

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
ДЕРЖАВНИЙ УНІВЕРСИТЕТ «ЖИТОМИРСЬКА ПОЛІТЕХНІКА»

Н.П. ПЛАХОТНЮК, О.О. МАКАРЕВИЧ

**MASS COMMUNICATIONS,
COACHING and CONSULTING**

Навчальний посібник з англійської мови



Житомир

2023

УДК 37.01:316.77

П 37

*Рекомендований до друку Вченою радою
Державного університету «Житомирська політехніка»
(Протокол № 12 від 1.09.2023 р.)*

Рецензенти:

Могельницька Л.Ф. – кандидат філологічних наук, доцент, завідувач кафедри теоретичної та прикладної лінгвістики Державного університету «Житомирська політехніка»;

Литньова Т.В. – кандидат педагогічних наук, доцент, завідувач кафедри іноземних мов і новітніх технологій навчання Житомирського державного університету імені Івана Франка ;

Хмельська С.І. – кандидат педагогічних наук, доцент кафедри іноземних мов Поліського національного університету.

Плахотнюк Н.П.

П 37 Mass communications, coaching and consulting : навчальний посібник з англійської мови для здобувачів освітнього ступеня «бакалавр» спец. 033 «Філософія» (ОПП «Масові комунікації, коучинг та консалтинг) / Н.П. Плахотнюк, О.О. Макаревич. – Електронні дані. – Житомир : Житомирська політехніка, 2023. – 175 с.

ISBN 978-966-683-609-3

Навчальний посібник містить матеріал, необхідний для проведення практичних занять та організації самостійної роботи з англійської мови здобувачів освітнього ступеня «бакалавр» спеціальності 033 «Філософія» (ОПП «Масові комунікації, коучинг та консалтинг»). Матеріал розрахований на поглиблення фахових спеціальних та загальних комунікативних навичок майбутніх фахівців у процесі професійно спрямованого вивчення англійської мови. Розрахований на здобувачів денної та заочної форми навчання.

УДК 37.01:316.77

CONTENTS

UNIT 1 Analytical and Consulting Centers	7
UNIT 2 PR and Advertising Agencies	19
UNIT 3 What is journalism	35
UNIT 4 The history of journalism	49
UNIT 5 Personality of a journalist	63
UNIT 6 Media training in Britain and the USA	77
UNIT 7 News Agencies	97
UNIT 8 Impartiality in the News	112
UNIT 9 Newspapers in a Digital Age	131
UNIT 10 Interviewing	147

ПЕРЕДМОВА

Навчальний посібник «Mass communications, coaching and consulting» («Масові комунікації, коучинг та консалтинг») призначений для студентів 3 курсу спеціальності «Філософія». Його метою є вдосконалення комунікативних навичок усного та писемного мовлення за допомогою автентичних текстів для читання, укладених відповідно до тематики вивчення курсу «Іноземна мова», та відеоматеріалів.

Зазначений посібник містить завдання для розвитку комунікативної, лінгвістичної та соціокультурної концепції майбутніх філософів.

Навчальний посібник відповідає програмі вивчення іноземної мови для зазначеної спеціальності і вимогам необхідного кваліфікаційного рівня. Він складається з десяти розділів, кожний з яких містить матеріал, об'єднаний загальною тематикою. Послідовність завдань визначена з урахуванням психологічних механізмів розвитку комунікативних вмінь та етапів роботи з текстом.

Цей посібник створено з метою поглиблення та вдосконалення розуміння та використання англійської мови в контексті масових комунікацій, коучингу та консалтингу, розвитку іншомовної комунікативної

майстерності та надання знань та навичок, які будуть корисні не лише в академічному середовищі, але й у майбутній професійній діяльності. Володіння навичками ефективної іншомовної комунікації допоможе вирішувати завдання, знаходити та запроваджувати нові ідеї, а також підвищувати свій вплив на оточуючих.

Unit 1. Analytical and Consulting Centers

Pre-reading

1. Work in pairs and discuss the following questions:

1. What do you know about analytical and consulting centers?
2. What are the most famous analytical centers in Ukraine?
3. What is different about analytical and consulting centers in Ukraine and USA?

2. Agree or disagree with the following statements:

1. Strategic thinking meets data precision – that's the essence of an analytical and consulting agency.
2. Navigating the business landscape requires a compass of analysis and a map of strategy.
3. Analytical and consulting services blend empirical analysis with strategic thinking, leading to recommendations that aren't just insightful, but transformative.
4. Analytical and consulting agency offers a spectrum of solutions tailored to fit the unique needs of each client.

Analytical and Consulting Centers: Unveiling

Insights and Guiding Excellence

Analytical and consulting centers play a pivotal role in today's dynamic and complex business landscape. These

centers are specialized hubs that provide invaluable insights, strategic guidance, and data-driven solutions to organizations across various industries. Their primary objective is to empower businesses with the knowledge and strategies needed to make informed decisions, enhance performance, and **achieve sustainable growth.**

At their core, analytical and consulting centers are knowledge powerhouses. They house a multidisciplinary team of experts who possess diverse skills in areas such as data analysis, market research, strategy formulation, technology integration, and more. These centers serve as a **nexus** where data-driven analysis intersects with strategic thinking, resulting in actionable recommendations that address complex challenges faced by organizations.

Key Functions and Workings:

Data Collection and Analysis: Analytical and consulting centers **excel** in collecting and processing vast amounts of data from diverse sources. This can include market trends, consumer behavior, financial metrics, and operational statistics. Through advanced analytics tools and methodologies, they transform raw data into meaningful insights, identifying patterns, correlations, and opportunities.

Problem Identification: Organizations often approach these centers with specific challenges or goals. The centers employ their analytical prowess **to dissect the problem**, break it down into its core components, and uncover the underlying factors contributing to the issue.

Strategic Formulation: Once the problem is understood, the consulting arm of these centers **comes into play**. Consultants collaborate closely with the client's team to devise strategic plans that capitalize on the insights gained from data analysis. These strategies are tailored to the organization's unique context, goals, and competitive landscape.

Solution Implementation: Analytical and consulting centers not only provide recommendations but also support their implementation. This might involve technology integration, process optimization, change management, and performance tracking. Consultants act as catalysts for change, guiding the organization through the execution of the proposed strategies.

Continuous Improvement: The relationship between the center and the client is often ongoing. These centers **thrive on** iterative feedback loops, refining strategies based on real-world outcomes and new data. They monitor the effectiveness of implemented solutions and adapt them as circumstances evolve.

Education and Training: Beyond immediate problem-solving, these centers contribute to enhancing an organization's internal capabilities. They might provide workshops, training sessions, and knowledge-sharing initiatives to upskill the client's workforce in areas like data analysis, strategic thinking, and decision-making.

Analytical and consulting centers **wield** a profound impact on the organizations they serve:

Informed Decision-Making: By synthesizing data into actionable insights, these centers empower organizations to make well-informed decisions with a higher likelihood of success.

Competitive Advantage: The strategies devised by these centers are often rooted in a deep understanding of the market and industry. This grants clients a competitive edge by allowing them to anticipate trends and proactively respond to challenges.

Operational Efficiency: Solutions implemented through these centers frequently result in streamlined processes, reduced inefficiencies, and optimized **resource allocation**.

