

TOMSK POLYTECHNIC UNIVERSITY

MASS MEDIA TODAY

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Draftsmen

L.A. Lakhotyuk, O.V. Mikhailova

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образования

**«НАЦИОНАЛЬНЫЙ ИССЛЕДОВАТЕЛЬСКИЙ
ТОМСКИЙ ПОЛИТЕХНИЧЕСКИЙ УНИВЕРСИТЕТ»**

СМИ СЕГОДНЯ: АКТУАЛЬНЫЕ ПРОБЛЕМЫ

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Составители
Л.А. Лахотюк, О.В. Михайлова

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Рецензенты

Кандидат филологических наук
доцент кафедры европейских языков ТГУ
Т.Л.Андреева

Кандидат филологических наук, старший преподаватель кафедры гуманитарных, социально-экономических и естественно-научных дисциплин Томского филиала Кузбасского института ФСИИ

М.А.Сидакова

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Foreword

The book “Mass Media today” is designed for second-year students of Institute of Social and Humanitarian Technologies to develop their fluency and confidence in using English.

The main goal of the book is to provide students with authentic educational materials to make the teaching process of the academic discipline “General English: Basic Course” more efficient.

The methodological concept of the book assumes that both speaking and cognition are inseparably linked and that is that link that stimulates an appropriate and systematic progress in order to create a multiple approach in learning English. Therefore, the book provides a vast amount of information as well as various ways of developing and building up all language skills on the basis of this information.

Improvement of language skills is closely connected with social and cultural competence. So, the book offers a variety of original texts and activities which will genuinely engage students’ interest and encourage them to share their personal opinions. The activities enable students to reflect on their own life experience and cultural knowledge about the USA and UK and on the basis of exercises and activities given develop their ability to express the ideas confidently and fluently.

The book has thematic units as well as additional exercises and supplementary reading materials.

The authentic texts, creative exercises encourage students’ independent thinking and stimulate cross-cultural comparisons.

The book is based on the communicative and learner-centered approach. It uses modern techniques and procedures in teaching the English language in different types of higher engineering training.

The workbook complies with the requirements of the FCE exam format.

VOCABULARY REFERENCE

1. Match the words with the definitions. Printed media

tabloid	['tæblɔɪd]	billboard	['bɪlbɔ:d]
flyer	['flaɪə]	archive	['ɑ:kaiv]
broadsheet	['brɔ:dʃi:t]	journal	[dʒə:nl]

1. a single sheet of paper which advertises a product or special event and is given to a large number of people
2. a very large board on the outside of a building or at the side of a road used for putting up advertisements
3. a serious magazine which is published regularly, usually about a specialist subject
4. the historical records of an organisation or a place
5. a newspaper with small pages which usually has short articles and contains a lot of pictures and stories about famous people
6. a newspaper printed on a large size of paper which is generally considered more serious than smaller newspapers

2. A. Complete the definitions using words from Vocabulary reference: People

broadcaster	['brɔ:dka:stə]	camera crew	['kæməɾəkru:]
reporter	[rɪ'pɔ:tə]	critic	['kritɪk]
viewer	['vju:ə]	producer	[prə'dju:sə]
editor	['editə]	web designer	['webdɪzainə]
Disc Jockey (DJ)	[dɪskdʒɔ:kɪ]		

1. A _____ presents news and conducts live interviews on television.
2. A _____ is a person who watches television.
3. A _____ writes reports of events for a television programme or newspaper.
4. An _____ corrects and makes changes to texts before they are printed in a newspaper or broadcast on TV
5. A _____ organises the practical and financial matters connected with the production of a film, play or TV programme.
6. A _____ creates the look of the pages of an Internet site using programming techniques and Internet tools.

7. A _____ is a group of people who operate camera equipment for filming.
8. A _____ is someone who plays records and talks on the radio or at an event like a disco, where people dance to music.
9. A _____ is someone who judges the quality of something, especially a work of art, literature or music.

2. B. Listen to the extracts and match them with some of the words from Vocabulary reference: People.

Extract A _____
 Extract B _____
 Extract C _____
 Extract D _____
 Extract E _____
 Extract F _____

3. A. Match the words and definitions. Journalists and people in the media.

commentator
critic
editor
freelance journalist
newsreader
presenter
 press photographer
reporter
 paparazzi [ˌpæpəˈrætsɪ]

- a) photographers who follow famous people around to get good photos of them to sell to a newspaper;
- b) a person who writes about the good / bad qualities of books, concerts, theatre, films, etc.;
- c) a person who describes a sports event while it is happening on TV or radio;
- d) a person who collects and reports news for newspapers, radio or TV;
- e) a person in charge of a newspaper or magazine, or part of one, and decides what should be in it;
- f) a person who introduces the different sections of a radio or TV programme;

- g) a person who writes articles for different papers and is not employed by a single newspaper;
- h) a person who reads the news on TV or radio;
- i) a person who takes photos for a newspaper;

3. B. Complete the sentences with jobs in the media.

1. The p_____ were waiting outside the restaurant to photograph the princess.
2. I'm surprised none of the c_____ liked the film; I thought it was great.
3. The n_____ was very embarrassed when he couldn't pronounce the politician's name.
4. The c_____ got very excited when the first goal was scored.
5. My brother is a r_____ for the Sunday Times.
6. The newspaper e_____ decided not to print the reporter's story because it was too politically sensitive.
7. I've stopped watching that show because I can't stand the p_____.
8. Laura works from home as a f_____ j_____.

4. Complete the sentences with the correct form of Vocabulary reference:
Verb collocations connected with media

to cover a story

to do an **interview**

to make the **headlines** to

launch an advertising campaign ([lɔːntʃ ən 'ædvɜːtɪzɪŋ kæm'peɪn])

to go on air

1. I work on a live radio show so there is always a buzz before I _____.
2. As a reporter I can be sent out at a moment's notice to _____. It can be anything from a football match to a murder.
3. The scandal _____ in newspapers all over the world.
4. My first job as a reporter involved _____ with the proud parents of newborn triplets.
5. The government has _____ to promote healthy eating among schoolchildren.

5. Match the sentences. Then look at the way the bold adjectives are used in context (1-5), and guess their meaning. Adjectives to describe the media

1. The reporting in the paper was very **sensational**.
2. The news on that TV channel is really **biased** ['baɪəst].
3. I think The Observer is the most **objective** [əb'dʒektɪv] of the Sunday papers.
4. The film review was quite **accurate** ['ækjərət].
5. I think the report was **censored**.

A It said the plot was poor but the acting good, which was quite true.

B It bases its stories just on facts, not on feelings or beliefs.

C The newspaper wasn't allowed to publish all the details.

D It made the story more shocking than it really was.

E You can't believe anything you hear on it. It's obvious what political party they favour!

6. Complete the text with words from the list.

advertise ['ædvətaɪz]

audience figures

broadcast ['brɔ:dka:st]

cable and satellite

channels

commercials

listeners

standard of programmes

stations

viewers ['vju:əz]

The arrival of 1_____ TV has meant a huge increase in the number of TV 2_____ which 3_____ can watch.

TV channels compete to have the highest 4_____ (the number of people watching a programme). Private TV channels get their income from companies who pay to show 5_____ (or adverts) between and during programmes to 6_____ their products. While the variety of channels has gone up in recent years, the general 7_____ (quality) being shown has definitely gone down.

Radio 8_____ can also choose between many different 9_____, many of which 10_____ 24 hours a day.

7. Complete the sentences using words from Vocabulary reference: Film and television media.

trailer

bulletin

broadcast

screening

episode

commercial

channel

1. Be quiet! I want to listen to this news
2. Have you seen the _____ advertising the latest Spielberg film? I think it looks really exciting!
3. There are far too many _____ on television these days. I hate it when there is a long break for advertisements during each programme.
4. There are _____ of the film at 3, 5 and 7 pm.
5. Did you see the first _____ of that new drama on TV last night? I can't wait to find out what happens next.
6. This programme is boring. Let's switch over to a different _____.
7. The concert will be _____ live tomorrow evening.

8. A. Practise saying the words. Give examples of these TV programmes in your country.

documentaries [dokju'mentriz]

game shows

chat shows

soap operas

dramas ['dra:məz]

comedies ['kɒmədiz]

sitcoms

reality shows

the news

the weather forecast

sports programmes

cartoons

phone-ins

commercials

quizzes

current affair programmes

9. Complete the text with words from the list.

articles

biased ['baɪəst]

censorship ['sensəʃɪp]

fake

front [frʌnt] page

headlines

interview

intrudes in [ɪn'tru:d]

make up

objective [əb'dʒektɪv]

'paparazz*i*' [pæpə'rætsɪ]

serious press

a story

tabloid press

In Britain there are two kinds of newspapers (or papers), the 1 _____ (newspapers which focus mainly on sensational news stories, e.g. the Sun, the Daily Express) and the 2 _____ (newspapers which focus on issues of general importance, e.g. The Times, the Independent). The tabloid press generally uses bigger, more dramatic 3 _____ (especially on the 4 _____) and shorter 5 _____.

A good newspaper should be 6 _____ (based only on facts and not influenced by personal feelings or politics). Unfortunately this is not usually the case, and editors and journalists are often 7 _____ (unfairly influenced) in favour of a particular political party. Sometimes governments prevent a newspaper from publishing a story. This is called 8 _____.

Recently there has been a lot of controversy about the way the press 9 _____ the private lives of famous people to get 10 _____. The so-called 11 _____ (photographers) wait outside their house for hours to try and 12 _____ the person. They take photos without the person's knowledge or permission (using telephoto lenses), and pay people for information. If they cannot find any real information they simply 13 _____ stories about them which are not true. Nowadays they can even 14 _____ photographs, for example by re-touching them.

9. Read the text and decide which answer (A, B, C or D) best completes each collocation or fixed phrase.

The history of the magazine

Look in any newsagents and you will see an enormous **0 _range_** of magazines catering to all tastes and interests. The magazine industry has **1. _____** since the 17th century and is still going from strength to strength. Our appetite for these weekly or monthly publications **2. _____** steadily.

The word 'magazine', which comes **3. _____** the French word 'magasin', meaning 'storehouse', first appeared on the cover of the Gentleman's Magazie, published in London in 1731. This was not, **4. _____**, the first publication of this type. The French 'Journal des Scavans' is generally considered to be the first actual magazine.

There are two broad categories of magazine: those **5. _____** at the general public, and trade and technical magazines giving specialised information. The first magazines were not widely read as low circulation and high production **6. _____** kept them relatively expensive. Most early magazines had short lives, and it wasn't until the late 19th century that technological advances in printing, together with a **7. _____** in advertising resulted in lower cover prices.

The first half of the 20th century **8.** ____ the publication of many magazines **9.** ____ popular today, **10.** _____ as the weekly news magazine Time. A new type appeared in 1922 with the founding of the Reader's Digest, which reprinted shortened versions of articles from other magazines. As the century progressed, new titles such as Playboy and Cosmopolitan mirrored the **11.** _____ social changes taking **12.** _____. There was also a massive growth in the number of magazines devoted to extremely **13.** _____ areas of interest, particularly in scientific and technical fields.

The result is that nowadays you can be overwhelmed by choice. Whether you are **14.** _____ in restoring old cars or playing computer games, there are magazines competing for your custom. Other magazines are aimed at almost every stage of life, from adolescence, through parenthood to retirement. If you **15.** _____ to a large house in the country, a designer wardrobe or a luxury yacht, there are magazines for you to dream over.

0.	a) choose	b) option	c) range	d) pick
1.	a) existed	b) lived	c) been	d) stayed
2.	a) swells	b) advances	c) gains	d) increases
3.	a) from	b) to	c) for	d) of
4.	a) therefore	b) however	c) although	d) so
5.	a) intended	b) aimed	c) meant	d) designed
6.	a) costs	b) prices	c) fares	d) charges
7.	a) increase	b) flood	c) rise	d) advance
8.	a) watched	b) viewed	c) saw	d) looked
9.	a) yet	b) still	c) even	d) already
10.	a) like	b) as well	c) for example	d) such
11.	a) rapid	b) fast	c) quick	d) speedy
12.	a) part	b) up	c) over	d) place
13.	a) thin	b) narrow	c) fine	d) tight
14.	a) keen	b) amused	c) interested	d) fond
15.	a) hope	b) would like	c) aspire	d) want

10. Read the text and decide which answer (A, B, or C) best completes each collocation or fixed phrase.

With the advent of so-called 'Reality TV', which puts the emphasis on ordinary people doing ordinary things on TV, the BBC has been much criticised for (1) ...C... down its schedules. But it worries me that the biggest victims of this never-ending diet of violent cartoons, immoral dramas and banal docu-soaps is the nation's children. The sheer quantity of TV watched by the under 16's is truly alarming, with the national (2)_____ for Britain placed at three and a half hours per day. The programmes that are rubbish easily (3) _____ the programmes that are decent and watchable. There will no doubt be howls of (4)_____ out there from people who believe that TV is educational. Educational my foot. Fast-moving visual images (5) _____ no useful educational purpose and will be forgotten by the next day. A young family near me has recently taken a (6)_____ against TV and given their set away. Their children now do something truly educational. They read books.

- | | | | |
|----|---------------------|------------------------|--------------------|
| 1 | a apparently | b gradually | c obviously |
| 2 | a positive | b harmful | c negative |
| 3 | a change | b add | c cut |
| 4 | a to complain about | b that isn't important | c worth saying |
| 5 | a noticed | b spoken to | c criticized |
| 6 | a permission | b opportunity | c wish |
| 7 | a more exciting | b harder | c easier |
| 8 | a holidays | b routine | c unpredictability |
| 9 | a drop | b throw | c lose |
| 10 | a monotonous | b exciting | c frightening |

11. Dependent prepositions. Write the correct preposition in each gap.

Television and reading

I pride myself (a)_____ the fact that I read two or three books a week. (b)_____ this rate I'll be familiar (c)_____ every book in our local library soon.

I blame TV (d)_____ the way people don't seem to read as much as they used to. (e)_____ my way of thinking TV is responsible (f)_____ many ills in our society.

I wonder (g)_____ the amount of TV watched by my sister's children. I have warned her (h)_____ the dangers of this but (i)_____ vain. She refuses to get involved (j)_____ a discussion (k) _____ the subject.

(l)_____ one time I used to watch a fair amount of TV but I restricted myself (m)_____ particular programmes such as documentaries and an occasional good film. However I soon grew tired (n)_____ even this. I was indifferent (o)_____ many of the topics in the documentaries and there is always something missing (p)_____ films or TV plays which are based (q)_____ the stories in books. However good the film, it is no substitute (r)_____ the original story. At last I think I'm beginning to convince my sister (s)_____ the bad effect of TV (t)_____ her children. She has agreed (u)_____ my suggestion of selective viewing and at the beginning of each week her family agrees (v)_____ which programmes they want to watch and the TV is only turned on at those times. It's taken a long time to get her to agree (w)_____ me but I'm sure the school work of my nephews and niece will benefit as a result.



MASS MEDIA: FORMS AND FUNCTIONS



1.1 Discuss these questions with your classmates:

1. What images spring to mind when you hear the word "media"?
2. What is the media?
3. How is today's media different from that of 30 years ago?
4. Do you always believe the media?
5. Is it a good idea for a country's media to be controlled by the government?
6. Do you think the media tries to manipulate people or change their views?
7. What do you think the functions of the media are?

(I) THE ROLE OF MASS MEDIA

1.2 Vocabulary. Mind the pronunciation

audience	['ɔ:diəns]	hurricane	['hʌrɪkən]
behavior	[bi'heɪvjə]	media	['mi:diə]
companionship	[kəm'pæniʃn]	propaganda	[,prɒpə'gændə]
function	['fʌŋkʃn]	socialize	['səʊ]əlaɪz]
guide	['gaɪd]	variety	[və'raɪəti]

1.3 Vocabulary. Check if you know these words.

advertise (v)	['ædvətaɪz]	рекламировать
alert (v)	[ə'lɜ:t]	уведомлять об опасности
alien (n)	['eɪliən]	инопланетянин
appropriate (adj)	[ə'prəʊpriət]	надлежащий
approach (v)	[ə'prəʊtʃ]	приближаться
belief (n)	[bi'li:f]	вера; убеждение
believe (v)	[bi'li:v]	полагать; верить
considerable (adj)	[kən'sɪdərəbl]	значительный
circumstance (n)	['sə:kəmstəns]	обстоятельство
deliberately (adv)	[dɪ'lɪbərətli]	преднамеренно
encourage (v)	[ɪn'kʌrɪdʒ]	поощрять;
exist (v)	[ɪg'zɪst]	существовать
hazard (n)	['hæzəd]	опасность
host (n)	['həʊst]	ведущий программу
include (v)	[ɪn'klu:d]	включать в состав

influence (v) (n)	['ɪnfluəns]	1. влиять 2. влияние
in particular	[pə'tɪkjələ]	в частности
precautions (n)	[pri'kɔ:ʃnz]	меры предосторожности
purpose (n)	['pə:pəs]	цель; намерение
range from ... to ... (v)	[reɪndʒ]	варьироваться от... до...
refer to (v)	[rɪ'fə:]	ссылаться на
(be) referred to as (v)		называться
response (n)	[rɪ'spɔ:ns]	реакция; реагирование
reveal (v)	[rɪ'vi:l]	показывать; выявлять
transmit (v)	[trænz'mɪt]	передавать; транслировать
vehicle (n)	['vi:əkl]	средство передвижения
warn (v)	['wɜ:n]	предупредить

1.4 Vocabulary. Give Russian equivalents to the following English expressions.

a wide range of topics;	to be deliberately presented;
a TV guide;	a space vehicle;
on a daily basis;	to transmit cultural values;
to serve a purpose of;	in similar circumstances;
the variety of programmes;	talk show hosts;
in the form of warnings;	appropriate behaviour;
to provide up-to-the-minute information;	alien visitors;
to take the necessary precautions;	to encourage people to believe;
to be motivated by commercial interests;	to be in need of companionship;
to raise questions about;	to influence somebody's life ;
to shape one's beliefs;	to have a strong influence on somebody .

1.5 Look through the text and find out what the main functions of mass media are.



THE ROLE OF MASS MEDIA

While most of us make use of some form of the media on a daily basis, we may not think about the functions or purposes the media serves in our society. One important function is entertainment. On television, in particular, the variety of entertainment programs is extensive, ranging from soap operas, to comedy, to talk shows, to sports. Even advertising, where the main

purpose is to sell things to the public, may sometimes be seen as entertainment.

Another function is education. A quick look through a television or radio guide will reveal many programs with an educational focus. These include documentaries on a wide range of topics such as animal behavior, geography, history, or art. They also include a wide variety of instructional programs such as cooking, home decorating, or investing. Some children's programs are also educational, teaching children to count or recognize words, or introducing them to different societies and cultures.

The media can provide important community information in the form of warnings. For example, the media can warn of the danger of an approaching hurricane or tornado. These warnings provide up-to-the-minute information on the location of the bad weather and alert people to take the necessary precautions. Without such warnings there would be a greater danger of loss of life and property. Warnings may also be given for other hazards such as air or water pollution. Periodically, the media raises questions about water quality, suggesting that the water we drink is not safe. How much these water scares are motivated by commercial interests is unknown. However, bottled water is a 2-billion-dollar business and growing.

In addition to these functions, the media has an important role in shaping our beliefs. Sometimes information contained in the media is deliberately presented in such a way that it encourages us to believe certain things or to form certain opinions. This practice is referred to as propaganda. When we think of propaganda, we usually think of political forces, but commercial interests may also use the media to propagandize. Advertisements, for example, encourage us to believe that certain products will change our lives in amazing ways. The media can also influence what we believe is possible. For example, 43 percent of American adults believe that UFOs (Unidentified Flying Objects) may be space vehicles from another planet, and most Americans think that alien visitors would be like E.T. from the movie by Steven Spielberg. TV and movies are likely to be responsible for these views.

A further function of the mass media is that of socialization. This is the process by which a society transmits cultural values about what is appropriate



behavior to its members. People may be socialized into behaving in certain ways in response to a personal problem, because they have frequently seen others on the news or in soap operas behaving that way in similar circumstances. Finally, for some people the media offers companionship. Television personalities and talk show hosts may be seen as "friends" by their viewers, particularly if those viewers are socially isolated, aged or invalid, and in need of companionship.

The range of functions or purposes of the media in society are many and varied, and the influence on our lives is considerable. The media influences how we spend our time and our money, what we get to see and hear about, and the way we understand those events. It helps to shape our beliefs, our opinions and our behaviors.



1.6 Comprehension Check. Answer the questions below.

1. What are different types of the media?
2. What is propaganda?
3. What is the purpose of advertising?
4. Are educational programmes aimed at children only?
5. What kinds of warnings can the media transmit?
6. How do soap operas influence people's behaviour?
7. What kind of people need the company of TV?

1.7 Translate into English.

1. Спутниковое телевидение предлагает широкий диапазон телевизионных каналов, которые специализируются на программах определенного типа.
2. Я уверен, что мы можем говорить как о политической, так и коммерческой пропаганде.
3. Есть круглосуточные новостные каналы, предоставляющие самые последние новости о событиях во всем мире.
4. Многие ток-шоу поднимают спорные (противоречивые) политические и социальные вопросы (проблемы).
5. Последнее время был ряд сенсационных программ о продуктах опасных для здоровья.
6. Приходится признать, что нет СМИ свободных от политической или личной предвзятости.
7. По моему мнению, СМИ играют существенную роль в передаче культурных ценностей, таким образом, формируя единую нацию.

8. Телевизионным каналам приходится конкурировать друг с другом за аудиторию, поэтому каждый год они предлагают новые программы и новых ведущих.
9. К сожалению, качество многих развлекательных программ очень низкое.
10. Нам нужно больше высококачественных образовательных программ нацеленных на детей, особенно подростков.
11. Что бы вы сделали в подобных обстоятельствах?



1.8 Talking points: Bias in the news. Discuss the following questions.

a How can these factors influence what is printed in newspapers or broadcast in the news on radio or TV?

- big business
- government
- political or religious ideology
- desire to sell papers or increase ratings
- desire to improve or educate society
- striving after the truth
- advertisers

b How important do you think each of these factors is in this country and/or in any other country you know well?

c What criteria do you think news editors use when deciding whether to report a story in a newspaper or on radio or TV?

d Do you think those criteria are the best ones to base their decisions on?

e Have you ever been involved personally in a situation that was reported in the news? If so, how accurate were the reports?

f What are the arguments for and against any kind of censorship of the news?



1.9 A Work in groups. You are the editors of your regional paper. Discuss and reach agreement about which five of the following stories you would publish.

1. An ex cabinet minister has launched a scathing personal attack on one of her former colleagues.
2. A graphic photograph has been sent to your office showing the aftermath of a bombing abroad and an accompanying update on Investigations.
3. Unemployment figures for the region have been released, showing a 1% fall in unemployment.

4. A famous actress, who grew up in a local town, has announced she is divorcing her husband of six months.
5. The government has announced the introduction of education reforms.
6. A local TV presenter has *been* caught on camera taking drugs at a party.
7. The region's main football team is in danger of relegation (перевод в более низкую категорию) and its star player has put in a transfer request.
8. A woman was killed in a traffic accident in the region's main city.
9. A local businessman has been accused of offering bribes to politicians in property deals. There is no evidence at the moment.
10. A family in the region has won the equivalent of \$500,000 in a lottery,
11. A police dog has been awarded a medal for bravery.

 2. INTERVIEW WITH CAROL: Problems with TV News

2.1 Vocabulary. Mind these words and phrases from the interview with Carol. They are followed by definitions.

- to keep people **tuned in** = watching TV
- plastic surgery = medical surgery to improve your physical appearance
- celebrities = famous people
- to lose weight = to become thinner
- shallow = without serious meaning
- it's equating [i'kweɪt] = giving equal value to
- instant gratification = immediate satisfaction
- news anchors ['æŋkə] = the main news reporters on TV
- coverage ['kʌvərɪdʒ] = the reporting of news
- be guilty ['gɪltɪ] of = being responsible for smth bad that has happened
- I'm being sucked in = tricked into watching

2.2 Now listen to the interview with Carol and choose the one correct answer for each question.

1. According to Carol, news on TV
 - a is mostly about health issues.
 - b is mostly international.
 - c is mostly entertainment.
2. In Carol's opinion, the evening news
 - a is boring to most people.
 - b tricks people into watching.
 - c is an important source of information.

3. Carol thinks that political problems
 - a don't get reported in the way they should be reported.
 - b are not really interesting for most people.
 - c are presented well by TV reporters.
4. Carol believes that most people
 - a are very interested in war and politics.
 - b want information quickly.
 - c don't watch the news.
5. Carol says that if TV news anchors are not physically attractive,
 - a people will not watch TV news.
 - b viewers will complain.
 - c viewers will change channels.
6. According to Carol, newspapers
 - a have a wider audience than TV.
 - b can be read quickly.
 - c have the same problems as TV.
7. Carol feels that news on the Internet
 - a is worse than the TV.
 - b is hard to find.
 - c is too general.
8. Carol
 - a almost never watches the news on TV.
 - b watches TV news even though she doesn't think it's good.
 - c avoids the mass media.

2.3 Read the following paraphrase of the interview with Carol. Fill in the blanks using information from the interview. You may need more than one word in some blanks. Compare paraphrases with a partner. They do not have to be exactly the same.

Carol has very strong opinions about the news we get _____ on. She thinks that it is more like _____ than news. For example, serious stories about _____ and shallow stories, like _____, are presented in the same style. She believes that this is because we are used to instant _____ something that doesn't require you to _____. Newspapers and the Internet give better coverage, but it takes more time to find good articles, so Carol _____.

2.4 Do you agree with Carol?

(3) NEWSPAPERS



3.1 Discuss these questions with your classmates:

1. What kinds of newspapers are there in our country?
2. Do you subscribe to any newspapers?
3. Which do you like better, magazines or newspapers?
4. Do you read newspapers or magazines that are published especially for English learners?
5. Do you prefer to get news via newspapers, TV or the Internet?
6. Why is news important?



