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PUBLIC RELATIONS IN THE CONTEMPORARY WORLD: INSIGHT INTO PROFESSION

Рекомендовано Ученым советом федерального государственного бюджетного образовательного учреждения высшего профессионального образования «Оренбургский государственный университет» в качестве учебного пособия для студентов, обучающихся по программам высшего профессионального образования по направлению подготовки 031600.62 Реклама и связи с общественностью

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В учебном пособии представлены задания, упражнения и справочный материал, необходимые для изучения основ истории и развития пиара в современном мире по углубленному курсу иностранного (английского) языка.

Учебное пособие предназначено для занятий по дисциплине «Углубленный курс иностранного (английского) языка», для студентов-бакалавров 2 курса очной и заочной формы обучения по направлению подготовки 031600.62 Реклама и связи с общественностью.

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Contents

Введение.....	4
1 History of the media.....	5
2 The press in the Roman Empire and in medieval Europe.....	12
3 Books.....	18
4 Magazines.....	21
5 Tomorrow's journalism: new technology, new ethics?.....	30
6 Media and communication.....	36
7 Don't blame TV.....	40
8 Introduction into Public Relations. What is Public Relations?.....	46
9 What do PR professionals do?.....	55
10 Handling PR crises.....	63
11 Public Relations and the Press.....	72
12 Informal letter.....	78
13 Formal letter.....	82
14 Complaint letter.....	85
15 Essay.....	87
16 Opinion essay.....	91
17 Argumentative essay.....	93
18 Report.....	97
19 Article.....	102
Список использованных источников.....	109

Введение

«Public Relations in the contemporary world: Insight into Profession» - учебное пособие к углубленному курсу иностранного (английского) языка имеет целью систематизацию и обобщение материала по истории развития связей с общественностью в современном англоязычном мире для формирования коммуникативных навыков.

Данное учебное пособие предназначено для студентов-бакалавров второго курса факультета журналистики очной и заочной формы обучения. Оно может быть использовано в качестве основного средства обучения, содержащего практический материал по углубленному курсу изучения иностранного (английского) языка.

Настоящее пособие посвящено истории развития средств массовой информации с древнейших времен до наших дней, а также особенностям функционирования связей с общественностью за рубежом. Все представленные в данном пособии темы снабжены упражнениями и практическими заданиями, необходимыми для тренировки коммуникативных навыков и усвоения материала по данным темам. Пособие также содержит материал об особенностях написания и оформления писем, статей, резюме, эссе на английском языке.

1 History of the media

1. Read the proper names and say what you know about them. If they are unknown for you, find some information in the text.

John Peter Zenger

Sir William Cosby

Thomas Paine

Benjamin Day

Joseph Pulitzer

William Randolph Hearst

2. Read and translate the text

History of the media

America's earliest media audiences were quite small. These were the colonies' upper class and community leaders - the people who could read and who could afford to buy newspapers. The first regular newspaper was the Boston News-letter, a weekly started in 1704 by the city's postmaster, John Campbell. Like most papers of the time, it published shipping information and news from England. Most Americans, out in the fields, rarely saw a newspaper. They depended on travelers or passing townsmen for this news.

When rebellious feelings against Britain began to spread in the 1700s, the first battles were fought in the pages of newspapers and pamphlets. Historians consider the birth of America's free-press tradition to have begun with the 1734 trial of John Peter Zenger. Zenger, publisher of the New York Weekly Journal, had boldly printed stories that attacked and insulted Sir William Cosby, the colony's unpopular royal governor.

Cosby ordered Zenger's arrest on a charge of seditious libel. As the King's representative, royal governors had the power to label any report they disliked — true or not — "libelous," or damaging to the government's reputation and promoting public unrest. Zenger's lawyer, Andrew Hamilton, argued that "the truth of the facts" was reason enough to print a story. The American jury agreed, ruling that Zenger had described Cosby's administration truthfully.

Perhaps one of America's greatest political journalists was one of its first, Thomas Paine. Paine's stirring writings, urging independence made him the most persuasive

"media" figure of the American Revolution against Britain in 1776. His pamphlets sold thousands of copies and helped mobilize the rebellion.

By the early 1800s, the United States had entered a period of swift technological progress that would mark the real beginning of "modern media." The inventions of the steamship, the railroad and the telegraph brought communications out of the age of windpower and horses. The high-speed printing press was developed, driving down the cost of printing. Expansion of the educational system taught more Americans to read and sparked their interest in the world.

Publishers realized that a profitable future belonged to cheap newspapers with large readerships and increased advertising. In 1833 a young printer named Benjamin Day launched the New York Sun, the first American paper to sell for a penny. Until then, most papers had cost six cents. Day's paper paid special attention to lively human interest stories and crime. Following Day's lead, the press went from a small upper class readership to mass readership in just a few years.

It was a time that shaped a breed of editors who set the standard for generations of American journalists. Many of these men were hard-headed reformers who openly sided with the common man, opposed slavery and backed expansion of the frontier. They combined idealism with national pride, and their papers became the means by which great masses of new immigrants were taught the American way of life.

Competition for circulation and profits was fierce. The rivalry of two publishers dominated American journalism at the end of the century. The first was Joseph Pulitzer (1847—1911), a Hungarian immigrant whose Pulitzer prizes have become America's highest newspaper and book honors. His papers, the St. Louis Post-Dispatch and the New York World, fought corporate greed and government corruption, introduced sports coverage and comics, and entertained the public with an endless series of promotional stunts. By 1886 the World had a circulation of 250,000, making it the most successful newspaper up to that time.

The second publisher was William Randolph Hearst (1863-1951), who took Pulitzer's formula to new highs — and new lows — in the San Francisco Examiner and the New York Journal. Hearst's brand of outrageous sensationalism was dubbed "yellow

journalism" after the paper's popular comic strip, "The Yellow Kid." Modern media critics would be horrified at Hearst's coverage of the Spanish-American War over Cuba in 1898. For months before the United States declared war, the Journal stirred public opinion to near hysteria with exaggerations and outright lies. When Hearst's artist in Cuba found no horrors to illustrate, Hearst sent back the message:

"Please remain. You furnish the pictures and I'll furnish the war."

Pulitzer and Hearst symbolized an era of highly personal journalism that faded early in this century. The pressure for large circulation created one of today's most important press standards: objective, or unbiased, reporting. Newspapers wanted to attract readers of all views, not drive them away with one-sided stories. That meant editors began to make sure all sides of a story were represented. Wider access to the telephone helped shape another journalistic tradition: the race to be first with the latest news.

The swing to objective reporting was the key to the emergence of The New York Times. Most journalists consider the Times the nation's most prestigious newspaper. Under Adolph S. Ochs, who bought the paper in 1896, the Times established itself as a serious alternative to sensationalist journalism. The paper stressed coverage of important national and international events — a tradition which still continues. Today the Times is used as a major reference tool by American libraries, and is standard reading for diplomats, scholars and government officials.

The New York Times is only one of many daily newspapers that have become significant simpers of public opinion. Among the most prominent are The Washington Post, the Los Angeles Times, the Boston Globe, and the Christian Science Monitor. The Miami Herald, for instance, responded to the needs of its city's influx of Spanish-speaking residents by presenting extensive coverage of Latin America and printing a separate Spanish edition. Satellite technology has made possible the first genuinely nationwide newspapers — from the sober, thorough business paper, the Wall Street Journal, to the bright colors and personality orientation of USA Today.

Another recent phenomenon is the proliferation of supermarket tabloids, weeklies sold chiefly at grocery store check-out lines. Although they look like newspapers, these publications carry little hard news and stress items about celebrities, human interest stories

about children and pets, and diet and health tips. The leading tabloid, the National Enquirer, claims a circulation of more than 4,000,000.

The total number of daily newspapers in the United States is shrinking — from 1748 in 1970 to 1,642 in 1988. In 1923, there were 503 communities with more than one daily newspaper. By 1988, only 49 cities had more than one paper. There are several reasons for this trend. The movement of people from cities to suburbs led to the demise of some city dailies and the creation of weekly suburban newspapers that emphasized local community happenings and drew revenues from local advertisers. And members of busy households in which both husband and wife worked outside the home found they had less time to read and often stopped buying an afternoon newspaper. But the most important reason was probably the growing popularity of television. While newspapers are read in 62 million of the nation's 91 million households, 98 per cent of all American homes are equipped with at least one television. And a Roper Organization poll found that 65 per cent of Americans use television as their primary source of news. Since newspapers cannot report the news as quickly as radio and television, many papers have changed their emphasis, concentrating on features, personality profiles and in-depth news analysis rather than fast-breaking headline stories.

3. Translate and transcribe the following words, learn them by heart. Find the sentences where they were used and write them out.

Audience, to afford, postmaster, rebellious, pamphlet, to attack, to insult, representative, to label, reputation, lawyer, political, to urge, persuasive, telegraph, communication, expansion, profitable, advertising, frontier, idealism, circulation, rivalry, outrageous, sensationalism, “yellow journalism”, exaggeration, prestigious, significant, satellite technology, celebrity, tabloid, suburban, emphasis.

4. Fill in the gaps using the words from the given below. Change the form if necessary.

Suburban, celebrity, “yellow journalism”, pamphlet, telegraph, postmaster, prestigious, advertising, satellite technology, circulation.

1. When ... was invented, communication was changed forever.
2. The newspapers, that contain news about celebrities are called ...

3. Publishers quickly realized the profit of ... and increased it.
4. John Campbell was a ... in Boston, who started the first regular newspaper.
5. The most important factor in getting profit from a newspaper is its ...
6. News about ... and politicians always attracted the public attention.
7. The development of computers and ... brought the media to a new level.
8. The local community events which are of small importance for city-dwellers are published in ... newspapers.
9. Time is considered the most ... newspaper of all times.
10. In 1700s the battles based on the rebellious feeling against Britain brought to life ... on pages of the newspapers.

5. Find the English equivalents for the following phrases:

Лидер общин, информация о доставке, бунтарский дух, битвы на страницах газет, традиция свободной прессы, королевский губернатор колонии, арест по обвинению в клевете, наклеить любой ярлык, вредить репутации губернатора, содействовать проявление общественного недовольства, правдиво описывать, взволнованные статьи, продаваться многотысячным тиражом, подогревать возмущение, быстрое технологическое развитие, снижать стоимость печати, увеличивать количество рекламы, выпускать газеты стоимостью 1 пенни в продажу, привлекать внимание к невымышленным историям и преступлениям, настоящие реформаторы, выступать против рабства, внедрять в печать новости о спорте, комиксы, сместить акцент.

6. Match the definitions with the words

Rebellious	a) having or bringing prestige
Persuasive	b) competitions
Profitable	c) a famous person, especially in the business or entertainment
Rivalry	d) having the power to influence others into believing or doing what one wishes

Prestigious	e) disobedient and hard to control
Celebrity	f) producing or resulting in advantage

7. Answer the questions.

1. Why did the news spread slowly in America's first colonies?
2. What was the first regular newspaper? Who was the editor?
3. Who were the greatest America's political journalists of the XVIII century?
4. How did the swift technological progress influence the press?
5. Why did the publishers increase advertising?
6. Why was William Randolph Hurst considered a prominent publisher?
7. Why has the New York Times become one of the most significant newspapers?
8. What are the reasons of the shrinking number of newspapers in the USA?

8. Say how these dates are connected with the history of the media.

1. 1704
2. 1734
3. Early 1800
4. 1833
5. 1896
6. 1988

9. Translate the following phrases. Pay attention to the use of prepositions. Find the sentences where they were used in the text and read them out.

On a charge for

To depend on smb for smth

To enter _ a period

To belong to

To pay attention to

To fight _ government corruption

To be horrified at smth

The reason for smth

To be equipped with smth

10. Fill in the prepositions.

1. He depends ... his journalists ... the latest news coverage.
2. A famous politician was arrested ... a charge ... bribery.
3. In 2000 the media entered ... a period of information technologies.
4. In the XIX century the public's view belonged ... the cheap newspapers.
5. It's important to pay special attention ... lively human interest stories and the crime.
6. St. Louis Post-Dispatch fought ... corporate greed and government corruption.
7. Media critics often are horrified at the amount of crimes coverage in most newspapers.
8. The reason ... most of the publication trends in journalism are connected with money and celebrities.
9. Practically every home is equipped ... at least one TV set.

11. Read the quotations, translate and comment on them.

Start your phrase with:

Example: " Joseph Pulitzer, who introduced the techniques of "new journalism", said:..."

Find some information about the personality if necessary.

Joseph Pulitzer (1847-1911)

"An able, disinterested, public-spirited press, with trained intelligence to know the right and courage to do it, can preserve that public virtue without which popular government is a sham and a mockery".

William Randolph Hearst (1863-1951)

"Don't be afraid to make a mistake, your readers might like it".

Benjamin Day (1810-1889)

"Well, I want you to know how much I appreciate this. Really".

2 The press in the Roman Empire and in medieval Europe

1. Read the proper names and titles and say what you know about them. If they are unknown for you, find some information in the text.

Julius Caesar

Richard Fawkes

Acta Diurna

The Venetian Republic

The Mercurius Gallobelgious

Herald

Express

Observer

Guardian

Standard

Argus

2. Read and translate the text

The Roman Empire. The urge to inform the public of official developments and pronouncements had been a characteristic of most autocratic rules. This urge was fulfilled in ancient Rome by the Acta Diurna ("Daily Events"), a daily gazette dating from 59 BC and attributed in origin to Julius Caesar. Handwritten copies of this early journal were posted in prominent places in Rome and in the provinces with the clear intention of feeding the populace with official information. The Acta Diurna was not, however, restricted to proclamations, edits, or even to political decisions taken in the Roman Senate, the actions of which were reported separately in the Acta Senatus (literally "Proceedings of the State"). The typical Acta Diurna might contain news of gladiatorial contests, astrological omens, notable marriages, births and deaths, public appointments, and trials and executions. Such reading matter complemented the usual fare of military news and plebiscite results also given in the Acta Diurna and presaged the future popularity of such newspaper filler and horoscopes, the obituary column, and the sports pages.

Medieval Europe. In Europe, the impetus for regular publications of news was lacking for several centuries after the break up of the Roman Empire. The increased output

of books and pamphlets made possible by the development of the printing press in the 16th century did not include any newspapers, properly defined. The neatest form was the newssheet, which was not printed but handwritten by official scribes and read aloud by town criers. News was also contained in the news pamphlet, which flourished in the 16th century as a means of disseminating information on particular topics of interest. One such pamphlet, printed in England by Richard Fawkes, and dated September 1513, was a description of the Battle of Flodden Field. Titled "Trew Encountre", this four-leaved pamphlet gave an eyewitness account of the battle together with a list of the English heroes involved. By the final decade of the 15th century, publication of newsbooks was running at more than 20 a year in England alone, matching a regular supply on the Continent. Authors and printers escaped official censorship or penalty by remaining anonymous or cultivating a certain obscurity for it took a long time before the pamphlets came to the attention of the authorities. In any case the topics most frequently chosen for coverage - scandals, feats or heroism or marvelous occurrences — were mainly nonpolitical and could not be regarded as a threat to the powerful. Governments in various Countries were already in the vanguard of news publishing for propaganda purposes. The Venetian republic set a precedent by charging an admission fee of one gazeta ($\frac{3}{4}$ — three fourths of a penny) to public readings of the latest news concerning the war with Turkey (1563), this recognizing a commercial demand for news, even on the part of the illiterate. The term gazette was to become common among latest newspapers sold commercially. Another popular title was to be Mercury (the messenger of the gods). The Mercurius Gallobelgicus (1588—1638) was among the earliest of a number of periodical summaries of the news that began to appear in Europe in the late 16th century. Newspaper names like Mercury, Herald and Express have always been popular, suggesting the immediacy of freshness of the reading matter. Other names, such as Observer, Guardian, Standard and Argus stress the social role played by the newspapers in a democratic society. Newspaper development can be seen in three phases: first, the sporadic forerunners, gradually moving towards regular publications; second, more or less regular journals but liable to suppression and subject to censorship and licensing, and, third, a phase in which direct

censorship is abandoned but attempts at Control continue through taxation, bribery and prosecution. Thereafter, some degree of independence has followed.

3. Translate and transcribe the following words and expressions, learn them by heart. Find the sentences where they were used and write them out.

Pronouncement, handwritten copy, to restrict, proclamation, appointment, to compliment, development, printing press, newssheet, to disseminate, eyewitness account, final decade, to escape censorship, to remain anonymous, a threat to the powerful, to be in the vanguard of news, to set a precedent, to charge an admission fee, to recognize a commercial demand for news, illiterate, title, periodical, regular publication, to abandon, bribery.