Innovation: The intersection of data analysis and consulting often leads to innovative ideas and novel approaches, sparking creativity and fostering a culture of innovation within the client organization.

In conclusion, analytical and consulting centers are instrumental in modern business environments, bridging the gap between data-driven insights and strategic decision-making. Their collaborative approach, combining **analytical rigor** with **strategic acumen**, positions organizations for success in an ever-evolving world. Whether unraveling complex challenges or guiding organizations towards growth opportunities, these centers are the guiding beacons illuminating the path to excellence.

While-reading activities

3. Read the text and find English equivalents to the following Ukrainian phrases. Use them in the sentences of your own.

Ключова (вирішальна роль); безцінна інформація; рішення, які засновані на даних; підвищити продуктивність; різноманітні навички; перетинатись; співпрацювати; безперервний (постійний); розвиватись (еволюціонувати); підвищити кваліфікацію; розроблений; надавати клієнтам ; конкурентна перевага; подолати розрив; маяк; спричинити (викликати) розвиток творчості.

4. Paraphrase the highlighted words and expressions in the text.

Post-reading

5. Answer the questions:

1. What role do analytical and consulting centers play in today's business landscape?
2. How do analytical and consulting centers empower businesses with knowledge and strategies?
3. What expertise and skills do the multidisciplinary teams in analytical and consulting centers possess?
4. How do analytical and consulting centers transform raw data into meaningful insights?
5. What is the process for problem identification and analysis within these centers?
6. How do consultants collaborate with clients to formulate strategic plans based on data insights?
7. What role do analytical and consulting centers play in supporting the implementation of solutions?
8. How do these centers engage in continuous improvement and adaptation of strategies?
9. Besides problem-solving, what other contributions do analytical and consulting centers make to organizations?
10. How do analytical and consulting centers impact organizations' decision-making processes?

11. What competitive advantage can organizations gain from strategies developed by these centers?
12. How do solutions from analytical and consulting centers lead to operational efficiency?

6. Match the words and expressions with their descriptions.

1. Analytical and Consulting Centers
 2. Data-driven solutions
 3. Multidisciplinary team
 4. Strategic guidance
 5. Problem identification
 6. Competitive advantage
 7. Operational efficiency
 8. Innovation
 9. Continuous improvement
 10. Collaborative approach
-
- a. Specialized hubs that provide valuable insights and recommendations to organizations across various industries.
 - b. Using data analysis to create effective and practical answers to challenges faced by businesses.
 - c. A diverse group of experts with a range of skills and knowledge in different fields.

- d. Providing direction and advice to organizations based on careful analysis and planning.
- e. Uncovering and dissecting challenges or goals that organizations bring to analytical and consulting centers.
- f. The edge gained by an organization over competitors due to unique strategies or insights.
- g. Implementing solutions that result in streamlined processes, reduced waste, and optimal use of resources.
- h. The process of introducing new ideas, methods, or products.
- i. Making consistent and incremental enhancements to strategies and solutions based on feedback and results.
- j. Working together and combining different perspectives to achieve a common goal.

7. Fill in the gaps using appropriate highlighted words and expressions from the article.

1. The company's focus on environmental conservation was a key factor in _____ over the past decade.
2. The research center served as a _____ where scientists from various disciplines collaborated to solve complex global challenges.
3. To find a solution, we need to carefully _____ and identify its root causes.

4. Once the initial preparations are complete, the _____ comes into play, targeting specific demographics.
5. Creative individuals often _____ challenges, using them as opportunities to showcase their innovative ideas.
6. The influential leader was able to _____ her charisma and vision to inspire positive change in the organization.
7. Effective _____ is essential for optimizing productivity and minimizing wastage in any project.
8. His _____ allowed him to foresee market trends and make decisions that consistently led to success.
9. The research paper demonstrated a high level of _____, ensuring the accuracy and reliability of its findings.
10. The data analytics team was able to _____ in processing and interpreting vast amounts of information, revealing valuable insights for the business.

8. Strike up a discussion about the future of analytical and consulting centers. What trends do they foresee in terms of technology, methodologies, and industries that will benefit the

most? How might these centers adapt to upcoming challenges and opportunities?

9. You are going to watch a video «What is Consulting?» (<https://www.youtube.com/watch?v=NjMFVIRrzMw>). Before watching the video:

a) Pair up with your friend and share what you know about consulting (types of consulting, consultants and their work).

b) Match the expressions with their explanations:

1. charge money	a. Involve one company purchasing a controlling stake or all assets of another company, resulting in the acquiring company gaining control over the acquired company's operations, assets, and resources.
2. merges	b. To enhance or grow the total income generated by a company from its business activities, often achieved by boosting sales, expanding customer base, or introducing new revenue streams.

3. acquisitions	c. The combination of two or more separate companies into a single entity, typically with the aim of creating a larger, more competitive, or more diversified organization.
4. increase the company's revenue	d. To request and collect a specific amount of currency or payment from someone for a product, service, or transaction
5. efficient	e. To integrate or align with a particular context, environment, or situation in a way that is suitable, appropriate, or compatible.
6. fit into	f. Refers to using resources (such as time, money, and materials) in a way that maximizes output while minimizing waste, effort, and cost.

10. Watch the video and answer the following questions:

1. What is a definition of a consultant?
2. What are the three main types of consultants?
3. What do business consultants mainly do?
4. What is a traditional consultant deliverable?

5. What happens after the strategy is presented to the client?
6. What other questions you would like to ask about consultancy?

11. Watch the video again and complete the sentences with the information from it.

1. Consultants travel all the time to _____.
2. Strategy generally has a focus on _____ and increasing _____.
3. Management consultants look at _____ and making things _____.
4. There might also be an _____ between 2 or more of these categories.
5. Consultants will be presented with _____.
6. The first thing they would do is _____.
7. Typically, the strategy would come in the form of _____.

12. Make a PPT presentation and describe an analytical and consulting centre you would like to work for/be the head of. Include general information, key functions, specifics.

Unit 2. PR and Advertising Agencies

Pre-reading

1. Work in pairs and discuss the following questions:

1. What are the primary differences between public relations (PR) and advertising, and how do these differences contribute to their respective roles in brand management?
2. How do PR agencies effectively manage a brand's reputation and credibility through strategic communication and relationship-building? Can you provide examples of successful PR campaigns?
3. What key factors should a brand consider when choosing between a PR agency and an advertising agency, or even when deciding to work with both?

2. Agree or disagree with the following statements:

1. Public relations (PR) plays a more significant role in building long-term brand reputation than advertising.
2. The rise of social media has diminished the importance of traditional PR techniques like press releases.

3. Influencers have become more influential than traditional celebrities in promoting brands.
4. Ethical considerations are more critical in PR campaigns than in advertising campaigns.

The Dynamic World of PR and Advertising Agencies

In today's fast-paced and interconnected world, the realms of public relations (PR) and advertising have evolved into crucial components of any successful **business strategy**. PR and advertising agencies play pivotal roles in shaping a brand's image, enhancing its visibility, and fostering meaningful connections with its **target audience**. This article delves into the functions, importance, and synergies between PR and advertising agencies.

The Power of Public Relations

Public relations is the art of managing a brand's reputation through strategic communication and relationship-building. PR agencies specialize in crafting narratives, shaping perceptions, and managing crisis situations. They work behind the scenes to establish trust, credibility, and positive sentiment around a brand. PR professionals utilize media relations, **influencer** partnerships, event management, and online

engagement to create a holistic **brand image** that resonates with the public.