3.2 Vocabulary Development. Check if you know these words:

advocate (n;v)	['ædvəkət]; ['ædvəkeɪt]	защитник; защищать
attitude (n)	['ætɪtju:d]	точка зрения; позиция
attribute (v)	[ə'trɪbjʊ:t]	приписывать
celebrity (n)	[sə'lebrəti]	знаменитый человек
circulation (n)	[sə:kjə'leɪʃn]	тираж
disseminate (v)	[dɪ'semɪnəɪt]	распространять
gossip (n)	['gɒsɪp]	слухи; сплетни
jingoism (n)	['dʒɪŋgəvɪzəm]	ура-патриотизм
libel (n)	['laɪbl]	клевета;
loathe (v)	[ləʊð]	ненавидеть
premier (adj)	['premiə]	первый; главный
prompt (v)	['prɒmpt]	побудить; подстрекать
pun (v)	[pʌn]	каламбурить
sue (v)	['sju:]	подавать в суд
vehicle (n)	['vi:əkl]	средство или орудие
vicious (adj)	['viʃəs]	злой; порочный

3.3 A. You are going to read about three popular newspapers from different countries. Read and decide which of the newspapers:

- have been accused of disseminating propaganda.
- have attempted to diversify their brand.

- has been criticised for its attitudes towards gay people.
- shows the least bias.
- has had to defend itself in court.
- has been prevented from printing certain things in the past.
- tends to feature a narrow range of news stories.
- has developed a reputation for linguistic playfulness.
- frequently includes extra, separate sections.
- has been accused of meddling in financial affairs.
- does not attract many casual readers.
- has changed its basic format.

3.3 B. Compare your ideas with a partner and explain how you made your decisions.



Newspapers

(A) Despite having started life as a broadsheet in 1964, *The Sun* has become not only the premier tabloid in the United Kingdom, but also the biggest-selling paper of any kind, with a daily circulation of over three million. Owned by Rupert Murdoch, an Australian who now holds US citizenship, and who does not pay tax in the UK, the paper has traditionally been to the right of the political spectrum.

Much of its rise in popularity has been attributed to its introduction of topless models on page three in 1970 and of bingo in the 1980s. Loved and loathed in equal measure, the paper's staple diet is celebrity gossip and exposes, and it is also renowned for its way with catchy, punning headlines.

Over the years, the paper has frequently been sued for libel and has had accusations of sexism, homophobia, jingoism and vicious personal attacks on public figures levelled against it yet little seems to dent its popularity!

(B) *Helsingian Sanomat* is the most popular newspaper in Finland, with a daily circulation of over four hundred thousand, 97% of which is subscription-based. The broadsheet also provides readers with a monthly and weekly supplement as well as an online edition, plus a radio station.

Founded in 1889, when Finland was under the control of the Russian Tsar, the paper was initially subject to considerable censorship and as a result became a leading advocate for freedom of the press and eventually for outright national independence.

Hasari, as it is popularly known, has been politically independent since the 1930s and has long been a family business, being owned as it is by the influential *Erkko* clan. Nevertheless, over the years its editorials have held


considerable political influence, such as when the paper strongly advocated Finnish entry into the EU.

(C) With an estimated readership of over two million, *Marca* can claim to be the most widely read daily newspaper in Spain. Its website receives over three million hits a month and it now has its own 24-hour-a-day radio station - not bad for a sports paper that is essentially the unofficial mouthpiece of Real Madrid and that focuses predominantly on football.

Founded in 1938, at the height of the Spanish Civil War, the paper has often been criticised for its clear Madrid bias and for its role in initiating several of the major football transfers of recent years, such as David Beckham's move away from Manchester United to the Spanish capital, a move which prompted his former manager, Sir Alex Ferguson, to claim that *Marca* was nothing more than “a vehicle to unsettle players on behalf of Real Madrid”.

3.3 C Work in pairs. Discuss these questions.

- Which of the three papers described would you most / least like to read?
- What are the nearest equivalents in your country? How do you feel about them?
- Which newspapers in your country do you think hold most political influence?
- Do you think censorship of the press can ever be a good thing? If yes, under what circumstances?

 3.4 A. You are going to hear an extract from a radio programme about the future of newspaper publishing. Listen and answer these questions.

What is the main reason given for the continued existence of print-based newspapers?

What other reason is given – and why is it described as ironic?

3.4 B. Listen again and decide which sentences below the speaker claims are true.



1. Newspaper owners are not paying enough attention to technological developments.
2. In many ways, recent technological developments *have* not really altered traditional ways of gathering news.
3. Plenty of successful online news sites now *me* only self-generated items.
4. Reduced delivery and printing costs mean online journalism will soon be more profitable than print-based.
5. The failure of news websites to become profitable in one sense has made them appealing to investors.

4.1 Vocabulary. Match the expressions given in bold with their definitions given below the text:

Gathering the news

Journalists gather news in a number of different ways. They may get stories from **pressure groups** which want to **air their views** in public. They **seek publicity** for their opinions and may **hold press conferences** or may **issue a statement/press release**. A person who especially wishes to attract news attention will try to include **a sound bite** in what they say. It is particularly hard for journalists to get material in the **silly season**.

Journalists also get stories by **tapping useful sources** and by **monitoring** international **news agencies** like Reuters. The more important a story is, the more **column inches** it will be given in the newspaper. Journalists of different political persuasions often **put their own gloss/spin** on a story and some journalists gather stories by **muck-raking**.

1. Collecting scandal (informal and disapproving)
2. Time of year, summer in the UK, when there is not much happening
3. To want to reach a wider audience
4. Meetings to give information to and answer questions from the press
5. To check regularly
6. To express one's opinion
7. People trying to influence other's people opinion about the issue
8. Make use of organizations regularly providing news
9. Short memorable sentence that will be repeated in news bulletins and articles
10. Space in the newspaper
11. To give a formal announcement to the press
12. To present a story in a particular way

4.2 a Read the text. Pay attention to the words given in bold. Find Russian equivalents.

Delivering the news

A **rag** is an informal word for a newspaper and it suggests that it is not of very high quality. The **gutter** press is a disapproving term used about the kind of newspapers and magazines that are more interested in crime and sex than serious news. A **glossy** is an expensive magazine printed on good quality paper.

Journalists produce **copy**, which has to be ready for a **deadline**. When everything is ready the newspaper **goes to press**. A very important story that comes in after going to press may find its way into a **stop press** column. A very new newspaper or story can be said to be **hot off the press**.

A story that is only to be found in one newspaper is an **exclusive**. A **scoop** is a story discovered and published by one newspaper before all the others. A major story can be said to **hit the headlines** on the day it is published. At that time the **story breaks** or becomes public knowledge. If it is an important story it will **receive a lot of coverage** or space in the press. A newspaper may be taken to court for **libel or defamation of character** if it publishes an untrue story that harms a person's reputation. If you are doing research into a news event you may want to get hold of some previous issues of newspaper, or **back copies**, and you may wish to make a folder of **cuttings** from the papers about the event.

4.2 b Answer these questions about the language in the text in 4.2 a.

1. Would you write to a chief editor asking for a job on 'his rag'? Why/Why not?
2. What do you think about newspapers if you refer to them as the gutter press?
3. What is it very important for journalists not to miss?
4. Can you give an example of a famous fashion glossy?
5. What two words might describe the kind of story that a journalist dreams of getting?
6. What two expressions refer to the moment of publication of a big story?
7. Which two crimes are mentioned in the text and what do they consist of?
8. What might a film star keep in her scrapbook of press cuttings?

4.3 Task. While using the new vocabulary from the texts above (4.1; 4.2) produce the following text in English.

Есть ли хоть один человек в мире, который бы оправдал папарацци, людей, которые сочиняют свои истории, копаясь в грязном белье, людей, которые вмешиваются в частную жизнь (to intrude into private life), людей, которые убили принцессу Диану.

Любую историю можно рассказать по-разному. Они рассказывают ее в своем свете. Грязном свете.

Этим людям не надо устраивать пресс конференции и добывать информацию, проводя журналистское расследование и регулярно проверяя новости международных агентств. Они ищут публичности по-другому. Единственное, что им нужно, это сидеть в кустах, в любой момент будучи готовыми напасть на свою добычу.

Но ... кто виноват, что этим историям отдается столько места в газете, что журналист, чья дешевая сенсация стала эксклюзивной и попала в заголовки раньше других, очень хорошо оплачивается?

Если бы люди не покупали таблоиды, папарацци давно умерли бы с голоду. Но ... людям приятно узнавать, что у богатых и знаменитых тоже есть проблемы, что они тоже могут быть жадными, непорядочными и подлыми.

На мой взгляд, должен быть закон, согласно которому журналист, обвиненный в клевете и очернении людей, должен сидеть в тюрьме.

(5) PRIVACY AND THE MEDIA

5.1 Vocabulary. Mind the pronunciation

campaign	[kəm'peɪn]	focus	['fəʊkəs]
debate	[dɪ'beɪt]	ethical	['eθɪkəl]
dominate	['dɒmɪneɪt]	paparazzi	[pæpə'rætsɪ]
figure	['fɪɡə]	privacy	['praɪvəsi]

5.2 Vocabulary. Check if you know these words.

accuse of (v)	[ə'kju:z]	обвинять в
chase (v)	[tʃeɪz]	преследовать
call for (v)		требовать; предусмотреть
coverage (n)	['kʌvərɪdʒ]	освещение события
effort (n)	['efət]	усилие; попытка
faithful (adj)	['feɪθfəl]	преданный; верный

fulfill (v)	[fʊl'fɪl]	осуществлять; выполнять
garbage bin (n)	['gɑːbɪdʒ]	мусорный контейнер
get rid of (v)	[get'rɪdəv]	избавляться от
issue (n)	['ɪʃjuː]	вопрос; проблема
investigate (v)	[ɪn'vestɪgeɪt]	расследовать
invasion (n)	[ɪn'veɪʒn]	вторжение; посягательство
maintain (v)	[mən'teɪn]	поддерживать; сохранять
performance (n)	[pə'fɔːməns]	деятельность; работа
relevant (adj)	['relɪvənt]	имеющий отношение
resign (v)	[rɪ'zaɪn]	уйти в отставку
spouse (n)	[spaʊz]	один из супругов

5.3 Vocabulary. Give Russian equivalents to the following English expressions.

invasion of someone's privacy
 ethical issues;
 private lives are of interest to the media
 (a story) to dominate the media
 to dig through garbage bins
 be faced with a difficult decision;
 be against one's moral values;
 be relevant to one's performance;
 to have responsibility to society;
 to break a moral law;
 to be of interest to the media;
 a magazine focuses on the lives of;
 catch somebody on film in embarrassing situations
 to start a big public debate about
 there's much criticism of the paparazzi
 to maintain someone's popularity

5.4 Each of the following statements summarizes one of the six paragraphs in this text. Number the statements 1-6 according to the number of the paragraph each statement summarizes.

- (A) There are several reasons why there are more paparazzi today.
- (B) There is a question as to whether the press should write about the private lives of public figures.
- (C) Journalists face many ethical questions before they decide whether or not to publish a story in the media.

- (D) Criticizing the actions of the paparazzi may have its dangers.
- (E) Journalists and photographers have many different tricks to get pictures and find out private things about celebrities.
- (F) The death of Princess Diana led to a debate on what journalists should and should not be allowed to do.



PRIVACY AND THE MEDIA

(1) Journalists are often faced with difficult decisions about whether or not to print a story or a photograph. There are a number of ethical issues they need to consider. Is the material too violent? Will it upset people because it tells about acts or events that are against their moral values? Does it represent an invasion of someone's privacy, that is, does it present to the public something that should remain private? Journalists must decide what responsibility, if any, they have to society and if that responsibility is best fulfilled by publishing or not publishing.



(2) An interesting question related to invasion of privacy is whether or not the public has the right to know about the private lives of people who are public figures. In 1987, one U.S. presidential candidate, Gary Hart, was forced to drop out before the election because of press stories about his affair with a woman. Now, all candidates for the office of president can expect to have their personal lives watched closely and with interest by the media. In 1998, the story of the relationship between President Clinton and Monica Lewinsky dominated the media for many months. The public was presented with very personal details of the relationship, and the scandal almost forced the president to resign. A basic question for the media is whether a politician's personal life is relevant to his or her performance in the job. One point of view suggests that if a person is not honest and faithful to his or her spouse, that person will not be honest and faithful to his or her country. Another view says that if you get rid of everyone who has broken a moral law, there will be no one left to serve in public office.

(3) Politicians are not the only ones whose private lives are of interest to the media. Famous people of various kinds, including movie stars and royalty, are often closely followed by the press. There have been stories of journalists digging through garbage bins to find little bits of information on the private lives of the rich and famous. Some press photographers try to take photographs of famous people in their most private moments to sell to the world's media. They often use very powerful long lenses so that they can take

photos from a distance and spy into people's homes, for example. These photographers are called paparazzi.

(4) Paparazzi have been around for decades, but the business has grown in recent years as there are now more magazines that focus on the lives of famous people. New technology such as digital videos and cameras also allows for the photos to be sent much more quickly to one publisher or to many publishers around the world. There is a lot of money to be made and this means that some of the paparazzi are becoming even more aggressive in their efforts to get a "good" photo. Some paparazzi have been accused of deliberately starting fights with movie stars in order to catch them on film in embarrassing situations.

(5) In 1997, when Princess Diana died in a car accident in Paris, her car was being chased by paparazzi. This started a big public debate about the behavior of paparazzi and the issues of privacy and the media. There was much public criticism of the paparazzi and of the newspapers and magazines that published paparazzi photos. One member of the paparazzi argued, "I feel no responsibility, legal or moral. Of course I'm sad, because someone we all adored is dead. But when you become Princess Di, you are a public person." Many magazine editors say that when they are deciding whether or not to use paparazzi photos, they consider each case separately. They decide whether the news value of a picture is more important than the persons' right to peace and privacy.

(6) Some critics have called for laws to limit the actions of paparazzi. However, the campaign against the paparazzi has its dangers. Journalism necessarily involves some degree of unwelcome observation, that is, the journalist's job is to investigate matters that some people would rather not be publicized. Moreover, famous people often use the paparazzi for their own purposes. They look for as much media coverage as possible to keep them in the news, in order to maintain their fame and popularity.



5.5 a) Read statement (5.4 B) above. Can you think of any recent examples in the news in which the press has damaged the careers of one or more of the following: a politician, a sports figure, a movie star, a TV personality? Discuss your example with a partner.

5.5 b) A basic question for the media is whether a politician's personal life is relevant to his or her performance in the job. One point of view suggests that if a person is not honest and faithful to his or her spouse, that person will not be honest and faithful to his or her country. Another view says that if you get rid of everyone who has broken a moral law, there will be no one left to serve

in public office. Discuss this question with a partner. Think of one main argument in favor and one main argument against.

5.6 a. Number these lines in the correct order.



Newspaper admits hacking celebrity phones

- (A) messages of Princes William and Harry. He was trying to find a top story. Other journalists
- (B) the actions of its journalists for their “past behavior”.
- (C) The reporters who did the hacking could now go to prison. In 2007, the News of the World's royal
- (D) correspondent Clive Goodman was sentenced to jail for his part in hacking into the mobile phone
- (E) compensation to ten people. It also said it regretted
- (F) case. The paper apologized on Friday and said it would pay millions of dollars in
- (G) stories are in the public interest, especially when finding corrupt politicians.
- (H) happen in a country that has freedom of speech. They also say many of the
- (I) stories. The police have been investigating the “News of the World” paper for many years, without
- (J) believe it is wrong to send reporters to prison. They believe this should not
- (K) success. Recent pressure from politicians and celebrities put the spotlight once again on this
- (L) One of Britain’s biggest selling newspapers has admitted it hacked people’s mobile phones to get



5.6 b. Write a letter to the head of the *News of the World*. Ask him three questions about his reporters phone hacking. Give him three of your opinions on what his paper should do about it. Read what you wrote to your groupmates. Your partner will answer the questions you asked.

LISTENING

5.7 A radio phone-in programme is discussing the following questions: *Reporting of celebrity scandals in the press: should it be banned? Are*

scandals in the private lives of famous people any of our business? Listen to eight people giving their opinions. Do they think that these stories and photos should (A) be allowed, or (B) be banned? What arguments do they give?

Speakers	allowed	banned	arguments
Anna			
Rod			
Mike			
Wendy			
Steve			
Andy			
Diane			
Alice			



5.8 a) Writers often use adverbs to express or intensify their opinions. Match sentences 1-6 with follow-on sentences a-f, adding an adverb or phrase from the list below. There may be more than one possible answer.

Admittedly

Naturally

Presumably

Frankly

Obviously

As a matter of fact

1. Some people say that the price of fame is too high.
2. Famous people complain if there is a sensational story in the newspapers.
3. Celebrities claim it's difficult to make new friends.
4. People think celebrities have an easy life.
5. Stalkers pose a very real threat to many celebrities.
6. Why are we obsessed with fame?
 - a. _____ they shouldn't because they exploit newspapers to get famous.
 - b. _____ most celebrities have to work very hard.
 - c. _____ it must be difficult to know why people are 'friends'.
 - d. _____ it's because it's the 'new religion'.
 - e. _____ they have to spend a lot of money on security.
 - f. _____ life is difficult if your private life is public.

e.g. 1 – f Admittedly

5.8 b) You are going to write an essay about invasion of privacy by the press. Use the essay plan and the language below to help you. Use the ideas from the listening above.

Celebrity scandals in the press: should they be banned?

Paragraph 1

Introduction: explain that some people think the reporting of celebrity scandals in the press should be banned. You may like to give an example of such a scandal.

Paragraph 2

Give your opinion and choose one or two reasons for this. Also give arguments against your reason.

Paragraph 3

Choose one or two more reasons and also give arguments against.

Paragraph 4

Conclusion: give your opinion again.

Useful Vocabulary:

In my opinion, it is true to say ...

Personally, I believe / don't believe that ...

Having said that, it is important to remember that ...

At the same time, I feel that ...

Although some people feel ...

Perhaps the most important point, however, is ...

What is more, ...

Another important consideration is that ...

One of the main arguments against ... is ...

All things considered, it is fair to say that ...

In conclusion, / On balance, I would say that ...

(6) RADIO

6.1a) Read the text and answer the questions below.



WHO CONTROLS THE BBC?

The BBC began in 1922. Of course, in those days there was no television, only radio. The BBC had three aims: to educate, to inform, and to entertain. At first there was a big discussion about who should control the BBC. Should it be independent or should it be controlled by the government? People in Britain looked at broadcasting companies in other countries. In the

Soviet Union, for example, the radio companies were controlled by the government and had to broadcast exactly what the government wanted - usually political propaganda. By contrast, in the USA there was no government control at all. There were dozens of private broadcasting companies, but they were badly organised, the programmes were of low quality, and there were advertisements ('commercial breaks') in the programmes.




Many British politicians - Winston Churchill, for example - thought that the British Government should have complete control of the BBC. Others thought Britain should follow the American example. But they finally reached a compromise and decided that

- the British Government should own the BBC;
- the BBC should be politically neutral and Independent (the government should not tell the BBC what to broadcast);
- the BBC should be a monopoly (no-one else was allowed to broadcast programmes. This changed in 1950);
- the BBC should receive money from the sale of licences (everybody who owned a radio or television had to buy a licence).

6.1 b) Comprehension Check.

1. What were the three aims of the BBC?
2. What was the big discussion about?
3. Who controlled the radio companies in the Soviet Union?
4. Did the American broadcasting companies produce high-quality programmes?
5. Who thought that the British Government should control the BBC?
6. Can the British Government tell the BBC what to broadcast?
7. Is the BBC still the monopoly?
8. Where does the BBC get money from?

 6.1 c) You are going to hear a journalist talking about the BBC. Read the questions below before you listen, then answer them as you listen.

- a) What were the three purposes of the BBC when it was originally set up?
- b) In what ways did John Reith, the first director general of the BBC, believe that the BBC should be independent?

- c) In the 1920s, what caused conflict between the BBC and the government?
- d) More recently, what was the main area of conflict between the government and the BBC?
- e) How does the BBC finance itself?

(6) A TRUE STORY

6.2 a) Vocabulary. Check if you know these words.

Vocabulary list 1 Expressions with verbs (to create the action)

- to take it for fact
- to cause alarm
- to make announcement
- incredible as it seems
- to get people anxious [æŋkʃəs]
- to be glued [glu:d] to smth
- to warn against the dangers
- to be fiercely [fiəsli] criticized
- to throw smb into terror
- to take legal actions against
- to withdraw complaints
- to take a show off the air

Vocabulary list 2 Expressions with adjectives (to create the atmosphere)

- somber [sʌmbə] voice
- grave announcement
- unmistakable voice
- routine bulletin [ru:'ti:n 'bulətin]
- preliminary [pri'liminəri] announcement
- subtle [sʌtl] touch
- nervous tone [nə:vəs]
- panicky tone
- hideous [hidɪəs] creatures
- chilling silence
- solemn [sɒləm] voice
- space vehicles ['vi:ikəl]
- feverish commentary [fi:vəri]
- strangled scream
- nauseous gases [n:ʌziəs]
- the most talked-about actor

6.2 b) You are going to read a true story about some amazing events which happened in the United States on the night of October 30th, 1938. Read the first part of the story and answer the following questions

1. What did the people of America think was happening?
2. What was actually happening?

6.2 c) Look at the text again and at the words which are underlined. Find examples of the Past Simple, Past Continuous and Past Perfect Tenses. Which tense is used to refer to:

1. an action which happened before another past action?
2. a finished (single or repeated) action or situation in the past?
3. an action in progress at a definite time in the past?



Part 1

A few minutes after eight o'clock on the night of Sunday, October 30, 1938, a somber voice – interrupted a radio broadcast to warn Americans, 'Ladies and gentlemen, I have a grave announcement to make ...'

The words that followed, beamed out in a programme networked across the United States, caused remarkable scenes of panic. For the announcement was that Martians had landed in North America and were moving across the country at great speed. Nothing seemed able to stop them, all resistance was useless. The USA was being taken over by men from outer space.

The announcement was part of a radio play, but one so realistic and produced by such a genius of the theatre that most people who heard it took it for fact.

The programme had started undramatically enough. At 8 p.m. listeners heard, 'The Columbia Broadcasting System presents Orson Wells and his Mercury Theatre Of The Air in War of the Worlds by H.G.Wells'. Then came the unmistakable voice of Orson Welles: 'We know now that in the early years of the twentieth century, this world was being watched closely by intelligences greater than man's.' He was interrupted by a news announcer apparently reading a routine bulletin: 'Tonight's weather ... For the next 24 hours there will not be much change in temperature ...'

Nothing to cause alarm at this stage. But the atmosphere was being cleverly built up. Listeners who had tuned in from the start were already beginning to forget that what they were listening to was really a radio play.

6.2 d) Now read the rest of the story about the Orson Welles radio play and fill in the gaps with the correct form of the verbs in brackets.

 Part 2

By chance, on the main rival network there (1) _____ (be) a new singer being featured. He was an unknown. He (2) _____ (come) on at ten minutes past eight and bored listeners (3) _____ (begin) turning their dials to find out whether there was anything better on CBS. They (4) _____ (join) War of the Worlds after all the preliminary announcements had been made. They had no idea that a play was in progress. All they knew was that strange things (5) _____ (happen) along the eastern coast. The CBS announcer continued;

Ladies and gentlemen, I have an important announcement to make. The strange object which fell in New Jersey earlier this evening was not a meteorite. Incredible as it seems, it (6) _____ (contain) strange beings who are believed to be part of an army from the planet Mars.'

Soft music followed. A subtle touch to get people anxious. What (7) _____ (go) on?

The announcer broke in again. There was a nervous, panicky tone to his voice. The Martians, hideous, leathery-skinned creatures (8) _____ (spread) out. New Jersey police (9) _____ (race) to stop them.

There was more music, more urgent announcements, chilling silence. People were glued to their sets. Earlier they (10) _____ (phone) their relatives and warned them about what (11) _____ (happen).

Across the whole of America, people were beginning to panic.

Then the announcer (12) _____ (come) on to the air again: "We take you now to Washington for a special broadcast on the national emergency by the Secretary of the Interior.' A solemn voice was heard asking people not to panic – but at the same time telling them that the Martian landing was not only in New Jersey. Space vehicles (13) _____ (fall) to earth all across the States. The beings from outer space (14) _____ (already killed) thousands of troops and civilians with their death-ray guns.

One of the Welles' actors (15) _____ (pretend) to be the President of the United States and warned the American people against the dangers of panic. The show ended with the announcer screaming from the top of CBS skyscraper that Manhattan was being taken over. His feverish commentary finished in a strangled scream.

In New Jersey, where the Martians were first reported to have landed, the roads were filled with cars racing for the hills. Families fled from their homes with wet towels over their heads, believing this would save them from the nauseous space gases the radio (16) _____ (tell) them about. The panic (17) _____ (begin).

Sailors in the US Navy were recalled to their ships in New York harbor to be ready to defend America against the Martians. From Los Angeles to Boston there were reports of 'meteors'. Some people actually claimed to have seen Martians.

After it was all over, Welles, already a well-known actor at the age of 24, was fiercely criticized for throwing half the USA into terror. Dozens of people took legal action against CBS, but in the end the complaints were all withdrawn and, instead of taking Welles' show off the air, CBS bosses congratulated themselves for having hired the most-talked about actor in America.

6.2 e) What do you think would be a good title for this story? Look at the suggested titles below and explain how each one is connected to the story.

War of the Worlds

The Martians have landed

The end of the world ... almost

The drama series that finally found a sponsor

Ladies and gentlemen ...