4. Fill in the gaps using the words from the given below. Change the form if necessary.

Development, eyewitness, to compliment, bribery, to remain anonymous, proclamation, final decade, to set a precedent, illiterate, periodical.

1. The readers could meet with an ...account of the battle in "Trew Encountre".
2. The news about the war with Turkey ... : the gazette was charged an admission fee for reading the news.
3. The Acta Diurna accepted ... and also published the news about the political decisions in the Roman Senate.
4. The 16th century invention of the printing press made the ... of the books very quick.
5. Even the ... people in Venice had a great desire to know the latest news.
6. In the 16th century there were very few ... newspapers that published the summaries of the news.
7. The usual news ... the information about the births and deaths, notable marriages and public appointments.
8. The control over the newspapers was taken by means of taxation, ... and prosecution.
9. Many authors remained ... in order to avoid punishment and pursuit.

5. Find the English equivalents for the following phrases:

Ежедневная газета, значимые места, четкое намерение, политические решения, поединки гладиаторов, распад Римской империи, городские глашатаи,

процветал в 16 веке, свидетельства очевидца, избегать цензуры и наказания, чудесное событие, угроза властямущим, коммерческий спрос на новости, свежесть и актуальность материала для чтения.

6. Match the definitions with the words.

Aristocratic	a) without any name acknowledgement, whose name is unknown
Ancient	b) a person appointed or elected to an office, or charged with certain duties
Prominent	c) unable to read or write, demonstrating no or little education
Gladiatorial	d) dating from a remote period, being old in wisdom or experience
Regular	e) standing out so as to be seen easily, conspicuous, particularly noticeable
Official	f) having the manners, values or qualities, associated with the high class people;
Anonymous	g) connected with gladiators or with their combats
Illiterate	h) characterized by fixed principle, recurring at fixed times, periodic

7. Answer the questions.

1. What is the country where the first press appeared?
2. What was the first handwritten journal?
3. Which news was described in the Acta Diurna?
4. Did the Acta Diurna describe only social news or military news as well?
5. What was the reason of the break up of the news regular publication?

6. Was the newssheet a written or printed copy?
7. What was a news pamphlet?
8. What was “Trew Encountre”?
9. How did most authors escape censorship in the Middle Ages?
10. What gazette did the Venetian republic charge a fee for?
11. What were most popular titles for the gazettes?
12. Why was the term “gazette” used instead of a “newspaper”?
13. What are the three phases of newspaper development?

8. Translate the following phrases. Pay attention to the use of prepositions.

Find the sentences where they were used in the text and read them out.

To date from (59 BC)

To attribute in origin to smb

To contain news of contests

The impetus for smth

A means of disseminating information

On particular topics of interest

An account of the battle

In any case

A degree of independence

9. Fill in the proper prepositions.

1. The archaeologists found a clay plate, dating ... 30 BC, but concluded that it was a fake.
2. The earliest gazette attributed ... origin ... Julius Caesar.
3. An ancient gazette contained news ... notable marriages, public appointments and trials.
4. The impetus ... regular publications was lacking due to several reasons.
5. A gazette was a means ...disseminating information written in a form of a pamphlet.
6. Only the news ... particular topics ... interest, such as politics, battles, marriages could appear in the medieval gazette.
7. “Trew Encountre” contained an account ... the battle and the list of heroes involved.
8. ...any case the topics for publications were more or less similar: scandals, heroism or marvelous occurrences.

9. In the Middle Ages the degree... independence in the press was high due to the fact that many authors were anonymous.

10. Comment on the following quotations:

Albert Camus (1913-1960)

“A free press can of course be good or bad, but, most certainly, without freedom it can never be anything but bad... Freedom is nothing else but a chance to be better, whereas enslavement is certainly of the worse”

Thomas Jefferson (1743-1826)

“The press is the best instrument for enlightening the mind of man, and improving him as a rational, moral and social being”.

Franklin D. Roosevelt

“If in other lands the press and books and literature of all kinds are censored, we must redouble our efforts here to keep them free”.

3 Books

1. Read and translate the text.

Books

Despite fears that the so-called electronic media — especially radio, television, and videos — might damage book publishing, the opposite seems to be true. Book sales since the introduction of television have increased considerably, well beyond the increase in population. In fact, the U.S. leads in the number of books read per capita. These books range from the most recent best seller or biography to histories, gardening and cookbooks, or technical volumes and encyclopedias. Several reasons have been offered to account for this fact. First, American schools have traditionally stressed and tried to develop a "love of reading", to make it a habit. This general educational emphasis has been successful. One notes how many people are reading books — not only newspapers or magazines — in city buses, airports, during: lunch breaks, or on the beach. Secondly, public libraries have always been very active in communities throughout the country. Here, too, the general policy has been to get books to people rather than to protect the books from people. A favorite way of raising money for libraries is to have thousands of used books donated by the community and then to have a book sale ("Any five for \$11"). The money made in this fashion goes to buy new books for the library. Such popular community fund-raising activities also increase the feeling among people that the library is theirs. The third and probably most important reason is that there are no laws which protect book sellers or fix prices. Anyone can sell new and used books at discount and sale prices, and just about everyone does. Very early, books were sold every where, in drug stores and supermarkets, department stores and 24-hour shops, through book clubs and by colleges, as well as in regular book stores. Many university book stores are student-owned and run. They operate on a nonprofit basis, that is, all profits go towards keeping the prices of books down, for paying the student employees, and often to support student scholarships and other financial aid. Then, there are the large "paperback supermarkets* located in most shopping centers, which sell mainly paperback books on a variety of subjects. These, too, have done a great deal to keep the book trade healthy and growing. Nationwide radio and television

shows, new movies, and filmed versions of books have often helped to create spectacular book sales.

2. Transcribe and translate the words below.

Television, per capita, considerably, to range, biography, technical, encyclopedia, to account, emphasis, magazines, throughout, to increase, law, discount, to operate, nonprofit, employees, to support, scholarship, financial, aid, variety, trade, healthy, growing, nationwide, version, to create, spectacular.

3. Find in the text the English equivalents of the following words and expressions and read them out.

Продажа книг, увеличение населения, на душу населения, биография, энциклопедия, традиционно, обращать особое внимание, книги со скидкой, супермаркеты, где продаются книги в бумажном переплете, эффективные распродажи книг.

4. Fill in the gaps using one of these words.

1. These books... from the most recent best seller or biography to histories.
 2. Several reasons have been offered to ... for this fact.
 3. A favourite way of raising money for libraries is to have thousands of used books ... by the community and then to have a book sale.
 4. Anyone can sell new and used books ... and sale prices.
 5. Then there are the large ... located in most shopping centers.
- (range, to account, donated, at discount, paperback supermarkets)

5. Fill in the prepositions.

1. In fact the U.S. leads ... the number of books per capita.
 2. Several reasons have been offered to account ... this fact.
 3. A favourite way of raising money for libraries is to have thousands of used books donated ... the community and then to have a book sale.
 4. Then, there are the large “paperback supermarkets” located ... most shopping centers, which sell mainly paperback books on a variety of subjects.
 5. Secondly, public libraries have always been very active ... communities ... the country.
- (in (3), by, for, throughout).

6. Read the definition and say it in one word

1. The people who live in an area.
2. To give something such as money or goods to an organization, esp. to a school, hospital, political party.
3. A reduction in the price of smth.
4. Money that you make by selling smth., or from your business especially the money that remains after you have paid all your business costs.
5. Someone who is paid regularly to work for a person or an organization.
6. Extremely impressive.
7. In all parts of a country.

A collection or number of people, things, ideas etc. that are all different from one another.
(community, donate, discount, profit, employee, spectacular, nationwide, variety)

7. Prepare 3 sentences in Russian with the words from ex.5 for your group mates to translate

8. Answer the following questions

1. Why have the books sales increased considerably since the introduction of television?
2. What is the range of books which are read by people?
3. What are the principal reasons of the increase of reading?
4. What do you know about new American system of development of “love of reading”? Is it successful?
5. Do libraries take an active part in the development of “love of reading”?
6. What can you say about the laws which protect book sellers or fix prices? Are they necessary in your opinion?
7. What is the basic role of mass media in the books’ sale?

4 Magazines

1. Read the proper names and titles and say what you know about them.

If they are unknown for you, find some information in the text.

National Geographic

Reader's Digest

Cosmopolitan, Vogue

Time

Newsweek

Scientific American

Psychology Today

U.S. News and World Report

The Atlantic Monthly

Harvard Educational Review

Saturday Review

The New Republic

National Review

Foreign Affairs

Smithsonian

The New Yorker

2. Read and translate the text

There are over 11,000 magazines and periodicals in the United States. More than 4,000 of them appear monthly, and over 1,300 are published each week. They cover all topics and interests, from art and architecture to tennis, from aviation and gardening to computers and literary criticism. Quite a few have international editions, are translated into other languages, or have "daughter" editions in other countries. Among the many internationals are National Geographic, Reader's Digest, Cosmopolitan, Vogue, Time, Newsweek, Scientific American, and Psychology Today.

The weekly newsmagazines — the best known are Time, Newsweek, and U.S. News & World Report — serve as a type of national press. They also have considerable international impact, above all Time. This newsmagazine appears each week in several

international editions. There are some for various parts of the United States, for the Far East, for Australia, for Europe, and so on. Time claims that although the advertising changes in each edition, the content remains the same internationally. This is not quite true: in the U.S. editions, for instance, there is no section called "European Notes." In any case, no other single news publication is read so widely by so many people internationally as is Time.

There are two other reasons why Time has such international influence. First, several other newsmagazines were modeled on Time. Among these are the leading newsmagazines in France, Germany, and Italy. Secondly, Time also sells news, news features, interviews, photographs, graphics, and charts to other publications throughout the world. Feature stories that first appear in Time are therefore echoed in many other publications in many other countries.

The newsmagazines are all aimed at the average, educated reader. There are also many periodicals which treat serious educational, political, and cultural topics at length. The best known of these include The Atlantic Monthly, Harvard Educational Review, Saturday Review, The New Republic, National Review, Foreign Affairs, Smithsonian, and, of course, The New Yorker. Such widely read periodicals, along with the hundreds of professional journals, provide a broad and substantial forum for serious discussion. Again, a lot of what first appears in these publications is often reprint internationally or in book form. Many of the long The New Yorker essays, for example, have later appeared in shortened form in publications such as England's The Observer Magazine or Germany's Die Zeit.

There is a strong market for such serious publications. National Geographic has an average circulation of over 10 million, Consumer Reports some 3 million, Smithsonian (published by the Smithsonian Institution in Washington D.C.) over 2 million copies, Scientific American (U.S. edition) over 700,000, and Saturday Review - and The New Yorker over half a million each. More popular and less demanding publications, such as Family Circle, Woman's Day, or National Enquirer, of course, have a huge readership and sell over 4.5 million copies of each issue. Altogether, there are about 60 magazines in the

United States that sell over 1 million copies per issue each, and roughly the same number with more than 500,000 copies per issue.

3. Translate and transcribe the following words and expressions, learn them by heart. Find the sentences where they were used and write them out.

Magazine, periodical, to publish, topic, criticism, edition, weekly, considerable, impact, various, to claim, content, for instance, single, reason, influence, leading, graphics, throughout, to echo, average, political, substantial, discussion, essay, to shorten, publication, circulation, to demand, readership, issue.

4. Fill in the gaps using the words from the given below. Change the form if necessary.

Daughter edition, to claim, average, discussion, publication, issue, various, content, edition, criticism.

1. Many international newspapers and magazines have ... in different countries of the world.
2. The editors ... that the topics of the articles remain the same rarely, but the general idea of the magazine never changes.
3. The magazines for women are aimed at an ... woman, depending on her style of life only.
4. Professional journals provide the readers with the field for serious ... about the topics of interest: business, finance, politics or other.
5. The ... of the story about a poor African family was banned because of the false facts: the journalist opened his secret to his colleague and then the truth was discovered.
6. Every ... of this magazine contains information about the celebrities, popular movies, music and other information.
7. You can't judge a person by the type of the magazine he buys from time to time: people change their mind often and choose ... subjects.
8. He never liked the ... of popular magazines, in fact he considered it all waste of time and money.

9. If you want to be in staff of ... of a popular newspaper, you should know at least two foreign languages and be a skillful journalist.

10. Few editors can stand ...: they can follow the advice of journalists of a higher rank or their experienced colleagues.

5. Match the definitions with the words.

Digest	a) a form of communication, used to encourage the audience to continue using the product or to try it
Advertising	b) the duplication of information
Section	c) a daily periodical
Interview	d) a division of chapter or document
Journal	e) a variety of systems where the parties are encouraged to exchange
Publication	f) a condensed collection of writings
Market	g) an act of making content available to public
Copy	h) a conversation between two people in order to obtain information

6. Answer the questions.

1. Do the newspapers differ, depending on how often they are issued? What is the reason for this division?
2. What topics do the American newspapers cover?
3. Are they national American editions?

4. What means “daughter” edition? Do Russian newspapers or magazines have such editions?
5. What are the most famous American newsmagazines?
6. What kind of impact does Time have? Does it have any “daughter” editions?
7. What can you say about the content of Time?
8. Is this newspaper the same all over the world?
9. Are there any reasons for such influence of Time?
10. Where does it have its copies?
11. What is the usual reader of the newsmagazines?
12. What do the professional periodicals provide?
13. Do the articles from these newsmagazines appear in any other form?
14. What is the usual circulation for these newsmagazines?

7. Translate the following phrases. Pay attention to the use of prepositions.

Find the sentences where they were used in the text and read them out.

To translate into a language

To be modeled on Time

To be aimed at the average reader

To provide a forum for serious discussion

To sell over 1 million copies per issue

8. Fill in the proper prepositions.

1. According ... the statistics, most European magazines were modeled... time.
2. All newspapers have their own readers: ... example, Cosmopolitan is aimed ... a fashionable single woman.
3. Cheap newspapers sell ... million copies daily.
4. Most international editions are translated ... foreign languages ... order to provide the reader ... the most important information worldwide.
5. Such serious periodicals as New Yorker or Time provide a forum ... serious discussions ... the eternal problems ... economics, finance, politics and culture.

9. Comment on the following quotations:

Find out who the quotes' authors are and be ready to share the information with your groupmates. Pay attention to some useful formulas in Exercise 10 used when contrasting your ideas, guessing, disagreeing and saying "No" nicely.

Richard Stengel

"They are learning while they are doing which is how young people are learning today, and I think it's a fantastic place for them".

David Remnick

"98% of the people who get the magazine say they read the cartoons first -- and the other 2% are lying".

"What stores are around, what stores aren't around, what advertisers want to present as an ideal woman or man, passing prejudices, things that you would never say now that you could say then".

Chris Johns

"We want you to find stories that are relevant, [that] you can apply directly to your life. Surprising, in-depth, contextual stories that help us make good decisions about the future".

Kate White

"We try not to be all things to all women. You'll never find anything about babies in our magazine, except what a single reader might be interested in."

10. Useful Formulas

Saying 'No' Nicely

Sometimes you need to say no when someone makes a suggestion, offers something or asks you to do something for them. Of course, saying just 'no' can be rather rude. Here are some of the most common ways to say 'no' nicely - or at least not rudely.

Would you like to see a film tonight?

I'm afraid I can't go out tonight. I've got a test tomorrow.

Sorry, but **I don't particularly like** Chinese food.

I'd really rather not take a walk this afternoon.

Would you like to come to the museum with us?

Thank you, but **it's not my idea of** a fun afternoon out.

Let's go for a drive

Sorry, **I'm not really fond of** driving for the fun of it.

Why don't you stay the night?

That's very kind of you, **but I really have to** get back to the city.

NOTE: Notice how we often say 'thank you' in some way before refusing the offer. When someone makes an offer it is polite to first thank that person and then say no, often offering an excuse for not wanting or being able to do something. Just saying 'no' is considered very rude behavior indeed!

Disagreeing

Here are a number of useful phrases used when disagreeing or expressing another opinion. Notice that a number of these expressions employ the first or second conditional.

I wouldn't do that. I would...

But if we...

I'm afraid I have to disagree with you.

Don't get me wrong, ...

Even so, if...

Don't forget that...

Very true, but...

Examples:

I wouldn't do that. I'd speak to the teacher first and see what she says.
But if we don't make those investments, we'll risk losing market share.
Don't get me wrong, I just think we should look at some other options before making a decision.

Even so, if we change classes this late, we might not get a passing grade.
Don't forget that you still need to finish all your homework BEFORE you can do that.
Very true, but we still need to get the garden in shape before building a new deck.

Contrasting Ideas

There are a number of formulas used when contrasting ideas in English. Here are some of the most common:

We'd love to stay for dinner, but we have got to get going.