Key Functions of PR Agencies:

- **Media Relations:** PR agencies maintain relationships with journalists and media outlets to secure positive coverage for their clients. By pitching newsworthy stories and leveraging timely opportunities, they ensure the brand's messages reach a broader audience.
- **Crisis Management:** When unforeseen challenges arise, PR agencies step in to manage crises and mitigate potential damage to a brand's reputation. Their swift response and transparent communication are essential in maintaining public trust.
- **Reputation Building:** PR professionals strategically position a brand as an industry leader through thought leadership articles, speaking engagements, and awards. This helps in building a positive reputation and garnering respect within the market.
- **Stakeholder Engagement:** PR agencies foster relationships with **stakeholders** such as customers, employees, investors, and communities. This engagement enhances brand loyalty and generates positive **word-of-mouth**.

The Influence of Advertising Agencies

Advertising agencies are the creative powerhouses responsible for designing, executing, and optimizing **advertising campaigns**. Their primary objective is to capture the attention of the target audience and drive them to take a desired action. Through a combination of visual design, compelling **copywriting**, and data-driven strategies, advertising agencies bring brands to life in the competitive landscape.

Key Functions of Advertising Agencies:

- **Creative Campaigns:** Advertising agencies conceptualize and create eye-catching campaigns that resonate with the audience's emotions and aspirations. These campaigns leverage various mediums such as print, digital, television, radio, and **social media**.
- **Target Audience Analysis:** By conducting in-depth **market research**, advertising agencies identify the target audience's preferences, behaviors, and demographics. This information guides the creation of campaigns that effectively reach and engage potential customers.
- **Multi-Channel Presence:** In the digital age, advertising agencies ensure brands have a strong online presence across multiple platforms. This includes

everything from social media advertising to **search engine marketing**.

- **Measurable Impact:** Advertising agencies use **data analytics** to measure the effectiveness of campaigns. They track key performance indicators (KPIs) such as click-through rates, conversions, and engagement metrics to optimize campaigns for better results.
- **Synergy and Collaboration:** While PR and advertising agencies have distinct focuses, they often collaborate seamlessly to create integrated marketing strategies. A well-coordinated PR and advertising approach can amplify a brand's message, enhance credibility, and drive stronger **brand awareness**. PR efforts provide the context and storytelling that enriches advertising campaigns, while advertising increases the reach and visibility of PR initiatives.

In the modern business landscape, PR and advertising agencies are indispensable partners in building and maintaining a **brand's presence**. Their combined efforts can propel a brand to new heights by cultivating strong relationships, telling compelling stories, and engaging the target audience effectively. The dynamic interplay between PR and advertising

continues to shape the way businesses connect with the world around them.

While-reading activities

3. Read the text and find English equivalents to the following Ukrainian phrases. Use them in the sentences of your own.

Бізнес-стратегія; цільова аудиторія; впливова особистість; імідж бренду; зацікавлені сторони; м'аркетинг із уст в уста; рекламні кампанії; копірайтинг; соціальні медіа; маркетингове дослідження; маркетинг у пошукових системах; аналітика даних; усвідомленість бренду; присутність бренду.

4. Paraphrase the highlighted words and expressions in the text.

Post-reading

5. Answer the questions:

1. How have public relations (PR) and advertising evolved in today's fast-paced and interconnected world?
2. What roles do PR and advertising agencies play in a brand's overall business strategy?

3. In what ways do PR and advertising agencies shape a brand's image and enhance its visibility?
4. What is the significance of fostering meaningful connections with a target audience in PR and advertising?
5. How does public relations contribute to managing a brand's reputation and building trust?
6. What are some key functions of PR agencies in managing a brand's image and reputation?
7. How do PR professionals utilize media relations to enhance a brand's visibility?
8. Explain the role of PR agencies in crisis management and its impact on maintaining public trust.
9. How does reputation building contribute to establishing a positive brand image and industry leadership?
10. What is stakeholder engagement, and how does it impact brand loyalty and word-of-mouth?
11. What is the primary objective of advertising agencies, and how do they capture the target audience's attention?
12. How do advertising agencies leverage data-driven strategies to measure the effectiveness of campaigns and optimize results?

6. Match the words and expressions with their descriptions.

1. business strategy
2. target audience
3. influencer
4. brand image
5. stakeholders
6. word-of-mouth
7. advertising campaigns
8. copywriting
9. social media
10. market research
11. search engine marketing
12. data analytics
13. brand awareness
14. brand's presence

a) A comprehensive plan that outlines an organization's goals and objectives and details the approach to achieve them. It involves decisions on resource allocation, competitive positioning, and long-term planning to ensure the success and growth of the business.

b) A form of digital marketing that involves promoting websites and increasing their visibility on search engine results

pages through paid advertising (such as Google Ads) and search engine optimization (SEO) techniques.

c) A level of recognition and familiarity that consumers have with a particular brand. It reflects how easily consumers can identify the brand and its offerings.

d) A process of creating persuasive and compelling written content for advertisements, marketing materials, websites, and other communication channels. It aims to capture attention, convey a message, and encourage action.

e) A process of examining and interpreting data to uncover meaningful insights and trends. In marketing, it helps businesses make data-driven decisions to improve strategies, measure performance, and optimize campaigns.

f) A specific group of people or consumers that a product, service, or message is intended to reach and influence. This group is identified based on demographic, psychographic, and behavioral factors that make them most likely to be interested in and benefit from the offering.

g) An individual who has the ability to impact the opinions, behaviors, and purchasing decisions of a specific audience due to their expertise, credibility, or reach within a particular niche or industry.

- h) Brand's visibility, representation, and influence in the market. It encompasses how the brand is perceived by the target audience and its overall impact on its industry or niche.
- i) Coordinated sets of marketing activities and messages designed to promote a specific product, service, or brand. They often include various media channels and creative elements to reach the target audience effectively.
- j) Gathering and analyzing information about a market, including consumer preferences, behaviors, trends, and competitors. It helps businesses make informed decisions and develop strategies that resonate with the target audience.
- k) Individuals, groups, or entities that have a vested interest in an organization's activities, performance, and outcomes. This can include employees, customers, investors, suppliers, communities, and more.
- l) Informal communication and recommendations exchanged between individuals about products, services, or experiences. It often plays a crucial role in shaping opinions and influencing decisions.
- m) Online platforms and websites that enable users to create, share, and interact with content. It has become a prominent channel for communication, engagement, and marketing efforts.

n) The overall perception, reputation, and associations that consumers and the general public have about a particular brand. It's shaped by the brand's messaging, interactions, and experiences with customers.

7. Fill in the gaps using appropriate highlighted words and expressions from the article.

1. A strong _____ is essential for guiding a company's decisions and actions towards its long-term goals.
2. To effectively market a product, it's crucial to identify and understand the specific needs of the _____.
3. An _____ can significantly impact consumer opinions and purchasing decisions due to their expertise and credibility.
4. A positive _____ can lead to increased customer loyalty and improved perceptions of a company's offerings.
5. It's important to consider the interests and needs of various _____ when developing business strategies.
6. Positive _____ can greatly influence a brand's reputation and credibility in the market.
7. Successful _____ require careful planning, creativity, and effective use of various media channels.

