

### Exercise 23

a. Turn the words 'response; respect; distinguish; social; rely; vary; accept' into adjectives with the help of suffixes '-able' and '-ive' and the adjectives into nouns with the help of the suffix '-ness'.

Model: change, changeable, changeability

b. Use the suffix '-ship' to the following nouns 'reader; owner; friend; relation; member; leader; partner; dictator'. Translate the words. What meaning does the suffix add to the words?

### Exercise 24

Complete the text with the words preceding it

#### The Future of American Newspapers

Note: This forecast was written in spring 1991 by Steve Hoenisch

*Decline, entertaining, communication, considered, concerned, advertisements, to cover, readership (2), signed, content (2), advertisers (2), to acquire, broadcast, editorial, published, daily, printing, to publish, trend*

Newspapers have been (1) \_\_\_\_\_ in America for more than 286 years. The Boston News-Letters and The Hartford Courant, the first papers (2) \_\_\_\_\_ continuously, were launched before the US Constitution was (3) \_\_\_\_\_ in 1787.

Now few days pass without hearing people declare the coming (4) \_\_\_\_\_ of (5) \_\_\_\_\_ newspapers. Everybody avoids reading newspapers, they say. Who has time for that? The (6) \_\_\_\_\_ is to watch TV while sitting on your couch. Why bother putting out all the effort to read? And hey, (7) \_\_\_\_\_ news is exciting and (8) \_\_\_\_\_; newspapers are not.

Remarks such as these are heard mostly among the young; the majority of older people are eager to read their morning newspaper. Without readers there would not be (9) \_\_\_\_\_. Without (10) \_\_\_\_\_ there would not be money to pay journalists (11) \_\_\_\_\_ news, money (12) \_\_\_\_\_ newsprint or money to buy presses and pay for (13) \_\_\_\_\_. Without readers newspapers would come to a halt. Because the future of newspapers hinges on a healthy (14) \_\_\_\_\_,

a model that attempts to forecast the form and (15) \_\_\_\_\_ of newspapers in the year 2010 must be (16) \_\_\_\_\_ whether it is reasonable to expect that there will be readers, if so, who they will be and how many they will number. If there are readers, will there be (17) \_\_\_\_\_? Another factor that will shape the newspapers of the future is advances in computer and (18) \_\_\_\_\_ technology.

Likely changes in newspaper (19) \_\_\_\_\_ and developments in technology, then must be (20) \_\_\_\_\_ in order to forecast the (21) \_\_\_\_\_ (22) \_\_\_\_\_ and design of daily newspapers.

### Exercise 25

Trim the sentences. Use the active vocabulary and grammar.

1. Ежедневный тираж газет в Англии - более 14 миллионов экземпляров.
2. Газеты в Великобритании можно подразделить на серьезные, рассчитанные на серьезного читателя, и популярные, предназначенные для нетребовательного читателя.
3. Серьезные газеты содержат подробный обзор, новостей, передовицы, обзор искусства и литературы.
4. В популярных газетах особое внимание уделяется сенсационным событиям, особенно если они касаются какой-либо известной личности.
5. Популярные газеты содержат также развлекательный материал и спортивные обзоры.
6. Газеты в Великобритании принадлежат не правительству и политическим партиям, а крупным издательским фирмам или частным лицам.
7. Газетам предоставляется значительная свобода в отражении тех или иных политических взглядов.
8. Воскресные газеты содержат много материала интересного для всех. Они часто имеют цветные приложения, содержащие иллюстрированные статьи.
9. Подписка на периодическое издание гарантирует издателю постоянную финансовую поддержку, а подписчику гарантированную доставку и освещение главных событий.