

wire copy; **subscriber; detachment; to feature an editorial; to syndicate** stories; classified information; to claim readership; to pursue investigative reporting

#### Exercise 14

*Give the English for the following.*

освещать события  
распространять газеты  
представлять собой национальную прессу  
специализироваться по экономическим и финансовым проблемам  
первый и последний (из перечисленных)  
печатать одновременно в нескольких крупных городах  
в основном полагаться на  
предоставлять / оказывать финансовую помощь  
поддерживать газету в прибыльном и конкурентоспособном состоянии  
конфликтовать  
вскрывать факты несправедливости и коррупции  
значительный спад  
справляться с конкуренцией  
обеспечивать новостями

#### Exercise 15

*Sum up the information about the British and American newspapers focusing on the similarities and differences between the two in writing, lie ready to speak about them in class.*

#### Exercise 16

*Read the short text below, explain the title and discuss the points that follow. Work in pairs and then exchange opinions with the class.*

#### NEWSPAPERS VERSUS TV

Both in Britain and the USA there has been an appreciable decline in readership. In Britain since 1971 over three million readers have been lost, mainly from the populars. A fundamental reason lies with television becoming the main medium for news. Consequently all

newspapers now give more attention to sports results, city finance and entertainment, but this has failed to halt the decline in readership. To meet the public demand for more feature material, some publishers have started adding "life style" and "home living" sections to their papers to make them more like magazines.

In regular opinion polls people say that it is now television which provides them with most of their information about the world. Television news is dramatic and it is immediate. Despite this television has not killed newspapers. It seems that we need both, although perhaps the role of newspapers in the television age has changed.

#### Discussion points.

- As media, TV and newspapers are different: one visual, the other written. What are the advantages and disadvantages of each medium as a way of looking at the world?
- "Television has not killed newspapers." Do you agree? Can you explain why it has not?
- Most people get most of their news first from television, usually the evening news programmes. How does this affect newspapers and what they print for reading the next morning? List as many ways as you can think of in which newspapers could change because of TV,

#### • Exercise 17

*#. Learn the collocations with the words "news" and "press", be sure that you know how to translate them.*

international ~	~ editor
local ~	~ media
national ~	~ space / page
political ~	~ analyst
sensational ~	-bias
shocking ~	~ coverage
to announce ~;	to colour ~;
to break ~;	to distort ~;
	to control ~;
	to emphasize ~;
	to cover up -;
	to highlight -;