8. The art of _____ involves crafting persuasive and engaging content to drive consumer engagement.
9. The widespread use of _____ has transformed the way businesses interact with their audience and promote their products.
10. Conducting thorough _____ helps companies understand consumer preferences, behaviors, and market trends.
11. _____ involves using paid advertisements and search engine optimization techniques to improve online visibility.
12. _____ involves analyzing data to uncover valuable insights that inform marketing strategies and decisions.
13. Building strong _____ ensures that customers can easily recognize and recall a brand's offerings.
14. A strong online and offline _____ establishes a brand's presence and influence within its industry.

8. Strike up a discussion about the future of PR and advertising strategies. How have PR and advertising strategies adapted to the changing landscape of digital communication? How might these centers adapt to upcoming challenges and

opportunities? What are the current trends and innovations shaping the PR and advertising industries? How can agencies stay ahead of the curve and incorporate new technologies into their strategies?

9. You are going to watch a video «What does it mean to work at an Advertising Agency?» (<https://www.youtube.com/watch?v=z7guqCK55LM>). **Before watching the video:**

a) Pair up with your friend and share what you know about advertising (types, staff and their work).

b) Match the expressions with their explanations:

1. Brand strategist	a. Allocated financial resources for specific projects, campaigns, or activities.
2. Client management	b. A temporary work opportunity provided by organizations to students or recent graduates, allowing them to gain practical experience and exposure within a specific industry or field.

3. Budgets	c. Short audio or video advertisements created to promote products, services, or brands.
4. Communication strategy	d. Something that is currently fashionable, popular, or in vogue.
5. Commercials	e. Understanding of consumer behavior, motivations, and preferences that can guide the development of effective strategies and campaigns.
6. Insight	f. A professional responsible for developing and executing strategies that define how a brand should be positioned in the market.
7. Trendy	g. Decisions about the tone, content, timing, and platform selection to ensure consistent and effective communication.
8. Internship	h. Activities and processes involved in building and maintaining relationships with clients.

10. Watch the video and answer the following questions:

1. What is Christina Fancilini's educational background and current role at McCann, New York?
2. What does a brand strategist role involve in helping brands come to life in the real world?
3. Could you elaborate on the different departments within an ad agency and their respective roles?
4. Can you provide an example of a project Christina Fancilini's worked on recently that she's proud of?
5. Could you describe the culture at an ad agency, including the atmosphere, workspace, and social aspects?
6. For someone interested in pursuing a career in advertising, what advice would Christina Fancilini give regarding internships and getting into the industry?

11. Watch the video again and complete the sentences with the information from it.

1. I'm a brand strategist, so what that means is I help determine _____ to come to life in the real world
2. So account basically does all the client management, the day-to-day, managing client _____ in conjunction with production.

3. McCann and a lot of agencies have _____ where you can go to and host meetings.
4. Even the older employees have a _____.
5. So I would say 90% of people who work here got in through _____
6. They pretty intentionally make the intern groups like _____.

12. Make a PPT presentation and describe a PR or Advertising Agency you would like to establish. Include general information, key functions, specifics.

Unit 3. What is Journalism

Pre-reading:

1. Work in pairs and discuss the following questions:

1. What were the reasons for you to choose journalism as a profession? What attracts you in this work?
2. What is the role of a journalist in the society?
3. Do you see any drawbacks in a profession of a journalist?

2. Make sure that you know the pronunciation and translation of the following words and expressions from the text:

archiving

filmmaking

printing press

profession in flux

the last decade

scrutiny

unprecedented

employer

prediction

consumer

phone hacking scandal

vociferous

alignment

undergraduate and postgraduate level

Journalism as a Profession:

Vanessa Edwards

“The journalist has a position that is all his own. He alone has the privilege of moulding the opinion, touching the hearts and appealing to the reason of hundreds of thousands every day. Here is the most fascinating of all professions.”

*Joseph Pulitzer (1904),
The North American Review*

Ask most people to describe what journalists do and there's generally a **swift reply** – they report the news. Of course, the truth has never been as simple as that. Journalists work in a wide variety of areas from writing and filmmaking to archiving and data analysis and this has always been the **case**. From the days of the first printing presses, through the introduction of mass distribution networks, to the first computers, journalism has always been a profession in flux.

Over the last decade however, journalism practice has undergone an unprecedented revolution and **scrutiny** of such

intensity, that many new questions are being asked, not only about the future of the profession, but about the roles and careers of working journalists. For journalists and employers alike, there are two **central issues**. Firstly, whether new forms of journalism can, or ever will, raise enough **revenue** to allow for the quality and quantity of professional work seen in the past. Secondly what should (and can) be the roles and responsibilities of professional journalists in the new media world?

When it comes to **examining** the financial future of professional journalism, many of the predictions are bleak. In his book “The Big Switch: Rewiring the World from Edison to Google” Nicholas Carr (2008, Pg 156) quotes former New York Times Executive Martin Nisenholtz saying: “How do we create high quality content in a world where advertisers want to pay by the click, and consumers don’t want to pay at all?” Carr then adds his own pessimistic conclusion: “The answer may turn out to be equally simple: We don’t.”

In the wake of the phone hacking scandal of 2011 and other crises of trust in journalism, the criticism of the profession and **those involved in it** has been vociferous and widespread. Journalists have been accused (with considerable justification) of fundamental failings in ethical and professional

standards. Professor of Journalism at New York University, Jay Rosen (2011) has said: “Things are out of alignment. Journalists are **identifying with** the wrong people. Therefore the kind of work they are doing is not as useful as we need it to be.” While such **debate** about the role and purpose of modern journalism is undoubtedly critical nowadays, still the purpose of journalism is thus to provide citizens with the information they need to make the best possible decisions about their lives, their communities, their societies, and their governments. But what does future await for those young people who hope **to enter the profession**?

According to data from the Higher Education Statistics Authority, in 2010-11 there were 11,840 students studying journalism in the UK at either undergraduate or postgraduate level. There are many hundreds more studying at further education and private colleges. Each of them hope to join a profession that many would argue is in turmoil. What can they expect their working lives to be like?

While-reading activities

3. Read the text and find English equivalents to the following Ukrainian phrases. Use them in the sentences of your own.

Швидка відповідь; працювати в різноманітних сферах; архівація та аналіз даних; формувати думку;

журналістська практика зазнала уважного вивчення; головні питання; обов'язки професійних журналістів; вивчати фінансове майбутнє професійної журналістики; довіра до журналістики; етичні та професійні стандарти; мета сучасної журналістики; забезпечити громадян інформацією, якої вони потребують; оволодіти професією.

4. Answer the questions:

1. Why is a journalist the most fascinating profession?
2. What has happened to journalism over the last decade?
2. What are the two central issues for journalists and employers?
3. What is the financial future of professional journalism?
4. What do you know about the phone hacking scandal of 2011?
5. What other crises of trust in journalism can you tell the class about?
6. What is the purpose of journalism?

5. Fill in the gaps using appropriate words and expressions from the text.

1. Many people think that journalists only

_____.

2. My sister works in _____ from writing articles to analyzing different events.
3. This reporter is very quick at _____ the opinion.
4. He didn't think at all and gave _____.
5. The professor of journalism has been asked questions about _____.
6. Three _____ have been discussed at the meeting.
7. The chief editor asked me about _____ of professional journalists.
8. Nowadays people don't have _____ in journalism.
9. Every journalist should stick to _____ standards.
10. In a year I will _____ of a journalist.