Radio's most talked about broadcast

The Radio play that threw the US into a panic

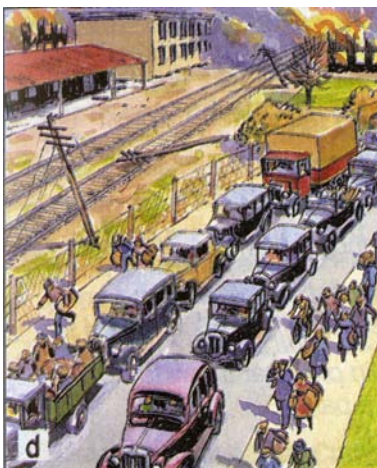
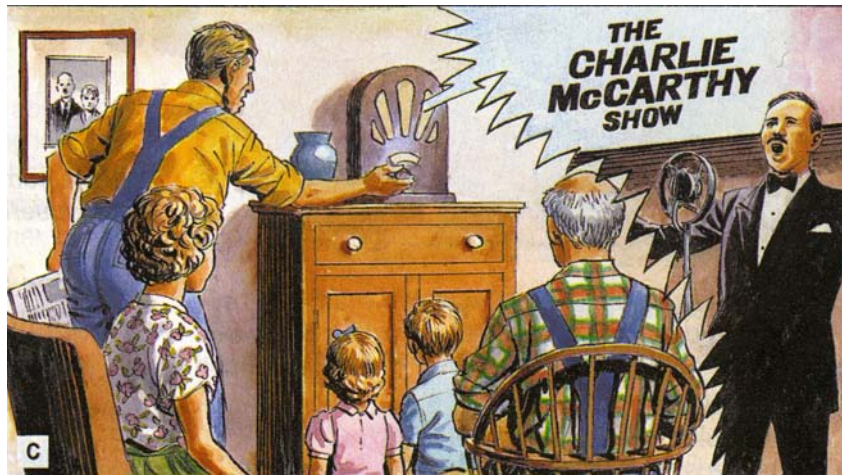
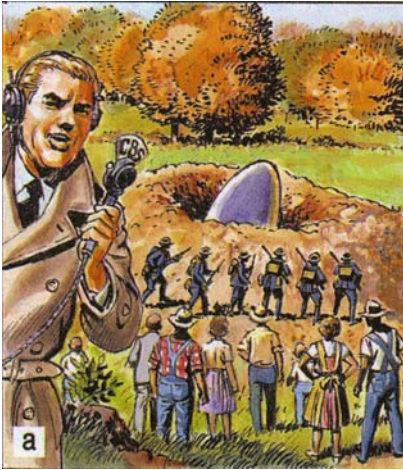
6.2f) Look at pictures a-i (pp 40-41) and put them in the correct order. Can you think of a caption for each picture.

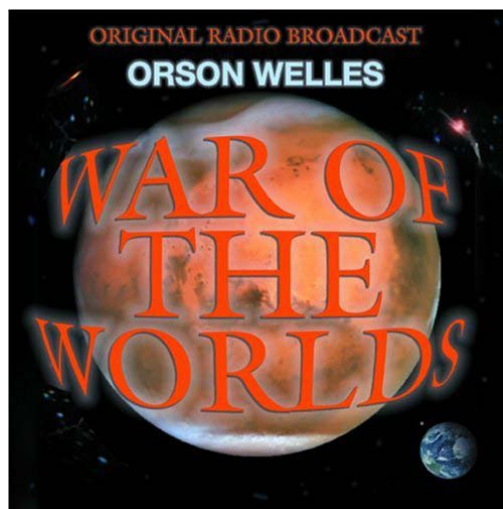
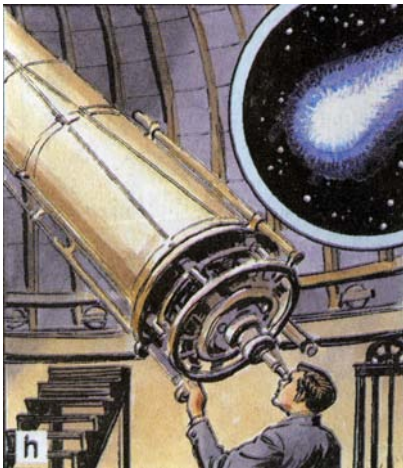
6.2 g) In pairs.

Student A. Retell the text relying only upon expressions from list 1 (6.2 a).

Student B. Retell the text obligatorily using expressions from list 2 (6.2 a).







(7) TELEVISION

7.1 You will read the text which tells about what people like about TV and what they are concerned about. Could you invent the three reasons for liking and disliking TV and complete this scheme? What do people like to watch? What do they complain about?

like to watch	complain about
1	1
2	2
3	3

7.2 Vocabulary. Mind the pronunciation

astronaut	['æstrənɔ:t]	industry	['ɪndəstri]
-----------	--------------	----------	-------------

7.3 Vocabulary. Check if you know these words

complain (v)	[kəm'pleɪn]	жаловаться
new developments	[di'veləpmənts]	новые разработки
interview (v)	['ɪntəvjʊ]	интервьюировать
broadcast (v)	['brɔ:dka:st]	транслировать
to be concerned about	[kən'sə:nd]	быть озабоченным ч-л
to do with (v)		иметь дело с чем-либо
violence (n)	[vaɪələns]	насилие
to solve problems		решать проблемы
misleading (adj)		вводящий в заблуждение
advertise (v)	['ædvətaɪz]	рекламировать
expenses (n)		затраты
boring (adj)		скучный
annoying (adj)		раздражающий
deliberately	[di'lib(ə)ritli]	намеренно
fall into hysterics	[his'teriks]	впадать в истерику
afford (v)	[ə'fɔ:d]	позволять себе
sophisticated (adj)	[sə'fɪstɪkeɪtɪd]	сложный, замысловатый
to make contribution to	[kɒntri'bju:ʃən]	вносить вклад
in spite of = despite		несмотря на; вопреки



Television

Most people watch TV, even though they complain about television sometimes. It's fun to watch TV, and it's easy. You turn on the TV, sit down in a comfortable chair, and see many different things. The people on TV will make you laugh and cry. They will inform you and excite you. By watching TV, you can hear the latest news from all over the world, and you can learn about new developments in science, art, literature and technology. You can watch sports on TV. You can watch the Olympics, or a local sport event. Finally, in some places it is possible to go to school by watching television. There are special classes on TV for high school and college students. A person may get a good education at home. These are some of the reasons for watching TV. There are other reasons.

There are many kinds of programmes on TV. Many people like to watch special events on TV. Often, important political and social events can be watched on TV while they are happening. Many people, for example, watched the landing of astronauts on the Moon. A second kind of programme that many people like to watch is called a talk show. On this kind of show, one person interviews several famous people in theater, politics, sports and other fields. A third kind of programme that many people like to watch is a programme in a foreign language. There are some TV channels that broadcast all of their programmes in Spanish, French or some other language. These programmes are watched by many people who speak those languages. Students who are studying foreign languages sometimes watch these programmes to learn the language better.

In spite of the fact that there are different kinds of programmes, many people are concerned about television. One thing they are concerned about is programming. This area has to do with what kinds of shows are on, and when they are on. One result of this concern was "Family Viewing Time". Many people did not like the fact that there were violent TV shows in the early evening. They felt that many children watched these programmes, and as a result the children thought that violence is a good way to solve problems. It was agreed by the television industry that during "Family Viewing Time" (7-9 P.M.) no violent shows would be broadcast. Many people also feel that the films are not always realistic. People feel that this is very misleading. In real life, many things do not have a happy ending.

A second area of concern is advertising. Many people who watch a lot of TV complain that there is too much advertising. Most TV stations need to have advertisements to help pay for their expenses. The companies that advertise on TV pay for the time when their product is discussed, and this

money is used by the TV station to pay for the programmes we see. Many of the advertisements are shown over and over again. This is both boring and annoying. The advertisers hope you will buy their products if you hear about them often enough. However, some people deliberately refuse to buy products that are advertised too much on TV.

Many people in the US are concerned about the effect of TV advertising on their children. Children may watch TV and see a candy advertised. They might ask (might fall into hysterics) to buy the candy they have seen on TV. Candies are not very good for children's health. Also, children see many toys and games advertised on TV. If their parents can't afford to buy these things, the children get upset. Many parents would like to have no advertising during the times when children watch TV – early evenings and weekends. May be some day all stations will stop advertisements. No one really likes them but they help to pay for the programmes.

There are some TV stations that never have advertising. These are called non-commercial stations. There are two kinds of noncommercial stations: government sponsored and educational stations. When the government sponsors a station, the government pays for all the station's expenses. In some countries this is the only kind of television there is. In England, for example, the British Broadcasting Company (BBC) is sponsored by the British government. This station has no advertising. An educational station is usually supported by some kind of educational institution such as a college or university. In the United States, most noncommercial TV stations are educational stations.

Some of the complaints Americans have about TV have already been mentioned. There is too much advertising. There is too much violence. The third, and perhaps most important complaint many people have about television is that the programs for adults are unsophisticated. They should be much better than they are.

In spite of all the complaints people have about TV programming and advertising, most people spend some of their time watching TV every day. Most people enjoy at least some of the things that they watch. They enjoy being entertained, and they enjoy being informed by programmes on TV. Both commercial and noncommercial TV make important contributions to our lives.

7.4 After reading the text complete the scheme mentioned above. (Write only the key word).

like to watch

are concerned about

7.5. Render the text using the structures.

1. 1st, 2nd, 3d kind of programme most people like to watch is ...
2. One, the other, one more area people are concerned about is ...



7.6 Project work. Analyze one day TV guide. Put down the number of:

1. Informative programmes
2. Educational programmes
3. Entertaining programmes

7.7 a) Read the text and do the assignments below



VIOLENCE ON TV

The influence of television on people's behavior is great. Many young children stay up late and watch films that are not meant for them, films containing sex and violence.

There is a lot of evidence to show a direct connection between the violence that people watch on TV and the violence in the streets. There is now more crime and violence in our society than ever before. They say it is the television that is teaching people how to be violent.

For example, a child may see a bank robbery in a film. The child learns from a film how to rob a bank. Or he sees a violent fight and becomes interested in having fights with other children. There have been many cases reported in the newspapers where such things have actually happened. A girl of 16 became so fascinated by watching films on TV that she decided to organize an armed bank robbery. She persuaded some men to do it with her. A boy of 15 died trying to copy a cowboy he had seen on TV film who was hanged. In the film a cowboy survived but in real life the boy did not.

One could give many more examples. Every week the violence in our society gets worse.

One does not worry about the programmes that are watched only by adults. We must worry about children and young people who are still growing up. Their values are not formed. They are very easily influenced and could be corrupted.

Professor Ivor Mills (Cambridge University) has proven that many young people are seriously harmed by seeing violent films.



7.7 b) Discussion.

1. How much do you agree with the main idea of this article? Does violence in films lead to violence in the streets, in your opinion? Isn't it the other way round?
2. If you were to make a speech to persuade people that there is too much violence in films, how would you use this article? What makes a speech persuasive, in general?
3. Copy out any 2 sentences from the article above that cannot possibly be true, or which nobody could ever prove to be true.

7.8 Choose one of the problems to speak about.

1. Personal experiences of the effects of films and TV.
2. Examples of films that you think have a bad effect.
3. Examples of films that you think have a good effect.
4. The main arguments in favour of reducing the amount of violence, and possible ways of reducing it.
5. The main arguments against reducing the amount of violence.
6. Your own view, including a possible set of rules which you think the makers of films should follow.

7.9 Render the text in English using the words below

moral standards		моральные устои
unscrupulous	[ʌn'skru:pjuləs]	бессовестный, не имеющий моральных убеждений
counter-productive		приводящий к противоположному результату
perverted		извращенный
excessive		избыточный
to infringe		посягать на (чьи-либо права)
banned		запрещенный
to degrade		деградировать
corrupting		порочный, безнравственный
masquerade	[mæskə'reid]	маскирующийся
safeguard	[seifgɑ:d]	гарантия, охрана
gratuitous	[grə'tju(:)itəs]	зд. неуместный, ничем не вызванный



Количество насилия, которое показывают нам сегодня на ТВ, явно избыточно. Большинство людей признают, что сцены насилия и секса иногда необходимы для того, чтобы рассказать историю, но слишком часто эти сцены просто неуместны. Они не нужны и вставлены в фильм просто для того, чтобы взывать к основным человеческим инстинктам. Необходима

цензура. Особенно для того, чтобы защитить детей от разлагающего влияния таких сцен, очень часто маскирующихся под искусство. Должна быть цензура порнографических журналов, производимых не имеющими моральных убеждений людьми, для извращенцев.

С другой стороны, есть много людей, которые говорят, что то, что запрещено, становится желаемым. Так что, цензура посягает на свободу выбора. Однако свобода – это не просто свобода делать то, что ты хочешь, а свобода от попыток разрушить моральные устои общества.

5.10 Discussion. Do you agree with the point of view, “that low quality programmes have their right to exist, if you don’t want to watch them, just turn the box off”?



7.9 a) Tick (✓) any statements that you agree with, and put a cross (X) against any that you disagree with.

If there are more TV channels available:

- the quality of programmes is likely to improve.
- there will probably be fewer differences between channels, because they will all imitate the most popular one.
- it will be good to be able to specialize and watch the sport channel or the news channel.
- it will be much harder to choose what to watch, and people will keep switching from channel to channel.
- there will be less money for making educational or special-interest programmes;
- most money will be spent buying ready-made programmes or serials.
- there will be more commercials as more TV companies try to make money from advertising.

7.9 b) Discuss your opinions with a partner. Do you agree with him/her?



A GUIDE TO REALITY TV.

7.10 a) Vocabulary Development. Check if you know these words:

audience (n)	['ɔ:diəns]	зрители; публика
competitor (n)	[kəm'petitə]	конкурент
contestant (n)	[kən'testənt]	участник состязания
convince (v)	[kən'vins]	убеждать
couple (n)	[kʌpl]	пара; супруги
courage (n)	['kʌrɪdʒ]	смелость
eliminate (v)	[ɪ'limineɪt]	исключать; устранять
injure (v)	['ɪndʒə]	повредить; поранить
live (adj)	[laɪv]	живой; реальный
originate (v)	[ə'ɪrɪdʒineɪt]	брать начало; возникать
sibling (n)	[sɪblɪŋ]	брат или сестра
stunt (n)	[stʌnt]	трюк;
(be) supposed to do	[sə'pəʊzd]	предполагаться
tempt (v)	['tempt]	соблазнять; искушать
vote (v)	[vəʊt]	голосовать
worm (n)	[wɜ:m]	червь

BIG BROTHER



This popular program originated in the Netherlands. Many different countries have adapted the program. On *Big Brother*, ten people live in a house together. The housemates cannot contact the outside world. There is no TV, radio, telephone, the Internet, newspapers, or any other forms of media. The contestants have to share the housework. In addition, "*Big Brother*" gives them a special job or task every week. These tasks test their ability to work as a team. In most countries, the audience votes to eliminate one of the competitors each week. In the United States, however, the contestants vote, but the public doesn't.

FEAR FACTOR

On this program, contestants "face their fears" to win money. In order to win, they have to do many things to test their courage. For example, they often have to eat live ([laɪv]) worms and other small animals such as insects. In addition, their bodies may be covered with bees or they may be asked to get inside a box full



of snakes. There are many different types of *Fear Factor* teams. Some of the teams consist of female competitors; other teams are made up of siblings. There have even been parent and child teams. The producers of *Fear Factor* say that all the stunts have been tested. Indeed, no one has been injured yet.

SURVIVOR



One very popular reality show is *Survivor*. On this program, 16 people compete for \$1,000,000. They must live outside and cook their own food. They often have to catch it as well. In addition, the competitors must perform different kinds of physical tests. Every week the competitors vote out one member of their group. The producers say that the competition depends on the competitors' ability to survive in the wilderness. However, understanding politics is actually the most important skill. Successful players must be able to make agreements with other players. If they cannot do this, the other competitors will eliminate them. When only two people are left, the previously eliminated contestants vote to give one of the finalists \$1,000,000.

TEMPTATION ISLAND

Temptation Island takes four couples to a tropical island. The couples are not married, but they have serious relationships. On the island, the couples are separated. The four women stay with 13 handsome bachelors. The four men stay with a group of



beautiful single women. The single men and women are supposed to tempt the members of each couple to leave their mates. If a single person can convince a man or a woman to leave his or her mate, he or she wins. Many religious organizations are upset by this show. They say that it is immoral because it is about sex, not relationships. A television executive defends the show. He says that it helps couples learn about themselves.

7.10 b) CHECK THE FACTS

1. How many people live together on *Big Brother*?
2. How much contact can people on *Big Brother* have with the outside world?
3. Who votes people out of the house in *Big Brother*?
4. Name one thing that people on *Fear Factor* have to do?
5. What are some different kinds of *Fear Factor* teams?
6. How do the contestants on *Survivor* live?

7. What do successful survivors have to be able to do?
8. Who votes to give the final survivor \$1,000,000?
9. How many couples go to *Temptation Island*?
10. How does a single person win the game on *Temptation Island*?
11. Why do some people criticize the show?
12. How did a television executive defend the program?

7.10 c) ANALYZE

- How are Survivor and Big Brother similar to each other? How are they different?
- Which of the four reality programs is the most different from the others?
- Which program do you think would be the most fun? The most difficult?



7.11 SPEAKING Talk about your ideas.

- Do you watch reality TV shows? Why or why not?
- Would you like to be on a reality TV show? Why or why not?

7.12 Read to find the answers to these questions.

- What are two reasons why people think that reality TV is popular?
- According to the scientific study, what kind of people enjoy reality TV?



WHAT'S SO GREAT ABOUT REALITY TV?

Even if you do not watch reality television, you can probably name some of the programs. Your friends and co-workers talk about them. You read about the shows in the newspapers, see pictures in magazines, and even see contestants on the news.


Why are these shows so popular? Some people say that people watch the programs to be part of the "in" crowd. Other people think that only people who are unintelligent watch reality television.

Steven Reiss and James Wiltz are psychologists at Ohio State University. They wanted to find out what kind of people watch reality programs and why, so they conducted a scientific study. The results were surprising. First of all, they discovered that reality television watchers are not less intelligent than non-watchers. They also found out that they are not more

social than non-watchers, so they do not watch these programs just to talk about them with friends.

They did find that people who watch reality television were more competitive than people who don't watch it. However, that was not the biggest difference. The attitude that separated watchers from non-watchers was the importance of social status. People who enjoy reality television generally agreed with statements such as "Prestige is important to me" and "I am impressed with designer clothes." The desire for status is a way to get attention. When you get more attention, you feel more important.

Through reality TV, people can dream about becoming famous. Ordinary people watch other ordinary people become celebrities. The message of reality television is that ordinary people can become so important that millions will watch them. And the secret dream of many of those viewers is that they might be the next celebrities.

 7.13 REALITY TV DIALOGUE. This month, two young Americans, Alison and Carrie are talking about reality TV. Listen to the conversation and answer these questions:

- What does one of the speakers say in favour of reality TV?
- What does the other speaker say against reality TV?

Mind these words:

- *voyeuristic* [vɔɪə'rɪstɪk] = something "voyeuristic" gives pleasure to someone because they are secretly watching it
- *a show-off* (n) = someone who does things to demonstrate how good they are
- a lack of something = an absence of something
- *IQ* = intelligence quotient ['kwɒʃənt]

7.14 a) Read the essay title and the essay below. Tick the ideas a-g which appear in the essay. Are any of the ideas not relevant to the question?

- a. We are intrigued by people who do anything to become famous.
- b. Personally, I'd say that the conversations are quite boring.
- c. I think that many people would like to be on television.
- d. Unlike soap operas I don't think they are based on interesting stories.
- e. I think they are totally unpredictable which is very exciting.
- f. Generally speaking, I'd say detective series are quite boring.
- g. I can't imagine life without soap operas.

TV reality shows are third-rate entertainment and not worth watching.
What do you think?

There is nothing new about reality TV. Confessional shows, where ordinary people make their private life public, have been around for a long time. However, over the last 5 years TV reality shows such as Big Brother and Survivor have become more and more popular. (1) *In fact/Obviously* some of these programmes have been the most successful shows in television history. (2) *After all/Surely* it's unfair to say they are third-rate entertainment?

In order to evaluate reality TV, we need to define (3) *ideally/exactly* what a TV reality show is. Reality shows have several things in common with soap operas. (4) *Generally speaking/Actually* they both involve a group of people who have to live together and get on with each other whilst solving various problems. The difference is that reality shows are not scripted, so the dialogues are often quite tedious. In addition, the problem contestants deal with are artificial and don't arise naturally from a 'story'. (5) *Apparently/Clearly*, in this sense, they could be seen as third rate entertainment.

Why do then people watch them? (6) *After all/Presumably*, what holds the audience's attention is the 'reality' or spontaneity of the shows. You never know what's going to happen next, and we are fascinated by people who will stop at nothing in their pursuit of fame. (7) *Naturally/At least* we are also fascinated by how the contestants cope in different situations, and to some extent measure their reactions against our own.

To conclude, it's (8) *probably/exactly* true to say that reality shows are third-rate entertainment when compared with classic films or award-winning documentaries. However, as audience figures prove, they are strangely compelling because (9) *incidentally/basically*, we are able to empathize with ordinary people in extraordinary situations. This (10) *ultimately/ideally* is what makes TV reality shows worth watching.

7.14 b) Read the essay again. Choose the most appropriate adverb or expression of opinion.

7.14 c) Write a 250 argumentative composition on the subject below. Use the ideas from the text to help you.

People will stop at nothing in their pursuit of fame, because the desire to be on the top is typical of a human being.



7.15 PROJECT WORK.

a) Work in three groups to have a debate about the media. Read the situation and your roles (A,B,C).

Your organization has just been awarded a grant from the Arts Council to set up a museum collection for either films, books or recorded music for entertainment. There is not enough money and resources to have a collection for all three.

Group A: you represent films.

Group B: you represent books.

Group C: you represent music.

b) Prepare a case for why your media:

- is important
- is better than the other two.
- should be chosen.

7.16 Vocabulary development: Media genres

a) Complete the reviews above with the words in the box.

atmosphere

series

chapter

plot

episode

novel

1. Harry Potter and the Order of the Phoenix is the gripping and electrifying new 1.____ from the incomparable J.K.Rowling. The 2._____ is excellent and the book is full of suspense. It does contain some violent and frightening scenes, but I enjoyed reading every 3._____.

2. HOSPITAL DRAMA

So far I have found nearly every 4._____ of the hospital drama ER to be very moving, with powerful storylines and groundbreaking use of the camera.

3. RADIOweek

It's a laugh is an outstanding new radio 5._____ on every Monday evening. Listen out for Shop Trek, a hilarious sketch based on shopping in the future.

4. Film review

Another classic horror is released on DVD this week. Hitchcock's Psycho, with its brooding dark 6._____ in the house on the hill, and the breathtaking shower scene in the motel, is the perfect example of 'edge-of-your seat suspense'.

b) Find adjectives in the texts above (7.16 a) that mean the following:

1. Keeps your attention and interest
2. So good that no one else can be compared to them
3. Has a strong effect on your emotions
4. Using new ideas and methods
5. Excellent, very good
6. Very funny
7. Important and typical of its type
8. Incredible and exciting



7.17 WRITING Write a blurb to a book or a film, a review for a newspaper, website, magazine or radio programme. Use the reviews to help you write your own review.

7.18 a) To be success at this task you should be a good orator.

- What makes a good speaker?
- Do you know any of great public speakers?

7.18 b) Read the three famous speeches.

1.

”In the long history of the world, only a few generations have been granted the role of defending freedom in its hour of maximum danger. I do not shrink from this responsibility – I welcome it. I do not believe that any of us would exchange places with any other people or any other generation. The energy, the faith, the devotion which we bring to this endeavor will light our country and all who serve it. And the glow from that fire can truly light the world.

And so, my fellow Americans, ask not what your country can do for you; ask what you can do for your country.

My fellow citizens of the world, ask not what America will do for you, but what together we can do for the freedom of man.”

(1961)

2.

“I have a dream that one day this nation will rise up and live out the true meaning of its creed: “We hold these truths to be self-evident, that all men are created equal.”

I have a dream that one day on the red hills of Georgia the sons of former slaves and the sons of former slave owners will be able to sit down together at the table of brotherhood.

I have a dream that one day even the state of Mississippi, a state sweltering with the heat of injustice, sweltering with the heat of oppression, will be transformed into an oasis of freedom and justice.

I have a dream that my four little children will one day live in a nation where they will not be judged by the color of their skin but by the content of their character.

I have a dream today.”

(1963)

3.

“I know full well the responsibilities that await me as I enter the door of N. 10 and I’ll strive increasingly to try to fulfill the trust and confidence that the British people have placed in me and the things in which I believe. And I would just like to remember some words of St Francis of Assisi which I think are really just particularly apt at the moment. “Where there is discord, may we bring harmony. Where there is error, may we bring truth. Where there is doubt, may we bring faith. And where is despair, may we bring hope.”

(1979)

7.18 c) What is typical of these speeches?

Find examples in the speeches of the following:

- a) repetition
- b) tripling (saying things in threes), e.g. past, present and future, moon and stars;
- c) contrast, e.g. love/hate
- d) a quote (repeating another person’s words exactly)

7.18 d) Discussion. “Good communicators are born, not made.’ Do you agree with this statement?

7.18 e) Now listen to these speeches.

1. Which impresses you most? Why?
2. What is important for a good communicator to have besides having good language skills?
3. We wish you success in producing a persuasive speech!



7.19 Discussion.

1. Should mass media, in your opinion, be government- owned or controlled by media tycoons? Or should we pay much money to cover TV’s expenses?
2. Is freedom of speech possible? How do you understand the concept of freedom, in general?

