STYLE IN THE TABLOIDS	62
Unit 5	PRESS PUBLICATIONS	85
Unit 6	PRINT MEDIA	109
	TEXTS FOR INDEPENDENT CLASS AND HOME WORK	126
	СПИСОК ДЖЕРЕЛ	144

Навчальне видання

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