6. Say whether the statements are true or false.

1. The work of a journalist is to report the news.
2. Over the last decade journalism practice has undergone unprecedented changes.
3. One of the main issues of journalism is the roles and responsibilities of professional journalists in the new media world.

4. Many of the predictions about the financial future of professional journalism are quite clear.
5. Nowadays journalists are trusted a lot.
6. There were no scandals connected with journalism.
7. Journalists are identifying with the wrong people.
8. Journalists provide citizens with the information they need to make the best possible decisions about their lives.

7. Paraphrase the highlighted words and expressions in the text.

Post- Reading:

8. Match a word with its definition.

1. unprecedented	a. important
2. intensive	b. never having happened before
3. central	c. involving a lot of activity, effort
4. financial	d. expecting that bad things will happen in the future
5. bleak	e. relating to money
6. pessimistic	f. existing in many places or situations or among many

	people
7. vociferous	g. without anything to make you feel happy or hopeful
8. widespread	h. expressing your opinion loudly and strongly
9. fundamental	i. contemporary
10. useful	j. basic
11. modern	k. helping you to get or to do what you want
12. private	l. for use by one person, not for everyone

9. Work out which adjectives in Ex.8 (unprecedented, intensive, financial, bleak, vociferous, useful) can be used with the following nouns:

information, scrutiny, tool, criticism, landscape, opponent, future, course, advisor, transaction, negotiations, step, event, therapy, evening, knowledge, work, institution.

10. Read the following sentences and develop the ideas expressed in them by adding 2-3 logical sentences:

1. Journalists work in a wide variety of areas.
2. With the years journalism practice has undergone an unprecedented revolution.
3. The journalist has a position that is all his own.
4. A journalist is the most fascinating of all professions.
5. When it comes to examining the financial future of professional journalism, many of the predictions are bleak.
6. Journalists have been accused (with considerable justification) of fundamental failings in ethical and professional standards.
7. The kind of work that journalists are doing is not as useful as we need it to be.
8. Journalism has always been a profession in flux.
9. Each journalist student hopes to join a profession that many would argue is in turmoil.
10. The working life of a journalist is not easy.

11. Fill in the logical parts of the following dialogue. Dramatize it with a partner.

— Mike, I know you have just returned from an international conference dedicated to in the modern society.

— You are right. It was called “Journalists as Bearers and Promoters of Human Rights”. I was happy to take part in it as a professional journalist. It was a great experience.

— Glad to hear that. Were there many people present?

— There were more than a hundred participants including representatives from Civil Society Organizations, Human Rights Organizations,, members of media self-regulatory institutions, academic institutions and the general public.

— Such active participation confirms that there is a general interest in such debates on the side of and human rights activists.

— I agree. The importance of journalism comes from the..... Since right to opinion and expression would not be a reality without the press. People today depend greatly on the press for being informed. Journalism is taken as inseparable part of any.....

— I see your point. The Press plays a vital role in democratic society. What was your report about?

— In my report I stated thatare: accuracy, balance and credibility. One of the important responsibilities of journalists is to maintain their principles in their reporting. The information should be based on truth and facts which

— I am sure it was a great report. Were there any problems of professional journalism mentioned at the conference?

— Some of them were. For example, it was pointed out that manyare not professional journalists, but people with private business interests. They are looking for profit fromor breaking news stories instead of

— I see. I wish you professional luck and hope to see you in our local news next week.

— Thank you, Dan.

1. the role of professional journalism
2. people's right to opinion and expression
3. the media fraternity
4. democratic system
5. media practitioners
6. provides accurate news

7. commercials
8. fair and socially responsible reporting
9. proprietors of media houses
10. the main principles of journalism

12. Make up dialogues based on the suggested situations. Use the expressions from the dialogue and the text above.

1. The chief editor of a famous newspaper and a journalist have a talk about the role and importance of journalism in modern society.
2. Two journalist students speak about the prospects of their future profession.
3. The anchor of the CBC TV show and a famous journalist discuss journalism as a profession in the live broadcast.

13. Comment upon the following quotations:

“I became a journalist because I did not want to rely on newspapers for information.”

Christopher Hitchens

“Journalism is literature in a hurry.”

Matthew Arnold

“What you read in the newspapers, hear on the radio and see on television, is hardly even the truth as seen by experts; it is the wishful thinking of journalists, seen through filters of prejudice and ignorance.”

Hans Jürgen Eysenck

“The media, like anything else, can be bought. Everything, it seems, has its price. Even the free press.”

Lance Morcan

14. Translate into English:

1. Робота журналіста — це не тільки повідомлення новин, але й написання статей, архівація та аналіз даних.
2. В наші дні журналістська практика зазнає ретельного вивчення.
3. Одним із головних питань, яке обговорюється, є ролі та обов’язки професійного журналіста.
4. Думка сучасної людини залежить від тих новин, які вона бачить по телебаченню чи читає в газетах.
5. Багато власників медіа установ не професійні журналісти, а бізнесмени, ціллю яких є одержання прибутку, а не трансляція правдивих новин.

6. Останні роки відбувається чимало скандалів, пов'язаних із журналістською діяльністю, і люди втрачають довіру до журналістів.
7. Головні принципи журналістики — це точність, рівновага і довіра.
8. Інформація, яку люди отримують від журналістів, допомагає їм приймати рішення стосовно свого життя та громадської позиції.
9. Журналістика відіграє важливу роль у сучасному суспільстві, вона формує громадську думку.
10. Активна участь професійних журналістів, представників уряду та громадських організацій у міжнародних конференціях доводить підвищення інтересу до проблем журналістики.

15. Write an opinion essay on the topic “The profession of a journalist — how I see it.”

Unit 4. The history of journalism

Pre-reading:

1. Answer the following questions:

1. What interesting facts from journalism history do you know?
2. How did historical events in the society influence the development of journalism?
3. When was the first English newspaper published?

2. You are going to read the text about the history of journalism. Read the statements from the text and try to predict their possible endings.

1. The earliest known journalistic product was
2. One of the first daily newspapers,, appeared in
3. In the 1830s appeared
4. The invention of the telegraph and then radio and television brought about
5. In countries with communist governments, the press was
6. In noncommunist developing countries, the press enjoyed

7. In the late 20th century, satellites and later the Internet were used for.....
8. To meet increasing consumer demand for up-to-the-minute and highly detailed reporting, media outlets developed alternative channels of dissemination, such as.....

Journalism History

The earliest known journalistic product was a news sheet circulated in ancient Rome and called the *Acta Diurna*. Published daily from 59 BC, it was hung in prominent places and recorded important social and political events. In China during the Tang dynasty, a court circular called a *bao*, or “report,” was issued to government officials. This gazette appeared in various forms and under various names more or less continually to the end of the Qing dynasty in 1911. The first regularly published newspapers appeared in German cities and in Antwerp about 1609. They were a late feature of the so-called printing revolution, which at first concentrated on multiplying and extending the sorts of books that had previously been reproduced by hand, and only subsequently produced newer formats that took fuller advantage of the capacities of the printing press. Newspapers were not

immediately established because the uses of newspapers were not readily apparent to printers and their patrons. But, with the rise of religious controversy following the Protestant Reformation, and the appearance of new economic institutions and the rise of market society, activists and entrepreneurs developed newspapers as practical media.

