

10. Редакторы занимаются не только вопросами, связанными с содержанием печатного материала, но также и вопросами распространения и увеличения тиража газеты, которую они выпускают.
11. Общественный строй - это организация государства, тогда как общественный порядок - это соблюдение правил поведения в обществе.
12. Раньше именно подписка, а не реклама давала газетам и журналам средства к существованию (income).
13. Содержание газеты меняется в зависимости от времени и вкусов читательской аудитории.
14. Основным элементом газетной полосы является броский заголовок.
15. Обязанностью помощника редактора является не только составление заголовков, но и построение газетной полосы.
16. Содержание последней (упомянутой статьи) должно быть представлено объективно, непредвзято и беспристрастно в сжатой, четкой и выразительной форме.

Exercise 26

Read the text about newspaper headlines and study the rules concerning their structure.

The Language of Newspaper Headlines

When a newspaper gets its material from its own reporting staff or from outside contributors, it is the responsibility of sub-editors to provide such headlines to the stories that might convey their content in the shortest possible way. To acquire the skill of looking through headlines and comprehending the idea of an article quickly is important for a diplomatic officer whose job may be connected with reading the press of the country' he is assigned to. Popular newspapers often use slang and punning references to the content of the article, while quality papers tend to provide more information in their headlines. In creating headlines sub-editors are guided by some particular rules and use common jargon words to make them brief, catching the eye and understandable.

Here are some rules:

1. The articles, personal and demonstrative pronouns and the verb 'be' are deleted.

US NETWORKS UNDER THE GUN = The US Television is criticized.

MAYOR HIRES BROTHER = The mayor has employed his brother.

2. The Present Simple tense is often used for Present Perfect or Past Simple.

WITNESS DESCRIBES ACCIDENT = A witness described the accident.

US PRESIDENT ARRIVES IN PERU = The US president has arrived in Peru.

i. Participle I stands for Continuous tenses.

DEMOCRATS GAINING IN POLLS = The Democrats are gaining in opinion polls.

ARRESTED WAITING FOR SENTENCE FOR MONTHS = The arrested people have been waiting for a sentence for several months.

4. Participle II used in a headline means a passive idea.

BANKER ACCUSED OF FRAUD = The banker was accused of illegal manipulation with money.

ISRAELI GENERAL DISMISSED - An Israeli general has been dismissed.

5. Infinitive shows reference to the future.

OPERA COMPANY TO VISIT SWEDEN = The opera company is to tour Sweden.

SCHOOL COUNCIL TO BAN VIDEO GAMES = The school council will ban video games.

6. Nouns are used as adjectives.

PEACE MOVES IN DOCKS - Some steps toward an agreement have been taken in the port.

FISH TALKS IN COPENHAGEN = There have been talks between the fishery ministers in Copenhagen.