They decided to stay in the area, in spite of their problems with the local residents.

Despite the difficulties of a long journey, Peter decided to visit India.

Getting a good job is hard work, however, most people eventually find one with patience.

There were a number of people who came, although the hotels were not equipped to handle them all.

Formula	Example	Explanation
main statement, but contrasting statement	I'd really like to come to the film, but I have to study tonight.	Use a comma or semi colon (;) with 'but'. 'But' is the most common way to show contrasting ideas.
main statement, in spite of contrasting statement OR in spite of contrasting statement, main statement	They continued on their journey, in spite of the pouring rain.	Use 'in spite of' plus a noun, noun phrase or gerund
main statement, despite contrasting statement OR Despite contrasting statement, main statement	They continued on their journey, despite the pouring rain.	Use 'despite' plus a noun, noun phrase or gerund
main statement, although contrasting statement OR Although contrasting statement, main statement	We wanted to buy a sports car, although we knew that fast cars can be dangerous.	Use 'although' with a subject and a verb.

Guessing

There are a number of ways to guess in English. Here are some of the most common:

- **I'd say** he's about ready to quit his job.
- It **might** need some oil.
- He **could** be in the garden.
- It **looks like** a miniature motor.
- **Perhaps** he needs some time off work.
- **Maybe** they want to come and visit this summer.
- **It's difficult to say, but I'd guess** that it's used for cleaning house.
- **I'm not really sure, but I think** they enjoy hiking in the mountains.

Formula	Form
I'd say he's about ready to quit his job.	Use 'I'd say' an independent clause.
It might need some oil.	Use 'might' the base form of the verb.
He could be in the garden.	Use 'could' the base form of the verb.
It looks like a miniature motor.	Use the verb 'look like' a noun.
Perhaps he needs some time off work.	Begin the sentence with 'perhaps'.
Maybe they want to come and visit this summer.	Begin the sentence with 'maybe'.
It's difficult to say, but I'd guess that it's used for cleaning house.	Use the phrase 'It's difficult to say, but I'd guess' an independent clause.
I'm not really sure, but I think they enjoy hiking in the mountains.	Use the phrase 'I'm not really sure, but I think' an independent clause.

5 Tomorrow's journalism new technology, new ethics?

Jay Black

In the following selection, Jay Black ponders the ethical implications of new communication devices like mini-cams and portable VDTs, which may shift gatekeeping decisions into the hands of younger field reporters and so mitigate against careful decision making on the part of new staffs. Will newsrooms, as they adapt to more sophisticated communication technology, attract journalists who are less committed to factual reporting than they are to the style, glamour, and gimmickry of the profession in "this neovideo age"? Jay Black is chairman of the Department of Journalism at the University of Alabama. One ramification of the communications revolution we rarely hear discussed, but one we would do well to consider, is that the drastic alterations in how we communicate with each other in the future may quite possibly revolutionize the very definition of what it means to be a journalist. At base, some important ethical questions are raised. VDTs [video display terminals] and mini-cams are standard equipment for today's journalists. Satellite dishes adorn nearly every news outlet, print or electronic. Novel and intriguing in their own rights, they are merely the outward signs of a revolutionary system that will soon link almost all of us, everywhere, in a gargantuan electronic and computerized global village. Buck Rogers telecommunications devices are becoming increasingly commonplace in American and European homes. Satellite and cable-fed messages are now being received on microcomputers interfaced with television screens and printers. Dow Jones, Knight-Ridder, Warner-Amex, and other media companies are experimenting with two-way interactive systems that allow instantaneous and customer-controlled delivery of news, information, entertainment, banking, security, mail delivery, and direct marketing of a great many products.

The life of the journalist is already changing as a result of this electronically enhanced neovideo world. Who knows how many senior journalists are abandoning the frenetic profession, frustrated by a technologically complex craft that some see as dehumanizing the product? Some computer phobics, slow to adapt to sophisticated

newsroom technology, have suffered from psychic displacement. Some have retired early, some have changed jobs, some have taken their years of insights and journalistic experience and found themselves out of sorts in a newer faster-paced news world where mastery of technology may be replacing empathy and communication skills as determiners of success. Consider the ethical questions that arise in this new world of 24-hour-a-day instant news. Younger, dexterous reporters, out in the field with minicams or portable VDTs, are ever closer to the finished news product, and thus, ever closer to their audiences. Given little time for reflection in this deadline-every-minute business, and given the added pressures of competition from broadcast 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 objectively, and which ones permit inferences or value judgments, 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 inevitably to be a younger person's career, there will be an increasing number of scenarios in which field reporters will be forced into making the kinds of gatekeeping decisions previously handled only by grizzled veterans. Good intentions of youth notwithstanding, 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 dilemmas, that one develops an individual sense of social responsibility and empathy. A world of instantaneous news militates against careful, rational decision making. Numerous forces will push journalists to the limits of good sense, good taste, and decorum — not to mention standards of libel and invasion of privacy — in their eagerness to scoop the competition with instantaneous, live reportage of disasters, accidents, terrorist activities, politicians putting their feet in their mouth, etc. What's to stop journalists from initiating negotiations with news sources on society's fringes — militants, terrorists, kidnappers, hijackers, drug runners, and the like — given journalists' ready access to the action and given that through the reporters, who are wired directly to their news media, the newsmakers are assured of a clear channel to the world's eager audiences? Because fewer gatekeepers will stand between the newsmakers and the news product, won't there be a

tendency for journalists to begin behaving like common carriers? The more like television and radio the newspapers try to be, the greater the likelihood that such a situation will come about even in the traditionally slower print medium. After all, research and development people are already perfecting ink jet laser printing systems that will eliminate the need to stop the presses to update a story; hand-held portable VDTs will soon be linked to miniaturized, perhaps umbrella-sized satellite up-link antennas that are about to permit users to communicate instantaneously, with audio, video, and print, with anyone anywhere. (Of course, the linkage between the field reporter and newspaper readers will be streamlined enormously once the newspapers abandon their antiquarian belief that a newspaper must, by definition, be printed on expensive and nonrenewable paper and delivered through an incredibly cumbersome system that hinges ultimately on the working condition of a twelve-year-old's bicycle. But that, as they say, is another story.) Once the electronically blipped, direct-to-the-home newspaperless medium comes into widespread use, the responsibilities of the copy-desk — layout — typesetting - pasteup — proofreading — production gatekeepers will be greatly diminished, meaning the reporters will be drawn inexorably closer to the finished product and thus to their audiences. The cycle will be continued. This again will call for more responsible, mature decision making on the part of the news gatherer. Indeed, the evidence we muster suggests that the merger of the print and electronic media, and the growth of the information-society, will demand more, not fewer, skilled journalists. Reporters and- editors will need ever greater empathy with news sources and news consumers, as the nature of the journalism business changes. When interactive, two-way telecommunications links between home and newsroom become commonplace, special interest consumers will be demanding specialized and in-depth news coverage, and general interest consumers will seek a more broadly based daily news budget. Satisfying the needs of such disparate audiences will be difficult. At the same time, reporters and editors will have to be more highly skilled at rapidly recognizing and processing news according to the traditional 5Ws and H, but with more attention on the why, on explaining causes and effects of events and issues (even if the majority of news consumers seem quite satisfied to slide along on the surface of events). As indicated above, this will intensify the dilemmas of having to recognize when it is appropriate to not

merely report, but also to pass judgment on the news. A very real danger is the possibility that the sexiness of this new communications environment, of this neovideo age, may mean that people entering the journalism field may be doing so for the wrong reasons. Instead of coming to a career in journalism with an old-fashioned commitment to communicating in depth, they may be attracted to the craft because they have been smitten by the technological marvels, the glamour, the hype, the ego rushes inherent in what is sometimes sarcastically called "The Star Syndrome" of being on television. We will all lose if some of the tyrannies endemic in television journalism — the golden throat, the bouffant, the orthodontic dazzle — are rewarded at the expense of substance. Once the local newspaper sees its task as competing for audiences with local and network and cable and- direct broadcast satellite television, the reporters might feel pressure to compete physically as well as journalistically with their video colleagues. If this is the case, there may logically emerge a new ethic in journalism, a value on form over substance. (In some strange way, it may already be seen in the case of USA Today. The satellite-fed national newspaper resembles the freshman student at a fraternity or sorority rush party, who tries desperately to be something for everyone, and, in the process, becomes very little for anyone. Sadly, too many local papers are indiscriminately imitating USA Today's showmanship and splashy use of color graphics, while forgetting that the Gannett corporation has invested millions in pinpointing its audience's needs and interests.) The stress on gimmickry, on electronic wizardry, on instantaneous dissemination of news and opinion, may create new priorities in the education, training, and employment of journalists. At a minimum, the new communications environment would appear to call for a back-to-basics movement in the classroom and newsroom, and a greater need for continuing education of mid-career journalists. From their freshman year, journalism students should be taking a substantial courseload in the arts, humanities, and social and physical sciences. Their cries for ever larger doses of journalism skills courses, especially courses in the use of the latest state-of-the-art technology, should not sway educators from insisting that students have come to the university for an education and not for training in technologies that will be changing more rapidly than universities can possibly upgrade their facilities. In short, there should be an emphasis on coping with abstractions, not

merely with hardware. Editors seeking to hire young journalists should continue to stress the values of a general education. Obviously — and recent statistics bear this out — prime jobs should be given to those capable students who have served internships and demonstrated their abilities to put theory into practice, who combine intellectual curiosity with craftsmanship. Once they have been hired, they should be rewarded for making good judgments, and not solely for meeting deadlines. The "system" should put technology in its proper perspective. A loyalty to readers, listeners, and viewers should take precedence over a love affair with equipment. Likewise, editors and publishers should make it easier for mature journalists to return to the classroom, both as teachers and as students, and media educators should pursue opportunities to return to newsrooms on professional internships. Values and priorities of both groups invariably get a worthwhile adjustment when occupational roles are reversed. The issues raised here are ethical ones at base, for they ask us to consider what it means to be a fully functioning member of the new information society. The communications revolution means much more than the deployment of new technology. It may very well mean that we have to redefine the place of journalism in society.

1. Read and translate the text. Write out unknown words and learn them.

2. Divide the text into parts. Entitle the parts. Make the plan of the text.

3. Match the words with their definitions.

Copy-desk, layout, typesetting, paste-up, proofreading.

- a) The reading of a galley proof or computer monitor to detect and correct production-errors of text or art.
- b) Drawing up of pages of the newspaper, magazine of the certain size of the typed lines, headings, illustrations according to a marking or a breadboard model.
- c) The work that an editor must improve according to the style of the text.
- d) A method of creating or laying out publication pages that predates the use of the now-standart computerized page design.
- e) A plan or sketch, as of an advertisement or a page of a newspaper or magazine, indicating the arrangement of the parts.

4. Make up the sentences using the words given in exercise 3.

5. Highlight the meanings of the proverbs:

The star Syndrome; to cut smbd's professional teeth; to put the feet in smbd's mouth.

Use them in proper context.

6. Choose the proverb you like best and comment upon the idea it conveys.

7. Answer the following questions.

1. What value is about the speech in the text?
2. Who is Jay Black?
3. What famous media companies are mentioned in the text?
4. What was the reason many senior journalists had left a profession?
5. What abilities should journalists possess in the new neovideo age?
6. What is "The Star Syndrome"?
7. What new priorities in education sphere should be created?

8. Prepare the detailed retelling of the text.

9. Write a composition or an essay on the following topic. Discuss your composition (essays) in class.

What are your ideas of new technology of PR?

6 Media and communications

By David Goddy (Associate Editor, Scholastic Update)

The public's right to know is one of the central principles of American society. The men who wrote the Constitution of the United States resented the strict control that the American colonies' British rulers had imposed over ideas and information they did not like. Instead, these men determined, that the power of knowledge should be placed in the hands of the people. "Knowledge will forever govern ignorance," asserted James Madison, the fourth president and an early proponent of press freedom. "And a people who mean to be their own governors must arm themselves with the power knowledge gives."

THE FIRST AMENDMENT

To assure a healthy and uninhibited flow of information, the framers of the new government included press freedom among the basic human rights protected in the new nation's Bill of Rights. These first 10 Amendments to the Constitution of the United States became law in 1791. The First Amendment says, in part, that "Congress shall make no law ... abridging the freedom of speech, or of the press ..." That protection from control by the federal government meant that anyone — rich or poor, regardless of his political or religious belief — could generally publish what he wished. The result, Madison declared, was that the power to decide what was harmful behavior "is in the people over the Government and not in the Government over the people." Ever since, the First Amendment has served as the conscience and shield of all Americans who reported the news, who wished to make their opinions public, or who desired to influence public opinion. Over the past two centuries, however, the means of communication — what we now call the "media" — have grown immensely more complex. In Madison's day, the media, created by printing presses, were few and simple — newspapers, pamphlets and books. Today the media also include television, radio, films and cable TV. The term "the press" has expanded to refer now to any news operation in any media, not just print. These various organizations are also commonly called the "news media." This media explosion has created an intricate and instantaneous nerve system shaping the values and culture of American society. News and entertainment are beamed from one end of the American

continent to another. The result is that the United States has been tied together more tightly, and the media have helped to reduce regional differences and customs. People all over the country watch the same shows often at the same time. The media bring the American people a common and shared experience — the same news, the same entertainment, the same advertising. Indeed, Americans are surrounded by information from the time they wake in the morning until the time they sleep at night. A typical office worker, for instance, is awakened by music from an alarm-clock radio. During breakfast, he reads the local newspaper and watches an early morning news show on TV. If he drives to work, he listens to news, music and traffic reports on his car's radio. At his office, he reads business papers and magazines to check on industry developments. Perhaps he helps plan an advertising campaign for his company's product. At home, after dinner, he watches the evening news on TV. Then he flips through the over 20 channels offered by cable TV to find his favorite show or a ballgame or a recent Hollywood movie. In bed, he reads himself to sleep with a magazine or a book. Our typical office worker, like most Americans, takes all this for granted. Yet this dizzying array of media choices is the product of nearly 300 years of continual information revolution. Technological advances have speeded up the way information is gathered and distributed. Court cases have gradually expanded the media's legal protections. And, because the news media in the United States have been businesses which depend on advertising and sales, owners have always stressed appealing to the widest possible audiences.

1. Read and translate the text. Write out from the text all unknown words and learn them by heart.

2. Transcribe and translate the following words:

to resent, to impose, govern ignorance, to assert, proponent, regardless, to take for granted, amendment, instantaneous, beam, tightly, array.

3. Match the words with their definitions.

1. Persons in general.

2. A minor change or addition to a document.

3. Newspapers, magazines, the news sections of radio and television, and the journalists who work for them.

4. Happening or done immediately.
 5. To broadcast a message, television programme from a distant place.
 6. New or fresh information.
 7. The main means of communicating with large numbers of people, esp. television, radio and newspapers.
 8. To become or make smth. greater in size, number or importance.
- Amendment, expand, people, press, beam, instantaneous, media, news.

4. Make up sentences with the words from ex. 2.

5. Give the synonyms and antonyms to the following words: to ask, important, information, idea, advantage, broadcast, suitable.

6. Translate into English.

1. Чтобы обеспечить свободный поток информации, необходимо соблюдать правила журналистской этики.
2. Новое правительство сразу же установило свои законы.
3. Как здорово, что сейчас существует интернет! Это дает свободный доступ к любой информации в удобное для тебя время.
4. Я считаю, что реклама- это хорошая возможность донести необходимую информацию до широкой аудитории людей.
5. В настоящее время СМИ работает активно в любом выбранном ими направлении.

7. Prepare a short story in Russian with the words from your active vocabulary for your groupmates to translate.

8. Choose a journalist, not necessarily one of the greats, you'd like to talk about. Note down a few pieces of factual information about his life and work.

9. Write a paragraph of 100 words expressing your attitude to the freedom of the press.

NOTE:

A paragraph is a piece of writing which consists of a number of closely related sentences, developing one idea. A well-written paragraph should display three features: unity, balanced length and balanced structure.

Unity means that the paragraph deals with one topic only. In further sentences the topic is developed and is logically brought to the last sentence.

Balanced length means that neither paragraph itself, nor the sentences constituting it should be too long (longer than three lines).

Balanced structure means that each sentence must lead to the following one and all must be linked up.

