

1. *The Sun's* \_\_\_\_\_ is 'Come Home Dead'.
2. The discovery of Goebbels diaries was yet another *Sunday Times* \_\_\_\_\_ that left our competitors gasping.
3. London has its own evening paper, the Evening Standard, which provides Londoners with news and \_\_\_\_\_ covering events in the capital
4. ... the Observer's front page headline - under its new royal blue \_\_\_\_\_.
5. Among the \_\_\_\_\_ stories covered in British papers is the continuing legal row over the finances of the country's National Union of Mineworkers.
6. MGN's step was considered as an attempt to get its share of the regional newspaper's advertising cake, particularly \_\_\_\_\_.
7. May I add a personal note to your excellent \_\_\_\_\_ of Charles Abell. Throughout his career he was faced with challenges but never hesitated to take firm decisions.
8. Having failed at show business he ended up in journalism. By the mid-thirties he had his \_\_\_\_\_. Broadway was his beat.

#### Exercise 19

Obtain a copy of a British or American newspaper, and make its review saying:

- a) whether the newspaper is national, regional or local;
- h) **whether** it is a broadsheet or a tabloid;
- c) **for** which readers, in your opinion, the newspaper is designed;
- il) how regular it is;
- e) winch sections the newspaper contains. Look for: the editorial, domestic and foreign news, features, pictures, sport, readers' letters, advertising, entertainment (crossword, puzzles, cartoons, TV programme, etc.), some other sections;
- 0 what proportion of the paper they take;
- g) if you find it interesting and if you would read this newspaper regularly.

#### Exercise 20

Study the collocations with the words "public" and "social"; translate them into Russian:

- a. i. public office; public figure / man; public policy; public school; public debt; public bill;
- ii. public relations; public opinion; public order / peace;
- iii. public ownership; public spirit;
- iv. public library; public lecture;
- v. public service(s);
- vi. public protest; public hearing (in court);
- vii. public enemy; public health; public school (Br);
- b. i. social order; social activity; social event;
- ii. social science; social security and insurance; social welfare;
- iii. social evil; social services; social unrest; social integration;
- v. social benefits;
- v. social life / party / function

#### Exercise 21

Choose the right alternative public or social:

a. fill in the spaces with the right word

1. In a free society, newspapers are a \_\_\_\_\_ forum.
2. The commonest air pollution comes from the cigarette smoke polluting many \_\_\_\_\_ places.
3. Shaw was an outstanding speaker at the numerous \_\_\_\_\_ meetings and debates which were part of London \_\_\_\_\_ life.
4. The Romans made bathing an elaborate \_\_\_\_\_ occasion.
5. In 1943 a workable version of a ball point pen developed by J.Biro hit the writing \_\_\_\_\_.
6. There is a world of difference between \_\_\_\_\_ schools in GB and the U.S.
7. Every land has its own \_\_\_\_\_ customs and traditions.
8. A \_\_\_\_\_ school for an American means the elementary school in which education is free, for an Englishman it means a very expensive school which prepares its pupils for universities to take