

13. to refer (to) v.

to refer to as

reference n.

a book of reference

ссылаться на

называться

1) ссылка; 2) рекомендация

справочник

14. to circulate v.

circulation n.

circular adj.

circle n.

тиражировать, циркулировать

тираж, циркуляция

круговой

круг, кружок

### Exercise 1

**Complete the sentences with the right derivatives.**

*publish, publisher, publication, publicity, to publicize, public*

1. My favourite paper has had to cease \_\_\_\_\_ for 17 days because of a printers' strike.
2. Some distinguished politicians try to avoid unwanted \_\_\_\_\_.
3. By \_\_\_\_\_ their style of life some famous personalities try not to be forgotten.
4. The primary challenge a daily newspaper \_\_\_\_\_ faces is the cost of producing his paper.
5. The earliest known newspaper in Britain was \_\_\_\_\_ in 1513.
6. The newspaper had \_\_\_\_\_ an apology and pay a fine for its unchecked \_\_\_\_\_.
7. The behaviour of the royal family is always a matter of intense \_\_\_\_\_ curiosity.
8. The \_\_\_\_\_ of these papers felt that there was a need for something new and different to fill a gap in the market.
9. By providing a window on the world, newspapers make \_\_\_\_\_ facts that would otherwise remain hidden or unknown.

*own, owner, ownership*

1. Rupert Murdoch is the largest single newspaper \_\_\_\_\_.
2. Unlike a private family \_\_\_\_\_ (he Daily Telegraph) \_\_\_\_\_

3. After various changes in the \_\_\_\_\_ the newspaper *Today* was sold to Rupert Murdoch.

4. There are a number of newspapers in the country \_\_\_\_\_ by individuals.

5. \_\_\_\_\_ of the press in Britain is in the hands of individuals or a few large publishing groups.

*(un) cover, coverage, cover (up)*

1. It is difficult for the media \_\_\_\_\_ the growing number of crises throughout the world.
2. The issue \_\_\_\_\_ needs serious consideration.
3. Much of the *Times'* prestige rests on its excellent in-depth \_\_\_\_\_ of national and international issues and political events.
4. Most readers were attracted by the colourful \_\_\_\_\_ of the book.
5. Our readership prefers intelligent \_\_\_\_\_ without bias.
6. By investigative journalism newspapers can \_\_\_\_\_ hidden facts that need, in their view, to be made public.

*advertise, advertisement, advertising, advertiser, commercials*

1. Some reporters try \_\_\_\_\_ other people's **damaging personal** secrets to sell them to tabloids.
2. At present \_\_\_\_\_ run for two and a half minutes.
3. Most \_\_\_\_\_ revenue is generated in peak time from 6 to 11 pm.
4. Why not a paper without \_\_\_\_\_? E. W. Scripps started \_\_\_\_\_ any of them but the Industrial revolution and a mass consumption society forced \_\_\_\_\_ into his papers.
5. The primary challenge a daily newspaper publisher faces is the cost of producing his paper that goes on every day regardless of how much or how little \_\_\_\_\_ each issue carries.
6. The goal of \_\_\_\_\_ is to get their message into every household of the area as cheaply as possible.

*rely, reliance, reliable, reliability*

1. Your \_\_\_\_\_ on (the objectivity of) the press has no ground.