7.20. Read an article from one of the latest issues of “Arguments and facts” and summarize it in English.

На прошлой неделе Владимир Путин назначил Анатолия Лысенко генеральным директором Общественного телевидения России (ОТВ), которое должно начать вещание 1 января 2013г. Уже сама идея создания общественного телевидения породила массу споров и критики. И один из главных вопросов: «Возможно, ли полноценное общественное телевидение в современной России и есть ли потребность в нем у общества?»

Теперь без рекламы

Есть ли у общества потребность в таком телевидении, готово ли оно к нему – станет понятно, когда оно появится, - считает режиссер Карен Шахназаров, член совета по ОТВ. – Часто ведь бывает так: то, без чего мы прекрасно обходились вчера, сегодня входит в нашу жизнь, а завтра уже становится необходимым и незаменимым. Если общественное телевидение окажется интересным, острым, если на нем будут звучать самые разные точки зрения – не сомневаюсь, зрители примут его. Главная проблема в том, как сделать это телевидение интересным и востребованным. Вопрос содержания канала остается пока открытым даже для его гендиректора Анатолия Лысенко. В одном из интервью он честно признался, что пока не до конца представляет себе концепцию нового ТВ. Но уверен, что команда, которую ему поручено возглавлять, сумеет ее разработать и реализовать. «Думаю, что это не должен быть оголтелый политический оппозиционный канал, а скорее телевидение, которое будет разъяснять людям происходящие политические процессы, уделять больше внимания культурному воспитанию, призывать к терпимости, взаимопониманию, - заявил А.Лысенко. «Теоретически необходимость в общественном ТВ есть. В России все каналы и телесети тотально коммерческие, и альтернативный канал, мягко говоря, не помешал бы. Сегодня большинство ошибочно считает, что общественное ТВ – это то же самое ТВ, к которому все привыкли, только без рекламы. Это неверно! Реклама – порождение рейтингов. Погони за количеством включенных телевизоров в стране. Почему у нас новостные выпуски начинаются с рассказов о трагедиях, катастрофах, убийствах? Потому, что через страх, кровь, насилие привлекается аудитория. Общественное ТВ должно



стать территорией, свободной от страхов. И здесь мы упираемся в первую важную проблему – общество не готово воспринимать такое ТВ. Зрителю на протяжении последних 18 лет с утра до вечера либо рассказывают о бандитах и воровстве, либо развлекают. Он уже подсел на наркотик под названием «насилие».

За ОТВ должен платить зритель.

Само понятие «общественное телевидение» подразумевает его независимость от власти и бизнеса. На Западе подобные ТВ-каналы существуют на деньги зрителей: хочешь смотреть – плати абонентскую плату. У нас общественное ТВ запускается на деньги государства. « Я не вижу в этом ничего страшного. Это нормально, но только на этапе старта, - считает К. Шахназаров. – Конечно, в идеале за общественное телевидение должен платить зритель. Но, чтобы он начал это делать, надо убедить его, что это важно и нужно. Думаю, сделать это очень непросто. А что касается упреков в том, что гендиректора и совет утверждает президент, то да – доля здравого смысла в этих упреках есть. Но, если люди увидят, что канал стал площадкой для самых разных мнений, все встанет на свои места. Вопрос в том, какая тональность ОТВ будет задана в первое время его существования. Я все-таки надеюсь, что со временем устройство общественного телевидения трансформируется – его руководящие должности станут выборными, а финансироваться оно будет зрителями».

7.21 Discussion.

How would you answer the questions:” Is public TV possible in modern Russia? Does the society need it?”

7.22 Team work. Invent the concept of a new TV. Make up a persuasive speech to challenge TV viewers to pay for public TV.

(8) A medium of no importance (Advanced)

8.1 Vocabulary Development. Check if you know these words:

acquisitive	[ə'kwizitiv]	корыстный
(be) amenable to	[ə'mi:nəb(ə)l]	подверженный ч-л
desensitize		снижать чувствительность
deterioration	[di,tɪəriə'rei](ə)n]	ухудшение
detractor		критик, противник
infatuation	[in,fæt'u'eɪʃən]	страсть
heavy viewer		тот, кто много смотрит ТВ
panel game		дискуссия, викторина

shallow whatever TV might say when it comes to vicious	[ʃæləu] [viʃəs]	поверхностный что бы ТВ ни говорило когда речь заходит о порочный
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8.2 Read the text and do the Reading Comprehension questions



A medium of no importance (Advanced)

1. Grown-ups, as any child will tell you, are monstrous hypocrites, especially when it comes to television. It is to take their minds off their own tele-addiction that adults are so keen to hear and talk about the latest report on the effects of programmes on children. Surely all that nonsense they watch must be desensitizing them, making them vicious, shallow, acquisitive, less responsible and generally sloppy about life and death? But no, not a scrap of convincing evidence from the sociologists and experts in the psyches of children.

2. The nation has lived with the box for more than sixty years now and has passed from total infatuation – revived temporarily by the advent of colour – to the present casual obsession which is not unlike that of the well-adjusted alcoholic. And now the important and pleasant truth is breaking, to the horror of the programme makers and their detractors alike, that television really does not affect much at all. This is tough on those diligent professionals who produce excellent work; but since – a everyone agrees – awful programmes far outnumber the good, it is a relief to know the former cannot do much harm. Television cannot event make impressionable children less pleasant.

3. Television turns out to be no great transformer of minds or society. We are not, en masse, as it was once predicted we would be, fantastically well-informed about other cultures or about the origins of life on earth. People do not remember much from television documentary beyond how good it was. Only those who knew something about the subject in the first place retain the information.

4. Documentaries are not what most people watch anyway. Television is at its most popular when it celebrates its own present. Its ideal subjects are those that need not be remembered and can be instantly replaced, where what matters most is what is happening now and what is going to happen next. Sport, news, panel games, cop shows, long-running soap operas, situation comedies – these occupy us only for as long as they are on. However good or

bad it is, a night's viewing is wonderfully forgettable. It's a little sleep, it's Entertainment; our morals, and for that matter, our brutality, remains intact.

5. The box is further neutralized by the sheer quantity people watch. The more of it you see, the less any single bit matters. Of course, some programmes are infinitely better than others. There are gifted people working in television. But seen from a remoter perspective – say, four hours a night viewing for three months – the quality of individual programmes means as much as the quality of each car in the rush-hour traffic.

6. For the heavy viewer, TV has only two meaningful states – on and off. What are the kids are doing? Watching TV. No need to ask what, the answer is sufficient. Soon, I'll go up there and turn it off. Like a light bulb it will go out and the children will do something else.

7. It appears the nation's children spend more time in front of their TVs than in the classroom. Their heads are full of TV – but that's all, just TV. The Kojak violence they witness is TV violence, sufficient to itself. It does not brutalise them to the point where they cannot grieve the loss of a pet, or be shocked at some minor playground violence. Children, like everyone else, know the difference between TV and life. TV knows its place. It imparts nothing but itself; it has its own rules, its own language, its own priorities. It is because this little glowing, chattering screen barely resembles life at all that it remains so usefully ineffectual. To stare at a brick wall would waste time in a similar way. The difference is that the brick wall would let you know you were wasting your time.

8. Whatever the TV/video industry might now say, television will never have an impact in civilization that the invention of the written word has had. The book – this little hinged thing- is cheap, portable, virtually unbreakable, endlessly reusable, has instant replay facilities and in slow motion if you want it, needs no power lines, batteries or aerials, works in planes and train tunnels, can be stored indefinitely without much deterioration, is less amenable to censorship and centralized control, can be written and manufactured by relatively unprivileged individuals or groups, and – most sophisticated of all – dozens of different ones can be going at the same time, in the same room without a sound.

8.3 Reading Comprehension. To check your general understanding of the text, answer the following questions briefly.

Paragraph 1.

1. Does the writer think television is harmful to children? Why/Why not?

Paragraph 2.

2. Has the nation become more or less keen on television since it was introduced? What development had an effect on the popularity of television?

Paragraph 3.

3. How successful is television as an educator, according to the writer?

Paragraph 4.

4. Why do most people watch television, according to the writer?

Paragraph 5/6.

5. What effect does quantity of viewing have on people?

Paragraph 7

6. Why are children not affected by television violence, according to the writer?

Paragraph 8

7. In one word, what is the advantage of the book over television?

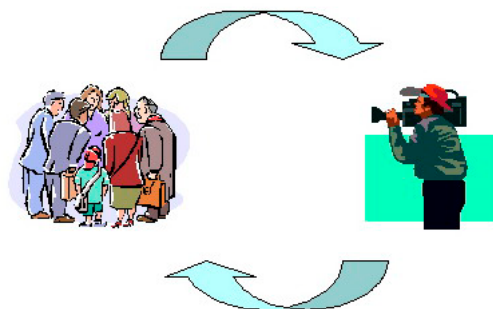
8.4 Reading Comprehension

1. Explain in your own words why adults are described as ‘hypocrites’.
2. Explain in your own words how people reacted to television when it first became available.
3. In what way are television viewers today like ‘well-adjusted alcoholics’?
4. What is ‘a relief’ to the writer?
5. How is watching television like ‘a little sleep’?
6. Explain the phrase ‘remain intact’.
7. Explain what the writer means by ‘The box is further neutralized’
8. What is suggested about the heavy viewer’s attitude to the programmes he and his children watch?
9. What does ‘brutalise’ mean?
10. What does the word ‘chattering’ suggest about television?
11. What point is the writer making about books in final paragraph?
12. In a paragraph of 50-100 words explain why television is seen as ‘a medium of no importance’?

8.5 Discussion.

Do you agree with the author’s opinion that TV does not have any influence on people’s mind? Which of his arguments do you share, which, do you believe, are not very persuasive?

8.6 Which statement is closer to you: “Mass media forms public opinion”, or ‘Mass media reflects public opinion’?



 8.7 JIGSAW LISTENING

8.7 A Divide into two groups (A and B) and listen to the following interviews which will give you some arguments and ideas on the topic discussed (8.7).

Student A. a) Before you start listening look through the vocabulary below and make a supposition what the journalist speaks about.

to slosh out at smb		Br. slang бить к-л.
to be engaged in savage activity	[ˈsævɪdʒ]	заниматься чем-то жестоким
praiseworthy	[ˈpreɪzwɜːði]	достойный похвалы
it's manly thing to do		это мужской поступок
to roast alive on a spit	[əˈlaɪv]	зажарить заживо на вертеле
to introduce a baby into a script		вставить в сценарий ребенка
to cope with imagined weddings, funerals		справиться с ч-л придуманные свадьбы, похороны
fantasy is difficult to remove from reality		фантазию трудно отделить от реальности
to be reflected in behavior the other way round		отражаться на поведении наоборот
to be inspired by stirring speech		быть вдохновленным трогательная речь
call to courage		призыв к мужеству
to be uplifted by		быть воодушевленным чем-либо
pageantry	[ˈpædʒ(ə)ntri]	роскошное зрелище
to be depraved by		быть искаженным
to be depraved by overtones		быть эмоционально преувеличенным
blurred area		неясные, расплывшиеся очертания
by and large		в общем и целом
to spend thousands on advertising		тратить тысячи на рекламу

b) Listen to the interview 1a. Put down English equivalents for the following expressions:

Признавать в более полной мере силу и влияние телевидения, осуществлять более строгий контроль над содержанием программ, иметь ряд серьезных побочных эффектов, быть немного более озабоченным насилием, разница между фантазией и реальностью, поток маленьких белых вязанных шерстяных вещей, в общем и целом телевидение больше всего влияет на нашу жизнь.

c) Be ready to share this information with your partner (A).

8.7 A **Student B.** a) Before you start listening look through the vocabulary below and make a supposition what the journalist speaks about.

grandeur	[grændʒə]	грандиозность, великолепие
to emulate		1.конкурировать;2.имитировать
to reverse		изменять на прямо
		противоположное
as long as		пока
to constrain		сдерживать
a lowest common		наименьший общий знаменатель
denominator		
low-challenging		пустая программа
programme		
pap		books, television programmes etc that people read or watch for entertainment but which have no serious value
		проводить время, делая что-либо
to spend time doing something		своими собственными глазами
with one's own eyes		выносить суждения
to make judgements		никоим образом
by no means		с оговоркой, что
with the rider that		чрезвычайно восприимчивый
uniquely susceptible	[sə'septəbl]	это зависит от тебя, тебе решать
it's up to you		не обусловленное сюжетом
gratuitous violence		насилие
		нести ответственность
to bear responsibility		различать
to distinguish		находить оскорбительным
to find smth offensive		физически плохо
to be physically		
sickened		

appalling	[ə'pɔ:lɪŋ]	отвратительный
to stop somebody from doing something		остановить кого-либо от чего-либо

b) Listen to the interview 8.7 Student B. Put down English equivalents for the following expressions:

Влиять на поведение в плане создания стилей, образов, популярности или моды; сила добра и сила зла; это, конечно, ни то и ни другое; оно не копирует на 100 процентов; свободно быть этим отражением; телевидением в течение многих лет руководят люди определенного образовательного и социального статуса; звучать как упрямый, невежественный гиппопотам; никаких доказательств реального вреда, причиняемого людям, просто тем, что по телевидению показываются сцены насилия.

c) Be ready to share this information with your partner (A).



8.7.B Write an opinion essay on the topic “Mass media forms public opinion”

8.8 a) Check if you can translate these expressions into English.

Играет важную роль; источник информации; форма развлечений; окно в мир; дает возможность путешествовать по всему миру; расширяет кругозор; дает возможность узнавать о других обычаях и традициях; сделано с хорошим вкусом; сделано очень профессионально; ужасная трата времени; проводить время перед ящиком, смотря все, что бы ни показывали; оно теряет свой статус, они сейчас проводят больше времени, бродя по интернету и посылая смс-ки; согласно новому исследованию; согласно последнему ежегодному опросу; быть знакомым с широким разнообразием цифровых приборов;

b) If you are not sure about some of the expressions, refer to the text *The question is TV or not TV?*.



The question is TV or not TV?

Whether we realize it or not, TV plays a very important part in our lives. It's the main source of information and a cheap form of entertainment for millions of people. It's the window on the world which gives us an

opportunity to ‘travel’ all over the world, to ‘meet’ different people and learn about their customs and traditions.

It has the power to educate and broaden our minds.

It helps to relax after a hard day’s work and escape from reality.

There is always a great variety of programmes on TV: news and talk shows, sports programmes and TV games, documentaries and feature films, concerts and theatre performances ...

Of course, not all programmes are good. But many are made in good taste and with great professional skill.

Some people argue that television is a terrible waste of time. It makes us lazier. We stay at home instead of going out. We read less. We think less. We even talk less.

It’s true that some TV addicts spend hours in front of the ‘box’ watching whatever’s on – from second-rate Mexican soap opera to silly commercials.

The trick is to learn to control television and use it intelligently. The ideal is to turn on the TV-set only when there’s a really interesting programme.

Violence on TV is another problem that worries people. As George Mikes once said, TV teaches us “how to kill, to shoot and to poison”. But the same can be said about computer games and many films and books. And if you don’t like a certain programme, why watch it?

8.9 Read (or listen to) the text and find out if the statements below are true or false.

1. Children spend more time going online than watching TV.
2. Teenagers are better at taking up new technologies.
3. Teenage boys and girls spend equal amounts of time text messaging.



Children’s changing media habits

Television is losing its long established status as the main form of entertainment for children. In Britain at least, kids are spending more time surfing the internet and sending text messages than ever before, according to a new study. The BBC’s technology correspondent Mark Gregory reports:

The television set in the living room used to rule the entertainment choices of generations of British children. But that's no longer the case, at least not according to the latest annual survey of young people's media habits, carried out by the British media regulator, Ofcom.

The survey found that 12 to 15 year olds spent equal amounts of time watching TV and going online - 17 hours a week on average for each

medium. And asked which media device they most valued, teenagers rated their mobile phone above the family TV set. Smart phone ownership among teenagers was found to have doubled in just 12 months.

The survey paints a picture of an increasingly tech savvy* younger generation, with even very young children confident about, and familiar with, a wide variety of digital devices. The survey says the take up of digital technologies is faster among teenagers than the general population.

It also comments on the popularity of text messaging, especially among girls. Teenage girls typically send thirty or more text messages a day, 35 per cent more than boys do. Ofcom says the findings highlight the challenges parents face in keeping up with children's use of technology in order to protect them.

* confident and knowledgeable in using technology

8.11 Let's conduct our own survey and compare your media habits with those of British teenagers.

- ❖ Which media device can't you do without?
- ❖ How many hours a week do you spend watching TV?
- ❖ How many hours a week do you spend online?
- ❖ Have you got a smart phone?
- ❖ Are you fond of texting? How many text messages do you usually send a day?

(9) INTERNET ISSUES

9.1 Vocabulary Development. Check if you know these words:

access (n)	['æksəs]	доступ; допуск;
accuracy (n)	['ækjərəsɪ]	точность; достоверность;
addiction (n)	[ə'dɪkʃn]	пристрастие; зависимость;
appropriate (adj)	[ə'prəʊpriət]	надлежащий; уместный;
associated (adj)	[ə'səʊʃieɪtɪd]	связанный;
concern (n)	[kən'sə:n]	беспокойство; забота
content (n)	['kɒntənt]	содержание;
estimate (v)	['estɪmeɪt]	оценивать приблизительно;
investigative (adj)	[ɪn'vestɪgətɪv]	исследовательский;
overwhelm (v)	[əʊvə'welɪm]	поглощать; подавлять;
survey (n)	['sə:veɪ]	опрос; исследование;
threaten (v)	['θreɪn]	угрожать;
unfamiliar (adj)	[ʌnfə'mɪliə]	незнакомый;

9.2 a) Look through the text and find out what the main concerns associated with the Internet are.



INTERNET ISSUES

The Internet is an amazing information resource. Students, teachers, and researchers use it as an investigative tool. Journalists use it to find information for stories. Doctors use it to learn more about unfamiliar diseases and the latest medical developments. Ordinary people use it for shopping, banking, bill-paying, and communicating with family and friends. People all over the world use it to connect with individuals from other countries and cultures. However, while there are many positive developments associated with the Internet, there are also certain fears and concerns.



One concern relates to a lack of censorship or control over what appears on the Internet. Anyone can put information on the Internet that can then be read by anyone else, at any time. This makes it very different from television or radio. With television and radio there are editors to check the accuracy or appropriateness of the content of programs, and with television there are restrictions on what kinds of programs can be broadcast and at what times of the day. With the Internet, parents cannot check a published guide to determine what is suitable for their children to see. While software can be used to block access to certain websites, such as those displaying pornography, this can never be completely effective.

There are also concerns about privacy and control of communication on the Internet. For example, when you use e-mail communication or participate in chat groups, it is possible that your private messages may be read by others without your knowing. If you buy things on-line or simply browse the Internet, it is possible to trace all the websites that you visit. Someone may be looking over your shoulder "electronically." Such information can be used to build up a profile of your interests and habits. One purpose for such a profile is to provide information to companies who sell on-line advertising space. If they know your habits and interests, they can select particular advertisements to send to you when you are on-line. The advertisements are chosen to match your profile. One potential danger is that the information could be used by others to your disadvantage. For example, an employer could use such information to decide that you are not a suitable applicant for a job.

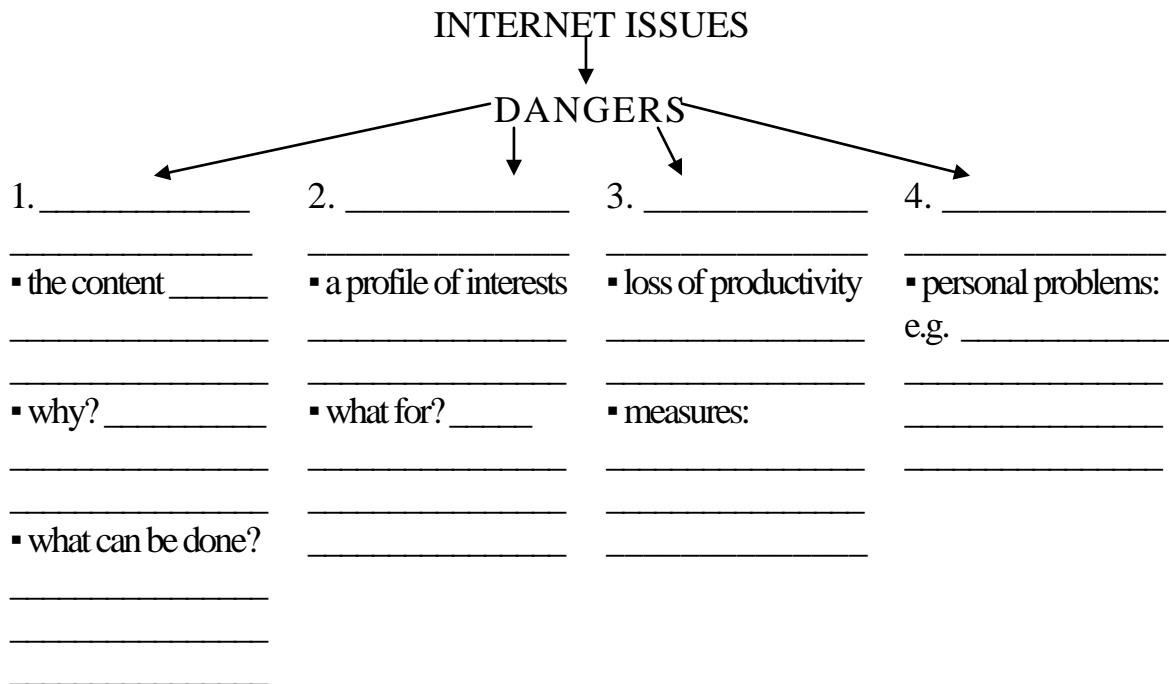
A further issue relates to the misuse of the Internet in the workplace. Many companies are now finding that they need to establish policies to

control when employees use the Internet and for what purposes. Recent surveys undertaken in the United States have revealed, for example, that:

- 47 percent of employees send up to five personal e-mails per day, 32 percent send up to ten personal e-mails daily, and 28 percent receive up to twenty personal e-mails per day.
- On-line industry analysts predict that Internet misuse will cost companies an estimated 1 billion dollars in lost productivity.
- In companies that use software to monitor employee use of the Internet, 60 percent of the managers said they had disciplined employees for on-line misuse, and 30 percent had fired people for such behavior, which included shopping or gambling on-line and downloading pornography.

A fourth and growing area of concern is that of Internet addiction. An Internet addict is someone who is unable to control his or her own use of the Internet and whose behavior threatens to overwhelm his or her normal life. Internet addiction can result in many problems including a lack of sleep, lateness for appointments, neglect of work responsibilities, and the disintegration of marriages and families. Internet addiction is not just a matter of how much time a person spends online. It is more a matter of how much damage Internet use causes in a person's life.

9.2 (b) Look at the map of the text and complete it with the missing information.





9.2 c Discuss in groups.

I. How could you compare the quality of the information on the Net and in paper sources where censorship level is considered to be higher?

II. 1. Is Internet addiction such a bad thing?

2. Do you think you're addicted to the Internet?

3. Why are so many people addicted to the Internet?

4. What do you think the indicators of Internet addiction are?



9.3 Read the statements below and say whether you think they are true or false. Listen to the text *Internet addiction – A growing problem* to check your guesses.

1. Most people know about the problem of being addicted to the Internet.

2. A reporter said there are thousands of online addicts.

3. A cyber-psychologist said life is getting to become like a chat room.

4. A researcher found 10% of youngsters are addicted to the Web.

5. The reporter found seven giveaway signs of Internet addiction.

6. One sign is asking for an extra few hours online.

7. Lying about how much time you spend online suggests you're addicted.

9.4 Talking points: a) What are your reasons for being on the Net? Do you mostly:

❖ Use it as a leisure medium to play games;

❖ Visit YouTube and entertainment Web sites;

❖ Maintain social relationships through e-mail;

❖ Surf the Net to find information for your home-assignments;

❖ Use the Net to find information about your hobby;

❖ Visit forums;

❖ Do the shopping, buy the tickets, etc.?

b) Put these reasons in the order according to priorities. In such a way we'll conduct a mini survey.

9.5 a) Look through the text and find Internet usage preferences in different countries (ignore the gaps for a while).

9.5 b) Fill in the gaps with proper prepositions.

As the Internet becomes a broadband medium, it is increasingly taking on the characteristics (1)_____ a mass medium rather (2)_____ an

interpersonal one. In the future, mass media trends could be extended to the Internet. (3)_____ instance, a recent study (4)_____ Dutch children's Internet usage revealed that they primarily used the Internet (5)_____ a leisure medium to play games, watch video clips, and visit entertainment sites. Research on Americans however, shows people primarily use the Internet to maintain social relationships through e-mail. The Dutch study was conducted (6)_____ Valkenburg and Soeters (2001), who examined children's home Internet usage. They found three primary motives (7)_____ children's Internet use: affinity with computers, information seeking, and entertainment. Children must first (8)_____ all enjoy sitting in (9)_____ of a computer, the researchers found. Second, children use the Internet to find information about hobbies and homework assignments. Finally, they visit entertainment Web sites. The use of the Internet (10)_____ an entertainment and leisure medium is similar (11)_____ television usage.

9.5 c) Check your answers against the text (9.6 par.3) Globalization and Mass Media

9.6 a. Check if you know these words:

cost-effective		экономичный
lucrative	[ˈluːkrətɪv]	прибыльный, выгодный
disseminate message		распространять сообщение
to have an impact on		иметь влияние на
to accommodate the market		обслуживать рынок
broadband medium		широкополосная сеть
subsidy	['sʌbsɪdi]	субсидия
levy	[levi]	обложение налогом

9.6 b Read the text and do the Reading Comprehension questions



Globalization and Mass Media

(1) The decentralized nature of the Internet makes it very different from more traditional mass media, which distribute content created by the media industries. Global messages developed by the media industries are distributed through global media systems, such as CNN. CNN can distribute the same message throughout its worldwide television system. Prior to the 1990s, media systems were primarily national systems, but during the 1990s a global

commercial media market emerged. According to McChesney (1999), "the rise of a global media market is encouraged by new digital and satellite technologies that make global markets both cost-effective and lucrative". Contributing to the trend toward media globalization was the formation of transnational corporations, the World Trade Organization (WTO), and the World Bank. All of these organizations helped to create a new form of global capitalism that uses global media to disseminate messages to global consumers.