The first English newspaper, the *Weekly Newes*, was published in 1622. One of the first daily newspapers, *The Daily Courant*, appeared in 1702.

Magazines, which had started in the 17th century as learned journals, began to feature opinion-forming articles on current affairs, such as those in the *Tatler* (1709–11) and the *Spectator* (1711–12).

The eighteenth-century revolutions forged a relationship between the media and democracy. Because the basis of political legitimacy shifted from blood and God to the will of the people, the principal problem of good government became the continual generation of consent through public opinion.

In the 1830s appeared cheap mass-circulation magazines aimed at a wider and less well-educated public, as well as illustrated and women's magazines. The cost of large-scale news gathering led to the formation of news agencies, organizations that sold their international journalistic reporting

to many different individual newspapers and magazines. The invention of the telegraph and then radio and television brought about a great increase in the speed and timeliness of journalistic activity and, at the same time, provided massive new outlets and audiences for their electronically distributed products.

The 20th century saw a renewal of the strictures and limitations imposed upon the press by governments. In countries with communist governments, the press was owned by the state, and journalists and editors were government employees. Under such a system, the prime function of the press to report the news was combined with the duty to uphold and support the national ideology and the declared goals of the state. This led to a situation in which the positive achievements of communist states were stressed by the media, while their failings were underreported or ignored.

In noncommunist developing countries, the press enjoyed varying degrees of freedom, ranging from the discreet and occasional use of self-censorship on matters embarrassing to the home government to a strict and omnipresent censorship akin to that of communist countries. The press enjoyed the maximum amount of freedom in most English-speaking countries and in the countries of western Europe.

In the late 20th century, satellites and later the Internet were used for the long-distance transmission of journalistic information.

To meet increasing consumer demand for up-to-the-minute and highly detailed reporting, media outlets developed alternative channels of dissemination, such as online distribution, electronic mailings, and direct interaction with the public via forums, blogs, user-generated content, and social networking sites such as *My Space* and *Facebook*. Celebrity journalism, focusing on the lives of well-known individuals, also became more popular as weekly tabloid-style magazines.

Notes:

Acta Diurna— latin: *Daily Acts* sometimes translated as *Daily Public Records*

gazette |gə'zet| — an official newspaper, especially one from the government giving important lists of people who have been employed by them etc

Antwerp /'æntwɜ:p/ —is a city and municipality in Belgium and the capital of the Antwerp province of Belgium.

While-reading activities

3. Read the text and make a plan of it giving titles to paragraphs.

4. Give the definition of:

- news sheet
- circular
- printing revolution
- printing press
- practical media
- learned journals
- opinion-forming articles
- mass-circulation magazines
- news agencies
- massive new outlets
- long-distance transmission
- celebrity journalism

Reproduce the main events in the journalism history with the given words and expressions and the plan from Ex.3.

5. Fill in prepositions:

1. The new laws were hung crowded places like squares, shops and markets.
2. She has already appeared a number of films.
3. An initiative was aimed reducing road accidents.
4. My friend writes articles Environmental issues.

5. The government tried to impose limitations the press.
6. The printing house was owned a famous politician.
7. His job as a reporter was combined writing short stories.
8. The achievements of the government were stressed the media.
9. He needs to focus more his career as a journalist.
10. The press is used providing accurate news.

6. Paraphrase the underlined word combinations in the sentences using words and expressions from the text.

1. The Local News was printed and sold every day.
2. The laws adopted by the government were written in the court leaflet.
3. A new printing house was founded in our city last month.
4. The British Library has a range of services for businessmen.
5. In 1776 The United States formed an alliance with France.
6. A huge amount of environmental damage has been caused by the air pollution.
7. The main role of the press was to provide people with information.
8. The distribution of information was restricted by the government.

7. Read the following sentences and make up questions for which they could be the answers. Work in pairs.

1. With the appearance of new economic institutions and the rise of market society, activists and entrepreneurs developed newspapers as practical media.

2. The eighteenth-century revolutions forged a relationship between the media and democracy.

3. In the 1830s cheap mass-circulation magazines appeared.

4. The invention of the telegraph and then radio and television brought about a great increase in the speed and timeliness of journalistic activity.

5. The 20th century saw a renewal of the strictures and limitations imposed upon the press by governments.

6. To meet increasing consumer demand for up-to-the-minute and highly detailed reporting, media outlets developed alternative channels of dissemination.

7. Satellites and later the Internet were used for the long-distance transmission of journalistic information.

8. Celebrity journalism became more popular as weekly tabloid-style magazines.

Post-reading:

8. What events or facts do the following numerals refer to?

59 BC, 1911, 1609, 1622, 1702, 1830s, the 20th century.

9. Read the following sentences and develop the ideas expressed in them by adding 2-3 logical sentences:

1. The first regularly published newspapers were a late characteristic of the so-called printing revolution.
2. In the 18th century the changes in the political situation led to the new relations between the media and democracy.
3. In countries where communist governments ruled, the news reporting was distorted.
4. In countries with noncommunist reign, the press was free to submit news.
5. News agencies were formed due to the cost of large-scale news gathering.
6. In the 21 century media outlets developed alternative means of distribution.

10. Complete the text below using the words from the box:

printing press	newswork	communication	issues
sources	broadcasting	projecting	awareness

Journalism history emerged from two The first was a kind of general intellectual interest in the evolution

of means of Many scholars trace this interest back to Plato's *Phaedrus*, which discusses cognitive related to writing. Enlightenment thinkers in Europe were particularly attentive to how literacy, then alphabetic literacy, and finally the occasioned deep structural changes in social, cultural, and political life. Twentieth-century thinkers like Harold Adams Innis and Marshall McLuhan expressed the same outlook. In works of journalism history proper, this outlook often appears as a tendency to emphasize the importance of machines in shaping the course of journalism. Comprehensive histories often use the introduction of new technologies, like the steam press or , as narrative turning points, and journalists' autobiographies often dwell on the changes that occurred in newsroom technology in the course of their subjects' careers.

The second source for journalism history was more occupational. As developed and professionalized, it constructed a history for itself by its identity backward into the past. So journalism history grew up with journalism, and its historical is a feature of its actual development.

What's your opinion of the two sources of journalism history?

11. Comment upon the following quotations:

“Journalism is the first rough draft of history.”

Geoffrey C. Ward

“Today’s journalism (in contrast to 50 years ago, for example) is obsessed with the kinds of things that tend to preoccupy thirteen-year-old boys: sports, sex, crime, and narcissism.”

Steven Stark

“Journalism is in fact history on the run.”

Thomas Griffith

“What else has a journalist to do these days, after all, but report life's miseries?”

John Le Carre

“Media is a word that has come to mean bad journalism.”

Graham Greene

12. Read *American Journalism Time Line* and arrange the events in the chronological order. Use additional sources of information to help you.