7 Don't blame TV

Jeff Greenfield

Many critics argue that television plays a role in shaping our social mores — that rising crime rates can be traced to the violence depicted on prime-time programs and that racial divisions in our society are exacerbated by the stereotypical images of minorities we see in the entertainment and news media. In the following selection, though, Jeff Greenfield challenges these assumptions about television's effects. "Powerful as it is," he says, "television has shown little — power over the most fundamental values of Americans." Jeff Greenfield, a political and media analyst for ABC News and a nationally syndicated columnist, has offered commentary on a wide variety of issues, including media coverage of presidential campaigns, new reporting and editing techniques, libel suits against the press, and the television ratings system. He won a 1986 Emmy Award for background analysis on "Nightline's" South Africa series. One of the enduring pieces of folk wisdom was uttered by the nineteenth-century humorist Artemus Ward, who warned the readers: "It ain't what you don't know that hurts you; it's what you know that just ain't so." There's good advice in that warning to some of television's most vociferous critics, who are certain that every significant change in American social and political life can be traced, more or less directly, to the pervasive influence of TV. It has been blamed for the decline of scores on scholastic achievement tests, for the rise in crime, for the decline in voter turnout, for the growth of premarital and extramarital sex, for the supposed collapse of family life and the increase in the divorce rate. This is an understandable attitude. For one thing, television is the most visible, ubiquitous device to have entered our lives in the last forty years. It is a medium in almost every American home, it is on in the average household some seven hours a day, and it is accessible by every kind of citizen from the most desperate of the poor to the wealthiest and most powerful among us. If so pervasive a medium has come into our society in the last four decades and if our society has changed in drastic ways in that same time, why not assume that TV is the reason why American life looks so different? Well, as any philosopher can tell you, one good reason for skepticism is that you can't make assumptions about causes. They even have an impressive Latin phrase for that fallacy: *post hoc, ergo propter hoc*. For instance, if I do a rain dance at 5

p.m. and it rains at 6 p.m., did my dance bring down the rains? Probably not. But it's that kind of thinking, in my view, that characterizes much of the argument about how television influences our values. It's perfectly clear, of course, that TV does influence some kinds of behavior. For example, back in 1954, Disneyland launched a series of episodes on the life of Davy Crockett, the legendary Tennessee frontiersman. A song based on that series swept the hit parade, and by that summer every kid in America was wearing a coonskin cap. The same phenomenon has happened whenever a character on a prime-time television show suddenly strikes a chord in the country. Countless women tried to capture the Farrah Fawcett look a decade ago when "Charlie's Angels" first took flight. Schoolyards from Maine to California picked up — instantly, it seemed — on such catch phrases as "Up your nose with a rubber hose! " ("Welcome Back, Kotter"), "Kiss my grits!" ("Alice") and "Nanunanu!" ("Mork & Mindy"). In the mid -1980s, every singles bar in the land was packed with young men in expensive white sports jackets and T-shirts, trying to emulate the macho looks of "Miami Vice"'s Don Johnson. These fads clearly show television's ability to influence matters that do not matter very much. Yet, when we turn to genuinely important things, television's impact becomes a lot less clear. Take, for example, the decline in academic excellence, measured by the steady decline in Scholastic Aptitude Test [SAT] scores from 1964 to 1982. It seemed perfectly logical to assume that a younger generation spending hours in front of the TV set every day with Fred Flintstone and Batman must have been suffering from brain atrophy. Yet, as writer David Owen noted in a ... book on educational testing [None of the Above: Behind the Myth of Scholastic Aptitude (1985)], other equally impassioned explanations for the drop in scores included nuclear fallout, junk food, cigarette smoking by pregnant women, cold weather, declining church attendance, the draft, the assassination of President Kennedy, and fluoridated water. More significant, SAT scores stopped declining in 1982: they have been rising since then. Is TV use declining in the typical American home? On the contrary, it is increasing. If we really believed that our social values are determined by news media, we might conclude that the birth of MTV in 1981 somehow caused the test scores to rise. Or consider the frequently heard charge that the increase in TV violence is somehow responsible for the surge in crime. In fact, the crime rate nationally has been dropping for

three straight years [1983 — 1985]. It would be ludicrous to "credit" television for this: explanations are more likely to be found in the shift of population away from a "youth bulge" (where more crimes are committed) and improved tracking of career criminals in big cities. But why, then, ignore the demographic factors that saw in America an enormous jump in teenagers and young adults in the 1960s and 1970s? Why assume that television, with its inevitable "crime-does-not-pay" morality, somehow turned our young into hoodlums? The same kind of problem bedevils those who argue that TV has triggered a wave of sexually permissible behavior. In the first place, television was the most sexually conservative of all media through the first quarter-century of its existence. While *Playboy* began making a clean breast of things in the mid-1950s, when book censorship was all but abolished in the "Lady Chatterly's Lover" decision of 1958, when movies began showing it all in the 1960s, television remained an oasis — or desert — of twin beds, flannel nightgowns, and squeaky-clean dialogue and characters. In fact, as late as 1970, CBS refused to let Mary Tyler Moore's Mary Richards character be a divorcee. The audience, they argued, would never accept it. Instead, she was presented as the survivor of a broken relationship. Why, then, do we see so many broken families and divorces on television today? Because the networks are trying to denigrate the value of the nuclear family? Hardly. As "The Cosby Show" and its imitators show, network TV is only too happy to offer a benign view of loving husbands, wives, and children. The explanation, instead, lies in what was happening to the very fabric of American life. In 1950, at the dawn of television, the divorce rate was 2.6 per 1,000 Americans. By 1983, it had jumped to five per thousand; nearly half of all marriages were ending in divorce. The reasons range from the increasing mobility of the population to the undermining of settled patterns of work, family, and neighborhood. What's important to notice, however, is that it was not television that made divorce more acceptable in American society; it was changes in American society that made divorce more acceptable on television. (Which is why, in her new sitcom, Mary Tyler Moore can finally play a divorced woman.) In the mid-1980s, divorce has simply lost the power to shock. The same argument ... undermines most of the fear that television has caused our young to become sexually precocious. From my increasingly dimming memory of youthful lust, I have my doubts about whether young lovers really need the

impetus of "Dallas" or "The Young and the Restless" to start thinking about sex. The more serious answer, however, is that the spread of readily available birth control was a lot more persuasive a force in encouraging premarital sex than the words and images on TV. We can measure this relative impotence of television in a different way. All through the 1950s and early 1960s, the images of women on TV were what feminists would call "negative"; they were portrayed as half-woman, half-child, incapable of holding a job or balancing a checkbook or even running a social evening. (How many times did Lucy burn the roast?) Yet the generation of women who grew up on television was the first to reject forcefully the wife-and-homemaker limitations that such images ought to have encouraged. These were the women who marched into law schools, medical schools, and the halls of Congress. The same was true of the images of black Americans, as TV borrowed the movie stereotypes of shiftless handymen and relentlessly cheerful maids. We didn't begin to see TV blacks as the equal of whites until Bill Cosby showed up in "I Spy" in 1966. Did the generation weaned on such fare turn out to be indifferent to the cause of black freedom in America? Hardly. This was the generation that organized and supported the civil rights sit-ins and freedom rides in the South. Somehow, the reality of second-class citizenship was far more powerful than the imagery of dozens of television shows. I have no argument with the idea that television contains many messages that need close attention: I hold no brief for shows that pander to the appetite for violence or smarmy sexuality or stereotyping. My point is that these evils ought to be fought on grounds of taste and common decency. We ought not to try and prove more than the facts will bear. Television, powerful as it is, has shown precious little power over the most fundamental values of Americans. Given most of what's on TV, that's probably a good thing. But it also suggests that the cries of alarm may be misplaced.

1. Translate and transcribe the words below:

Coverage, trace, exacerbate, assumption, enduring, scholastic, syndicated columnist, ubiquitous, pervasive, drastic ways, skepticism, frontiersman, coonskin cap, emulate, imagery, pander, denesy, precious, decline, atrophy, attendance, ludicrous, triggered, bedevils, surge, straight, bulge, quarter-century, censorship, flannel nightgowns, squeaky-

clean, denigrate, benign, undermine, precocious, dimming, lust, impetus, premarital, incapable, mangumen, relentless.

2. Find in the text sentences containing the words given below. Consult the dictionary to pick out all their meanings. Illustrate these meanings with your own examples.

chord, draft, ludicrous, decency, surge, voter

3. Match the phrase in the left column with their Russian equivalents in the right column. Make up situations where you can use these phrases.

1. blamed for the decline	a) фундаментальные ценности
2. fundamental values	b) расовое деление
3. prime-time television	c) стереотипное мышление
4. social values	d) прайм-тайм телешоу
5. folk wisdom	e) разнорабочий
6. handyman	f) причина снижения
7. appetite for violence	g) социальные ценности
8. racial division	h) стремление к насилию
9. stereotypical images	i) народная мудрость

4. Translate the sentences into English using the phrases

1. В русских народных пословицах и поговорках заключена народная мудрость.

2. Как правило, расовое деление приводит к межэтническим конфликтам между представителями разных народов и национальностей.

3. В последнее время в нашем обществе преобладают фундаментальные ценности.

4. Семья, образование и наука являются основными социальными ценностями для нашего государства.

5. Современные фильмы вызывают у людей стремление к насилию.

6. Мигранты из Азии, приезжая в Россию, становятся разнорабочими.

7. Большой популярностью в мире среди передач пользуются прайм-тайм телешоу.

8. Экономический кризис стал причиной снижения финансового состояния государств.

9. Стереотипное мышление создает трудности при общении людей разных национальностей.

5. Make up a story about a TV programme using these words

Media, company, show, chief, development, entertaining

6. Tell the story from your life experience connected with the adverse effect of TV and the Internet to people.

7. Answer the following questions

1. Is TV harmful for us?

2. What have the scientists found?

3. What are the latest technologies in TV?

4. Has TV been deemed adversely for young people?

5. Do we need censorship on TV?

6. Can TV change the world?

7. Do you have a dependency on TV?

8 What is Public Relations?

In today's media-saturated culture, effective PR is a crucial part of any public undertaking. Image and public opinion mean everything, especially in the increasingly influential realm of social media. The individual or group who wins the media race will win the ultimate goal: the trust of the people.

Public relations, better known as PR, is the art and science of making people, governments and organizations look good. PR professionals work behind the scenes - sending press releases, courting journalists, researching public opinion - to position their clients as positive role models, ethical businessmen, concerned public officials, or at the very least, not criminals.

It can be difficult to tell public relations apart from advertising. Advertisers strive to sell a product or service, and public relations focuses on shaping an image. PR and marketing are even more related. Marketing uses research and targeted communications to achieve a desired action while public relations professionals strive to gain unpaid publicity from newspaper articles or TV news segments.

In this book, we'll start by defining exactly what public relations is, followed by what PR professionals do and the different areas in which they work.



Before we get to studying what PR is, let's talk about the History of PR and its father-founder. Who is he? What do you know about him?

The information in the text can be necessary for you.

The vocabulary can help you:

the turn of the century – начало века

"muckraking" journalist – дотошный журналист

to stir up – возбуждать, раздувать, активизировать

dissent – разногласие

to combat – бороться, сражаться

to misunderstand (misunderstood) – неправильно понимать

namely - зд.: а именно

to whitewash – пытаться скрыть недостатки

to earn – зд.: заслужить

«spin doctor» - политтехнолог



to label – наклеивать ярлык, относить к какой-либо категории

pervasive – всеобъемлющий, распространенный

a non-profit organization – некоммерческая организация

Brief History of PR

Public relations arrived with the development of mass media. At the turn of the 20th century, "muckraking" journalists were stirring up public dissent against the powerful monopolies and wealthy industrialists who ruled the day. Early public relations firms combated the bad press by placing positive stories about their clients in newspapers.

Former journalists, such as Ivy Lee, used the first press releases to feed newspapers "the facts" about his misunderstood clients, namely the railroad and tobacco industries, and J.D. Rockefeller's Standard Oil.

Lee and company became so good at whitewashing even the darkest corporate sins that PR professionals earned a reputation as "spin doctors."

Much time has passed since the days of Ivy Lee, and to label today's PR professionals as dishonest would be to ignore how pervasive and important their work has become to people and organizations of all shapes and sizes - small businesses, authors, activists, universities, and non-profit organizations - not just big business and big government.

Some statements are false. Find and correct them, using the information from the text:

1. The birthday of PR is connected with the end of XX century when many goods were manufactured and it was necessary to sell them.
2. At first PR firms and the press were rivals.
3. Early PR specialists published news about the achievements of their clients.
4. PR started in the UK.
5. One of the first clients of Ivy Lee was J.D. Rockefeller's Standard Oil.
6. Ivy lee and his team got the positive reputation.
7. Now the work of PR specialists has become very important.
8. It is forbidden to consult with PR specialists at the universities.
9. During the election campaigns PR specialists are often consulted with.

Share with your groupmates the main events in the history of PR. Use the supplementary material if necessary.

What is Public Relations?

1. Read and translate the text

Public relations professionals manage image for a company or individual such as scheduling publicity tours.

A basic definition of public relations is to shape and maintain the image of a company, organization or individual in the eyes of the client's various "publics." What is a "public" exactly? A public, in PR terms, is anyone who ever has or ever will form an opinion about the client.

Depending on the nature of the client's work, these publics could include clients, potential clients, voters, members of the local community, members of the media, students, parents of students, online fans groups, foreign citizens - the list is endless.

Public relations success requires a deep understanding of the interests and concerns of each the client's many publics. The public relations professional must know how to effectively address those concerns using the most powerful tool of the PR trade: publicity.

Entrepreneur.com defines public relations purely in terms of publicity work, describing PR as "Using the news or business press to carry positive stories about your company or your products; cultivating a good relationship with local press representatives".

In many cases, the chief duty of the public relations professional is to draft press releases, which are sent to targeted members of the media. But to limit the scope of the public relations definition to publicity alone would be to underestimate the growing influence and reach of PR.

For example, Undersecretary of State Karen Hughes is scheduled to speak at the Public Relations Society of America's annual conference about "public diplomacy," a branch of government public relations. Public diplomacy is shaping the image of a nation (in this case, the United States) in the eyes of both traditional allies and enemy states.

Today's public relations professional does much more than sit behind a desk faxing out press releases. More than ever, he's the public face of the client. It's the PR professional who organizes community outreach and volunteer programs. It's the PR representative who cultivates relationships with potential investors. And it's the PR executive who goes on the cable TV news program to answer the tough questions.

2. Translate and transcribe the following words, learn them by heart. Find the sentences where they were used and write them out.

Individual, to schedule, publicity tour, basic definition, to maintain, public, potential clients, a voter, to require, concern, a tool, publicity, duty, to draft, to target, limit, to underestimate, annual, to shape, an ally, community, executive, cable, tough.

3. Fill in the gaps using the words from the given below. Change the form if necessary.

Individual, to maintain, to require, a tool, duty, to target, annual, an ally, tough.

1. Besides the chief ... PR professional do a lot of other work: communicate with potential clients, write press releases, etc.
2. Either ... or big companies can become PR professionals' clients. They only need to have the product and be eager to advertize it.
3. The audience ... interesting advertizing campaigns in order to believe that the product is really worth to be bought.
4. The hardest task in PR is to ... the image of a company after you have created it.
5. PR executives have got used to come across with difficult clients and answer the... questions of the potential investors.

6. During an ... meeting all the PR executives of NGK International shared their experience and debated about the weak points of advertising companies.
7. The most powerful ... in the work of PR agents is publicity, which they use for the full volume.
8. Traditional ... and enemies should know weak and strong sides of the partners.
9. The ... members of the media often receive high quality press-releases, produced by the executives.

4. Find the English equivalents for the following phrases:

Создавать имидж, сформировать свое мнение, местное сообщество, иностранные граждане, полное понимание, решать проблемы, мощный инструмент, развитие хороших отношений, представители местной прессы, создавать наброски пресс-релизов, растущее влияние связей с общественностью, общественная дипломатия, традиционные союзники, вражеские государства, работа с населением, волонтерская программа, потенциальный инвестор, отвечать на трудные вопросы.

5. Match the definitions with the words

Publicity	Recurring, done, or performed every year; yearly
Client	A person or group having administrative or managerial authority in an organization
Annual	The party for which professional services are rendered as by an attorney
Executive	The opinion or concept of something that is held by the public
Diplomacy	A group of people living in the same locality and under the same government
Community	Information that concerns a

	person, group, event, or product and that is disseminated through various media to attract public notice
Image	Tact and skill in dealing with people

6. Answer the questions.

1. What is the purpose of PR professionals in a company?
2. Who PR professionals can help? In what way?
3. What is “public” in PR terms?
4. Can anybody be excluded from the list of PR public?
5. What does PR success require?
6. What is the most powerful tool of PR trade?
7. What is a press release?
8. Who are the press releases sent to?
9. Why is PR sometimes underestimated?
10. Can PR be of any use for the government?
11. PR professional send faxes and press releases, don’t they?

