

жгильки и цып'ные спотографии.

4. Иногда, желая передать максимум информации минимальным количеством слов, помощники редактора делают заголовки непонятным, по крайней мере, для иноязычных читателей.
5. Необходимость экономии места на газетной полосе привела к созданию особого языка заголовков.
6. Размеры заголовков зависят от важности описываемых событий и общим направлением газеты.

Exercise 36

Write a comment of about 100 words on the quotation from John Galsworthy, a distinguished British writer:

"Headlines twice the size of the events."

Both diplomats and politicians heavily rely on the information they receive from newspapers and electronic means of communication often forgetting that they themselves serve as a source of information for journalists and reporters.

Exercise 37

Read an extract from Ambassador Sergey Lavrov's essay 'The United Nations Through the Eyes of a Russian Ambassador' and answer the following questions:

1. What challenges may a diplomat face handling correspondents from different countries?
2. Why shouldn't diplomats avoid working with the press?

Diplomacy and the News Media

Contemporary multilateral diplomacy takes place in the environment of the new diplomacy which is much more public. As a consequence, contemporary diplomats have to master the skill of handling the news media.

The UN's work involves dealing not only with the delegations of member countries, the intergovernmental bodies under its aegis, and the secretariat but also the press, or what is known as 'the fourth estate'. UN activities are covered by correspondents from many countries, and, to a large extent, they shape world opinion on many important issues on the UN agenda.

It is anything but easy to cultivate good working relations with foreign, especially American, media. At the windup of every SC consultation (to say nothing of every formal council meeting), diplomats are beset by a crowd of reporters. TV cameramen take close-ups of the ambassadors, ask them to step nearer, thrust out their microphones.

Often the **very** wording of the questions asked shows that the reporters who ask them want to hear sensational answers. Of course it is possible to get away through a side door, as some diplomats have