1608	<i>Public Occurrences, Both Foreign and</i>
------	---

	<i>Domestick</i> , first American newspaper, is published in Boston
1690	Thomas Paine's pamphlet <i>Common Sense</i> , calling colonists to rebel against the British, is reprinted in Colonial newspapers
1769	First daily newspaper, the <i>Pennsylvania Evening Post</i> , emerges
1776	First English journalist in the colonies, Captain John Smith, leader of the Jamestown settlement, publishes his newsletter <i>Newes from Virginia</i>
1783	The <i>New York Times</i> is founded
1800-1830	Editorial staff at big-city daily newspapers increases and becomes more qualified, an emphasis is made on reporting. A lot of women work at newspapers as reporters, editors, and writers. In the United States a great part in business takes newspaper publishing
1851	Isaac Doolittle of Connecticut makes printing presses in America
1870-1900	Alongside with newspapers and magazines radio and movies begin to compete for people's time and

	attention. Political columns are included in many newspapers
1880- 1900	Magazines begin to appear monthly and weekly
1920s	Newsreels shown at movie houses before or after the feature film offer a new view of the news
1930s- 1940s	Alternative and “Underground” newspapers and magazines revolt against established papers and criticize the country’s political and social structure
1960s	The process of producing a newspaper is changed due to the appearance of computers
1970s- 1980s	Newspapers are printed with photographs. Number of African-American papers increases
1990s	Journalists are able to file stories from around the world immediately using lap-top computers and modems or via satellite

13. Do a research on the journalism history in Ukraine and write about it in the form of a table as shown above in Ex. 12. Speak about Ukrainian journalism history in class using your notes.

14. Make up a dialogue with your partner “An interview with a famous journalism historian”. Make use of the following words and phrases:

printing press, reporters, to produce newspapers, to be published, up-to-the-minute reporting, news agencies, daily newspapers, to be issued to government needs, media, current events, public opinion, celebrity journalism.

15. Use different materials you have access to and make up a presentation in groups on the journalism history of different countries (Canada, India, France, Germany, Great Britain).

Unit 5. Personality of a journalist

Pre-reading:

1. Answer the following questions:

1. What qualities and professional qualifications should a good journalist have?
2. What journalists do you consider professionals and why?
3. What should journalist students do to become professionals?

2. Agree or disagree with the following statements:

1. Journalists learn to write under pressure, work with deadlines, search for information day and night and use language sufficiently.
2. Journalists are people who care a lot about liberty, freedom of speech and fairness in journalism.
3. A journalist should learn all his life — to make fewer mistakes and better reporting.

Characteristics of a Good Journalist

Like any other profession, journalism too requires certain types of people, not everyone can become a good journalist. There are certain qualities that a person must possess in order to become a good journalist. Some qualities can be

worked on, but mostly a certain personality would be more suitable for the high pressure job of a journalist.

A good journalist has several characteristics that must be part of who he is. A good journalist must be resourceful. Resourcefulness gives a person the ability to be able to find a solution to difficult situations that can sometimes be at a dead end. Being **a committed journalist** is also important. There are sacrifices that must be made in a journalists' personal life at times in order to get work done. The news business is highly unpredictable, and the person who **refuses** to work nights, weekends, or holidays usually won't **get far**. Speed and accuracy is also crucial. It is not enough to write well you have to be a fast writer. This is where many aspiring journalists have problems. They might **do well** in writing classes and show a good grasp of the news, but when it comes to deadlines they suffer.

Having a thick skin can also be helpful. There will be times where editors may **yell** and you will find yourself in a high-pressure environment, you may have problems with co-workers under similar stress. Readers will criticize you and your work and sometimes will call you nasty names. Unfortunately you might even receive threats because of stories you write. Can you **handle all the stressful situations** that will

come your way? Being able to judge the news is also important. Journalists must **have an eye for** what is newsworthy, what the importance of the story is. Editors are there to help journalists develop good news judgment, but there are times when journalists will have to make snap decisions on their own and find the proper focus for a story.

A good journalist turns in relatively clean copy and is not dependent on the editors to catch every error, which means they must possess decent spelling and grammar skills. When a completed copy of work is turned in and it contains multiple grammatical and spelling errors, it can seem very unprofessional and you can lose your credibility as a journalist. Journalists have **to juggle many things at a time** which is why multitasking is also a must have skill. Press releases and tips flow into your box, people are throwing more stuff on your desk, an editor may want a rewrite on the same day you have another story due. Good journalists have prioritization skills to keep from missing stories and to keep everything organized so that **being overwhelmed** does not destroy them.

Interpersonal skills are extremely important in order to be a good journalist. Even if others consider you to be a shy person you must change that right away when speaking to

someone in order **to obtain** information for your work. At time there are press releases where the journalist will ask and be asked questions in which you must **respond** in a respectful professional manner. Having confidence in yourself not only makes you feel better about yourself it also exudes on to others. You need to be able to feel that you can ask the tough questions, act accordingly, catch the details to get a story written with accurate facts and quotes. A good journalist must have the strength to take that extra step in order to get his or her story written. So, if you have most of the listed above qualities and professional qualifications, give journalism a try, it may be your calling.

While-reading activities

3. Read the text and find English equivalents to the following Ukrainian words and phrases. Use them in the sentences of your own.

Журналістика потребує людей певного типу; винахідливість; бути в глухому куті; відданий журналіст; непередбачуваний; вирішальний; отримувати погрози; владнати стресову ситуацію; трапитись на шляху; самостійно прийняти швидке рішення; робити багато справ

одночасно; необхідне вміння; бути перевантаженим; отримати інформацію; бути впевненим у собі.

4. Write out of the text personal qualities and professional qualifications of a good journalist and rank them in the order of importance. Add some of the qualities and qualifications to your list and explain why a journalist should possess them.

Personal qualities	Professional qualifications

5. Answer the questions:

1. What such quality as resourcefulness can give to a professional journalist?

2. Why is it important to be a committed journalist?
3. What difficulties can arise in personal life of a journalist?
4. Why does a journalist need to be a quick writer?
5. Do you think it is necessary for a reporter to be thick-skinned?
6. Why should a journalist be good at grammar and spelling?
7. What qualities can help a journalist to cope with a load of work every day?
8. What interpersonal skills are important in the work of a journalist?

6. Find in the text highlighted words and expressions similar in meaning to the ones given below:

1. to answer, to reply
2. to have too much work
3. to combine doing different tasks simultaneously
4. to get
5. to shout or say something very loudly
6. to be good at noticing a particular type of thing
7. to deal with a situation
8. to have a particular ability
9. a journalist who is willing to work very hard at something
10. to say firmly that you will not do something

is devoted
 is persistent
 is reasonable
 is shy
 can work on some qualities
 won't get far
 shows a good grasp of the news
 makes snap decisions
 keeps everything organized

9. Match the beginnings of the sentences on the left with their logical endings on the right. Comment on them.

1. Not every person can	a. to find a way out of a difficult situation.
2. Inventiveness helps a journalist	b. you should be a quick writer
3. At times a person is forced to neglect his private life	c. be a professional journalist.
4. To achieve success in journalism	d. a journalist should be thick-skinned.
5. To cope with difficulties	e. to perform various tasks simultaneously
6. Journalists articles	f. to do the work

shouldn't contain	
7. A journalist should be able	g. in order to write nice stories
8. <u>Being asked</u> questions a good journalist must	h. grammatical and spelling mistakes.
9. It is necessary to be confident in yourself	i. in case readers don't like the stories he writes.
10. Sometimes a journalist can be threatened	j. answer in respectful way.