(2) In addition to financial interests, global media have an impact on media content, politics, and culture. Like the Internet, global media are influenced by the culture and interests of the United States. In some ways, global media could be considered an extension of the American system. At present, the United States exports more entertainment products than any other nation. McChesney (1999) reports that American media companies "have aggressively established numerous global editions of their channels to accommodate the new market". Three of the most important transnational media corporations are Time Warner (now AOL Time Warner), Disney, and News Corporation. In terms of globalization, American cable companies have been called cable colonialists because they control the worldwide export of media content and attempt to establish digital satellite TV systems in regional and national markets around the world.

(3) As the Internet becomes a broadband medium, it is increasingly taking on the characteristics of a mass medium rather than an interpersonal one. In the future, mass media trends could be extended to the Internet. For instance, a recent study of Dutch children's Internet usage revealed that they primarily used the Internet as a leisure medium to play games, watch video clips, and visit entertainment sites. Research on Americans however, shows people primarily use the Internet to maintain social relationships through e-mail. The Dutch study was conducted by Valkenburg and Soeters (2001), who examined children's home Internet usage. They found three primary motives for children's Internet use: affinity with computers, information seeking, and entertainment. Children must first of all enjoy sitting in front of a computer, the researchers found. Second, children use the Internet to find information about hobbies and homework assignments. Finally, they visit entertainment Web sites. The use of the Internet as an entertainment and leisure medium is similar to television usage.

(4) Although transnational media corporations are attempting to establish operations in nations around the world, some countries want to

protect their domestic media and culture industries. Some nations, including Norway, Denmark, Spain, Mexico, and South Korea, have established government subsidies to maintain their own domestic film industries. The British government proposed a voluntary levy on the revenues from domestic film theaters, which show predominantly Hollywood movies. These theater revenues could then be used to subsidize the British commercial film industry. However, the proposal was not passed by Parliament. Culture ministers from a variety of nations have been discussing how they can protect their own cultural identities in an increasingly American-influenced global media environment. Some nations, such as Singapore, edit and censor for broadcast media content created in the United States. Language usage, for instance, in the Singapore version of the Sopranos is vastly different from the American version because curse words have been edited out of the sound track. In such ways, individual nations can establish barriers that make it more difficult for global companies to broadcast their American-produced content.

(5) Global media systems have been considered a form of cultural imperialism. Cultural imperialism takes place when a country dominates others through its media exports, including advertising messages, films, and television and radio programming. America's dominance in the entertainment industries made it difficult for other cultures to



produce and distribute their own cultural products. Supporters of American popular culture argue that the universal popularity of American media products promotes a global media system that allows communication to cross national boundaries. American popular culture in addition challenges authority and outmoded traditions. Critics of American culture contend that cultural imperialism prevents the development of native cultures and has a negative impact on teenagers. Teenagers in other nations have rejected their own cultural music and dress. Instead, they want to wear American jeans and listen to American recording artists. Rock groups from other countries will even sing in English rather than use their native tongue.

(6) A larger concern in the emerging global information economy is the fact that most of the world's population cannot afford the types of products advertised on global media. People who are constantly exposed to these media messages may want to own products that they can never afford, which could cause social unrest. Mass media portray a lifestyle of consumption that is very different from the lifestyles of people living in many other cultures.

9.6 c) Reading Comprehension Questions

Paragraph I.

1. What are the 1990-s in the sphere of Mass Media characterized by?
2. What made it possible:
 - a) from technological point of view?
 - b) from political point of view? I have a dream that one day I have a dream that one day

Paragraph II.

1. What are global media influenced by?
2. What are the 3 most powerful transnational media corporations?
3. Why have American companies been called cable colonialists?

Paragraph III.

1. What characteristics is the Internet taking on?
2. What did a recent study of Dutch children's Internet usage reveal?
3. What did the similar survey say about preferences of American teens?
4. What are the 3 primary motives for children's Internet use?

Paragraph IV.

1. What countries are especially concerned about protecting their own domestic media and culture industries and what are their measures?

Paragraph V.

1. When does cultural imperialism take place?
2. What do supporters of American popular culture say?
3. What do critics of American popular culture contend?

Paragraph VI.

1. What does mass media portray?
2. What could cause social unrest?

9.6 d) Tell or write an exposition about globalization on the media market.

Use the vocabulary given.

Paragraph I.

- decentralized nature of the Internet
- to distribute content
- content created by the media industry
- digital and satellite technologies
- media market is encouraged by
- make it cost-effective and lucrative
- contribute to the trend
- to disseminate message to consumers

Paragraph II.

- to have an impact on

- media are influenced by
- in terms of globalization
- to establish digital TV systems

Paragraph III.

- to take on characteristics of
- mass medium
- interpersonal medium
- a recent study revealed
- children's Internet usage
- to be similar to

Paragraph IV.

- to protect domestic media and culture industries
- to establish government subsidies
- to establish levy on the revenues from theatres which show Hollywood films:
- an increasingly American influenced global media environment
- to establish barriers
- to broadcast American-produced content

Paragraph V.

- cultural imperialism
- to produce and distribute one's own cultural products
- to challenge outmoded traditions
- to reject one's own music

Paragraph VI.

- a larger concern
- products advertised on global market
- to cause social unrest
- to portray a lifestyle of consumption

9.7 Research task. The use of the Internet as an entertainment and leisure medium is similar to television usage. Analyze a TV guide for one day and count:

1. The number of authentic broadcasts produced by domestic media industry;
2. The number of broadcasts adapted from global media market.

9.8 Talking points.

- How urgent, in your opinion, is the turning to national cultural heritage in the times of globalization?
- Should we have a government-appointed watchdog body abridging America's dominance to maintain our domestic film industry and authentic programmes? Or there is no need to invent a bicycle?

9.10 a) In pairs, discuss which of the following you have used / heard of. What kind of sites are they?

Google YouTube eBay Amazon Wikipedia MySpace Second Life

9.10 b) Read the article and check to see if you were correct.



How the Internet is changing lives forever.

These days with inexpensive air travel, mobile phones, email and the Internet, teenagers see the world as a smaller place than it appeared to their grandparents. Of these innovations, the Internet appears to be the one with the most potential for global influence, and which will change lives the most.

For example, up until recently friendships developed over a lifetime but that has now changed. People often made friends locally at school and continued those friendships into adulthood, but many young people today find the majority of their friendships over the Internet. This is not restricted to teenagers. Paula Sen, who has just turned 30, says: I've met most of my best friends over the Internet, through common interest forums.

I couldn't live without the Internet. It's my lifeline.'

The Internet has also greatly influenced how people buy and sell goods. International Internet shopping is now common, with people buying all sorts of goods, from sites such as Amazon, the most successful online retail site. The international auction site eBay allows millions of participants to buy from and sell to strangers, setting their own prices. But beware - there are as many unscrupulous salespeople online as on the high street.

One of the Internet's greatest success stories is Wikipedia, the free online encyclopaedia, which is compiled and updated by its users. It carries far more content than any other encyclopaedia and is a great starting point for research, but remember to double-check important facts as it does contain errors. If you don't have time to check your facts, consider purchasing a reliable online encyclopaedia such as the Encyclopaedia Britannica. The other major information resource on the Internet is Google, a search engine which finds and ranks web pages according to the number of links made to them.

Probably the biggest impact that the Internet has had is the way in which it has influenced social networking. The most frequently 'googled' word in the world recently was Bebo - the social networking site - followed by MySpace. People can meet new friends through sites like these, they can renew old acquaintances through sites like Friends Reunited and they can

also play games with each other in virtual worlds such as Second Life. This Internet-based, three-dimensional virtual world is 'inhabited' by more than 6.6 million residents from around the world, and global companies such as Adidas and Toyota even have outlets there.

It's now much easier to share experiences with others too. Sites such as YouTube allow people to upload and share videos, with unlikely clips becoming huge hits and a number of figures becoming Internet phenomena. Many people remember watching 'sabre boy wielding an imaginary light-sabre, and laughing out loud at his antics.

Much of the power of the Internet lies in the fact that people are developing new ways to be creative and innovative, combining ideas and skills without an organisation or hierarchy. No one is in overall control. Collective creativity and collaboration are the key ideas. But even more powerful than this is its power to solve crimes, help change the world through giving to charities on sites like justgiving.com or find missing individuals: one website for a missing child was visited by over 40 million people within days of its being set up.

9.10 c) Read the article again and answer the questions.

1. Why do teenagers see the world as a smaller place than their grandparents did?
2. What point does the writer make about friendships in the second paragraph?
3. What examples are given of the power of the Internet with regard to:
 - a) buying and selling?
 - b) getting information?
 - c) social networking?
4. What warnings does the writer give about Internet sites?

9.10 d) In pairs, discuss the following questions.

1. Do people indulge in fantasy virtual life because of the disappointments of their real lives?
2. What are the advantages and disadvantages of:
 - a) buying and selling over the Internet?
 - b) social networking with people you have never met face-to-face?
3. Should teenagers' use of the Internet be limited?

9.11 Watch a video episode "Media and Globalization" and make notes about six principles of globalization.

(10) Pros and Cons of Social Networking Sites

10. 1 Check if you know these words:

access	['æksəs]	доступ
abuse	[ə'bjuz]	злоупотребление
bully	['buli]	обидчик
predator	['predətə]	хищник
stalk	['stɔ:k]	преследовать
harass	['hærəs]	подвергать нападкам
hassle	['hæs(ə)l]	морока

10. 2 Give Russian equivalents to the following expressions in the text.

have access to the Internet	to hide behind the shield of the Internet
cyber bullies	to keep in touch with
ill-intentioned online predators	to hang out
to pretend to be someone else	to mingle with friends
cyberstalking	to make life more exciting
to feel ill at ease	

Most students are part of one: a social networking site (SNN) such as Facebook or MySpace. Specifically, 55 percent of teens in the United States have a blog in one, and 48 percent of students visit them daily. This is not a surprise, seeing as 90 percent of U.S. teens have access to the Internet. The question is: does this have a positive or negative effect on teens in society?

On the negative side 54 percent of young teens have been found discussing high-risk material on Facebook and MySpace, 41 percent talked about substance abuse, 24 percent about sexual behavior, and 14 percent referred to violence. This is only a small part of all the problems occurring online, with cases where teens have become victims of cyber bullies and ill-intentioned online



predators. You could be fooled by someone who is pretending to be someone else. They may offer you a job or make plans to see you just to get your money. This can lead to cyberstalking, which is when a person resources such as the Internet to harass and stalk you. Studies have said that one-third of all teens have been exposed to cyber bullying on a SNS. This risks the safety of young adults, and is the reason why many parents feel ill at ease with their children's SNS accounts.

Another reason many parents are worried is that communicating obsessively on social networking sites may keep kids from having person-to-person interactions. At Stanford, studies show that social isolation increases with the use of social networking sites. Up to 30 percent of people who are part of SNSs report talking less on the phone, up to 15 percent of users say they spend less time with family, and up to 13 percent of users report less time at social events. Instant messaging also adds to the social isolation because you are having live conversations that are not real. You are able to hide behind the shield of the Internet. Also, when it is so easy to just find friends by adding people with the same interests as you, you may tend to go out less and might not socialize as much. Why bother, when it's so easy to do right at home, behind the familiar computer screen? In spite of all this controversy, many teens still believe that SNSs are a great way to keep in touch with long distance friends and family, along with high school and college buddies. 35 percent of all teen girls blog, compared with 20 percent of online boys. Additionally, 54 percent of wired girls post photos online compared with 40 percent of online boys (govtech.com, 2008).

A social networking site is like a virtual meeting place where you can hang out and talk with your friends about different issues. There are instant messaging services, and you can add people you know as 'friends'. You and your classmates can discuss school activities by simply having a meeting at a certain site that you are all members of. This will save time and effort.

With SNSs, you can also mingle with friends from different countries with just a click. Plus, instead having to deal with the hassle of asking for phone numbers and cell numbers with new friends, all you have to do is exchange email addresses, so you can search for each other on SNSs and be able to stay in touch even when you can't see each other. On Facebook, there is an application that is a phone number directory for all your friends that have posted their numbers. SNSs also make life more exciting for a lot of people.

In the end, the choice to whether or not one decides to become part of an SNS is left to the individual himself, but he/she should always remember to examine all these pros and cons of a SNS to consider in the final decision.

10. 3 According to the text complete the table *the Pros and Cons of Social Networking Sites*.

Pros	Cons
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10. 4 a) Talking points. What can be done for children to stay safe online? Find out what the author of the article *Internet safety for children* thinks. Ignore the gaps for a while.

10. 4 b) Choose which answer (A, B, C or D) best completes each gap.

Internet safety for children

16th November, 2010

The (1) ____ popularity of social networking sites and mobile phone texting have presented society with problems in how to protect children online. More and more youngsters are becoming (2) ____ of Internet predators and bullies. Parents are finding it more difficult to (3) ____ their kids are safe online. Gone are the days when Mum and Dad could keep an eye (4) ____ their child’s surfing with parental controls on the family computer. Today’s new mobile and networked world poses new and dangerous (5) ____ to online kids. Two recent initiatives aim to teach children about cyber-safety. Internet safety will soon be taught in UAE schools, while in Indiana, USA, parents will (6) ____ an Internet Social Networking conference.

The UAE has launched a nationwide programme aimed at educating students on how to use the Internet safely and (7) ____ suspicious websites. Spokesman Jay Bavisi said: “Advances in instant communication media, including the (8) ____ of Twitter, Facebook, and other instant messaging services, drive the very fabric of our modern society. Parents, siblings, teachers and children (9) ____ will need to understand the dangers the (10) ____ world presents.” The Indiana conference will (11) ____ topics like cyber-bullying, *sexting and online child exploitation. Local attorney Steven DeBrotta said: “The number one way to keep a kid safe is for them to be (12) _____. If they do not believe automatically what people tell them, they will be safer.”

* sexting рассылка смс сексуального характера

1.	(a) increases	(b) increasing	(c) increase	(d) increment
2.	(a) victim	(b) victimize	(c) victims	(d) victimization
3.	(a) ensure	(b) sure	(c) shore	(d) surely

4.	(a) at	(b) by	(c) with	(d) on
5.	(a) treats	(b) threatens	(c) threats	(d) treaties
6.	(a) attend	(b) attentive	(c) attention	(d) attendance
7.	(a) void	(b) devoid	(c) avoidance	(d) avoid
8.	(a) alike	(b) likes	(c) liking	(d) liked
9.	(a) likes	(b) liking	(c) liked	(d) alike
10.	(a) connection	(b) connecting	(c) connected	(d) connects
11.	(a) deplore	(b) explore	(c) implore	(d) patrol
12.	(a) skeptical	(b) skepticism	(c) skeptically	(d) skeptic

10. 4 c) Talking points:

1. How active must parents be in monitoring their kids' online activities?
2. What should schools tell kids?
3. "The number one way to keep a kid safe is for them to be skeptical." Do you agree with this?
4. How should society deal with cyber-bullying and sexting?
5. What dangers do you think the Internet might pose in the future?
6. Could the Internet become more dangerous than the real world?

10.4 d) Make a poster about Internet safety. List the things children and parents must do to stay safe online.

10.5 a) What's your opinion?

- Should governments have any controls on social media?

10.5 b) Put the words into the gaps in the text.

UK debates social media closure in crises

carry *entitled* *setting* *enabled*
powers *extensively* *during* *fall*

Britain's government has been debating whether to shut down social media sites (1) _____ times of public disorder. Prime Minister David Cameron has said police may need extra (2) _____ to curb them,


even though he praised their use in the protests that led to the (3) _____ of Hosni Mubarak's government in Egypt earlier this year. Social networking sites like Facebook, Twitter and Blackberry Messenger were used (4) _____ by rioters across England in the country's recent social unrest. They (5) _____ looters and gangs to organise themselves during the riots and (6) _____ out attacks on police and property. Two men were jailed for four years for (7) _____ up a Facebook event (8) _____ "Smash Down Northwich Town". Neither of the men took part in any rioting.

<i>emergency."</i>	<i>dispelled</i>	<i>role</i>
<i>suddenly</i>	<i>crisis</i>	<i>valuable</i>
<i>convict</i>	<i>close</i>	<i>official</i>

Deputy Prime Minister Nick Clegg (9) _____ rumours that his government would act against social media, saying: "We are not going to become like Iran or China [and] (10) _____ start cutting people off." He added: "The government did not seek any additional powers to (11) _____ down social media networks." Britain's Guardian newspaper reported that social media played a more positive (12) _____ in the riots in organising street clean-ups and criticising the rioters. A Facebook (13) _____ said their site was useful to the police as a (14) _____ intelligence tool in gaining evidence to (15) _____ criminals. A Twitter spokeswoman said: "Twitter is an effective way to distribute updates and dispel rumours in times of (16) _____ or emergency."

10.5 c) Talking points:

1. Is a four-year jail sentence appropriate for using Facebook to incite violence during riots?
2. Is it a breach of human rights to cut off social media sites?
3. How can social media sites stop users using the sites to commit crimes?
4. How can police deal with rioters using social media to plan attacks on them?

 10.6 Listen to three students discussing freedom of speech and answer the following questions.

- a) The two women state that there should be no limit on freedom of speech. What does the man believe?
- b) What his reasons?
- c) Does he change his opinion?

10.7 Look at the following statements. Decide if you agree or disagree with each one, and why?

1. Freedom of speech is absolutely necessary in a democracy.
2. There should be no limits on freedom of speech.
3. Complete freedom of speech may mean that some individuals may feel unsafe in a society.
4. The government needs to limit freedom of speech to protect minority groups.

(11) ADVERTISING

11.1 Vocabulary. Check if you know these words:

beneficial (adj)	[benɪ'fɪʃəl]	благотворный, полезный
blatant (adj)	['bleɪtnt]	нахальный; вульгарный
bombard (v)	[bɒm'ba:d]	бомбардировать
brainwash (v)	['breɪnwɔʃ]	промывать мозги
catchy (adj)	['kætʃɪ]	легко запоминающийся
exploit (v)	[ɪk'splɔɪt]	эксплуатировать
informative (adj)	[ɪn'fɔ:mətɪv]	информативный
implicit (adj)	[ɪm'plɪsɪt]	имплицитный
jingle (n)	['dʒɪŋl]	музыкальная фраза
misleading (adj)	[mɪs'li:dɪŋ]	вводящий в заблуждение
subtle (adj)	[sʌtl]	неуловимый, неявный
ubiquitous (adj)	[ju:'bɪkwɪtəs]	ездесущий; универсальный
watchdog (n)	[wɒtʃ'dɒg]	схема обеспечения безопасности
catchy jingles		навязчивая мелодия

11.2 Put each of the words or phrases above in its correct place below.

Modern advertisements contain hidden messages. (a)_____ in the advertisement showing the pretty girl in the new car or the smiling children round the packet of washing powder is the message that if we buy the product, we also achieve success and happiness. It is a (b)_____ subtle approach since it seeks to (c)_____ our secret dreams, and it is

inescapable since advertising is (d)_____. Giant street hoardings and (e)_____ on television (f)_____ us from all sides. They (g)_____ us into believing that we can realize our ambitions quickly and easily. On the other hand, defenders of advertising say that it is (h)_____. Advertising is (i)_____. Advertisers tell us about useful new products. They brighten our lives with colour and music. They increase demand, stimulate industry and so keep prices down. Whether for or against advertising, most people would agree that some kind of (j)_____, appointed by the government or by the advertising industry itself, is necessary to maintain standards of honesty and to discourage the more (k) _____ types of (l)_____ advertisements.

11.3 Discussion.

1. How do you feel about advertisement? What do you do when commercial starts?
2. Can advertisement hook you, brainwash into buying something you don't really need?
3. Describe the advertisement you like.
4. Describe the advertisement that gets on your nerves very much.

11.4 Some people are talking about different methods of advertising. Write the correct method after each sentence.

word-of-mouth
TV commercials
leaflet

endorsement
poster
radio spot

side of bus

1. 'I heard about it from my neighbour.'
2. There's one on the wall advertising the event. It's on Tuesday at 7.
3. I hate the way they come on and interrupt just when you're in the middle of a good movie.
4. 'Someone just handed me this in the street. Normally I throw them away but this one is quite interesting actually.'
5. 'Turn it up! I want to hear when the sale starts.'
6. 'I wouldn't buy anything that he was promoting!'
7. 'Follow it! I want to write down the telephone number at the bottom. Quick! It's turning left.'

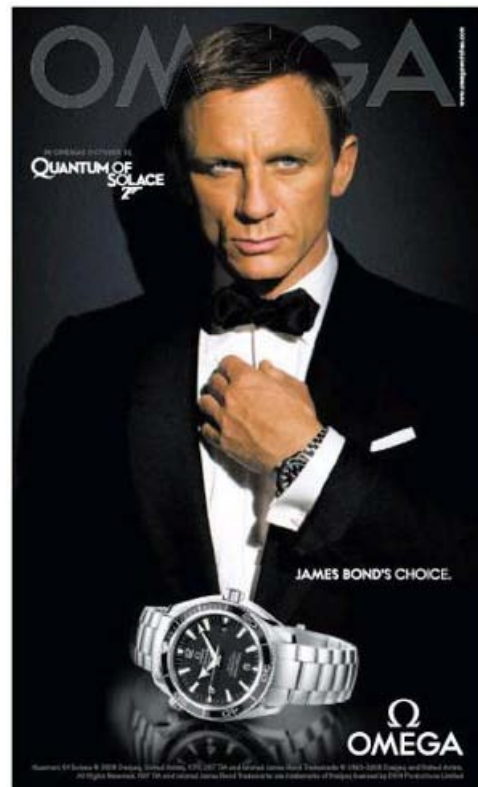
11.5 a) Read the article about product placement in films and choose the best answer for each statement a, b or c.

- 1 When a new James Bond film is made
 - a) only the film company benefits.
 - b) not only film companies benefit.
 - c) no one benefits.
- 2 The new Bond film
 - a) contains lots of vodka.
 - b) contains lots of product placement.
 - c) contains lots of adverts.
- 3 All twenty companies have paid
 - a) \$70m dollars in total.
 - b) \$70m dollars per placement.
 - c) too much money.
- 4 According to the article, some people don't like the new Bond movies because
 - a) of the actor.
 - b) there is too much advertising.
 - c) of the poor advertising.

NEW BOND FILM IS A GIANT ADVERT

The release of another James Bond film is always good business for firms outside the film industry as well as in. After over 40 years of Bond films, winning a place for products within a scene has become big business. So much so, that the latest Bond movie is, in some respects, one long advert for vodka, watches and cars.

Twenty companies will see their products on the big screen, having paid between them \$70m (£44m) for the privilege. That is a record for product placement in a feature film. And the product placement is not even particularly subtle. After driving BMWs in his last three films, 007 is back behind the wheel of an Aston Martin. He has changed his vodka brand and ditched his Rolex watch. Some critics say some of the authentic Bond characteristics have been sacrificed because of advertising.



At a time when the advertising industry is in a downturn, it seems surprising that companies are falling over themselves to pay such huge sums. But brand consultant Steve King said that such a strategy makes sense. 'One of the unique things about cinema is its global appeal which means advertisers get the reach they cannot obtain elsewhere.'

The last three Bond films have made more than \$1bn at the box office. Bond movies are especially popular with advertisers because of their appeal to the young and old. The 60-40 male-female ratio among Bond audiences is also appealing to many advertisers.

But where is product placement going? Experts say it may not be too long before interactive television and mobile technology link up. You will be able to buy the watch straight from James Bond's wrist. As advertisers continue to pay ever larger sums for the cachet of displaying their goods, the lines between advertising and entertainment are becoming increasingly blurred.

11.6 Write one of these words to complete each sentence.

action catchy grabbing exotic desire attention original strong catching persuasive

1. This advert isn't attention-grabbing. We need something more noticeable and memorable.
2. Her picture on the advert makes it very eye-_____.
3. Coca-cola® has always been good at coming up with a _____ slogan.
4. Benetton adverts always use _____ images of people. Sometimes they can be quite shocking!
5. For any advert to work, it must get the customer's _____.
6. An advert has to get your interest and create a _____ for the product.
7. The final part of the formula AIDA is that the buyer takes _____.
8. I don't think many TV commercials are _____. They've never convinced me to buy anything.
9. A good advert shows normal things in an _____ and completely new way.
10. When I first saw the advert I thought it was about holidays on an _____ beach but it turned out to be about chocolate.

11.7 a) Do you know any rules to make an efficient advertisement?

- A. Advertisers like language that suggests their product is of especially high quality.
- Buy our latest CD player – many **innovative** features. (original and interesting)
 - The design of our beds is **unsurpassed**. (the best there is)
 - Our cars **leave other cars standing** (are much better than other cars)
 - Use our exam courses – they will **put/leave other candidates in the shade**. (make candidates from other courses seem insignificant)
- B. Advertisers like language that suggests value for money.
- **Rock-bottom** prices in our sale. (extremely low)
 - Prices **slashed!** (dramatically reduced)
 - **Bargains galore!** (a huge number of products on sale at ridiculously low prices)
- C. Advertisers like language that suggests luxury and comfort.
- **Pamper yourself** with our new perfume. (treat yourself to something luxurious)
 - **Indulge yourself** with the best. (allow yourself something enjoyable)
 - Enjoy a **sumptuous** meal in **opulent** surroundings. (both adjectives mean rich and special: sumptuous collocates most strongly with words relating to food and furnishings, and opulent with words relating to lifestyle)
 - Live **in the lap of luxury** for two weeks. (in a very luxurious way)
- D. Advertisers like language that suggests scientific backing for their product.
- Vacuum cleaner **scientifically designed** to help you exercise as you use it.
 - Health drink medically **proven** to boost energy levels. (shown by research)
 - All our computers are **state-of-the-art**. (use the very latest technology)
- E. Advertisers like language that suggests their products make us more attractive.
- Our ties will make you **stand out in the crowd**. (be noticed)
 - Our new lipsticks are **tantalizingly** appealing. (temptingly)
 - Have **fetching** feet and **alluring** ankles in our summer sandals (both adjectives mean attractive)
- F. Advertisers often use rhyme and **alliteration** (repetition of a sound)
- Women’s World – Wonderfully welcome every Wednesday.
 - It’s much less fuss to catch the bus.

