

the world, it said, could well afford (10 employ) and (11 train) well-qualified members of the foreign service.

The Bill provides a training period of five years for (12 acquire) language qualifications for certain posts, and after that time no one without such qualification could (13 appoint) to them except in an emergency. The Bill is also calculated (14 put) an end to the service policy of (15 require) officers (16 serve) in various regions of the world before (17 nominate) for a senior appointment.

e. *Public diplomacy*

Public diplomacy means (1 pay) close attention to (2 create) and (3 maintain) good opinions held about one's country by the public of another. Depending on the degree of development of a country, public diplomacy may also (3 involve) forms of aid, for example, medical or educational respectively. Humanitarian disasters of one kind or another also provide opportunity for public diplomacy (4 conduct) at many levels. Public diplomacy is often accused of (5 be), in fact, propaganda by another name; but it is not propaganda put about in the interests of authorities. Propaganda is based on falsehoods and untruths and may also (6 describe) as 'disinformation', while the programs of public diplomacy deal with the known facts. USIA officials maintain that (7 do) otherwise would be counterproductive as their reliability would (8 challenge). The director of USIA summed up his view when he said: "American traditions and the American ethic require us (9 be) truthful, but the most important reason is that truth is the best propaganda and lies are the worst. (10 be) persuasive we must be believable; (11 be) believable we must be credible; (12 be) credible we must be truthful."

The development of public diplomacy also emphasizes another feature of the contemporary foreign sendee. As in so many areas of activity both government and non-government, the pyramid of authority is being flattened by the nature of work (13 do). (14 achieve) good negotiating positions on particular issues as well as (15 formulate) successful public diplomacy, there have (16 be) connections with politicians and interested groups, other friendly governments and business and finance.

UNIT III. NEWS MEDIA: THE POWER TO INFORM

STEP 1. PRINT AND ELECTRONIC MEDIA

The **topical** vocabulary to be remembered

- | | |
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| 1. to publish v.
(to print and issue for sale)
publisher n. (Am.) / owner
publishing house
to publicize v. / to advertise | публиковать, издавать,
печатать, оглашать
издатель, владелец
издательство
рекламировать,
пропагандировать |
| publication n.
publicity n.
public adj.
(associated with people,
serving people) | публикация, оглашение
известность, публичность
государственный,
(обще) народный, гласный,
публичный, открытый,
общедоступный |
| public order
public law
the public
public at large
to make public / to issue | общественный порядок
государственный закон
общественность, парод
широкие ⁴ массы
обнародовать, сделать
достоянием гласности |
| <i>Do not confuse with</i>
social adj. (associated with society,
affecting public interest)
social order
(un)sociable / communicative adj. | общественный,
социальный, светский
общественный строй
(не) общительный,
дружелюбный |
| sociability n. / communicability
society n. / community | общительность
общество |
| 2. to own v. / to possess
owner n. / proprietor (formal)
ownership n.
own adj. | владеть
владелец
владение
собственный |