7. Ask 5 questions to the following sentences.

1. PR professional manage image for a company.
2. PR professionals have achieved great success because of good understanding of problems and concerns of the clients.
3. Companies cultivated good relationships with local press representatives.
4. Karen Hughes is scheduled to speak at the Public Relations Society of America's annual conference about "public diplomacy".
5. PR executive went on the cable TV news program to answer the tough questions.

8. Read some more information about public relations from the point of view of Linux Community. Add to the material you’ve already learnt and be ready to give your own idea of the subject.



Vocabulary of the text:

to benefit – приносить пользу

profile - профиль

to generate publicity – создавать рекламу

to implement the initiative – реализовывать инициативу

to encompass - охватывать

newsworthy – заслуживающий освещения в прессе

vehicle – средство передвижения, двигатель

to be triggered by - вызывать

concise - сжатый

influential - влиятельный

You have news to share—information that would benefit the Linux community. You have some idea of the people you want to reach with your news and views. Now the problem becomes: How to reach them in the most effective way? The better the communications between you and your audience, the higher the profile of your organization.

Generating publicity is not as complex as you might think. Most of the success of public relations centers on knowing what to do and when. Implementing these initiatives can dramatically increase awareness of your business.

Public relations (PR) is often confused with advertising, merchandising, promotion, or any of a dozen other buzz words in the marketing communications vocabulary. (By the way, *marketing communications* is a broad term that encompasses all of these disciplines.)

Public relations is about doing something newsworthy that you want to communicate, and then telling your audience (or very likely, several audiences) what you have done.

One of the most common public relations vehicles is the brief "New Product" announcement you see in magazines and trade publications. Often only a few lines or a paragraph in length, these announcements herald the launch of future products or services. These short announcements are typically triggered by a new product release, which may be accompanied by various forms of communications such as internal announcements to the organization's employees and external news releases to the media, stockholders, user community, and other groups. News releases trigger a chain of events that result in visibility.

There are some important terms that may help you understand public relations. *News media* refers to all the places where people read or hear about news, including newspapers, magazines, television, radio, and the Internet.

A *news release*, sometimes referred to as a press release, is a printed or electronic document issued by organizations who want to communicate news to editors, journalists, industry writers, or other media groups. Journalists write about the story for publication (if it is considered newsworthy), while editors control whether the story actually appears in a newspaper, magazine, website, or broadcast.

A news release contains important facts, quotes from key people, dates that the news happened (or will happen), and contacts for additional information. The news release is concise and usually runs no longer than two pages.

Public relations, then, can be thought of as the process that delivers your news to the people you want to reach through a broad, influential, and far-reaching news media community.

9. After you've read the text and shared your idea about public relations, read the quotes of the famous PR specialists and comment on them.

"Some are born great, some achieve greatness, and some hire public relations officers"

Daniel J. Boorstin (American social historian and educator)

"For a successful technology, reality must take precedence over public relations, for nature cannot be fooled"

Richard Feynman (American theoretical physicist)

“Everything you say or do is public relations”

Anonymous

“I’m struggling at the end to get out of the valley of hectoring youth, journalistic middle age, imposture, moneymaking, public relations, bad writing, mental confusion”

Stephen Spender

10. Translate the text into English. Pay attention to the idiomatic expressions.

The following words can help you:

творческий коллектив - creative team

реализовать проект – to implement the project

текучка кадров - staff turnover

вникать в суть дела – to go into the heart of the case

переманивать сотрудников – to entice employees

Идеальных PR-агентств нет, и проблемы у каждой из подобных организаций, как правило, одни и те же. Враг №1 любого творческого коллектива – это, конечно же, сроки выполнения работ. О дедлайнах в PR говорил ещё Огилви, однако до сих пор конструктивно эту проблемы решить не смогли. Некоторые агентства – не только в сфере PR, но и вообще в мире креатива, – заявляют прямо, что реализовывать проект будут долго, стоит это недешево, однако результат оправдывает и время, и средства, потраченные на него. Почему же враг PR-агентства становится его соратником? Дело в том, что в обществе есть устоявшийся стереотип: если долго, то непременно качественно. Поэтому и воспринимается задержка в сроках как признак успешной реализации и скорого успешного финала.

Второй враг PR-агентства – текучка кадров. Несмотря на всю спонтанность PR-технологий, желательно «не менять коней на переправе». Вряд ли эта истина нуждается в комментариях. Скажем лишь, что заказчику комфортнее и привычнее, если с ним общается один и тот же PR-специалист, если не тратится время на вникание новой команды в суть дела, если всё, как говорится, «делается одной рукой». Борьба с переманиванием сотрудников PR-агентствам достаточно сложно, хотя некоторые компании уже прописывают в контрактах значительные неустойки за выход из начатого проекта.

9 What do Public Relations Professionals Do?

1. Read and translate the text

Public relations professionals work to obtain **free publicity** for their client. Traditionally, that's done by sending press releases to journalists containing the information needed to write a positive story about the client. Newspapers, radio and TV stations (especially local ones) are always looking for fresh story ideas, particularly those with a "human interest" angle.

A PR professional crafts press releases resembling a compelling news story, making it clear why his client's product, service or personal history is important. The goal is to fulfill the journalist's requirement for news while enhancing the client's image in the public eye.

PR professionals spend a lot of time cultivating relationships with journalists and other members of the mass media. This is done by researching which journalists write about the client's industry or personal interests. A PR professional might contact the journalist to find out more about the types of stories he's looking for and how he likes to receive [story pitches](#). A journalist is much more likely to read a [press release](#) that's fresh, timely, from a recognizable source and targeted specifically to his interests.

Another job of public relations is to create a **press kit**, or **media kit**. A journalist might request a [press kit](#) as a follow-up to a press release. The press kit contains everything the journalist needs to understand who the client is and what the client does. That could include:

- executive profiles;
- quick facts about an organization, such as its company history;
- photographs;
- detailed product descriptions, even samples;
- recent press releases;
- business card of PR representative.

People who work in PR are regarded as experts in **media relations**. They're often asked to train employees



on how to effectively communicate with the media, particularly during print or TV interviews. Here's some of the interview advice dispensed by media trainers:

- Be [prepared](#) with a few simple, key messages.
- Think like a [reporter](#); prepare answers for questions that are likely to arise.
- Use the "[blocking and bridging](#)" technique to steer answers in the right direction. For example, use the phrases: "Now that's an interesting question..." followed by "what's important to remember is..." or "the real issue today is...".
- Never lie to a reporter or say "[no comment](#)." Better to say you're "carefully reviewing" all the facts.
- For [TV interviews](#), look comfortable and feel conversational, but never mistake an interview for a conversation.

The PR department is responsible for organizing and holding press conferences when appropriate. Not all news merits a press conference. There must be more to the conference than just the reading of a press release. Journalists will only attend a press conference if it promises to announce a truly unique, timely event, complete with exciting visuals, experts and important officials in attendance.

Press conferences allow PR professionals to reach all potential [media outlets](#) at once - print, broadcast and Web. If you successfully attract a crowd of reporters, you can capitalize on the natural competitiveness of journalists, who will try to "out-scoop" each other on a truly exciting story.

Some PR professionals are turning to Web press conferences to save money and to increase the odds that busy journalists will attend. Web press conferences use [Web conferencing](#) software to stream a video presentation online in real time.

Public relations professionals also manage crises. "All publicity is good publicity," claims the old PR adage. But one piece of really bad press can tarnish the well-honed image of a business, college or politician for good. According to a 2007 survey by Harris Interactive, 15 percent of consumers would never again purchase a recalled brand. PR experts create a **crisis management plan** to respond quickly and proactively when a potentially damaging story is breaking.

2. Translate and transcribe the following words, learn them by heart. Find the sentences where they were used and write them out.

Publicity, angle, goal, requirement, public, timely, to target, media kit, a follow-up, a profile, a sample, recent, representative, an expert, an employee, to steer, an issue, appropriate, a merit, to promise, unique, to reach, to increase, to tarnish.

3. Fill in the gaps using the words from the given below. Change the form if necessary.

Publicity, to target, media kit, a sample, an expert, to steer, an issue, to promise, to reach.

1. ... is extremely important in the modern society, because it helps to attract clients.
2. During the interview the representatives of the firm were given several ... of their production.
3. In the morning he received a fresh press-release, ... specifically to his demands: he immediately rushed to the editor and they put it on the front page.
4. Mr. Swithin needed a really effective PR company to attract as many clients as possible and the PR manager ... to do everything possible.
5. Being an ... in media-relations, he knew the proper time and place to announce the news.
6. Unfortunately they didn't ... their goal, as they didn't manage to finish the project before the deadline.
7. She thought she knew all techniques how to ... questions, but they didn't help her to avoid harsh answers.
8. Although he loved to create ..., it still seemed to him a very hard job.
9. The real ... of the modern PR is to attract everybody's attention no matter how shocking the picture could be.

4. Find the English equivalents for the following phrases:

Получить бесплатную рекламу, положительная история, человеческий, живой интерес, создавать пресс-релизы, увлекательная история с новостями, улучшение имиджа клиента, развивать взаимоотношения, устанавливать связь с журналистом,

получать необычные истории, узнаваемый источник, создавать набор для прессы, требовать набор для прессы, эффективно общаться, давать советы для проведения интервью, ключевое сообщение, «блок и мост», выглядеть комфортно, быть настроенным на разговор, путать интервью и разговор, актуальное мероприятие, захватывающий видеоряд, присутствующий, потенциальные средства массовой информации, природная конкурентноспособность, вести видео-презентацию в режиме реального времени, старинное изречение, навсегда, отвечать быстро и активно.

5. Match the definitions with the words

goal	something aimed or fired at, a desired goal
target	one that serves as an example or type for others of the same classification that serves as a delegate or agent for another
sample	a desired result to achieve a personal or organizational; desired end-point in some sort of assumed development
representative	a person who works for another in return for financial or other compensation.
merit	one who is actively involved in politics, especially party politics
politician	superior quality or worth; excellence, a quality deserving praise or approval; virtue
employee	a portion, piece, or segment that is

	representative of a whole
--	------------------------------

6. Answer the questions.

1. What is the purpose of the work of public relations professionals?
2. What should a press release resemble?
3. How do the PR professionals cultivate good relationships with journalists?
4. Who usually requests press kits and what do they contain?
5. Who are regarded as experts in media relations?
6. What do the media trainers advice for the interview?
7. What does “blocking and bridging technique” mean?
8. What department is responsible for organizing press conferences?
9. What is the reason for the journalists to attend press conferences?
10. Why do PR professional prefer now Web press conferences?
11. Why is the crisis management plan extremely important for the PR professionals? When do they use it?

7. Prepare questions for the following answers.

1. It is necessary to insert into a press kit such things as quick facts about an organization, such as its company history.
2. Media experts always communicate with all the kinds of the media, no matter how high the rank of the person is.
3. If corporate public relations people have one critical responsibility, it is surely to help companies avoid problems of this kind.
4. They are entirely and unequivocally public relations problems.
5. Our new P.R. person handed us three pages listing what we had done wrong.

8. There are some qualities necessary for a good work of a PR Professional. Here are some more ideas. Read and translate the text. Say which five are the most important in your opinion and prove your choice with your examples.

14 KEY SKILLS AND ATTRIBUTES FOR NEW PUBLIC RELATIONS PROFESSIONALS

Public relations has changed significantly over the last few years. Even if you don't buy into the idea that online communities and relationships are part of the public relations function, it's hard to deny the rising importance of blogs, the gradual decline of traditional media and the impact that online conversations can have on brands. If you do believe that public relations should include these new activities, then there's a whole new board game to be played.

Along the same lines, the skills that new PR grads need have evolved too.

Here are my thoughts on 14 skills and attributes a new PR professional needs in today's market.

Traditional Skills/Attributes

Yes, there's a new game to play (in my opinion), but the old game is still there too. PR pros still need the basic attributes and skills that they've always needed. Try launching something using social media alone and you'll appreciate the gap that traditional media can leave if it's lacking. So, entry-level PR professionals still need to be proficient at (among other things):

- **Writing** – the cornerstone of a PR professional's career. If you're not confident about your writing skills, brush up. You'll need them. Learn how to write a news release – study those produced by other organizations and practice for yourself.
- **Communications skills** – I'm talking 'small c' communications here rather than the 'big c.' Learn to communicate more effectively with other people
- **Attention to detail** – because nothing will drive your colleagues (and, if you're unlucky enough for your work to make it there, your clients) mad like poorly-edited work. Proofread everything. Fact check everything. Hand things to your supervisor when you would be happy with them going to the client.
- **Media relations** – you'll probably be doing media relations throughout the majority of your career. You may not have had an opportunity to do it for

yourself as a new graduate, but an understanding of the basics is certainly an advantage – what’s in a media list? What are the pitching best practices?

- **Proactiveness** – if you don’t know an answer to a question, first try to research the answer. If you can’t find the answer, ask. Whatever you do, don’t just sit there until you approach the deadline for your work.
- **Work ethic** – public relations isn’t a 9-to-5 job. It shouldn’t take over your life, but the nature of the work is that sometimes you’ll have last-minute deadlines and sometimes you’ll have to chip-in to help others. There’s nothing worse for more senior team members than watching the more junior ones walk out of the door at 5pm then having to stay there until 9pm themselves. Put in that little bit of extra effort. It won’t be every day, but people will notice.

New Skills/Attributes

Alongside the regular attributes that I think new PR pros should have, I would add a whole new list of attributes related to the online work. Among these I would include:

- **Blogging** - you don’t necessarily need to have one (although it’s a big plus), but an understanding of the importance of blogs and an interest in their use, is essential in my view.
- **Microblogging** - it’s still an emerging technology, but I would argue that an understanding of microblogging tools (the primary one currently being Twitter) is essential for new grads.
- **Social networking tools** – Facebook, MySpace LinkedIn, Plaxo and more – there’s a plethora of social networking tools out there. An understanding of the leading social networks is desirable.
- **SEO** - some parts of search engine optimization are quite technical, but others are very simple and require little technical knowledge. An understanding of the basics is highly valuable. This leads to my next point...
- **Coding** - basic HTML, PHP, VBScript and so on are not critical skills, but I find them useful on a daily basis.
- **RSS, RSS Readers** – I consider an understanding of RSS to be central to people doing any work in social media. For one thing, RSS turns monitoring

multiple searches and sites every day into a manageable task. For another, it helps when providing recommendations to clients.

- **Blogger relations** – understand the nuances of blogger relations.
- **Social media ethics** – everyone has their own lines when it comes to ethics. Know where yours lie and how you feel about topics like astroturfing, ghost blogging, sock puppets and other common ethical issues (I've given my on astroturfing and ghost blogging several times recently).

It's hard to find someone with all of these attributes. If you're honest with yourself, you're probably stronger in some of these areas than others. Figure out which areas are your weakest, and work on them.

I've probably missed a whole bunch of attributes here. PR pros, new and old – what would you add?

10 Handling Public Relations Crises

1. Look at the picture below and discuss the following questions:

- 1 Who are these people? What are they doing?
- 2 What qualities should the people in the picture possess?
- 3 How does this photo relate to the topic of the unit?
- 4 Do you agree that crisis management plans require a designated spokesman.

Why?/Why not?



2. Read the following article and decide what you think is the most appropriate title.

- a) Crisis management
- b) Handling Public Relations Crises
- c) Different kinds of PR crises

Text 1

There are many kinds of potential PR crises. For businesses, governments and organizations, they can be broken down into four basic categories:

1. Natural disasters
2. Technical problems
3. Human error
4. Executive wrongdoing/legal problems

A good crisis management plan requires honest self-assessment from an organization. Where are the gaps potential problems could sneak through? Who are the executives that have a habit of saying the wrong thing to the wrong people? What are the

business practices that could be considered unethical or even illegal? What are the essential services that would be knocked offline by a natural disaster?

Sometimes it's necessary to bring in an outside PR consultant to analyze an organization for potential crises. These people would have an easier time identifying questionable businesses practices without being labeled as a whistle-blower. They also know how to redirect media attention to diffuse a potential disaster or at least lessen the damage.

It's also essential that an organization have an official spokesman (and back-up spokesmen) to be the voice and face of the organization in times of crisis. This can be the CEO, an organization's president or a PR staff member who specializes in crisis communications. This person also should be a skilled apologizer. A heartfelt public apology can go a long way to healing a bruised reputation, but a stiff, legalese-filled "statement" might just make things worse.

Now let's look at a few of the different areas and industries in which PR professionals work.

Crisis Management: The Tylenol Scare

One of the most famous cases of effective crisis management came in the wake of the 1982 and 1986 Tylenol tampering scares. In 1982, seven people in the Chicago area died after ingesting Tylenol laced with cyanide. Even though the deaths were a result of local tampering, Johnson & Johnson engaged in a nationwide warning campaign and ordered the removal of all Tylenol capsules from store shelves at a cost of \$100 million dollars.