11.7 b) Compare the words given in bold with their explanations in brackets. Success of an advertisement lies in a skillful use of words, inventing “delicious word combinations” and finding original metaphors. Try yourself in the shoes of an advertiser!

11.8 Using the new vocabulary translate a monologue of an advertiser into English.

Я рекламист. Это именно я загаживаю окружающую среду. Я – тот самый тип, что продает вам разное дерьмо, тот, кто промывает вам мозги, заставляя поверить, что вы можете иметь вещи, которых у вас никогда не будет: лазурные небеса на далеких островах, соблазнительных красоток, идеальное счастье. Если вы видите в рекламе девушку в новой машине или улыбающихся детей вокруг пакета стирального порошка, вы получаете иллюзию, что, если вы купите этот продукт, вы также достигнете успеха и будете счастливы.

Никто в моей профессии не желает вам счастья. Ведь счастливые люди не потребляют. Знаете, каков наш девиз? «Я трачу, следовательно, я существую». Но для того, чтобы пробудить в человеке жажду приобретательства, нужно возбудить в его душе, горечь, алчность – таково мое оружие. А моя мишень – вы сами.

Я расходую свою жизнь на то, чтобы лгать вам. Нет органов (назначенных правительством или самой рекламной отраслью), следящих за тем, чтобы компании не совершали противозаконных действий и поддерживали уровень честности, запрещая наиболее нахальные виды вводящей в заблуждение рекламы.

Я прерываю ваши телефильмы, чтобы навязать свои логотипы, а мне за это оплачивают отпуск в Сен-Тропе или на Пхукете. Я заполняю рекламными слоганами ваши излюбленные журналы и получаю в награду виллу на Корсике, или дворец в Марокко. Я вездесущ. Гигантские рекламные щиты на улицах и навязчивые мелодии рекламы на телевидении бомбардируют вас со всех сторон. Вам от них не скрыться. Я запрещаю вам скучать. Я мешаю вам думать. Терроризм, именуемый «новинкой», эксплуатирует ваши тайные мечты, и опустошает ваши кошельки.

Это я решаю, что есть Истина, что есть Красота, что есть Добро. Это я решаю сегодня, чего вы захотите завтра. Ваши желания больше вам не принадлежат. Ваше желание должно быть результатом многомиллиардных инвестиций в евровалюте. До чего сладко владеть вашим правым полушарием!

Вы заметили, насколько реклама не информативна? Она не рассказывает о свойствах новых продуктов. Она просто говорит, что каждый из них лучший. К тому же, народная мудрость гласит, что хороший товар в рекламе не нуждается.

(в соавторстве с Фредериком Бегбедером)

11.9 Project work.

1. Choose a product you like. Invent an ad for it while making use of all the features in A to F. Use some of the new vocabulary from this set of rules.
2. Create a social advertisement we so urgently need but lack. The aim of a social advertisement is to awake people's conscience.

Potential topics:

- Environment
- Homeless children
- Homeless animals
- People suffering from lethal diseases
- Old people
- Drug addicts, etc.



ADDITIONAL VOCABULARY EXERCISES

1. Fill in the gaps in the following sentences with an appropriate word. You have been given the exact number of letters in each case.

1. Are there any interesting head_____ in today's paper?
2. Mike's a journ_____for a local newspaper.
3. The cro_____and the cart_____are the only parts I look at in the paper!
4. Do you know that paper has a circu_____of over 3 million a day?
5. Did you read the edit_____in the paper today? I agreed with every word it said.
6. I hate the way the papers seem to be so full of gos_____ and sea_____these days.
7. What freq_____is the BBC World Service on? Can I get it on my radio?
8. I listen to my local radio sta_____ a lot. It has great music and regular news broad .
9. Do you know how many television chan_____ they have in the United States?
10. The picture on our TV isn't very good. Perhaps we should move the aer_____.
11. Give me the rem_____ con_____! I hate the way you keep changing what we are watching.
12. Let me phone you back. My favourite so_____ is just starting and I never miss it.

2. Read these sentences (1-10) and then use the words in bold to complete the sentences (a-j) below.

1. TV companies broadcast their programmes across the country or even across the world.
2. They interrupted the programme for an important news bulletin about the earthquake.
3. I've made my own website for people interested in collecting stamps.
4. I don't spend too much time on-line because my mum only lets me use the internet at the weekend.
5. You can receive hundreds of TV channels if you have a satellite dish.
6. I always get all the news from my local radio station.
7. I'm quite interested in current affairs and watch the news every day.

8. Journalists can make mistakes, so don't believe everything you read in the press.
9. You can't go into the studio when they are on (the) air.
10. Where a sports match has spectators and radio has listeners, television has viewers.

- a) I spend hours chatting _____ to friends all over the world.
- b) The programme invited _____ to write in with their ideas.
- c) My favourite _____ plays non-stop dance music.
- d) The presenter said something she shouldn't have, forgetting that they were _____.
- e) My favourite programme was interrupted because of the _____ about the president's death.
- f) They shouldn't _____ violent programmes early in the evening.
- g) All the _____ seem to have too much advertising these days.
- h) The programme's _____ had lots of links to more information.
- i) Many writers in _____ think that the government's decision is wrong.
- j) I don't know much about because I don't really follow the news

3. Read these sentences (1-10) and then use the words in bold to complete the sentences (a-j) below.

1. The editor sent his two best reporters out to get the story.
2. According to the TV listings/guide, there's a film on Channel Five-at ten o'clock.
3. I don't believe in censorship. I think that people should be free to write whatever they want.
4. Some people pay for satellite TV and they have a kind of dish on their roof to receive the signal from space.
5. Have you seen the new commercial/ad/advert/advertisement for soap powder with the funny dog?
6. The presenter of the show introduced her first guest, who was a famous actor.
7. A celebrity is a person who is famous, such as a singer or actor.
8. A sponsor is a company that pays for a TV show, a sporting event, and so on.
9. The newsreader said that there had been a plane crash in Russia.
10. Stay with us, and after the break we'll be bringing you more pictures of that skateboarding dog!

- a) I know you say that she's supposed to be a _____, but I've never heard of her!
- b) You have to have a good voice and look serious to be a _____; most of them are also trained journalists.
- c) We're thinking of getting _____, but I think the dish looks so ugly on top of the house.
- d) If you feel that strongly about it, why don't you write a letter to the _____?
- e) Wasn't that actress in a _____ for a bank a couple of years ago?
- f) The government have been accused of _____ after they tried to stop the newspapers printing the truth.
- g) The channel lost its _____ after making a programme that criticised the fast food industry.
- h) She used to be a _____ on a children's TV programme, and now she hosts a game show.
- i) We're going to take a quick _____, but stay tuned for more.
- j) Could you pass me the _____ then I can see what time it starts?

4. Use the right form of the words in brackets in these sentences.

- a) My friend is a _____. She works for the BBC, which stands for British Corporation. (broadcast)
- b) Many Sunday newspapers these days are just full of _____. (advertise)
- c) The assassination attempt wasn't _____ in the press until two days later. (report)
- d) These days there are very few _____ broadcasts on TV. They usually _____ them and show them much later. (live, record)
- e) There is quite a lot _____ of _____ of the media in some countries, especially during times of conflict. (censor)
- f) The _____ of this student magazine is a friend of ours. (edit)
- g) This _____ in the Chronicle writes very well, doesn't she? I enjoy reading what she has to say every Saturday. (column)

AUDIOSCRIPTS

p. 21 ex. 2

INTERVIEW WITH CAROL: Problems with TV News

Interviewer: Hi, Carol. I'd like to get your opinion about news in the United States.

Carol: Well, I have very strong opinions about it. We think we're getting the news, but it's really just entertainment. It's based on what's going to keep people tuned in, like plastic surgery or celebrities. They actually tease you to get you to watch the news with those stories, because I think they think Americans get bored with international news.

Interviewer: You're talking about news on TV.

Carol: Uh, yeah. They say: "Tune in at 11, find out how this woman lost weight." And that kind of keeps people watching - and that's what they call "news." But what about major political problems? Those don't get reported in the way they should be - they don't get reported enough.

Interviewer: Yeah, I see what you're saying . . .

Carol: The other thing that bothers me about the news is that it's shallow. Like, there are these people doing voice-overs. But the voice-overs have the same tone as people who do it for movies. It's like "Six Guns to Kill" and then it's like "Plastic Surgery at 11." And it's the same voice, the same style for those two stories. It's equating those types of information. It's all like entertainment.

Interviewer: Do you think entertainment is more interesting than news?

Carol: Good question. I actually think we've gotten used to the idea that news should be just as entertaining as the movies. Like a sitcom. And it should be quick, and sort of like instant gratification.

Interviewer: What do you mean by instant gratification?

Carol: It's something that doesn't require you to think. Easy information. Something that makes you feel like you're learning something, but you really aren't. So, it's quick and it's shallow. And the TV news has to be reported by news anchors who are physically attractive. If they're not attractive, viewers complain.

Interviewer: Well, do you think newspapers give you better news coverage than TV?

Carol: I think newspapers are better, because they're more in depth. But then who has time to really read them? And what's difficult about news in general is ... see, I'm criticizing what's being reported, but the main problem is what's not being reported. And that's hard to criticize, because you don't know what's not there. And I think papers are guilty of that.

Interviewer: Do you get any news from radio or the Internet? Are they better? I mean, are there any good places to get news?

Carol: I do think there are better places. But you have to spend time finding them. And people need quick access. If you want to get specialized news, you have to go to special radio stations or websites, and I don't even know what those are.

Interviewer: So, where do you get your news?

Carol: Mostly on TV. That's the thing. I realize I'm being sucked into it. So I'm critical of it, but it's OK because I know I'm being sucked in!

P25 ex.3.4

It would obviously be absolute folly for newspaper owners and publishers to ignore current technological developments, but it should also be acknowledged that newspaper companies are still alive and well and doing quite nicely, thank you. Whilst it's obviously true that technology has changed potential modes of delivery, the fact remains that there is no content without a news organisation to gather and edit news.

Indeed, internet only sites that have attempted to publish solely their own content have struggled, while the online news sites that have thrived have done so almost entirely as a result of others' labours. Newspapers are still very much the main news-gatherers as well as being the primary suppliers of news to Internet-based companies, and the bottom line is that this will continue to be the case until online journalism becomes as profitable as print-based media. Even bearing in mind reduced delivery and printing costs, such parity is probably still many, many years away.

Another important factor in the continued survival of newspapers has ironically been the new income generated from advertising placed on the companies' websites. The vast majority of newspaper websites are still free to access, as efforts to monetise them have had decidedly mixed results. As a result they are attractive to advertisers keen to hit as wide a range of potential customers as possible. Most companies have strong brand identities, are in healthy financial positions and have access to a deep well of content, all of which suggests that rumours of the death of the newspaper have been somewhat exaggerated!

p. 32 ex.5.7

CELEBRITIES

Anna I don't think that it's got anything to do with us, it's none of our business. If people want to do what they want, I don't care who they are, they should be allowed to. I think we can do without this kind of thing in the papers.

Rod I think that the problem is that half of the stuff they print is just complete rubbish. They'll print anything to make a bit of money, and I think that half the time, they just make it up. I don't think they should be allowed to print a load of lies.

Mike A lot of people, especially young people, look up to pop stars and film stars, and people like that, so my feeling is that it's important we know what they're up to. These people are role models for our children, so it's right if we know what they are really like.

Wendy I really like finding out about who's going out with who, who's getting married and that kind of thing. I get 'Hello' every week and it gives you all the latest news and I really look forward to it. What's wrong with that?

Steve I can't see how it is in the public's interest to know about the private life of a Hollywood film star or some princess or other. It may be that these people have immoral lives but it's even more immoral to write and read about it. I don't go along with this kind of thing at all.

Andy If people want to read information, like this, then the newspapers will print it. I don't think you can blame the newspapers. If people gave up buying these papers, then you wouldn't get all these shock-horror stories. It's as simple as that.

Diane I think it's really important that the press has complete freedom. After all, if you start saying 'No, you can't print this, you can't print that', it won't be long before our whole democratic society breaks down. I don't want politicians deciding what I can read.

Alice Well, these film stars say they're not happy about it but they keep on giving interviews all the time, so I can't see how they can complain if sometimes the papers print stories about them that are maybe a bit embarrassing. That's just too bad for them!

p. 35 ex. 6.1 (c)

You are going to hear a journalist talking about the BBC.

Interviewer: So Paul, can you tell us a little bit about how the BBC got started initially?

BBC employee: The BBC was set up in 1922. Um, its first director general was a 33-year-old Scottish engineer called John Reith, who was invited to become the first director and his vision, it is important to know this guy's name, John Reith, his vision was very important for the establishing of the BBC. His vision of what it should be was very, very influential. Um, basically he had a phrase which he used which was to inform, educate and entertain. And these were the three pillars of what he thought the BBC should do.

Interviewer: Mmm.

BBC employee: Inform, educate and entertain, in that order. It is interesting that educate comes before entertain.

Interviewer: Indeed, yes.

BBC employee: Yes, in his vision of it, and this kind of motto is still used in the BBC today, inform, educate and entertain, and it can still be seen in something that is called the Reith Lectures that happen every year. Radio lectures on an important scientific or cultural issue of the day which are dedicated to Lord Reith, the first director general.

Interviewer: And was it accepted from very early on that the BBC would be an independent organization editorially?

BBC employee: Yes, um, that is very interesting, um; John Reith's vision was that the BBC should be financially independent and editorially independent. Financially, well he had seen the commercial radio being set up in the USA and commercial radio was basically paid for by the advertising. So the advertisers had a lot of power and he had seen other European broadcasters being set up, who were controlled by the government, and so there was a lot of political influence over them. And he wanted something that would be completely separate from both of them, and that was his vision. He was tested very early on, actually, in 1926, only four years after the BBC was set up there was the General Strike. This took place during the Great Depression of the 20s and everybody was on strike. Newspapers weren't being printed; people couldn't get information and the Home Secretary at the time, Mr Winston Churchill, tried to use the BBC to broadcast government propaganda. But John Reith was very, very strict about this, absolutely refused to broadcast what he saw as government propaganda and tried to broadcast independently what the BBC thought was actually happening, and I guess this was the beginning of the BBC's reputation for total independence in its news reporting.

Interviewer: Yes, I mean one of the most admirable qualities of the BBC has been its ability to maintain its independence and, um, I am wondering if this has been challenged in various, if it is still being challenged over this.

BBC employee: The BBC's political independence has been challenged constantly over its history, really. Especially in the last twenty years, it has been attacked by both right-wing and left-wing political parties. In the 1980s, Margaret Thatcher and the Conservative Party used to call it the Bolshevik Broadcasting Company. Bolshevik as in the Russian Revolution, they claimed it was very biased and very left-wing. And in 2003, the left-wing party, the Labour Party, had a very serious falling out with the BBC over the Iraq war. What became known as the Kelly Affair. Basically the BBC claimed in a radio programme that the government had deliberately

exaggerated the threat from Saddam Hussein's Iraq in order to persuade the public to go to war with Iraq. The government denied that they had been misleading the public. They were very angry about the BBC's report and the scientist at the centre of this big argument, who had actually given the information to the BBC, unfortunately committed suicide, and there was a great big argument, big public investigation about this, and in the end the judge who was leading the investigation, decided for the government and against the BBC, and the BBC had to apologise and the leader, actually the director general at the time actually, resigned, although a lot of the general public didn't agree with this ruling.

Interviewer: Absolutely, yes.

BBC employee: It was a very serious setback for the BBC.

Interviewer: Yes, and it was very evident in the march to London when one million people took to the streets to demonstrate against the government.

BBC employee: Certainly, yeah, and that had to be reported just by the BBC just as much as the propaganda for going to war with Iraq was reported, and they both had to be reported in a balanced way.

Interviewer: Yes, so in many ways the BBC has been a very controversial organization throughout the ages since it started.

BBC employee: It certainly has.

Interviewer: I am wondering how it manages to finance itself throughout all of this.

BBC employee: Well, the BBC has a special, I think unique, form of financing at the moment, where it gets money from people, from everybody who has a TV. If you have a TV in your house you must pay a licence for it every year, and that includes students. That might be some of your students might need to get one. The licences are £139.50, I think, and ...

Interviewer: Quite a substantial amount!

BBC Employee: Quite a substantial amount, which you have to pay every year and this money is used for making radio and TV programmes, The BBC has other ways of making money and it sells its programmes abroad to other channels, it makes books which tie in with its programmes and it has various, merchandising branches, but it ; doesn't carry advertising. The only advertising you will see on the BBC is for other BBC programmes.

Interviewer: Yes, yes. And it is one of the reasons why people opt to watch BBC rather than other channels.

BBC employee: Some people find it very refreshing not to have to have advertisements every 15 minutes.

Interviewer: Yes, especially in the middle of films.

And the BBC still does continue to play a very important role in people's lives. Very often at lunchtime, breaktime, you will hear people talking about a programme that they had seen on television.

BBC employee: Yes, the BBC plays an integral part in British life. People have grown up with it for generations. There are soap operas on BBC radio which are 50 years old. It is the oldest soap opera in the world. It is the nation's favourite information source. Most people still get their information from the BBC. The BBC is still the most trusted organization in the country.

Interviewer: So why do you think the BBC still plays such an important role in British life? I mean, very often at lunchtime, the topic of conversation would be a programme that people have watched the night before.

BBC employee: Absolutely, I think the BBC still plays an integral part in British life. People have grown up with it for generations. It is like a trusted friend. It is still where people get most of their information from. Certainly, the BBC is more trusted than any politician and people are very protective of it. They don't like to see the BBC being attacked by politicians. I also think people are very proud of the BBC. They see broadcasting as something that we still do well in this country. The BBC itself still claims that it is the second most recognized brand name in the world, after Coca-Cola.

Interviewer: *[laughs]* And it certainly offers us a lot more than Coca-Cola does! Thank you very much, Paul.

BBC employee: Thank you

Interviewer: Very informative.

p.51 ex.7.b

Reality TV

Alison: Hey, did you watch Big Brother last night?

Carrie: Oh my God, I can't stand that show. It's so boring!

Alison: What are you talking about? It's amazing! It's got so much drama in it!

Carrie: Ugh, how can you say that? I can't stand it!

Alison: I like watching it, because it's, like, you get to see real people but they're, they're kind of celebrities. I like to imagine that I could be on it some day.

Carrie: Oh, come on, the people on that show are just idiots!

Alison: Well, thanks a lot! No, I mean it's really interesting to see how they interact and to see what happens. And on some of the reality shows the people, like, what's the one where they're on the island? And they're competing so they're actually...

Carrie: No, no no! Listen, I don't know, I mean, I think these shows are, just, like, they're really voyeuristic. You know, it's just stupid. And, I don't

know, personally, I want to watch intelligent people speaking, as opposed to the people on these shows.

Alison: Well, some of them are intelligent. It just depends and the ones that aren't, I mean, they make fools of themselves and it's funny. It's entertainment.

Carrie: But, I mean, they're just basically like stupid show-offs who have a complete lack of IQ. It's ridiculous.

Alison: But it depends on the show. I mean, I saw one show where the guy was a scientist or something and he was really, you know, inspiring. And so, if these real people can be actors and, you know, communicate to the masses...

Carrie: No, but they're not real people. I mean, some reality shows are just as scripted as any other show.

Alison: No, I mean, that's the whole point of it being a reality show, is that they just put up a camera in somebody's house. I mean, did you ever watch *The Newlyweds with Jessica Simpson and her husband*? Well, now they have a divorce. But, as you can see by watching the show, they should have a divorce.

Carrie: Personally, I think there are much better things on TV. I mean, there's news, there's films, documentaries...

Alison: All right. Well, I guess you don't want to come over and watch the *Top Idol* show tonight.

Carrie: Actually, I think I'm going to go watch a real movie with real actors.

p.61 ex. 8.7 A

Student A. Interview with Joanna Bogle, of the National Viewers' and Listeners' Association

I=Interviewer

JB=Joanna Bogle

I Joanna Bogle is a member of the National Viewers' and Listeners' Association, which aims to monitor the output of both television and radio. Joanna believes quite firmly that Tv stations should recognize more fully the power and influence of television, and exercise stricter control over programme content. I asked her what kind of thing she personally found offensive on television.

JB Well... this would be difficult to say. First I don't think one wants to sat so much personally as what our association would find offensive and it's not only offensive but harmful. I do think that I personally find a great deal of the exploitation of sex and sexuality offensive. Perhaps this is particularly as a woman. And I find it very irresponsible too because we are now

recognizing that some of the revolting attitudes towards sex and towards women which became popular ... have become popular over the last couple of decades have had a number of seriously sad side effects, not least the tragedy of AIDS and so on. So I personally am offended by that, but I would say that Association is probably slightly more concerned, particularly about violence, - violent language, violent activity, and the idea that sloshing out at somebody, engaging in really savage, barbaric er...er... activity is a normal, even praiseworthy, heroic, manly thing to do. I'm thinking, for instance, of films like Sebastiane, and Jubilee, that disgusting film where policemen were seen erm... being the victims of cannibalism and somebody was roasted alive on a spit..ugh...

I Was this shown on television?

JB Er... Yes this was shown on Channel 4. I regard that as unacceptable... grossly violent, sadistic, er..with the most horrible and depraved of overtones. I think there is a case for saying that some things don't really have a place on a small screen at all, and belong to the private cinema club for those who really like that kind of thing. I Bu don't people realize the difference between fantasy and reality?

JB Ah... I don't actually think people do know the difference between fantasy and reality, not that that always matters it can even be quite amusing. On BBC radio, the programme The Archers, the popular everyday tale of farming folk, they wanted to write a new baby into a story at one point ... they'd had a young couple getting married and er... a couple of years later they thought 'time to introduce a baby into the script' and they decided against it because they didn't have the staff at the BBC at the time to cope with the flood of little white knitted wooly things that would be arriving for this non-existent baby! They had to wait until they'd got the secretaries and so on to cope with it! So people do believe in it. It's ridiculous, people write to Coronation Street for the imagined wedding anniversaries and birthdays and funerals and so on that crop up. Fantasy is ... is ... very difficult to remove from reality.

I What evidence is there that, um, the violence or indeed sexual behavior that is seen on television is reflected in behavior ... I mean isn't it the other way round?

JB This of course is a big debate and it is true that television both reflects and influences. I think we've all had the experience of being enormously inspired by magnificent music or a stirring speech or a call to courage. We've all been moved by some impressive event on television and certainly we can even see within the whole country that you can create a mood or a climate by the way in which you present an ... an activity, and I think that it's rather silly to imagine that people who are uplifted by er... a lovely piece of

pageantry or by stirring music are not depraved by something that's disgusting. Clearly we're both. It is true that ... that the mixture between what influences you and what ... and how you influence the screen is ... is a blurred area and everybody in the mass media knows this, but I would say that by and large one of the major influences on all our lives is television, and people wouldn't spend thousands of pounds on advertising on it if it didn't influence people – 'Persil washes whiter' says the voice over and over again and millions of housewives are absolutely convinced that it does and they go out and buy the product. So I think the influence is mostly that way round.

p. 62 ex. 8.7 B

Student B. Interview with Kate Adie, a BBC journalist

I=Interviewer

KA=Kate Adie

I What evidence is there that, er, television influences behavior?

KA There is quite a lot of evidence that it influences behavior in a matter of life styles, images, popularity or fashion. Whether it's a deep influence on behavior is questionable, because it can be seen as both a force for good and a force for evil, and many of the grey areas in between, and it's certainly not one nor the other, because television, for example, has endless images of heroism, of good, of ... grandeur, of charity, of loving which ... and we have a world which certainly does not emulate that one hundred per cent of the time. Also television has images of violence, of unpleasantness, of evil, of cruelty, and ... again you find that in society, but not one hundred per cent. I'd almost reverse the remark and say that I think that television is a reflection of the society in which you live, as long as that television is free to be that reflection.

I When you say 'free to be that reflection', in what ways is it constrained from doing that?

KA I suppose we take the view in this country, where television has ... one whole been run by people of a certain amount of education, and a certain social background for many years, that television has, on the whole, been what a certain group of people ought to have. It's certainly has not been a straightforward television being people ... what people would like to have, in other words, a lowest common denominator ... er attitude to television, would for example, er, introduce a great deal of pornography onto television. You would also have a much larger percentage of ... low-challenging programmes. By that I mean pap, really non-challenging, unintelligent, soap opera, quiz programme ...

I You recently made a television documentary on the subject of violence on television. To what extent did this change your views?

KA I am going to sound very obstinate, ignorant hippopotamus and say ... you know, not a great deal, because I work all the time in this area. I work ... I spend a lot of my time seeing with my own eyes the sort of subject which is extremely difficult to put on television, which I was making the programme about, about violence. I see quite a bit of death and cruelty and ... of unkindness and violence and brutality. All of these things. And I have to make regular judgements about what I feel can be shown on television, and I by no means have ever believed that everything can be shown. I see no evidence, I hear no evidence of real harm done to people by mere showing of violent acts on television, with the rider that, of course, there are always people who will be watching who are uniquely susceptible.

I So you are saying that there are certain people who may be influenced.

KA Of course there are.

