

Define precisely the meaning of the words and phrases below in English, give their Russian equivalents.

- a. daily circulation; b. news coverage; c. editorial; d. topical feature;
- e. format and content; f. bold caption; g. entertaining feature;
- h. main medium for news; i. supplement; j. bias and impartiality;
- k. news file.

#### Exercise 8

Find equivalents in the text to the following word combinations.

- to satisfy many preferences
- to be called
- not to mix
- a known personality
- a guarantee of objectivity
- on purpose
- to manage a newspaper
- to start a newspaper
- to prevent the decrease in the number of readers

#### Exercise 9

Translate the sentences from the text. Pay attention to the translation of the active vocabulary and the participles.

1. Some people ... have newspapers delivered to their home.
2. Л quality paper is a serious paper aiming at the educated reader.
3. Quality papers or "broadsheets", as they are often referred to, emphasize detailed news coverage...
4. ... they contain a wide range of topical features written by experts in their field ...
5. The latter is to be distinguished from the Times because it is an international business paper mainly concerned with economics.
6. They carry brief and direct news reports emphasizing facts and a large number of photographs.
7. Ownership of the press is in the hands of a few publishing groups.

#### Exercise 10

Prove that the following might (not) affect the age or sex of the readership of a newspaper:

- a) the kind of news it chooses to print;
- b) the general interest articles (features) that it offers;
- c) its visual presentation: pictures, size of headlines, etc.;
- d) its attitude to various issues such as prices and consumer affairs, health, education, leisure, etc.;
- e) the kind of advertising in the paper.

#### Exercise 11

Now read the article below about the American press and say if the following statements are true or false. Work in pairs.

1. There are as many tabloids in the U.S.A. as there are in Britain.
2. The American press is independent of the state.
3. The circulation of American newspapers is so low that there are no newspapers in the U.S.A. which might be considered national.
4. All American newspapers are provided with the news and stories from one news source.
5. There is a trend towards concentration of ownership in the press.
6. The American press believes itself to be most impartial.

2. What does profitability and ownership of a newspaper depend on?

3. Why are editorials generally written by experts?

4. Should journalists be involved in investigative reporting?

Most daily papers in the U.S.A. are of the 'quality' rather than 'the popular' variety. Among the 20 newspapers with the largest circulation only two or three regularly feature crime, sex and scandal.

It is often said that there is no national press in the United States as there is in Great Britain. For instance, in one sense this is true. There are no official or government-owned newspapers in the U.S.A. There is no state censorship, that is, courts or judges cannot stop a story from