When another woman died from poisoned Tylenol capsules in 1986, Johnson & Johnson recalled all capsules and ended their production. Johnson & Johnson then entered a very public campaign to sell the very first triple-seal, "tamper-proof" pill bottles. They also switched to "caplets," which are harder to tamper with than capsules. The company enlisted more than 2,000 sales people to explain the new safety standard to physicians.

Johnson & Johnson's commitment to consumers helped them win back public trust. Tylenol still captures more than 30 percent of the market share.

3. Now read the article again and decide if the following statements are True or False. Make a note of the part of the text which helps you decide.

1 It's necessary to bring in an outside PR consultant to analyze an organization for potential crises.

2 It's not necessary to have an official spokesman to be the voice and face of the organization in times of crisis.

3 In 1982, seven people in the USA died after ingesting Tylenol laced with cyanide.

4 Johnson & Johnson's commitment to consumers didn't help them win back public trust.

4. Translate and transcribe the following words, learn them by heart. Find the sentences where they were used and write them out.

Crisis, disaster, legal, illegal, self-assessment, technical, to sneak through, executive, unethical, identify, consultant, whistle-blower, questionable, to diffuse, to lessen, damage, apologizer, skilled, heartfelt, to heal, bruised, tampering, cyanide, campaign, removal, capsule, "tamper-proof", physician, safety, to capture, commitment.

5. Fill in the gaps using the words from the given below. Change the form if necessary.

Illegal, technical, identify, disaster, capsule, removal, safety, crisis, questionable, commitment.

1. Perhaps the highest value of all is a company's ... to its people.

2. Newer laser tattoo ... techniques can eliminate or lighten your tattoo with minimal side effects.

3. Misrepresenting a product, unsubstantiated claims, and fake testimonials are all forms of ... advertising and could result in heavy fines.

4. The story comes to us third-hand, and has not been confirmed by any references in Jefferson's papers or any other known sources. Its authenticity is ...

5. Ruins from the 1906 San Francisco earthquake are remembered as one of the worst natural ... in United States history.

6. The global warming debate has neglected and thus underestimated the importance of ... change in considering reduction in greenhouse gases and adaptation to climate change.

7. Agency is responsible for the health and ... of almost all employees in the state.

8. The Central Veterinary Institute is integral part of the ... organisation when outbreaks of animal diseases occur in the Netherlands.

9. Russia's struggle for national ... sheds light on our own need to know who we are and what's expected of us.

10. A ... hotel is a unique style of accommodation in Japan, inspired by the pursuit of efficiency of space and functional comfort, originating from the adaptive, creative spirit of the Japanese mind.

6. Match the definitions with the words

Illegal	a) a promise to do something or to behave in a particular way
Damage	b) a series of actions intended to achieve a particular result
Disaster	c) a person or group of persons having administrative or supervisory authority in an organization
Commitment	d) unlawful, illicit
Executive	e) harm or injury to property or a person, resulting in loss of
Campaign	f) an occurrence causing widespread destruction and distress

7. Fill in the proper prepositions.

1. They can be broken down ... four basic categories

2. Where are the gaps potential problems could sneak ...?

3. This can be the CEO, an organization's president or a PR staff member who specializes ... crisis communications.

4. Let's look ... a few of the different areas and industries in which PR professionals work.

5. Even though the deaths were a result of local tampering, Johnson & Johnson engaged ... a nationwide warning campaign and ordered the removal of all Tylenol capsules from store shelves ... a cost of \$100 million dollars.

6. Johnson & Johnson's commitment ... consumers helped them win back public trust.

8. Write questions for the following answers.

1. There are many kinds of potential PR crises.

2. A good crisis management plan requires honest self-assessment from an organization.

3. It's necessary to bring in an outside PR consultant to analyze an organization for potential crises.

4. This person also should be a skilled apologizer.

5. In 1982, seven people in the Chicago area died after ingesting Tylenol laced with cyanide.

6. When another woman died from poisoned Tylenol capsules in 1986, Johnson & Johnson recalled all capsules and ended their production.

9. Read the text below and think of the word which best fits each space. Use only one word in each space.

Text 2

There have been countless public relations (1)..... in the past and there are five steps that should be executed in order to properly manage a crisis. First, the corporation in crisis should be prompt, addressing the (2)..... immediately following the discovery of the crisis. Second, the corporation in question (3)..... maintain honesty because the public is more willing to (4)..... an honest mistake than a calculated lie. Third, it is important to be informative because the (5)..... as well as the public will create their own rumors if no (6)..... is given to them by the corporation in crisis. Rumors can cause significantly more damage to the corporation than the (7)..... Next, it is important to be concerned and show the public your care because people will be more

forgiving if it is clear that the (8)..... cares about the victims of the crisis. Finally, maintain two-way relationships. This is important because the corporation can learn a lot about the status of public opinion by listening. These five steps are necessary in order to manage any crisis (9)..... relations situation.

With that having been said, each crisis situation is unique and, therefore, requires a tailored response. There are six (10)..... of responses and they range on a continuum from defensive to accommodative. First, corporations (11)..... attack the accuser attempting to eliminate the attacker's credibility. Second, corporations can use denial claiming that (12)..... crisis exists. The third response is justification where the corporation claims no serious damage was done or that the (13)..... was at fault. Fourth, the corporation can use ingratiation to appease the public, such as giving away coupons. Next, corporations can use corrective (14)..... to right their wrongs. Finally, the corporation can give a full (15)..... asking for forgiveness for their mistake. All six responses have been used in the past with varying results. If chosen properly, one of the six responses can (16)..... mitigate damage.

10. Translate the following texts from Russian into English.

Text 1

Кризис и его последствия

Рассмотрим кризис как угрозу репутации компании. По мнению экспертов, стоимость репутации доходит до 85% от рыночной стоимости компании. Вывод напрашивается сам собой: следствием кризиса, затронувшего репутацию, является, как правило, потеря денег.

Два миллиона долларов. Много это или мало? По всей видимости, для большинства фирм - это значительная сумма. И именно столько, например, компания Bunkers Trust лишилась в результате распространения ложной информации о своей деятельности.

Технологии антикризисного PR применяются с целью предотвращения слухов, ложной или негативной информации. Если в СМИ появились сведения, что фирма ускоренно сворачивает деятельность в регионе, без коррекции и управления информацией у фирмы могут появиться проблемы, например, при получении новых

заказов и, возможно, в течение длительного времени. Или, допустим, в прессе появилась статья о том, что руководитель фирмы якобы причислен к мафиозным структурам. Предположим, что уже в следующем номере выйдет опровержение, но информация прошла, "инерция мышления" создала общее негативное мнение. Разрешением и предотвращением такого рода ситуаций занимаются специалисты антикризисного PR, т. е. управляющие кризисными ситуациями.

Text 2

До кризиса

Это самый важный из этапов работы PR-отдела. По-другому его можно назвать "этап стратегического планирования".

Главная задача в докризисный период - предугадать возможные угрозы и определить слабые стороны фирмы, а также составить перечень возможных мероприятий, направленных на их предотвращение (определить "болевые точки" и методы предполагаемой защиты можно с помощью SWOT-анализа).

Очень важно комплексно подойти к проблеме. Антикризисная стратегия - это рабочий проект, в котором вы должны проанализировать деятельность фирмы в разрезе "трех "К"": клиенты - компания - конкуренты. После того как составлена программа, необходимо проанализировать риски и составить бюджет. Рекомендуется не экономить время на этапе разработки и планирования! Чем больше времени уделяется подготовке и анализу, тем эффективнее проходит этап реализации.

Этап разработки антикризисной стратегии очень важен для компании. К сожалению, еще очень немногие фирмы как в России, так и в других странах СНГ осознают значение первоначальной стадии, этапа подготовки к возможной кризисной ситуации. Для экономики Беларуси, например, показательны следующие статистические данные:

- до 98% крупных коммерческих предприятий не имеют антикризисных планов;
- около 80% - не имеют стратегии развития.

Text 3

После кризиса

Цикл кризиса очень непродолжителен. Он подобен вспышке, всплеску негативной информации. После того как волна улеглась, необходимо провести оценку текущей ситуации. Вывести показатели цитируемости о деятельности фирмы в СМИ.

Очень полезно периодически проводить в компании "спровоцированные кризисы". В рабочих группах примерно раз в 6 месяцев, чтобы не отвлекать людей от основной работы, ставить перед ними вопрос: "Что вы будете делать, если кризис наступит завтра?". А результатом работы таких групп должна стать антикризисная программа всего предприятия.

Не останавливайтесь, делайте выводы и двигайтесь дальше. Выделяйте время для планирования, разрабатывайте стратегию развития. Как говорят маркетологи, будущее нельзя предсказать, его можно придумать.

Выводы

1. Каждое предприятие должно иметь стратегию развития бизнеса минимум на три года.
2. К кризису нужно быть готовым заранее, т.е. иметь разработанную антикризисную программу.
3. При разработке антикризисной стратегии необходимо определить целевую аудиторию, значимую для нашей фирмы, которую затронул кризис.
4. Каждый сотрудник должен знать, какие действия предпринять:
 - до кризиса;
 - во время кризиса;
 - после кризиса.
5. В первый день кризиса разрабатывается сценарий мероприятий "8 часов".
6. Выделяются информационные потоки, которые проходят через целевую аудиторию.
7. Назначаются ответственные лица за координацию мероприятий.

8. Назначаются сотрудники для ведения переговоров со СМИ.

9. После кризиса необходимо действовать незамедлительно, не останавливаясь "на передышку".

10. Необходимо периодически организовывать "спровоцированные кризисы".

И главное, не паникуйте даже в самых, казалось бы, безвыходных ситуациях. Ведь, как говорил Фридрих Ницше: "Все, что не убивает нас, делает нас сильнее".

11. Read the following writing task.

You have been involved in a project "Handling PR crises" which is aimed at discussing all possible solutions of the following problem. Your committee has to consider the following ideas:

- different kinds of PR crises;
- crisis and its consequences;
- handling PR crises;
- conclusions.

Write the letter, making your recommendations how to handle PR crises and give the reasons for your choice. (About 250 words.)

11Public relations and the Press



1. Look at the picture and discuss the following statement:

Public relations professionals can persuade a reporter to conduct an interview.

2. Read and translate the text.

Text 1

Public relations can't function without the press. PR professionals spend most of their day maintaining existing relationships and cultivating new ones with journalists and other members of the mass media. Journalists are bombarded with press releases - the [Los Angeles Times](#) receives hundreds a week. Reporters are most likely to pay attention to those from a trusted source.

For a PR person to win that trust, he issues press releases targeted to the journalist's "beat," or expertise. Press releases should read like actual stories, not just bullet points extolling the client's virtues. There has to be something truly newsworthy about the release or it will be ignored.

Technically, journalists don't need press releases and PR contacts to do their jobs, but it can make the task of filling a daily newspaper or nightly news broadcast much easier. A well-written press release with a real news hook can translate directly into a story, saving a journalist valuable time tracking down sources and assembling facts.

In a perfect PR world, clients never make mistakes and the press never asks for information that isn't on the official statement. But when the media comes calling, PR departments and publicists are the first line of defense.

It's a hard fact of life for the PR professional. You crave media attention when the news is good and flee from the spotlight when things go bad. As we discussed earlier, a good PR department will have a plan in place and a skilled spokesman on hand to make sure that the press hears something other than the classic "No comment."

If a client feels a newspaper is misrepresenting the facts, the PR professional does have some weapons in his arsenal. One option is to write an Op-Ed piece telling the client's side of the story and submit it to the newspaper for publication.

If the newspaper won't accept the editorial, another option is something called an advertorial. Advertorials are paid advertisements that look and read like a regular Op-Ed piece in a newspaper. Different newspapers have different policies about what kind of information can appear in a paid ad, but many will simply print an advertorial with a special banner that says "advertisement." Ethical or not, studies have shown that readers still have a hard time distinguishing between advertorials and regular editorials.

3. Decide if the following statements are True or False. Make a note of the part of the text which helps you decide.

1. Public relations should function without the press.
2. Reporters pay attention to press releases from a trusted source.
3. In a perfect PR world, clients can make mistakes and the press never asks for information that isn't on the official statement.
4. One option is to write an editorial telling the client's side of the story and submit it to the newspaper for publication.
5. If the newspaper accepts the editorial, it is also necessary to have an advertorial.
6. It is still difficult for readers to distinguish between advertorials and regular editorials.

4. Translate and transcribe the following words, learn them by heart. Find the sentences where they were used and write them out.

To maintain, to cultivate, press release, to target, newsworthy, bullet, to extol, valuable, to crave, to flee, to misrepresent, weapon, arsenal, to submit, advertorial, policy, to distinguish.

5. Fill in the gaps using the words from the given below. Change the form if necessary.

Press release, to target, to submit, newsworthy, weapon, valuable, to maintain.

1. At the dawn of the nuclear age, the United States hoped to maintain a monopoly on its new ... but the secrets for making nuclear ... soon spread.

2. How does the news media decide what is ... and what is not? There is a list of criteria which each story is judged by.

3. This ... contains forward-looking statements that involve risks, uncertainties and assumptions.

4. President Barack Obama will ... his proposed fiscal 2013 budget to Congress on February 13, an administration official said.

5. That interest has taken off in recent years as advances in genetic engineering allow them to customize viruses that ... tumors.

6. Steve Jobs built the world's most ... technology company by creating devices that changed how people use electronics and revolutionized the computer, music and mobile-phone industries.

7. Reaching and ... a healthy weight is important for overall health and can help you prevent and control many diseases and conditions.

6. Read and translate the following phrases. Compose your own sentences using them.

To be bombarded with smth

To pay attention to smth

To track down

To win the trust

A real news hook

The first line of defense

To flee from the spotlight

To distinguish between smth

7. Fill in the gaps with the necessary prepositions.

1. When you're reading in English, pay attention ... interesting words and grammar.
2. The boys bombarded their friends ... snowballs.
3. It can be helpful how to distinguish ... love and emotional dependence.
4. Did the Clinton administration fail to track ... the perpetrators of several terrorist attacks against Americans?
5. Why do people flee ... their native countries?

8. Read and translate the following article. Summarize the article in writing.

What Makes a Story Newsworthy?



News can be defined as "Newsworthy information about recent events or happenings, especially as reported by news media". But what makes news newsworthy?

There is a list of five factors, detailed below, which are considered when deciding if a story is newsworthy. When an editor needs to decide whether to run with a particular story, s/he will ask how well the story meets each of these criteria. Normally, a story should perform well in at least two areas.

Naturally, competition plays a part. If there are a lot of newsworthy stories on a particular day then some stories will be dropped. Although some stories can be delayed until a new slot becomes available, time-sensitive news will often be dropped permanently.

Timing

The word news means exactly that - things which are new. Topics which are current are good news. Consumers are used to receiving the latest updates, and there is so much news about that old news is quickly discarded.

A story with only average interest needs to be told quickly if it is to be told at all. If it happened today, it's news. If the same thing happened last week, it's no longer interesting.

The number of people affected by the story is important. A plane crash in which hundreds of people died is more significant than a crash killing a dozen.

Proximity

Stories which happen near to us have more significance. The closer the story to home, the more newsworthy it is. For someone living in France, a major plane crash in the USA has a similar news value to a small plane crash near Paris.

Note that proximity doesn't have to mean geographical distance. Stories from countries with which we have a particular bond or similarity have the same effect. For example, Australians would be expected to relate more to a story from a distant Western nation than a story from a much closer Asian country.

Prominence

Famous people get more coverage just because they are famous. If you break your arm it won't make the news, but if the Queen of England breaks her arm it's big news.

Human Interest

Human interest stories are a bit of a special case. They often disregard the main rules of newsworthiness; for example, they don't date as quickly, they need not affect a large number of people, and it may not matter where in the world the story takes place.

Human interest stories appeal to emotion. They aim to evoke responses such as amusement or sadness. Television news programs often place a humorous or quirky story at the end of the show to finish on a feel-good note. Newspapers often have a dedicated area for offbeat or interesting items.

9. Read the following information about the relationship between PR specialists and journalists and discuss it in class. Share your opinion about the peculiarities of these relations. Translate this text into English.

Отношения пиарщиков и журналистов стали предметом многих саркастических шуток. Журналистов раздражают назойливые действия

некомпетентных пиарщиков, а те, в свою очередь, считают журналистов заносчивыми вершителями судеб.

Недопонимание возникает оттого, что у пиарщиков и журналистов разные цели. Журналисты хотят писать то, что интересно читателю, а пиарщики - руководству или клиенту. Иногда пиарщик вынужден действовать непрофессионально под давлением руководства, журналисты это понимают и стараются относиться терпимо, хотя волю босса все равно не исполняют. В этой ситуации виноват сам пиарщик, который не может себя правильно позиционировать внутри компании.