I But they (unclear) ... majority.

KA There are ... they ..of course there are people who are influenced by anything.

I In the course of your work you deal with issues that contain real violence. There's also a lot of fictional violence on television. Do you feel that viewers can understand the difference between fantasy and reality?

KA Most can. First of all I think it's up to the television erm...companies, for a start, to bear some responsibility on one side, on the other side I think that most viewers do distinguish. Some don't. There are hordes of people, you know, in this country, who ... are ..deeply in search of Coronation Street in Lancashire. They actually ... you know...people go and try to find the Arches. They want to know where Ambridge is. They spend their lives crawling round Yorkshire looking for Emmerdale Farm. All of these fictional places.

I What do you personally find offensive on television?

KA I find gratuitous violence extremely offensive. I don't like violence. I don't like it in real life. I am actually physically sickened when I see people fighting. I don't like it. Erm ... I...I also find horror where there is a sort of ... where the human body is chopped up, squashed, generally exploded and extruded. I find this appalling. I don't like it myself. I wouldn't stop other people watching it.

p. 68 ex. 9.3

Internet addiction – A growing problem

The New York Times has reported on a problem that many of us have but are not aware of – Internet addiction. According to reporter Tara Parker-Pope, millions of us are addicted to being online. She says this is a growing problem that is making us more forgetful and impatient. Ms Parker-Pope writes about various reports highlighting how technology is changing people. In one, she quotes cyber-psychologist Dr. Elias Aboujaode who says: “More and more, life is resembling the chat room.” He said we are living in “virtual lifestyles” which is negatively affecting our real-life relationships. Nicki Dowling, a clinical psychologist from Melbourne University in Australia, concluded in a recent study **that ten per cent** of young people had what she called “Internet dependence”.

Tara Parker-Pope quizzed experts in this field on what **the signs** are of being overly (чрезмерно) absorbed in technology. She came up with **seven** indicators of “tech overload”. The first is whether you check our e-mail before doing other things. Another telltale sign is if you always anticipate and look forward to your next online visit – a sure sign of dependence and addiction. The third point is if you say, "just a few more minutes" when someone wants you. Parker-Pope found your interaction with others also says a lot about how important the Internet is compared with family and friends; do you lie about how much time you spend online or choose to surf the Net instead of go out with others? Other giveaways (невольное раскрытие тайны) include the “online lift” that stops you being unhappy, and when others complain about you always being online.

p. 80 ex. 10.6

Listen to three students discussing freedom of speech and answer the following questions.

Student A: I don't think you can really put any limits on freedom of speech. It should be an absolute principle in a mature democracy, don't you think?

Student B: When you say 'an absolute principle', do you mean that anyone can say or broadcast or print anything they want to about anyone else on any subject?

Student A: Yes, I think so. Obviously, you expect that people will use that right responsibly and not use it in a way that will lead to violence or worse.

Student C: Yes, I think I agree. I mean, once you start putting limits on freedom of speech, then it's a dangerous road to go down. As you said, it's a fundamental part of a democratic society. If those in authority start restricting that right, if those in power have the right to decide what can or can't be said, then I think it's a dangerous sort of power to have. You made an interesting

point about using the right to freedom of speech in a responsible way. That's what I think a mature democracy should be based on - people have the right to free speech, but are responsible enough not to abuse it, not to exercise it in a negative way.

Student B: Yes, but following on from that point that's where I have a problem with the idea of an absolute right to freedom of speech, particularly regarding what you both say about responsibility and mature democracies. The reality is people can't be trusted to use that right in a responsible way. Why should people have the right to make racist comments or things which might cause violence against others or whatever? Can I also pick up on your point about not allowing those in power to limit freedom of speech? I mean, I would have thought that in a mature democracy, yes, those in power must listen to the majority, but they also need to protect minorities, and that means limiting the rights of people to say things in public which might put those minority groups in danger.

Student A: OK, those are fair arguments, but you make the point that a society needs to protect minority groups, but if the government can limit freedom of speech, they might start silencing minority groups and that's not protecting them. There might be less tolerance of different, non-majority views and opinions.

Student C: Exactly.

Student B: I know, it's not an easy question, but I still think that a society in which anyone can say anything may in fact lead to a less tolerant society than one where there are some limits on what you can say. As I said before, people might use free speech to take away the freedom of other people to feel safe in a society.

Student C: I think we'll have to agree to disagree on this issue.
Arrange the pictures in the correct order.

SUPPLEMENTARY TEXTS

Text 1. *Imagine you are a journalist writing an article about town criers for your local newspaper. Complete your notes by quickly scanning this entry from an encyclopedia.*

TOWN CRIER

Notes for article on town criers

Not many people could read until _____ .

The words they traditionally shout mean _____ .

They spread the news of _____ in 1666.

They were replaced by public notices and _____ .

The present London town crier brought people the news of _____ birth.

Town criers were once a familiar sight on the streets of England and America. With their bright red cloak and loud bell and voice, they could be seen and heard by everyone. Until the late 19th century, very few people could read. The town crier's job was to stand in markets and public spaces, shouting the news to the residents of the town. He would ring his bell to attract people's attention. His traditional loud cry of 'oyez, oyez', which means 'listen, listen', would tell people that there was important news.

Records of town criers date from 1066, when we know they were used to spread the news of William the Conqueror's invasion of Britain. Throughout history, they passed on news of war, politics and births and deaths of members of the Royal family. In 1666, news of the Great Fire of London was spread across the capital by town criers.

As more and more ordinary people learned to read, the job of town crier gradually disappeared. Notices displayed for all to see and, later, newspapers brought people the news instead. London still has an official town crier who attracts tourists to the city. One of his proudest moments was announcing the birth of Prince William to the people outside Buckingham Palace.

Text 2.

A television reality show features talent culled from the ranks of 'ordinary' people, not professionally trained actors. Reality show producers typically shoot hundreds of hours of footage per episode and use creative editing to create a narrative thread. Subjects of a reality show may be given some rudimentary directions off screen, but the point is to allow the performers to act and react as normally as possible. A reality show is not to be confused with a documentary, in which the subjects are asked to ignore the cameras and behave naturally. Many reality show producers encourage participants to

play to the cameras as characters or use private taped conversations, called confessionals, as a form of narration.

For many years, the television industry favored scripted television programs over the unpredictable and potentially litigious reality show form. An early reality show called *Candid Camera*, hosted by the unassuming (непритязательный) Allen Funt, demonstrated that carefully edited clips of ordinary people reacting to contrived (придумывать) situations could be a ratings success. Early game shows featuring contestants selected from the audience also provided moments of unscripted reality. Groucho Marx's game show *You Bet Your Life!* featured extended interviews with ordinary contestants, although Marx was thoroughly briefed on their backgrounds before the show started.

Television shows during the 1960s and 1970s were usually scripted, with a cast of professional actors creating the characters. It was believed that a reality show featuring untrained actors working without a guiding script would be virtually unwatchable. There would be no way to create a satisfying storyline ending precisely after the allotted half-hour or hour running time of a typical scripted show. The only network amenable to the idea of a true reality show in the 1970s was the Public Broadcasting System (PBS). A documentary called *An American Family* followed the real lives of the Loud family as they dealt with the parents' impending divorce.

During the late 1980s, a syndicated (организованный из нескольких участников) reality show called *COPS* began showing real policemen performing their duties as hand-held cameras rolled. The success of *COPS* spurred other production companies to create reality shows featuring real footage (видеозапись) captured by amateur photographers, local news organizations, and police surveillance cameras. This documentary form of reality show proved to be quite popular, especially among the younger demographics sought by advertisers.

Meanwhile, another form of reality show began to take shape. Producers of *The Real World* recruited groups of twenty-somethings to live in a furnished apartment while cameras recorded every public moment of their lives together. The footage was carefully edited to create a satisfying arc of episodes, even if the participants appeared to be prodded (подстрекать) into certain confrontations at times. Shows like *The Real World* proved that television audiences could enjoy watching unscripted performers reacting to somewhat scripted circumstances.

Perhaps the most groundbreaking reality show on American network television was CBS' *Survivor*, debuting in 1999. *Survivor* featured teams of non-professional actors culled from thousands of audition tapes. Its success prompted network executives to greenlight a number of other shows

employing a cast of camera-ready civilians and armies of creative editors. Professional actors, directors, and writers have all voiced strong objections to this new form of reality programming, but a reality show is usually inexpensive to produce and consistently reaches its target audience. There is some evidence that the reality show format is losing some momentum, but finding successful replacement programming has also proven to be difficult.

Text 3.

Be Your Own Investigative Journalist. News in the age of information.

by John Kuti

We are often told that the age of the “information economy” has arrived. The idea is that intellectual work is becoming a more important source of wealth than manufacturing. There are already too many factories for the number of people who want to buy stuff, so the winners in the marketplace need to have a lead in terms of fashion, or technology to beat the competition. You can easily see this process at work in important industries like cars and clothing and computers where big companies prefer to concentrate on promoting their brand and let subcontractors do the less profitable work of manufacturing the products.

But there is a problem with information as an organising principle in society. It only counts if people pay attention to it. Together with inventors and designers, the information economy needs Public Relations executives to make sure customers are getting the right message. So, faced with the increasing claims on our attention, organisations in other spheres of life have to do more to get their share of it too. So PR people may work for politicians (then we call them “spin doctors”) or they may work for artists (then we call them “publicists” or “pluggers”.) A lot of our news is actually compiled from press releases and reports of events deliberately staged for journalists. Journalists spend their time, not investigating, but passing on the words of a spokesperson, publicist or other professional propagandist.

Quoting from Evelyn Waugh

The manipulation of news is most clearly visible in times of war. A BBC journalist speaking about the present war in Iraq compared his situation with that of the reporters in *Scoop*, Waugh’s satirical novel on the press. In the book, everyone was sure that the real story was happening somewhere else...but they weren’t exactly sure how to get there. Nowadays, the journalist who arrives in the right place at the right time is almost guaranteed a world exclusive. Armed with digital cameras and satellite phones, they can

file their story on the spot. Which is why the military control the movements of journalists ever more closely.

Don't believe everything you read in the papers

The best joke in *Scoop* is about the newspaper's owner, Lord Copper. The editors can never disagree with him. When he's right about something they answer "definitely", and when he's wrong they say "up to a point, Lord Copper." It seems reasonable to suppose that, in the real world, the opinions of such powerful tycoons still influence the journalists and editors who work for them.

Info-tainment

In countries where the news is not officially controlled, it is likely to be provided by commercial organisations who depend on advertising. The news has to attract viewers and maintain its audience ratings. I suspect that some stories get air-time just because there happen to be exciting pictures to show. In Britain, we have the tabloid newspapers which millions of people read simply for entertainment, without even expecting to get any important information from them. I think this is why politicians' speeches nowadays have to include a "sound bite" the small segment that seems to give a powerful message. There is progressively less room for historical background, or statistics, which are harder to present as a sensational story. The arrival of CNN, the 24-hour all-news channel, has not increased the amount of real news reporting because the format of the channel is designed so that people who want to get the headlines will not have to wait long. It tends to concentrate on the main story and repeat it.

Alternative reporters

There is an argument that with spreading access to the internet and cheap technology for recording sound and images we will all be able to find exactly the information we want. People around the world will be able to publish their own eye-witness accounts and compete with the established news-gatherers on something like equal terms.

I think this is true, up to a point. But what it will mean also is that we'll be subjected to a still greater amount of nonsense and lies. Any web log may contain the scoop of the year, or equally, a fabricated story that you will never be able to check.

Have you ever wished you were better informed?

Maybe the time has come to do something about it, and I don't just mean changing your choice of TV channel or newspaper. In a world where everyone wants you to listen to their version, you only have two choices:

switch off altogether or start looking for sources you can trust. The investigative journalist of the future is everyone who wants to know the truth.

Glossary

armed with (adj): equipped with, carrying. audience ratings (n): the measure of the number of people who watch or listen to a programme on TV or radio. claim (n): demand, asking for something that you think you have a right to. compile (v): to put together. definitely (adv): certainly, of course. eye-witness (n): a person who sees something happening with their own eyes. fabricated (adj): invented, untrue, made-up. news-gatherer (n): a person or organisation that collects news information. scoop (n): an exclusive story that only one journalist knows about. source (n): the origin, the place where something comes from. subcontractors (n): people who carry out part of a job for the person who sells the finished product. tycoon (n): a successful business person who owns a number of different companies. web log (n): a diary which is regularly published on the internet. Often shortened to "blog".

Text 4. TALK SHOWS

Americans love television and watch it more than anyone else. This month we will be looking at one incredibly popular type of television program the Americans invented and exported around the world - the talk show. A "talk show" is basically a television show with people talking about their lives.

The first talk show, *Meet The Press*, started in 1947. It had irritable but educated old guys who discussed the news. Some faked British accents to appear sophisticated. During the 60s, there were shows that had celebrity interviews. Helen Gurley Brown (the founder of the magazine *Cosmopolitan*) hosted the first show to focus on women's issues, like abortion and abuse.

There are many different types of talk shows and all of them are trying hard to increase audience figures. This often leads to **controversy** and sometimes even violence.

- **controversy** ['kɒntɹəvɜːsi] разногласие
- **irritable** ['ɪrɪtəbl] раздражительный
- **fake** подделывать
- **sophisticated** утончённый; искушённый

TALK TV

The Phil Donahue Show changed talk TV forever. It was filmed in America's mid-west, home to thousands of cows but very few celebrities. He focused on controversial subjects and his guests - atheists, homosexuals, Ku Klux Klan

members - guaranteed conflict. He was the first person to let his audience and viewers give opinions on-air. And without Donahue, America might never have heard people like the woman from Iowa saying that Latinos in America should learn to speak English instead of Latin.

atheist ['eiθi:st] атеист

controversial [kɒntrə'vɜ:ʃl] спорный; вызывающий разногласия в оценках

EXPLOITALK

Soon came "Exploitalk", which focused on sex and betrayal. They often end up with friends or family members fighting, or at least, insulting each other. One of the first "exploitalk" show hosts was Ricki Lake. On the show, guests say something awful about someone close to them. When the "hated" person arrives, the audience boo him or her. Afterwards, the "hated" person has to listen to a message. Often, a third person appears who reveals a secret.

In one show a man told his prostitute wife that he would leave her if she didn't quit. Half-way through the show the prostitute's pimp arrived. The pimp turned out to be a female dwarf who was in love with the prostitute. Very complicated!

Ricki's most successful shows have included people who said:

"Mom, why do you love my sister more than me?"

"Why did you cheat on me?" and the classic:

"Dude, stop dating barely legal women."

- betrayal [bi'treɪəl] измена
- insult оскорблять
- boo освистать; произносить неодобрительное восклицания
- reveal открывать; разоблачать
- pimp сутенёр
- dwarf карлик

MAKEOVER SHOWS

Other popular shows are called "makeover shows" where "ugly" or unfashionable people are given new clothes and hairstyles so the people who rejected them in the past will regret it. Usually, the people are just as unattractive or unfashionable as they were before, or have so much make-up on that you can't see their faces anymore. One of the most popular "makeover" shows is the *Jenny Jones Show*. The host, Jenny Jones, was once sued by the family of Richard Souftah, a homosexual. Richard had been secretly in love with a guy called Steven, a colleague from work. Richard had never dared to say anything to Steven. Jenny got them both on the show and Richard told Steven that he was in love with him, live [laɪv] in front of

millions of viewers. Steven was horrified and furious; and weeks later, he murdered Richard.

- reject отказываться от; отвергать
- regret сожалеть
- sue преследовать судом подавать в суд
- (be) horrified БЫТЬ в шоке (ужасе)

UNBELIEVABLE

One of the most outrageous shows is the *Jerry Springer show*. His guests are so unbelievable that he's been called a fake. His guests always come to blows, or if they're women, take off their clothes. Some of his guests have included the following: a hooker who sleeps with her daughter's boyfriend; an Afro-American who hates white people but married a white woman because he wants her to be his slave; and Sally, a nudist who's having sex with her sister. This show has been copied all over the world and Jerry has even done a few shows in Britain.

- outrageous вопиющий; жестокий; скандальный
- fake фальшивка
- blow удар
- hooker проститутка
- slave раб

THE AUDIENCE

The audiences are an important part of the show. In the Jerry Springer Show, the audiences spend the hour telling the guests how fat, stupid, selfish or ugly they are. At the end of the show, an "expert," usually a therapist ['θerəpɪst] publicizing a book, tells the guests what's wrong with them in an effort to "help."

The audience is also responsible for many of the ideas. Producers attract guests by advertising on the website or the show itself. For instance, during commercial breaks, Ricki Lake's announcer might say, "think your man is cheating and you want to give him a lie detector test? You can be a guest!" The producers will get thousands of calls. Producers make sure the show is exciting, so they dress guests in sexy clothes, get them to cry and encourage fights.

POPULAR

So why are these kind of shows so popular and why do people like to appear on them? Some guests appear because they like the attention and their five minutes of fame. They also get a free trip to New York or Los Angeles. Guests can also confront their enemy in a place where their enemy can't run

away. Other guests want to bring attention to social issues such as child abuse and social issues.

Psychologists say viewers like exploitalk because watching the guests acts as a substitute for their own lives. Viewers can judge, criticise and enjoy feelings of revenge. They also say that it's therapeutic [θerə'pjutɪk] to watch other people whose lives are sadder than our own.

- confront встречаться лицом к лицу
- abuse дурное обращение
- substitute заместитель
- revenge отмщение

Text 5.

Почему газета называется газетой?

Происхождение слова «газета», которым именуются миллионы периодических изданий во всем мире, принято вести от названия серебряной венецианской монеты чеканки 1538 года. За 1 гадзетту житель Венецианской республики мог купить рукописный листок, в котором сообщались разные новости.

Прошло сто лет, и в 1631 году французский медик Теофраст Ренодо использовал это слово в названии первого во Франции еженедельного печатного издания «Ла газет». Это был небольшой листок размером в половину обычного стандартного листа писчей бумаги. Во французском произношении буква «д» исчезла, и слово стало звучать как «газет». Со временем это слово превратилось из существительного собственного в нарицательное - наименование особого типа периодических изданий - газета.

Правда, в некоторых западных странах, в частности во Франции, газеты чаще именуется словом «журналь», что означает «ежедневник». В России журналами называются многостраничные издания, которые выходят чаще всего 1 раз в месяц, иногда 2 или 4.

Text 6

Где была напечатана первая газета?

У вас в школе наверняка есть доска объявлений. Когда вы читаете их, что вы получаете? Информацию! Когда-то давно такой была единственная существовавшая в мире газета. Всю информацию и все новости сообщало правительство и приносили путешественники. Новости вывешивали на специальных досках объявлений, где каждый мог прочесть их.

Конечно, это нельзя назвать настоящей газетой, так как настоящую газету вы можете взять с собой куда захотите. Итак, за первой в мире газетой мы должны отправиться в Древний Китай. Около 1300 лет назад правительство Китая выпустило газету под названием «Тчинь Пао», что значило «Новости столицы». Таким образом правительство информировало своих граждан о важнейших событиях.

В Древнем Риме тоже существовала правительственная газета, которую распространяли бесплатно среди людей. Она называлась «Акта Диурна», или «События дня». Таковы были две первые в мире газеты, о которых у нас остались какие-либо сведения.

А к XVI веку людям уже пришлось платить за газету! В Венеции правительство выпускало газету под названием «Нотициэ Скриттэ» («Письменные новости»), и за один ее экземпляр люди платили одну гадзетту (такова была денежная единица в Венеции).

К XVIII столетию газеты выходили более или менее регулярно и содержали не только новости, но и комментарии к ним. Одна из таких газет была выпущена в Лондоне в 1663 году и называлась «Осведомитель». Большинство газет выходило раз в неделю, что было связано с медленным ее производством и доставкой.

Первая в Америке газета называлась «Общественные события». Впервые она вышла в свет в Бостоне, штат Массачусетс, в 1690 году. Ее производство было быстро прекращено губернатором колонии. А с 1729 по 1765 годы Бенджамин Франклин руководил выпуском «Газеты Пенсильвании». В 1752 году в Америке было всего две газеты, но ко времени Американской революции их насчитывалось уже 37!

Одна из самых влиятельных газет, лондонская газета «Таймс», впервые вышла в свет в 1785 году и выпускается и по сей день.

Text 7

Когда в России появилась первая газета?

Сейчас уже трудно представить себе те времена, когда не было ни газет, ни радио, ни телевидения. Люди не только не знали о том, что происходит в мире, но и о событиях в своей стране узнавали спустя месяцы, а то и годы. Если надо было сообщить что-то важное, правительство рассылало по городам и весям гонцов с царскими указами и распоряжениями. Но они доходили не до всех граждан. В большинстве случаев новости разносили странники, которые узнавали о том, что где произошло, от таких же, как и они сами, странствующих людей.

В конце царствования Алексея Михайловича Романова, в 70-е годы XVII века, по налаженной почтовой связи в Россию поступали первые иностранные газеты, и тогда же по приказу царя появились «Куранты» - первый рукописный свод зарубежных известий.

Первая печатная газета стала выходить в России с января 1703 года по указу Петра I. Она называлась «Ведомости». Каждый номер «Ведомостей» выходил через 2-3 дня, иногда реже (все зависело от прихода иностранной почты).

Первая российская газета была небольшого размера, меньше тетрадного листа, иногда она состояла из нескольких листков. В ней излагались «граммотки», пересказ иностранных газет, привезенных из разных городов Европы.

Кроме того, в «Ведомостях» печатались и русские известия, которые велено было доставлять из приказов на Печатный двор (он был расположен на Никольской улице в Москве), где и печаталась газета.

Первый номер газеты правил сам Петр I, и там между прочим сообщалось, что «повелением его величества московские школы умножаются, и 45 человек слушают философию и уже диалектику окончили, в математической штурманской (навигационной) школе больше 300 человек учатся и добре науку приемлют».

В первом номере «Ведомостей» сообщалось также, что «в Москве ноября с 24 по 24 декабря (1702 г.) родилось мужска и женска полу 386 человек», а из Олонца пишут, «что тамошний поп Иван Окулов набрал с тысячу человек охотников, перешел шведский рубеж, побил 50 человек шведской конницы да 400 пехоты, сжег до тысячи дворов и добычу отдал своим солдатам, а из попова войска только ранено 2 солдата».

За 1703 год вышло 39 номеров газеты «Ведомости». Потом эта газета стала называться «Санкт-Петербургские ведомости».

Text 8

Первая томская газета

Первая томская газета - "**Томские губернские ведомости**" - начала выходить в **1857 году**. Это была газета правительства Томской губернии, и потому, прежде всего, печатала постановления этого самого правительства и другие официальные документы. Здесь же, бывало, перепечатывались самые важные новости столичной жизни из центральной прессы. Новости из местной жизни были не в чести - понятно, что власти предпочитали не обсуждать санитарное состояние города или иные местные проблемы. Потому самым интересным для томичей был так называемый "неофициальный отдел" - здесь-то

находили применение разнообразные таланты журналистов редакции. Собственно, профессиональными журналистами они не были: учителя томских гимназий (например, главный редактор Дмитрий Кузнецов), чиновники губернии (самый известный - Григорий Потанин, чиновник статистического управления), офицеры, священники, купцы и даже... политические ссыльные.

Поскольку местные новости печатать возможности не было, новоиспеченные журналисты вплотную занялись местной историей, благо, многие чиновники имели вполне свободный доступ к архивам. Так появились статьи о томских губернаторах первых лет существования губернии, об истории основания города, о примечательных событиях из прошлой жизни Томска, но не только - например, много было статей о жизни сибирского аборигенного населения. Иные материалы были столь уникальны, что их с удовольствием перепечатывала не только центральная пресса, но даже издания, к примеру, Русского географического общества. Увы, расцвет первой томской газеты продолжался недолго: большинство ее журналистов в 1865 году были арестованы по политическим обвинениям - власти инкриминировали им заговор с целью отделения Сибири от России - может, потому, что газета писала о нашем "медвежьем угле", месте ссылки со слишком большой симпатией...

Text 9.

Do you suffer from "Facebook depression"?

A new study suggests that social media sites have created a new phenomenon known as "Facebook depression". The American Academy of Pediatrics recently warned parents about the possible dangers of networking websites on their children's mental health. Report co-author Gwenn O'Keefe described the way social interaction is changing: "For some teens and tweens, social media is the primary way they interact socially, rather than at the mall or a friend's house," she said. Ms O'Keefe added: "A large part of this generation's social and emotional development is occurring while on the Internet and on cellphones. Parents need to understand these technologies so they can relate to their children's online world, and comfortably parent in that world."

The report says it is essential for parents to be aware of how social media sites can affect children and that the Internet is not always a healthy environment for kids. The writers also urged parents to be on the lookout for cyberbullying, sexting and online predators. They recommended parents take an active role and discuss things like bullying, privacy and feeling down because of what's happening on Facebook. A recent poll stated that 22 per

cent of teenagers log on to a social media site more than 10 times a day and more than half at least once a day. There are conflicting reports as to whether Facebook helps youngsters, by allowing them to express themselves, or isolates them from society.

- Does it matter if kids spend a long time online or on their cellphones?
- How could Facebook affect children's mental health?
- Do you think parents should be worried about their kids being online?
- What do you think of the way social interaction is changing, from face-to-face to websites?

Text 10

Early Newspapers By Tim Lambert

Newspapers began circulating in the 17th century. The first newspaper in England was printed in 1641. (However the word newspaper was not recorded until 1670). The first successful daily newspaper in Britain was printed in 1702. Then in 1730 a newspaper called The Daily Advertiser began publishing stock exchange quotations.

The first American newspaper was printed in 1690. It was called Publick Occurrences Both Forreign and Domestick. The first newspaper in Canada was the Halifax Gazette in 1752. The first daily American newspaper was published in 1783.

