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В ходе занятий, особенно практических уроков, необходимо создавать различные ситуации, присущие различным компаниям, и областям экономики. И создавать условия для осознания будущим PR-специалистом своей конкретной роли в деятельности и стратегии отдельной фирмы.

Таким образом, для эффективной деятельности на современном рынке необходимым является целый спектр маркетинговых мер, в число которых входит изучение потребностей аудитории и выпуск товара необходимого потребителю. Паблик рилейшнз, в системе этих мер, становится инструментом создания благоприятных отношений с клиентом и партнерами, построения и поддержания эффективных связей с потребительской аудиторией. Без прохождения этого этапа, осуществление других мер маркетинга теряет свое значение.

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**DATA JOURNALISM: EXPERIENCE OF GUARDIAN**

**Abstract.** What is data journalism? Answer, simply, that it is journalism done with data. Both “data” and “journalism” are troublesome terms. This research looks at the work of Simon Rogers *edits the Guardian Datastore and Datablog*.

**Introduction.** Here's an interesting thing: data journalism is becoming part of the establishment. Not in an Oxbridge elite kind of way (although here's some data on that) but in the way it is becoming the industry standard.

Two years ago, when Guardian launched the Datablog, all this was new. People still asked if getting stories from data was really journalism and not everyone had seen Adrian Holovaty's riposte. But once you've had MPs expenses and Wikileaks, the startling thing is that no-one asks those questions anymore. Instead, they want to know, "how do Guardian do it?"

Meanwhile every day brings newer and more innovative journalists into the field, and with them new skills and techniques. So, not only is data journalism changing in itself, it's changing journalism too.

These are some of the threads from my recent talks I thought it would be good to put in one place – especially now Guardian have got an honourable mention in the Knight Batten award for journalistic innovation. This is about how Guardian do it at the. In 10 brief points.

### **1. It may be trendy but it's not new**

Florence Nightingale's 'coxcomb' diagram on mortality in the army

Data journalism has been around as long as there's been data – certainly at least since Florence Nightingale's famous graphics and report into the conditions faced by British soldiers of 1858. The first ever edition of the Guardian's news coverage was dominated by a large (leaked) table listing every school in Manchester, its costs and pupil numbers.

The big difference? Data was published in books, very expensive books where graphics are referred to as 'figures'. Now Guardian have spreadsheets and files formatted for computers. Which means Guardian can make the computers ask the questions.

### **2. Open data means open data journalism**

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But now statistics have become democratised, no longer the preserve of the few but of everyone who has a spreadsheet package on their laptop, desktop or even their mobile and tablet. Anyone can take on a fearsome set of data now and wrangle it into shape. Of course, they may not be right, but now you can easily find someone to help you. We are not wandering alone any more.

Straight Statistics will give you a thousand examples of journalists taking those numbers and running with them in completely the wrong direction, but you don't have to go too far to find decent data journalism taking place. Even if it's not woven into the fabric of many of the oldest newspapers and news organisations, there are plenty of agile independent groups – see ProPublica, Wheredoesmymoneygo? and

the Sunlight Foundation – who know what they're doing. Data journalism is all about diverse sources.

At the Guardian, being part of the news process means that we're part of the news desk (news organisations are obsessed with internal geography), go to the key news meetings and try to make sure that data is part of editorial debate.

### **3. Has data journalism become curation?**

Sometimes. There's now so much data out there in the world that we try to provide the key facts for each story – and finding the right information can be as much of a lengthy journalistic task as finding the right interviewee for an article. We've started providing searches into world government data and international development data.

### **4. Bigger datasets, smaller things**

The datasets are getting massive – 391,000 records for Wikileaks' Iraq release, millions for the Treasury Coins database. The indices of multiple deprivation, which is how the government measures poverty across England, has 32,482 records. Increasingly government data comes in big packages about tiny things. Making that data more accessible and easier to do stuff with has become part of the datajournalism process.

### **5. Data journalism is 80% perspiration, 10% great idea, 10% output**

It just is. We spend hours making datasets work, reformatting pdfs, mashing datasets together. You can see from this prezi how much we go through before we get the data to you. Mostly, we act as the bridge between the data (and those who are pretty much hopeless at explaining it) and the people out there in the real world who want to understand what that story is really about.

Data journalism workflow on Prezi

### **6. Long and short-form**

Traditionally, some of the worst data journalism involved spending weeks on a single dataset, noodling around and eventually producing something mildly diverting. Some of the best involves weeks of investigative data management before coming up with incredible scoops. But increasingly there's a new short-form of data journalism, which is about swiftly finding the key data, analysing it and guiding readers through it while the story is still in the news. The trick is to produce these news data analyses, using the tech we have, as quickly as we can. And still get it right.

## 7. Anyone can do it...

Especially with the free tools we use such as Google Fusion Tables, Many Eyes, Google Charts or Timetric – and you can see some of the stuff our users have produced and posted on our Flickr group.

## 8. ... but looks can be everything

Good design still really matters. Something like this guide to the senior civil service (designed by Guardian graphic artist Jenny Ridley), or who knows who in the News of the World phone hacking affair (produced by journalist James Balland designer Paul Scruton) work because they're designed, not by machine, but by humans who understand the issues involved.

Civil service map. Click image to get interactive graphic by Jenny Ridley Photograph: Guardian

## 9. You don't have to be a programmer

You can become a top coder if you want. But the bigger task is to think about the data like a journalist, rather than an analyst. What's interesting about these numbers? What's new? What would happen if I mashed it up with something else? Answering those questions is more important than anything else.

Interactive guide to Nato attacks on Libya

This stuff works best when it's a combination of both. This guide to Nato operations in Libya is dynamically fed from a spreadsheet, which updates from the Nato daily action briefing. It looks good because it's been well-designed; it works because it's easy to update every day.

## 10. It's (still) all about stories

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Data journalism is not graphics and visualisations. It's about telling the story in the best way possible. Sometimes that will be a visualisation or a map (see the work of David McCandless or Jonathan Stray).

But sometimes it's a news story. Sometimes, just publishing the number is enough.

If data journalism is about anything, it's the flexibility to search for new ways of storytelling. And more and more reporters are realising that. Suddenly, we have company – and competition. So being a data journalist is no longer unusual.

It's just journalism.

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### **МЕТОДЫ СРАВНЕНИЯ СЕМАНТИЧЕСКОЙ СТРУКТУРЫ СУЩЕСТВИТЕЛЬНЫХ СО СЛОВОМ «ХОЛОД»**

**Resume.** The article is devoted to one of the frequent questions of the comparative study of languages - identify similarities and differences in the semantic structure of English nouns «*cold, frost, chill, frigidity, coldness, cools*» and Russian nouns «*холод, мороз, стужость, холодность, прохлада*». For the research of the change of the word meaning in the language comparative method is applied. The method is based on the consideration of the semantic changes within the system.

**Ключевые слова:** *холод, мороз, стужость, холодность, прохлада*

В процессе человеческого познания метод занимает промежуточное положение между методологией и предметом исследования. В зависимости от времени появления методов исследования различают традиционные и современные методы.

Каждый метод имеет сферу своего приложения и служит средством оптимального раскрытия определенных семантических свойств языковых единиц и постижения сущности семантических явлений.

В наше время в лингвистике сложилась устойчивая традиция исследовать, прежде всего, те значения, которые выражены и закреплены конкретной языковой формой.

Статья посвящена одному из частых вопросов сопоставительного изучения языков – выявлению сходств и различий в семантической структуре английских существительных «*cold, frost, chill, frigidity, coldness, cool*» и русских