Важным для PR-специалиста является умение оставить эмоции и взять себя в руки. Пиарщики обижаются, когда издание не присылает на сверку материалы, журналисты просят не обижаться и ссылаются на закон о СМИ, в котором сказано, что согласовывать журналист обязан только интервью. Важным в работе пиарщика является умение управлять своими эмоциями. Излишняя эмоциональность в отношениях с журналистами, конкурентами или начальством негативно отражается на образе компании в глазах общественности.

10. Choose one of the following topics and develop it in your composition (about 200-250 words).

1. Public relations can't function without the press.
2. A love-hate relationship between PR specialists and journalists.
3. The difference between a news journalist and a PR specialist.
4. PR professionals need journalism skills.

12 An informal letter

Informal letters are letters to friends, family members, boyfriends or girlfriends. A personal letter to your friends and relatives is often friendly and intimate, that's why you should be warm and casual in the letter. Writing in correct style is not essential for an informal letter. your letter should be interesting and it should contain your latest news. It may include jokes, funny verses, pictures, etc. In your letter you should ask the opinion of people you write to.

In an informal letter you should use:

- informal grammar and vocabulary
- short sentences
- small words instead of big ones
- phrasal verbs
- contracted verb forms like we've, he's, etc.
- fewer passive verb forms
- more action verbs

		Sender's address
		Date
Opening greeting		
Letter (body)		
Closing greeting		
	Signature	

1. Sender's address (it is usually written in the top right-hand corner).

Example: 54 Fl., 21 Pushlin St.

Moscow 33543

Russian Federation

2. Opening greeting (a personal letter demands a personal greeting).

Dear John,.....

Hi, John,

3. Letter (body) (start a new paragraph for each *main* point you want to make).

A. Ask your friend about him/ her and thank him/her for the letter.

How are things going on? How are you and **your** sister husband/family, etc? I hope everything is OK. I've been wondering how... Thanks for your letter. I was glad to get your letter and hear all your news.

B. Apologize for not writing for a long time and explain the reason.

I'm sorry I haven't written for so long, but... I haven't written for ages/I haven't kept in touch because... It's been a while since I wrote, so...

C. Refer to your friend's news.

Glad/sorry to hear that ... It's really good news that...

D. Give your news.

By the way, I have great news about... Let me tell you about... The big news is that... Guess what?

E. Make suggestions.

Why don't we...? How about...?

4. Closing greeting (give a reason for ending your letter).

I'd better stop/say goodbye now. My lectures begin in half an hour/It's time to go to bed/My friend is waiting for me. Got to go. That's about all my news. Give my love/regards to... Drop me a line soon. I'd love to hear from you. I'm looking forward to hearing from you soon. Do keep in touch. Can't wait to see you.

5. Signature.

Best wishes, Best regards, Love, Warmly, Fondly, Take care, Yours, Truly yours, + your first name.

TASKS

1. Which phrase can you find in an informal letter? Circle the phrases which would be appropriate for this kind of letter (several variants may be appropriate).

1) A. How are things going on? B. How are things? C. How do you do?

2) A. I am extremely grateful for your letter. B. Thanks for your letter. C. I was glad to get your letter.

3) A. I am sorry to inform you that I have been busy lately. B. I'm sorry I haven't written for so long, but I've been busy lately. C. Unfortunately, I've been busy lately.

2. Which phrases would you use:

to greet your friend. 2. to thank him / her for the letter. 3. to apologize for not writing for a long time. 4. to refer to your friend's news. 5. to share your happiness/ disappointment with your friend. 6. to give your news. 7. to make suggestions. 8. to ask a favour. 9. to ask for a response. 10. to finish your letter.

- It's really good news that...
- How about...?
- Could you do something for me?
- Many thanks for your last letter.
- I'm happy / sorry to hear that...
- Dear Alice,
- I'm really sorry I haven't written for ages.
- Write back.
- Take care, Tom.
- let me tell you about...

3. Here is an extract from a letter to your colleague. Rewrite it in a more informal style.

Example: I would like to inform you... – I'd like to tell you...

...I would like to inform you that this week I am busy preparing a new commercial for a chemical company. I have some difficulties with pictures and slogans. I know that you have a good experience with taking pictures. I'd be obliged if you could give me a hint to the source of information. Please, let me know when I should call you. I look forward to your telephone call...

4. Write an informal letter, making it an answer to this letter. Imagine you know the person and his / her life.

Write a letter (100-140 words).

In your letter

- answer his / her questions;
- ask three questions, basing on the information in the letter.

... In Great Britain many students of PR department like to take part in competitions connected with their profession. They make projects in their free time. It's very important to have a skill for advertising, to get used to rivalry, to have an idea and then be able to develop it. Could you tell me if you have the same in your country? What field of PR is the most popular among Russian students? Do you ever use music in your PR projects?

As for the latest news, I have visited a performance of Rob Scotch (he is a popular PR professional in the UK)...

13 A formal letter

A formal style of letter is required for professional correspondence, business letters and occasions when you must show respect to the person to whom you are writing. Your letter should be concise and well presented. Remember that there are a number of conventions that should be used when writing a formal letter.

Your formal letter must NOT include:

- informal grammar and vocabulary;
- abbreviations;
- contractions;
- slang;
- grammatical and spelling errors.

How to write a formal letter

	Your return address
Recipient's address	
	Date
Salutation	
Letter (body)	
Signing off	
Your name	

1. Your return address.

It should be written in the top right-hand corner of the letter. Some people include their phone number and e-mail address.

Example: 1800 Stone Ridge Street – your street address

Los Angeles, CA 9001 – city, state zip

2. Recipient's address

The address of the person to whom you are writing should be written on the left just below your return address:

Mr. / Mrs. / Ms. / Dr. + full name of recipient.

Title / position of recipient

Organization

Address

City, State, Zip Code.

3. The date.

Skip two lines and write the date. It is written on the right below the sender's address. Do not use abbreviations or numbers for the month.

4. The salutation.

Skip two lines and start your letter with an appropriate greeting. If you do not know the name of the person you are writing to, use Dear Sir or Madam. If you know the name, use the title and the family name only. If you are writing to a man, use Mr. or Dr. If you are writing to a woman, use Mrs. or Miss. But if you are not sure of her marital status, you can use Ms. which is for both married and single women.

5. Letter (body).

Skip two lines and write an introduction. In your first paragraph give the reason for writing, whether to inquire about a job, request information or file a complaint (a couple of lines should be enough). Put details in the middle paragraphs. In the last paragraph tell the recipient what you would like them to do as a result of the letter (sending you information, contacting you for an interview etc.) and thank them, where necessary.

I am writing to... I am writing with regard to... I am writing on behalf of ...

With regard to ... Regarding ... Concerning ...

As you are aware ... / As you may have heard ...

Allow me to mention ...

I am requesting ... / I am writing to enquire about ...

I'm confident that ... / I truly believe that...

Be assured that ...

I would like to know that ...

I have gained a clear idea as to what ...

It is an honor ...

I will thus be delighted to ...

I hope you will accept my apology. You have my guarantee that this will not occur again.

I would like to personally thank you for ...

I am assured, nonetheless, that ...

I look forward to hearing from you.

If you require any further information, please let me know / contact me.

6. Signing off.

Skip four lines. If you do not know the names of the person, end the letter this way:
Yours, Faithfully.

If you use the name of the person, end the letter this way: Yours, Sincerely.

1. Your name. Write your name under your signature, given name first, family name last.

Additional tips.

- Include only relevant information that supports the purpose of your letter.
- Keep your letter professional and cordial. Use a polite tone.
- Separate the paragraphs by double spacing and using tabs to indent the beginning of each paragraph or use block style.
- Avoid abbreviations.
- Do not be vague. Make your message very clear.

14 A complaint letter

You may write a letter of complaint if you are dissatisfied with a defective product, poor service, or a negative situation that happened. Before writing a complaint letter find out who has the power to do something about your situation.

Step 1

Include a heading, the inside address (the person or company you are writing to) and a salutation (Dear...).

Step 2

Describe in detail why you are not satisfied with some product/service.

I am writing to complain about.../I must express my dissatisfaction with...

Step 3

Include the following information: the date and time of the incident; the names of those involved; the name of product/service. If you are writing about a defective product, make sure to include model or serial numbers.

Step 4

Say what solution you would like (a refund, a new product, an apology, etc).

I am afraid I must ask you to.../I would like you to...

Step 5

To show that you are serious about your complaint, tell them you can report them to the appropriate government authority. Let them know that by disregarding your letter, they can lose customers in the form of your family and friends.

Step 6

Thank them for their time and attention.

Thank you for reading this letter. /Thank you for taking the time to read this letter.

Step 7

Write your name and how you can be reached (your telephone number /e-mail address).

Step 8

Sign your letter, Yours, Sincerely, + your full name / Yours, Faithfully, + your full name.

Step 9

Include photocopies of any relevant document such as receipts or copies of checks and enclose them with your letter.

Additional tips.

- Your letter should be brief and to the point.
- Avoid putting emotions into your letter.
- Use polite language and formal grammar.
- 1. Choose any situation and write a complaint letter (100-140 words).

A. You visited a new swimming-pool in your town and you were disappointed with the service you received.

B. You bought a stationary bike and ordered home delivery. When the gym apparatus was delivered, you found out that it was defective.

C. You visited anew sports shop and the shop assistant was not very polite.

15 Essay

An essay is a piece of writing, which clearly expresses the authors personal opinion about a definite subject of general interest. Essays are non-fictional but often subjective. They can also include narrative. The main goal of an essay is to shape the reader's opinion. The basic features of an essay are brevity, clarity of the message, subjectivity, appeal to a wide audience and strong impact.

There are different types of essays:

- 1) descriptive essays;
- 2) comparative essays;
- 3) persuasive essays;
- 4) opinion essay;
- 5) argumentative essays;
- 6) critical essays;
- 7) analytical essays, and so on.

Your essay must include:

- formal language;
- active verbs;
- correct grammar and spelling.

Your essay must NOT include:

- contractions or abbreviations;
- simplistic vocabulary;
- slang expressions;
- spelling and grammatical errors.

How to write an essay

Step 1

Before writing your essay, choose a topic and define the intended audience. Think of your thesis statement (what your essay is attempting to explain and prove). Your thesis statement should explain everything you will talk about in the essay. It should be no longer than one sentence.

For example:

- Generation gap is caused by the lack of understanding between children and their parents.
- Many of the crimes committed by young people are related to excessive alcohol use and drug abuse.

Step 2

Begin by brainstorming. You don't have to write complete sentences or paragraphs. Brainstorming involves coming up with ideas in words or short phrases. Write down:

- 1) The main idea of your essay
- 2) Brainstorming "for" your main idea
- 3) Brainstorming "against" your main idea

Step 3

Build an outline of your essay. The goal of an outline is to sum up each paragraph in your essay. You should write complete sentences instead of paragraphs. Think of your topic sentences:

- 1) Introductory paragraph of your essay.
- 2) First part of essay body.
- 3) Second part of essay body.
- 4) Conclusion.

Step 4

Write a draft of your essay. Add more to your topic sentences

1) Introductory paragraph

(Add one or two more sentences explaining your main idea. The goal of your introductory paragraph is to get your reader's attention)

2) Essay body

(Each topic sentence now becomes the first sentence of a new paragraph. Add two or three more sentences to the first sentence of each paragraph. Use these new sentences to support and explain your ideas. Add facts, details, figures, or examples. The goal of your essay body is to share ideas with your reader)

3) Conclusion

(It restates the main idea of your essay and sums up what your essay is about. The goal of your conclusion is to leave your reader with something to think about)

Step 5

Write the body of your essay first.

(Identify three or more points that support or explain your thesis statement. Each point should be supported by specific evidence, examples, or arguments)

Step 6

Write a conclusion.

(Summarize your points. You should not introduce any new information that supports your thesis. Your task is to 'repackage' what you have already discussed, using a broader perspective)

Step 7

Write an introduction.

(When the body and the conclusion are ready, it will be easier to write your introduction.

Explain your thesis statement, and how you're going to affirm it.

Do not use such expression as, 'This essay is about...,' or 'The topic of this essay is...'

You can begin with a general statement, then follow it with a question or problem, then with your thesis statement, and a brief overview of your points)

For example: Every year thousands of teenagers commit such offences as street extortion, theft, robbery, smuggling, prostitution, vandalism, drug trafficking and rape. It doesn't only ruin their lives, but it is dangerous for the whole society. Is there any way to prevent juvenile delinquency?

Step 8

Review your essay in order to improve your writing, Make sure the conclusion and introduction match the body of your essay.

Step 9

Proofread your essay in order to correct all mistakes.

Additional tips.

Your essay should be clear, illuminating and informative.

Paragraphs should follow one another in logical order.

16 Opinion Essay

In an opinion essay express your personal opinion and use "I statements". It is not necessary to use arguments "for" and "against". You can describe only positive or only negative aspects of the theme.

1. Introduction

Introduce the subject and state your opinion. You can paraphrase the main problem using a question, proverb or an aphorism.

I have always wondered if/why/whether...,

There are so many different views on/possible approaches to...,

In order to present this problem, let me begin with a proverb/famous quote...

2. Body

Express your personal opinion. Every point should be supported by reasons/examples. You can present opposing viewpoints and give reasons. It can be useful to establish how many different approaches you can take to tackle the essay question. Show how the problem may be investigated from a number of different "angles" (e.g. socially, from psychological angle, from ecological angle, etc.)

To my mind,... In my opinion,... I strongly feel that... I believe that... As I see it,...
As far as I am concerned,...

According to another opinion ...

One can't agree/disagree that...

On the one hand..., On the other hand,...

Firstly... Secondly... Thirdly ... Finally... Lastly ...

In particular ... Besides ...

Economically/socially/psychologically ...

From the angle/viewpoint of ...

From a historical/personal/global perspective...,

3. Conclusion

Summarize what you have already said and restate your opinion using different words. Make sure the conclusion matches the introduction and the body of your essay

To conclude,... In conclusion,... To sum up,... All in all,... Therefore,... Thus,...

To come back to the point raised at the beginning...,

However, it must be added...

17 Argumentative Essay

Argumentative essays are used to address controversial issues. In an argumentative essay it is necessary to use arguments "for" and "against". You should show that you can make conclusions not only according to your personal assumptions, but according to definite facts as well.

1 Introduction

Introduce the reader to the analyzed phenomenon and express your opinion.

The problem/phenomenon of... is/has always been/seems to be..., People have always said/believed/thought/agreed...,

It is a burning/topical/controversial question.

2 Body

Give your arguments "for" and "against" in separate parts of your essay.

One major advantage/disadvantage is...,

There are a number of advantages/disadvantages/drawbacks/weaknesses...

As critics/experts say/point out/claim..., According to... Some people believe that... They say that...

To start with ... To begin with... Firstly... Secondly... Thirdly... Finally... Lastly...

On the one hand ... On the other hand ...

Besides...

What is more... Furthermore... Moreover ... In addition... Also... Apart from

However/But/Though/Although/Despite this/In spite of this/Nevertheless/In contrast to this,...

For example/For instance

In fact,.../As a matter of fact,...

As a result,... Consequently,... For this reason,... Therefore,... Thus,...

3 Conclusion

Write a statement which shows that the problem is controversial but there is a possibility of finding a compromise.

To sum up,... All in all,... In conclusion,... In summary,... In general,...

It seems important to point out/add/remind that...,

The problem/issue/debate is far from solving yet, but...

Tasks

Read two essays. Pay attention to their structure. Underline some words and expressions that you can use in your own essay. Answer the questions below.

People say that youth is the most wonderful period in a person's life. Do you agree with this statement?

A.

Opinion Essay

"Youth is a kind of illness cured only by the passing years", as an Arabian proverb says. I have always wondered why many people believe that youth is the most wonderful period in a person's life. Maybe they have just forgotten what problems they had when they were young.

From the psychological angle, youth is a very complicated period when young people are undergoing the painful transition from childhood to independence. Boys and girls often demand more freedom. Young people are facing psychological problems that may cause aggression and lead to the rejection of adult values and experience.

Socially, many young people suffer from such problems as poverty, unemployment, low incomes, ineffective educational systems, or breakdown of the family. Alcohol and drugs become a kind of psychological or emotional escape for young people. Besides, in many countries rates of youth crime have dramatically risen.

Finally, youth is a period when boys and girls fall in love for the first time in their life. It may be their first unhappy experience that leads to great disappointment and depression. Many young people even try to commit suicide. In my opinion, they often do stupid things and sometimes their mistakes are irreparable.