In Britain in 1785 the Daily Universal Register was first published. In 1788 it was renamed The Times. In 1814 The Times was printed with a steam-powered press for the first time. In 1848 The Times used a rotary printing press with the printing face wrapped around a cylinder for the first time.

Meanwhile the Observer was founded in 1791. The Daily Telegraph was first published in 1855. The Manchester Guardian was founded in 1821. It changed its name to The Guardian in 1959. The Sunday Times was first published in 1822. The Financial Times began in 1888. Meanwhile The News Of The World was published in 1843.

Meanwhile the first Australian newspaper was published in 1803. It was called the Sydney Gazette and New South Wales Advertiser.

Newspapers became far more common in the late 19th century. In the 18th century and the early 19th century stamp duty was charged on newspapers, which made them expensive. However in 1855 stamp duty on newspapers was abolished and they became cheaper and more common.

In the mid-19th century newspaper reporters began to use the telegraph as a means to get news to their newspapers quickly. Then in 1880 The New York Graphic became the first newspaper to print a photo. In Britain the first

tabloid newspaper was the Daily Graphic published in 1890. In 1891 it became the first British newspaper to print a photo.

Text 11

REPORTING THE FACTS

(1) Should you believe what you read or hear in the media? What is presented as fact is not always so. Sometimes errors occur because the reporters and editors did not check the facts properly. Sometimes news reporters misreport or misrepresent information in an effort to make a story more newsworthy. Changing the facts a little can make the story either more serious or more sensational.

Failing to check the facts

(2) There have been some embarrassing examples where major newspapers and TV networks have published false information because reporters have not checked it for accuracy. One such example was the publication of a report of the death of the elderly comedian, Bob Hope. A U.S. Congressman apparently misheard someone talking about Bob Hope. He stood up in Congress and announced the death of the comedian. This was then picked up and published widely in the media. When reporters called Mr. Hope's home to follow up the story his daughter was very surprised and assured them that he was at that moment happily eating his breakfast.

Misreporting

(3) Research into the accuracy of media reporting has revealed some interesting findings. One media researcher (Bell 1991) collected and studied newspaper articles about climate change. His study revealed a number of examples of errors in the way that units of measurement were reported in the media. In one article about the rise in sea level, it was reported that the sea level was rising at 1 to 2 centimeters per year, when the interviewee had (correctly) said millimeters. Another story predicted that the annual rainfall would increase 8 centimeters rather than millimeters. The researcher argued that these mistakes did not occur at random. If they were random we would expect to find units of measurement that were both smaller and larger than the correct ones. But all these incorrect measurements made the figures larger, not smaller. The exaggerations helped to build up the news value of the stories.

Misquoting

(4) Misquotation of sources is a common complaint about news stories. In the study mentioned above (Bell 1991), 34 percent of sources believed they had been misquoted, that is, the sources did not really say what was reported in the news story. When you read a direct quotation in a news story, you

probably think you are reading someone's exact words. But often the part of the text in quotation marks is actually a summary of what was said, put together by the reporter (van Dijk in Bell 1991). In some cases, sources that are quoted in media stories have never even spoken to the reporters.

(5) A well-known case of misquotation occurred in the U.S. media in 1999. Al Gore, the U.S. vice president at the time, was speaking to a group of secondary school students about efforts to clean up toxic waste. He was referring to a community where the issue had been taken up by local residents and said, "...that was the one that started it all." One prominent newspaper reported his words as "I was the one that started it all." As this misquotation was re-reported by other newspapers around the country, Al Gore faced enormous criticism for trying to claim credit for things he had not done.

(6) Misquotation is also possible in broadcasting (radio and television). Technology makes it possible to edit what someone says so that it sounds like continuous speech, when in fact some phrases or sentences have been removed. Broadcasters argue that this is sometimes necessary. They say that if they are quoting someone who is not a very skilled speaker, they have to edit the talk. Another issue is the rearranging of questions and answers, so that a question receives an answer that was originally given to another, though similar, question.

Rumors on the Internet

(7) The Internet is the source of many rumors, or unverified stories. Rumors are generally spread from one person to another by word of mouth, and the story evolves or changes in the process. But the Internet has allowed rumors to spread much further and faster than ever before. In fact the Internet has begun to be used as a deliberate strategy to circulate rumors, often for political purposes and often with a serious impact. In 1998, false reports of riots in Malaysia sparked panic that prompted people to stock up on food and lock themselves indoors (South China Morning Post 1998).

Text 12

WHAT IS NEWSWORTHY?

From all that is happening in the world, very few events or people are selected for the news. Why? What makes an event or person *newsworthy*? Research has identified a number of factors that influence the selection and shaping of news stories.

Negative events are more likely to be reported than positive ones. News of current events is often bad news. Such news includes disasters or accidents that involve damage, injury, or death. Consider how much news is about

conflict between people, political parties, or nations. Once an event is selected for the news, the negative aspects of the event can then be highlighted through the use of strong negative language in the headline or story.

Time is also important. The best news is something that has just happened. The language of the story and of the headline tends to stress the immediacy of events. Headlines in the news most frequently make use of the present tense, rather than the past tense, for example "Bomb explodes in mall." This makes the event seem closer in time. The print media and the main TV and radio news programs operate on a daily cycle. Shorter events that fit into this time span are more likely to be reported than those that last longer. Therefore, the murder is more newsworthy than the police investigation; the verdict is more likely to be reported than the whole trial (adapted from Bell 1991).

An exception is when the person involved in a trial or other event is very *famous*. Famous people are more newsworthy than others. Sometimes an event can become news just because a politician or a movie star is involved. If it were about ordinary people, it would simply be ignored. Take, for example, the trial of O. J. Simpson, the famous American football player and media personality accused of murdering his wife. The trial became one of the most widely broadcast of all times, and millions of people around the world tuned in day after day to watch and listen, because he was a celebrity.

Geographic proximity or closeness is also a key factor. The closer the place, the more news value the event has. A minor accident may be reported in the place where it happens, but not 100 miles away. A major catastrophe can be reported from the other side of the world. The issue of proximity can also apply to cultural associations (Galtung and Ruge in Bell 1991). In the English language media a story from an English speaking nation is likely to be considered more newsworthy than a similar story from a non-English speaking nation. When a bomb exploded in a market in the Irish town of Omagh in 1998, killing 30 people and injuring 200, it was reported at length in one English language newspaper, with long stories and photographs. A few months later when a bomb exploded in a market in an Algerian town, the complete news report in the same newspaper consisted of the following:

The media also prefers stories that are *clear and unambiguous*, and contain many *facts and figures*. These may be facts about place and time, peoples names and occupations, and figures to do with numbers of people involved, amounts of money, or measurements of various kinds. In general, too, *the unexpected or unusual* are more newsworthy than the ordinary and routine (Bell 1991).

Text 13

The cult of celebrity

13.1 Discuss the questions as a class.

1 Which celebrities are in the news at the moment?

What is the gossip about them? What is their claim to fame? How do they spend their days? Which trendy places do they go to? Where can you find out about them?

2 'We cannot avoid becoming entangled in what is called "the cult of celebrity" The only question is to what degree we want to pretend to resist'

What do you understand by the term the 'cult of celebrity'? Do you pretend to resist, or do you indulge your fascination for celebrities? Who are you most interested in?

2 Check you know these words and phrases.

an icon

a sitcom

confessional TV

the afterlife

to ogle something/one

fair game for criticism

to scrutinize something/one

to bestow fame on somebody a fly-on-the-wall documentary like a lamb to the slaughter

3. Read the article and put these phrases in the correct place.

this life is our only one

are no more special than the rest of us

an endless supply of human-interest stories

everybody wants to claim a bit of you

I have indulged in small talk

by volunteering to be the subject

sometimes it lasts a lifetime

What can be done

undignified and unflattering

they want to do with their lives

4 Would Jack Delaney agree or disagree with these viewpoints? Find evidence in the article,

- Most fame is undeserved,
- It is possible to survive fame intact.
- The public is consistent in the way it treats celebrities.
- Newspapers used to be more respectful.
- Television subjects ordinary people to humiliation.

- Most people want to be famous.
- The cult of celebrity should make us feel ashamed.

Do your views differ?

5 Answer the questions.

1 Think of celebrities currently in the news who fit the three categories of fame mentioned in the first paragraph.

2 What two reasons does the writer provide to explain our obsession? Do you agree?

3 Why does Jay McInerney hate himself in the morning?

What do you understand by the 'Viciousness of voyeurism'?

What are the myths we too readily absorb?

The cult of celebrity

We are fascinated by their every move, we want to know everything about them. Jack Defaney asks why we are obsessed with the rich and famous.

Some are born famous (like royalty), some achieve fame (like film stars) and some have fame thrust upon them (like crime victims). Sometimes their celebrity is short-lived, (1) _____. In some rare cases, for example Diana, Princess of Wales, and Marilyn Monroe, it can be transformed by death into a sort of iconic status. But whatever the causes or circumstances, being a celebrity changes your relationship with the world. From being a private person, you become public property, and (2) _____. You are the object of envy as well as admiration, fair game for criticism, interrogation, ridicule and spite.

We make 'em, we break 'em

We treat the famous with a mixture of reverence and brutality. We adore them, praise them, scrutinize them and destroy them. We make them unable to tell where their real selves end and the PR-manufactured images begin. We have no mercy, we show no shame. It is easy to assume that all aspects of a celebrity life are free to be examined because he or she is on show, which means he or she doesn't have the same reality as everyone else. And it is precisely because many modern celebrities (3) _____ that we feel justified in treating them with such contempt. We build them up and knock them down.

So who are the famous?

It used to be the case that fame was bestowed only as a consequence of some mighty achievement or gruesome misdeed, when newspapers were filled largely with accounts of such things as earthquakes and wars, and when it was deemed contemptible for journalists to delve into the private lives of famous people, even the very famous.

It is now possible for people who are living ordinary private lives to become famous, for at least a short time, through the media - by appearing on game shows or confessional TV, for instance, or (4) _____ of a fly-on-the-wall documentary. The readiness of people to let programme-makers into their homes, to answer the most intimate questions about their lives, and to allow themselves to be filmed in the most (5) _____ situations, never ceases to amaze.

Given this ghastly invasion of one's life, why is fame so desirable? Ask an average bunch of 10-year-olds what (6) _____, and a large proportion of them will say that they would like to be famous. Not for anything in particular. Just famous. Period. In the adult population, otherwise perfectly normal people think nothing of confessing all about their personal tragedies on daytime television.

Why are we so obsessed?

The American writer Norman Mailer said that in an age without religion, celebrities are our new gods. If we have no faith in an afterlife and (7) _____, then celebrity is the nearest any of us will get to immortality, and the pursuit of it becomes more urgent. At the pathological extreme of this motivation are murderers like Mark Chapman, who assassinated John Lennon, partly, he said, to make himself famous.

Another feature of modern society is the power and omnipresence of the mass media. Its explosive expansion in the past couple of decades has created an insatiable need for new material. All the newspapers, magazines, television and radio programmes require (8) _____. These are increasingly delivered in the form of interviews, profiles, gossip columns, photoshoots at gatherings, and soundbites by or about people who are celebrated for something they have done, or for a position they occupy in society, or in some cases for just being a celebrity. There are some totally talentless people who are simply famous for being famous. As Andy Warhol said 'In the future, everyone will be famous for fifteen minutes.'

Love it or loathe it?

The American writer, Jay McInerney, commented, 'I have enjoyed a little celebrity in my time, and I have ogled any number of models, (9) _____ about popular film stars. But at least I hate myself in the morning. I fear as a nation we're losing our sense of shame in this regard.'

So how do you feel when you read a gossip magazine, or tune into confessional TV? Do you love it or loathe it? (10) _____ to curb our fascination, particularly when the glittery sacrificial lambs go so willingly to slaughter? Probably not a lot. But perhaps we should be more aware of the viciousness of voyeurism and the myths we too readily absorb.

Text 14

What is Globalization?

In the 20th century the human race was confronted with such a natural phenomenon as globalization. Globalization can be defined as the process of concentration of power over all the mankind in one person or a small group. This process has been under way throughout the whole human history and is now near completion. Centuries ago Ancient Egyptian priests became aware that globalization can be controlled. They have worked out the overall principles and patterns of controlling society to achieve their own goals, and headed up this process. Let us take a look at how globalization process is being controlled now.

Principle 6. Weapon of War.

"War is the continuation of politics by other means " - Karl von Clausewitz

The oldest and fastest way of controlling people has always been the war. The object of any war is the conquest of territories, wealth, human resources or complete elimination of enemy. World history has witnessed a great number of brutal wars. Global evolution has been creating more and more elaborate and sophisticated weapons of destruction and enslavement. At present the human race has found itself trapped by the need to spend a constantly increasing amount of resources on the endless arms race. And ultimately it has created a weapon which along with the enemy can destroy the entire civilization.

Principle 5. Weapon of Genocide.

"All the crimes on Earth do not destroy so many of the human race, nor alienate so much

property, as drunkenness " — Sir Francis Bacon

The next step in the process of globalization was the transition from "hot wars" waged by ordinary weapons to "cold wars" waged through the so called "cultural co-operation". It's possible to completely eliminate or subdue a whole nation to one's own will by means of such genocide weapons as drugs, alcohol, tobacco, several types of vaccines and genetically modified foods. Yet to keep people unaware of the destructive nature of these weapons they have been disguised as superficially harmless means of relaxation, stress relief, amusement and acquiring immunity to disease. This idea is being inculcated in the minds through culture, mass media, and specially planted proverbs and tokens. In reality these substances are dangerous poisons undermining the genetics of the human species, destroying the human being both morally and physically, wiping out the existing and future generations. Russia annually loses more than 700 thousand human lives due to the effects of alcohol consumption only. Is it a conscious and free choice of every

person? Negative! This is an artificial and false option imposed on us through culture. It suggests that from the very cradle a person is to pick either a lie number 1 - 'take dope moderately' or a lie number 2 - 'take as much dope as you please'.

Principle 4. Economical.

"Give me control of a nation's money and I care not who makes the laws " - Mayer Amschel Rothschild'

Globalizers see no point in destroying nations completely. They are better off leaving a part of the slaves' population alive having subdued its economics to their narrow clannish interests, but also in such the manner that a nation hasn't the slightest idea of what is really going on. This can be done through universal money and the institution of credit, by means of usurious interest rates that allow the bankers' clans to receive skyrocketing profits from credit interest without creating any values for the society, while other people, their families, entire nations have to spend their lives paying off debt and essentially become slaves. The realization of this mechanism requires more time, because in the first place it is critical to instill the inconsistent economic science into the society. But the payoff is really huge. The reason is that regardless of whether people take credits or not, whether they understand these instruments or not, the whole society has practically fallen into economic dependence on a small social stratum of bankers and is now powering this system like batteries.

Principle 3. Factual.

" There are no facts, only interpretations Friedrich Wilhelm Nietzsche

A whole nation or separate social classes can be ruled much more efficiently after being brainwashed with various ideologies, religious dogmas, sociological doctrines and mass media. Some are subconsciously inculcated with e.g. the theory of Karl Marx, the second with "Allah Akbar", the third with "Christ is Risen", the fourth with "Live Fast, Die Young". And if need be at some point in time people start being collided by activation of inherent contradictions using some special techniques such as provocations, assassinations, scandalous news articles, caricatures or deliberate mistakes, which seem to be accidental from outside. For example, we are now witnessing the attempts to set the traditional Islam and Biblical Christianity against each other, despite the belief shared by quite a number of world religions that God, the Creator, the Almighty is One for all creatures of the Earth. One of the most powerful means for brainwashing is television. Despite common beliefs, the mass media are actually programming reality so as to form people's attitudes to various events rather than reflecting the objective reality. Nowadays the terrorist attacks happen on such a scale only

because they immediately get broadcasted on every TV channel. In this case the mass media essentially act as informational sponsors of terrorism, providing it with billion budgets and huge audience.

Principle 2. Chronological.

"Look behind in the past more often to avoid big mistakes in the future
Kozma Prutkov

It is common knowledge that one who has forgotten the history of his Motherland is like a tree with no roots. But what would happen if a whole nation forgot its history or accepted some historical myth imposed on it by external hostile elements. To quote George Orwell, "Who controls the past controls the future. Who controls the present controls the past". Rewriting of a nations history inevitably leads to alteration of its future. For this particular reason the arrival of a new regime has always been marked by the rewriting of history, though the rulers themselves have been unaware of being manipulated 'blind'. This situation has showed up very clearly in the former soviet republics that have broken away from the USSR. Therefore one should always remember that history teaches nothing but only punishes for not learning its lessons.

Principle 1. Ideological (worldview).

"If you want to defeat your enemy bring up his children oriental wisdom
Conquest of a nation will become most steady, effective and almost irreversible if one manages to somehow alter its worldview nationwide, so that the nation willfully serves the interests of the invaders, considering them a part of their normal life. We can now see the mass media, movies, pop and film stars, trying to persuade us that alcohol, tobacco, drugs and sexual perversions are 'normal' phenomena of the modern Russian society. The perfect example of influence on a worldview is the India's caste social system, whereby the transition from one caste to another is practically impossible. About 300 million of India's population classified as the caste of, untouchables" or "little people" live in extreme poverty and believe it is their only possible mode of existence in the society. This example shows the extent to which a worldview can determine the lives of numerous generations over the course of history. Nowadays there are two main types of worldviews that dominate in the society: kaleidoscopic worldview is typical of the people who are unable to find their place in life within the endless flow of events. Every new event just creates more chaos in their perception of the world just like a new splinter of glass put into a kaleidoscope changes the whole picture. People with mosaic worldview perceive the world as whole and undivided, where everything is causally determined, and where accidental events can not exist. So any new fact or event contributes to this worldview making it

clearer just like a new fragment added to a mosaic. Unfortunately the modern culture generates the predominance of kaleidoscopic worldview.

"This world a hollow pageant you should deem;
All wise men know things are not what they seem;
Be of good cheer, and drink, and so shake off This vain illusion of a baseless dream "

Omar Khayyam

Before now all of these control mechanisms have been concealed and known but to the few initiates. But today due to the effect of the objective law of time, all the secrets become known and anyone can find the truth if they wish. Now the very same obscure hand has revealed itself, as well as its master who once invented all of these mechanisms and would skillfully trigger them off in the course of the global historical process. Former society did not even have a term to describe the existence of such master. This objective social phenomenon has been termed as 'conceptual power' and the mechanisms of warfare and controlling the society were identified as the generalized instruments or principles of mass manipulation used by the conceptual power. When applied within a single frame of society they can be deemed as the generalized instruments of its control, but when exercised by one group against another - as the weapons, i.e. the means of warfare in most general sense. Nowadays, the awareness of these mechanisms can enable a person to stand against the external impact of all the above principles. Besides they are given the conscious choice: either to stay a slave or set oneself free and become the Human Being.

Text 15. Listen to the recording and read the extract from the poem at the same time.

gape at (v)	глазеть; разевать рот
ghastly (adj)	ужасный; неприятный
hypnotize (v)	гипнотизировать
install (v)	установить;
loll (v)	сидеть развалясь; бездельничать
lounge about (v)	бездельничать; лениво бродить
pop out (v)	вытолкнуть(ся)
punch (v)	бить кулаком
stare (v)	пялить глаза на
tot (n)	малыш

The most important thing we've learned.
So far as children are concerned,

Is never, NEVER, NEVER let
Them near your television set –
Or better still, just don't install
The idiotic thing at all.
In almost every house we've been,
We've watched them gaping at the screen.
They loll and slop and lounge about,
And stare until their eyes pop out.
(Last week in someone's place we saw
A dozen eyeballs on the floor.)
They sit and stare and stare and sit
Until they're hypnotized by it,
Until they're absolutely drunk
With all that shocking ghastly junk.
Oh yes, we know it keeps them still,
They don't climb out the window sill,
They never fight or kick or punch,
They leave you free to cook the lunch
And wash the dishes in the sink –
But did you ever stop to think,
To wonder just exactly what
This does to your beloved tot?
(from The Oompa-Loompas' Song by Roald Dahl)

Text 16

Moscow hosts the 10th festival of social advertising. Traditionally, there are plenty of projects aimed to attract public attention to the most pressing social issues.

Shock has long become a common thing in social and even charity advertising. People have got used to children's sad faces looking at them from billboards. That is why shock in advertising appears to be the best means of persuasion. Not so long ago an anti-smoking advertisement was released in Moscow, depicting a newborn child with a cigarette end on its back. The authors of the advertisement thought it was the only way to persuade people give up smoking or at least abstain from smoking in the presence of children. The city authorities have decided to give up shocking advertising and focus more on promotion of healthy lifestyle. Russia has proclaimed 2011 the Year of Sport.

However, traffic police say shocking advertising has proved effective: the number of people driving under influence decreased following an advertising campaign that featured crushed cars.

A survey conducted this year has showed that 96% of population paid attention to social advertising. The aforementioned anti-smoking advertisement had been widely discussed in the city for some time.

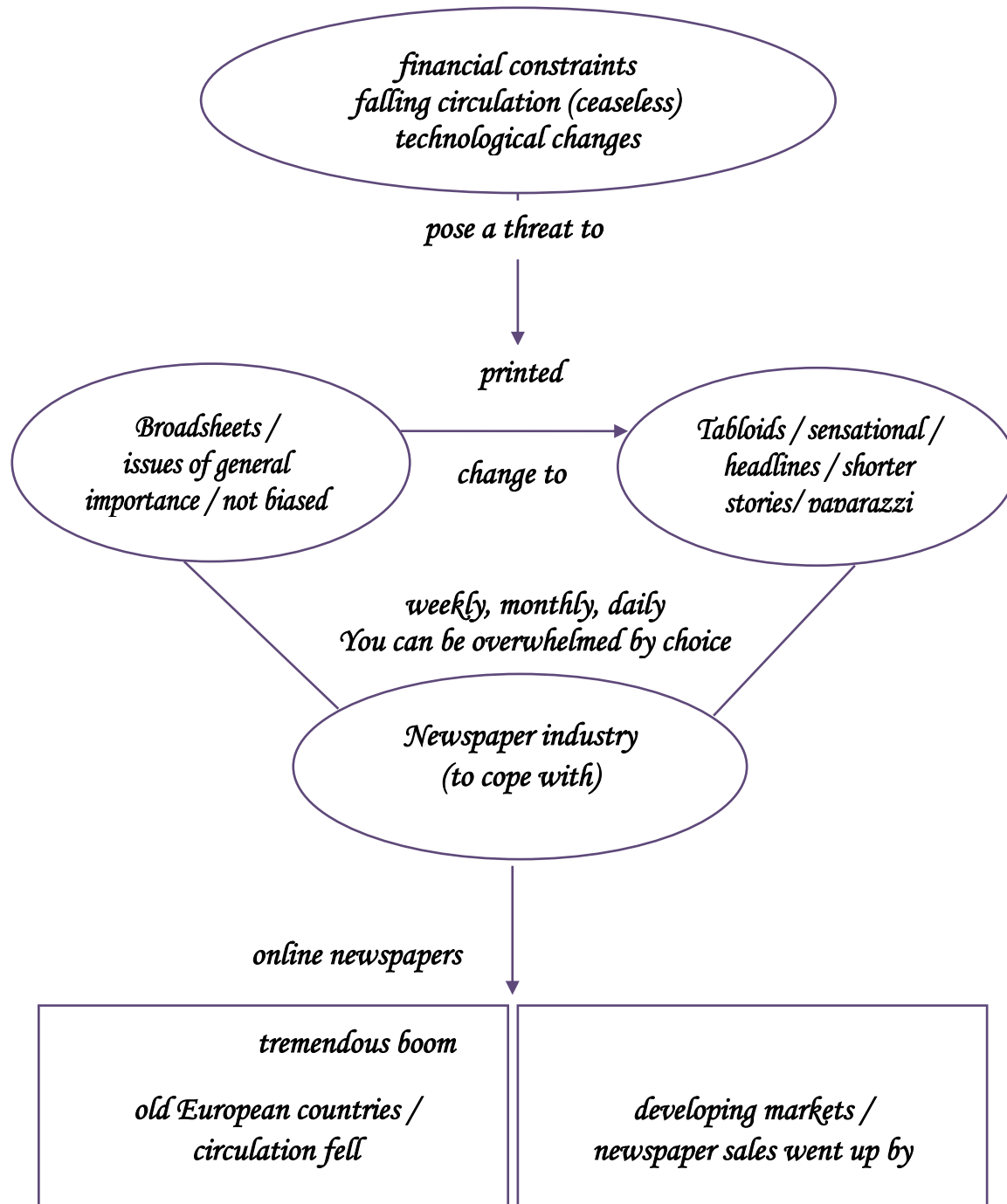
President of the Association of Advertisers of Russia, Sergei Glushkov comments: Quality of outdoor and TV advertising has been improving. Still, we need state support to deal with advertising aimed to boost demographic situation in Russia and achieve some progress in handling the orphan problem.

More than 50% of the respondents who took part in recent polls believe that social advertising is a powerful means to change situation for the better. People have been revising behavior patterns. For example, the number of people willing to donate blood has increased almost by 40 times after a social advertisement appeared on TV drawing public attention to the problem of blood shortage.

When asked to name their favorite social advertisement, members of the jury unanimously praised the 'blue bucket' campaign in Moscow. This spring a group of activists in Moscow, all of them drivers, launched a campaign against vehicles with blaring sirens used by government officials to get to their destinations faster than ordinary Muscovites. Promptly the movement became very popular all over Russia. It means that social advertising is not the only way to express one`s protests or promote views.

17. Look at a word map that a student drew for a presentation. Can you tell his story?

WORD MAP.



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Научный редактор *кандидат философских наук,*
доцент О.В.Солодовникова

Редактор И.О. Фамилия


Компьютерная верстка *О.В. Михайлова*
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ИЗДАТЕЛЬСТВО  **ТПУ**. 634050, г. Томск, пр. Ленина, 30
Тел./факс: 8(3822)56-35-35, www.tpu.ru

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