Surely, it would be wrong to say that youth is the most awful period in a person's life. No one can deny that youth is the time of many happy moments, thrilling experiences

and wonderful discoveries, but I am sure that what young people need is their parents' supervision and understanding. All in all, adults should help young people solve their problems and overcome all difficulties.

- 1) How does the writer introduce the subject?
- 2) How many different approaches has the writer taken to tackle the essay question?
- 3) Does the writer use any examples, facts, figures to support every point?
- 4) Does the conclusion match the introduction and the body of the essay?
- 5) What linking expressions does the writer use?

B.

Argumentative Essay

People have always said that youth is the best period in a person's life. But to my mind, this statement is arguable because youth is not only the time of parties, dates and entertainment, but it is also a very painful period when young people face many serious problems. On the one hand, youth is the period of happy moments, thrilling experiences and wonderful discoveries. Young people don't usually have as many responsibilities and duties as adults do. They don't have to work and they can spend their time on studies, hobbies and entertainment. Youth is the time to make friends and to fall in love. It is the time to make choices and decisions. Besides, young people are usually active, enthusiastic and know what they want.

On the other hand, many young people cannot escape such serious problems as poverty, unemployment, low incomes, or breakdown of the family. Alcohol and drugs become a kind of psychological or emotional escape for them. As a result, in many countries rates of youth crime have dramatically risen. Moreover, many young people are facing psychological problems that may cause aggression and lead to the rejection of adult values and experience.

All in all, youth is a very complicated period and it is impossible to protect young people from all problems and difficulties they have to overcome. However, it is a happy

period at the same time and one can hope that adults will help young people use it fruitfully.

1) How does the writer introduce the analyzed phenomenon and express his opinion?

2) How does the writer introduce his arguments "for" and "against"?

3) What conclusion does the writer draw?

4) Does the writer sound persuasive?

5) What linking expressions does the writer use?

6. Write an opinion essay (200-250 words).

Many grown-ups say that most teenagers are lazy, shallow, rude and violent. Do you agree with such a point of view?

7. Write an argumentative essay (200-250 words).

Some parents are convinced that teenagers should work. Even such short-term jobs as shop-assistants, baby-sitters, cashiers or waiters help boys and girls become more responsible and makes them value time and money. Other adults think that it is a crime to make teenagers work when they should enjoy their carefree lives. Present your arguments for and against jobs for teenagers.

18 Report

A report is a document which presents specific, focused content - often the result of an experiment, investigation, or inquiry - to a specific audience. The audience may be public or private, an individual or the public in general. Reports are used in government, business, education, and science. They often use persuasive elements, such as graphics, images, or specialized vocabulary in order to persuade that specific audience to undertake an action.

Your report must include:

- formal language;
- correct grammar and spelling;
- clear headings for each paragraph;
- suitable expressions that are correct in the context.

Your report must NOT include:

- informal language;
- contractions;
- many phrasal verbs;
- spelling and grammatical errors.

How to write a report

Report Plan:

- 1) initial information;
- 2) introduction;
- 3) body: paragraph 2 heading;
- 4) paragraph 3 heading;
- 5) paragraph 4 heading;
- 6) conclusion/recommendations.

Step 1

Before you start writing your report you should ask yourself two questions: Who is the reader? and What style should I use? If you are writing a report for a journal or an official organization, you should use a formal style. If the report is for a student magazine or club, it can be more informal.

Step 2

Write a brief plan for your report. Write down everything you need to include and then decide on the order that things should be written. Headings can help too, but they don't need to be long or complicated.

Step 3

Begin with some initial information:

From:...

Subject: or Re:...

Date:...

Step 4

Write an introduction (what the report is about). Having visited/spoken to...

My findings are presented/outlined below

As requested,... This involved visiting/speaking to...

Step 5

Write the body of your report. Divide it into paragraphs and write headings for each paragraph. Choose appropriate paragraph length. Use linking expressions to make your report clear and logical.

To reinforce your ideas use also, for example, in addition, in other words, moreover.

To change your ideas use however, although, instead, but, on the other hand, in contrast.

Step 6

Write a conclusion. Very often the ideas outlined in the introduction are repeated in the summing up. It is a way of rounding off the text and bringing the reader back to the initial points. Conclusions sometimes include recommendations too.

To sum up,... To conclude, ... In conclusion,... Thus,... Finally,... I would like to recommend/suggest... You may wish to consider...

Additional tips.

- Make sure that your report answers the question and contains everything it is expected to contain.

- Be clear and concise.
- Use short headings to make your report clear for the reader.
- Use different grammatical structures and a range of vocabulary.

1. Read the sentences below. They are too informal for your report. Rewrite the sentences in a more formal style.

- 1) Last spring was just awful in comparison to this spring, wasn't it?
- 2) I guess traffic jams influence the ecological situation of our city rather badly.
- 3) You know, sometimes weather forecasts are really misleading.
- 4) I mean we don't know what's really happening to the world's climate.
- 5) Why not go to Turkey in spring, when it's not so hot?
- 6) Don't forget to take clothing made of light material.

2. Read the report below. The writer's task is to compare the weather in London and in Hurghada in winter and to recommend where to go.

To: Mrs Johnson From: Emma Watson

Re: Winters in London and Hurghada

Date: 15th October

Introduction.

As requested, I have compared the weather in London, Great Britain, and in Hurghada, Egypt, in winter in terms of their average temperatures. My findings are presented below.

Winters in London

London has a temperate marine climate, so the city rarely sees extremely high or low temperatures. Winters in London are chilly, but rarely below freezing with daytime highs around 8 °C - 12 °C. Snow is relatively uncommon, particularly because heat from the urban area can make London up to 5 °C warmer than the surrounding areas in winter. Some snowfall, however, is usually seen up to a few times a year.

Winters in Hurghada

Egypt's climate, as a whole, can be described as mild. Winters in Hurghada are rather warm. The day temperature rises to 21.5 °C in January and it may fall to 11 °C. The coldest month is February. It is necessary to note, that nights in Hurghada are cool enough due to fast downturn of temperature in desert.

Conclusion.

In conclusion, I would like to recommend travelling to Egypt in winter to those who want to bathe and lie in the sun and who do not like when it is too hot at the same time. I suggest going to London in summer when the weather is warmer and more pleasant. However, winter is not a very bad choice for travelling.

3. Look through the report once again and answer the questions

- a) Who is the reader of the report?
- b) What style does the writer use?
- c) What phrase does the writer use for introducing the report?
- d) What are the writer's recommendations/suggestions?
- e) What can be done to improve the report?

4. Read the text and divide it into paragraphs. What is the subject of the report?

Find introduction and conclusion. Make up headings for each paragraph.

As requested, I have compared ancient and recent climate history and have studied some climatic changes. My findings are presented below. The first people arrived in America between 15,000 and 30,000 years ago. During that time, great ice sheets covered much of North America. Some 14,000 years ago, the last ice sheet began to melt very quickly. By 7,000 years ago, the ice was gone. This end to the ice ages led to big changes on the Earth. Because of these changes many kinds of plants and animals died (for example, mastodons - elephantlike animals). Starting in the 14th century, Europeans lived through what is known as the "Little Ice Age." This period lasted for several hundred years. Because of the advance of glaciers along with hard winters and famines some people starved and others left their homes. The Earth has warmed about 1°F in the last 100 years. Periods of increased heat from the sun may have helped make the Earth warmer. But many climatologists think that the greenhouse gases people produce are making the Earth warmer, too. To sum up, the Earth's climate is changing gradually but inevitably. It is

becoming warmer and as a result glaciers melt and the level of the sea rises. It can lead to disastrous consequences. I would like to suggest that the government of our country should spend more money on the studies of climatic changes and that we all should do our best to improve the ecological situation worldwide.

5. You have received a letter from your English pen-friend who writes:

We're doing a project at school on climates of different countries. Could you write to me a short report on the climate and weather in your native parts? I'd like to include it in my project. Could you describe each season and mention average temperatures in spring, summer, autumn and winter and average rainfall?

Write a report to your pen-friend (200—250 words). Revise your report and answer the following questions:

Does your report contain all necessary details?

Have you written an introductory paragraph which tells the reader what to expect in the main body of your report?

Is your report broken up into several paragraphs?

Do your paragraphs follow one another in logical order?

Do you have a conclusion that sums up your answer and includes your recommendations?

Is your report written in a formal style?

Have you used a variety of words?

Have you used correct grammar and spelling?

6. Your teacher has asked you to write a report on the ecological situation of your town/city and to compare it with the ecological situation of the neighbouring town/city. Write about air and water quality, traffic-jams, public transport and local factories. Try to use some figures to prove your point of view. Write 200-250 words.

19 Article

An article is a written, non-fiction essay. Articles usually appear in magazines, newspapers, academic journals, or the Internet. Writing articles often requires a session of note taking and research. Your article should be interesting and easy to read. It should also have absorbing content and a title that catches the reader's attention.

Your article must include:

- informal style
- correct grammar and spelling
- an interesting heading

Your article must NOT include:

- unnecessary or contradictory information
- jargon or slang
- grammatical or spelling errors

How to write an article

Before you start writing your article, decide what you are going to write about. Determine the topic of your article and brainstorm for ideas. Ask yourself the question: Who are you writing for? If you are writing an article for your school magazine, a more informal style is appropriate.

If you do not know the topic very well, you should collect more information in this field. Do your research. You can use different magazines, books or documents, search the Internet or talk to an expert in this field.

Write an outline or a summary of your article. It will help you focus on the main points of the article.

Write an introduction (what you are going to tell your readers about). Try to make your reader interested in your article from the very beginning.

Have you ever...?

Do you know that...?

Have you ever thought of...?

Write the body of your article. Divide it into paragraphs. Give examples and express your opinion to catch your reader's attention. If you are describing some event, make sure your article answers five questions: WHY, WHERE, WHEN, WHAT and HOW.

Take... for example...

To my mind,...

To my point of view, ...

I believe that...

As far as I'm concerned,...

As I see it,...

Write a conclusion. Conclusions sometimes include your suggestions and recommendations too.

Let's...

Try...

Why not...?

Additional tips.

- The text of your article should flow smoothly

Make sure that the language of your article is not boring. Try to make your article interesting.

- Write in a simple language that the average person can understand.
- Try to develop a conversation with your reader. Use the words "you" and "we".

Additional information on Article writing

Students often read newspapers for a wide variety of reasons, not least of which is to keep informed in English. As you know, newspaper writing style tends to have three levels: Headlines, leading phrases, and article content. Each of these has its own style. Here is a short guideline to the main differences:

- **Headline:** Simple tenses, idiomatic, flashy vocabulary, no use of function words
- **Leading sentence:** Present perfect tense often used to give general overview.

- Article content: Proper tense usage, including a change from present perfect to past tenses to give detailed, specific information about what, where and when something happened.

TASKS

1. Decide whether the following sentences would be relevant (R) or irrelevant (I) in your article.

- A. This article explains how modern technology influences people's lives.
- B. I have been asked to write an article about modern technology so I have done it
- C. Have you ever wondered how technological advances have changed our lives?
- D. _____ It's cool that every day of my life I use such gadgets as mobile phones, PCs, digital tape recorders, microwave ovens, air conditioners and others!
- E. To conclude, I would like to give my suggestions on the topic.
- F. Why not use technology only in peaceful purposes?
- G. I hope you liked my article and now you have something to think about

2. Read two articles. Pay attention to their structure. Underline some words and expressions that you can use in your own article. Look through the articles once again and answer the questions below.

A.

Have you ever thought what role technology plays in your life? If so, you are not alone. Many people are worried about the influence of modern technology on their lives and they are naturally concerned about the future.

No doubt technology and society depend one upon the other. Technology changes our culture. It influences economics, ethics and the environment. We are not sure if technology improves our lives or makes them worse. For instance, the telephone and the Internet have made communication much faster and easier. But many people say that they have ceased to communicate face-to-face and they don't meet each other too often because of technological advances.

The fact that technical progress harms the environment is another important issue. Some technological processes produce by-products that cause pollution. As a result we suffer from acid rains, green house effect, ozone depletion and many ecological catastrophes. Wouldn't it be better to live without all these calamities? I believe it would.

To my mind, we need to think more about the future. You don't just want to make your life easier. You also want to make it better and healthier. Let's think more about our planet and use technology wisely

- 1) Who is the reader of the article?
- 2) What style does the writer use?
- 3) What ways does the writer use to attract the reader's attention?
- 4) What words does the writer use to express his opinion?
- 5) What are the writer's recommendations/suggestions?
- 6) What might be a good title for this article?

B.

Do you believe that modern technology can change your life? I have never thought that a mobile phone will help me find a boyfriend, and it is the most wonderful experience in my life.

One day when I was sitting in the reading room doing my home work, my mobile began to vibrate showing to me I had a new SMS. The telephone number was unknown to me. I read: HOW R U? (How are you?) I didn't know who the sender was, but I decided to answer: OK N U? (OK and you?)

Later I found out that the name of the sender was Max. He was writing to his friend Ted, but got the wrong number. I called him and explained his mistake to him. We talked for some time and I liked his voice. So when Max offered to meet I agreed. He turned out to be a very nice young man of my age and we liked each other very much.

We have been dating for six months and sometimes I think that we should never have met but for my mobile phone. I am glad I have such a wonderful gadget as a mobile phone which helps me keep in touch with my friends, be reachable wherever I am and even meet new people.

1) Who is the reader of the article?

2) What can you say about the writer's style?

3) What ways does the writer use to catch the reader's attention?

4) Does the writer answer five questions: WHY, WHERE, WHEN, WHAT and HOW?

5) What might be a good title for this article?

3. Here is an extract from an article for a young people's magazine. Rewrite it in a more informal style. Try to make the article more interesting.

Example: The majority of young people today cannot imagine their lives without a mobile phone. — Can you imagine your life without a mobile? Many young people can't.

The majority of young people today cannot imagine their lives without a mobile phone. At first only few could buy it. However today mobile phones have become affordable and almost every teenager has a mobile. Because of cell phones communication has changed as it has become much easier. Because of mobile phones people can be reachable everywhere and it is almost impossible to miss something important. Sending SMS messages is very fast and convenient. The popularity of SMS messages has led to the development of a new, abbreviated version of English where traditional rules of grammar, spelling and punctuation are largely ignored.

4. You have read the following announcement in a magazine for teenagers.

How do people use robots nowadays? Are they useful or dangerous to your mind? Suggest ways in which robots could be used in your everyday life. The best articles will be published in our magazine.

Write an article for the magazine (200-250 words). Make up an interesting title. Use all techniques to attract the reader's attention.

5. You have read the following announcement in a magazine for young people.

Technology facilitates communication. Have you ever met friends online? If you have, share your experience with our readers. The best articles will be published in our magazine.

Write an article for the magazine (200—250 words). Make up an interesting title. Use all techniques to attract the reader's attention.

6. Your teacher has asked you to write an article for your school magazine. The title of the article is 'Modern Technology: Good or Evil?' Write 200-250 words.

7. Read the newspaper article and summarize the contents. Then analyze the difference between the headline, leading sentence and article content in terms of tense usage and vocabulary.

FAKE VAN GOGH SELLS FOR \$35 MILLION

A fake painting supposedly by Vincent Van Gogh has been sold for \$35 million in Paris.

Paris June 9 2004

Imagine this: It's the chance of a lifetime. You have the necessary cash and you have the opportunity to buy a Van Gogh. After purchasing the painting and placing it on your living room wall to show to all your friends, you discover that the painting is a forgery!

That's what happened to an anonymous telephone bidder who purchased *Sunflowers in the Wind* at the Peinture Company in Paris, France. The first (supposed) Van Gogh painting to have been auctioned since last year's record sale of \$40 million, the forgery was sold for \$35 million. The painting had also been reported to be the last ever offered for sale, Britain's Daily Times reported Thursday.

Unfortunately, shortly after the masterpiece had been transferred to the buyer's home, the Academy of Fine Arts released a statement saying that *Sunflowers in the Wind* was a fake. Upon further investigation, the report proved to be true. The unlucky buyer was forced to recognize that he or she had indeed purchased a forgery.

8. Choose a headline and write your own newspaper article.

Newspaper Article 1

TRUCK CRASHES INTO LIVING ROOM

Leading sentence: provide your leading sentence

Article content: write at least three short paragraphs about the incident

Newspaper Article 2

LOCAL COUNCIL: ACTION NOT PROMISES

Leading sentence: provide your leading sentence

Article content: write at least three short paragraphs about the incident

Newspaper Article 3

LOCAL FOOTBALL PLAYER WINS BIG

Leading sentence: provide your leading sentence

Article content: write at least three short paragraphs about the incident

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