10. Read the following sentences and develop the ideas expressed in them by adding 2-3 logical sentences:

1. Not everyone who has a diploma of a journalist can work in media world.
2. A good journalist must possess some basic personal qualities.
3. Sometimes there may be problems in reporters' personal lives.
4. In journalism speed in getting and writing the news is extremely important.
5. A media worker should have a wide range of knowledge.
6. To survive in the world of journalism you should learn to cope with difficulties.

7. Interpersonal qualities play an important role in the career of a journalist.

11. Pair up with your friend and discuss the following statements:

1. A profession of a journalist is popular and prestigious nowadays.
2. In the 21st century reporters need to work harder than before.
3. The importance of accuracy in journalism is enormous.
4. A reporter is not a work, it is a diagnosis.

12. Put the following dialogue into the logical order. What are the qualities required by the editor from his future employee?

Editor: That's good. It appeals to me that you have a degree in business journalism and in politics. But first of all I appreciate some professional qualities.

Mark: I see. What are they?

Editor: So, you want to work in our newspaper, Mark.

Mark: I think I can do that.

Editor: How long have you been in media business?

Mark: Three years. I have been an Italian correspondent.

Editor: To convince me you are worth appointing you should be creative and persistent first of all. Except good grammar,

spelling and punctuation you must be able to write in a variety of formats, including technical, persuasive, and descriptive prose.

Mark: Yes, I do. I have read the advertisement that you are looking for a journalist to cover political news in Europe.

Mark: I am rather good at it.

Editor: Besides, you should be willing to accept irregular hours and have an ability to work under pressure to meet deadlines.

Mark: You won't be disappointed.

Editor: Also a sense of ethics and accuracy and good research skills are extremely important.

13. Make up a dialogue with your partner.

Student A: You apply for a job in international business magazine. Try to persuade the editor you have all necessary qualities and qualifications to get the position.

Student B: You are the chief editor of a famous international business magazine. Interview an applicant and decide if he /she can be accepted.

14. Read the article about the basic qualities of a good newspaper journalist and agree or disagree with the author's

point of view. Fill in the missing qualities from the box. What qualities are the most important?

The Qualities of a Good Newspaper Journalist

by Janet Mulrone Clark

respectful	observant	Accuracy	tough
integrity			

Newspaper journalism is still a vital form of communication, even in the digital age. Investigative reporting and in-depth stories are integral parts of newspaper journalism, but whether the reporter is covering a nasty scandal at city hall, an article about a controversial school consolidation or a feel-good story about a heroic dog, he needs to have certain qualities in order to do a top-notch job.

Without , it doesn't matter how good of a writer the journalist is or how wonderful his sources are. Once a journalist is caught plagiarizing or distorted the facts, no one will find him credible as a journalist.

Before a reporter interviews any sources, he needs to do the background work. He searches for information online from reliable websites, from print articles and from other reporters.

He reads any pertinent documents, such as public records, and follows where the trail leads him.

A good newspaper journalist is He notices the details that give richness to a story: the expressions on the people's faces of the subjects, the clothes they are wearing or the style of music playing in the background. In short, he notices everything.

..... is vital. A good journalist verifies all the major details of his story, including addresses, numbers and the spelling of names. For a controversial story, he talks with people on all sides of the issue to make sure he is not presenting a slanted view of the issue. He double checks his work before he submits it to the editor.

A newspaper journalist remembers he is dealing with real people, sometimes when they are at a difficult point in their lives. He is of their feelings even when he must ask them hard questions.

Journalists are usually not a popular group. By reporting the facts, they are bound to offend some of the people almost all the time. A journalist needs to be enough to get the story even when people are giving him a hard time.

15. Speak about your groupmates and characterize them as future media workers. Who will make a brilliant career? Give your grounds.

16. Write a discursive essay: “The usefulness and importance of the work of a journalist”.

17. Think about a famous successful journalist you like. Speak about his/her qualities and qualifications. Mention what made him/her successful.

Unit 6. Media training in Britain and the USA

Pre- reading:

1. Work in pairs and discuss the following questions:

1. What were your reasons to enter the department you are studying at?
2. Is it enough to get a bachelor's degree or necessary to work for a higher degree?
3. What Ukrainian journalism educational institutions have a brilliant academic reputation?

2. Read the statements about journalism education in Great Britain and the USA and try to predict their possible endings.

1. Journalists started to get a college or university education in the USA in
2. The first person to introduce a college education for journalists was
3. The Columbia School of Journalism was opened in by
4. At the beginning of the 20th century three models of journalism university education were established —

5. Nowadays in Britain people can get a BA degree in journalism in more than universities.
6. One of the best universities to study journalism in Britain is

Journalism Education

Journalism education is seen as **improving the quality** of journalism by improving the quality of journalists. The idea of achieving better journalism by giving journalists a college or university education was born in the United States in the second half of the nineteenth century. Only in the 1980s and 1990s journalism became accepted as a subject field world-wide, often in new universities. One reason why the United States **broke new ground** was that the country not only pioneered journalism education but also news journalism. Journalism, as we define it today, is an Anglo-American invention. Journalism in continental Europe **was closely linked with** the literary field which demanded a different set of talents and writing skills from those of a daily rounds reporter. The person credited with implementing the idea that future journalists should receive a college education was the losing general of the US Civil War, Robert E. Lee. As president of

Washington College (today Washington & Lee University in Lexington, Virginia) he offered scholarships for journalism studies as part of a liberal arts degree as early as 1869. The early courses accordingly included technical printing skills as well as writing and editing rather than focusing on reporting.

The Columbia School of Journalism opened in 1912 as a graduate school rather than the undergraduate college initially envisaged by Pulitzer. Pulitzer's motive was to improve the minds of journalists at a time when many, if not most, reporters came from working-class families. He wanted to achieve this by providing them with the liberal arts education they lacked.

Soon there were three distinct models of journalism education at the university level. These operated as independent journalistic schools at either graduate or undergraduate level, such as the program Walter Williams had established at the University of Missouri or as separate departments within colleges of liberal arts, or the social science faculties.

Historically, in the United Kingdom entrants used first to complete non media-studies related degree course, giving maximum educational breadth, prior to taking a specialist postgraduate pre-entry course. However, this has changed over the last ten years with journalism training and education moving to higher educational institutions. Britain, in contrast to

the United States, only recently embraced tertiary education for journalists and the weak professional position of British journalists can in fact be used as argument in favour of university education for journalists. Until recently Britain preferred on-the-job training for journalists.

There are now over 60 universities in the UK offering BA honours degrees in journalism. Postgraduate courses are more well-established, some of which are either recognized by the National Union of Journalists (NUJ) or the National Council for the Training of Journalists (NCTJ).

The Department of Journalism at City University London is regarded as one of the best universities in the United Kingdom for the study of journalism, as well as the nation's largest centre for journalism education. It was described by Michael Hann of *The Guardian*, along with *Cardiff School of Journalism, Media and Cultural Studies*, as the "Oxbridge of journalism".

The University of Kent's Centre for Journalism was established with Professor Tim Luckhurst as the first head. The Centre runs both undergraduate and postgraduate degrees that are accredited by the National Council for the Training of Journalists and the Broadcast Journalism Training Council. The course blends professional training in multimedia journalism

and intense instruction in traditional academic disciplines including history, politics and law.

While-reading activities

3. Read the text and find English equivalents to the following Ukrainian words and phrases. Use them in the sentences of your own.

Покращити якість журналістики; бути тісно пов'язаним; навички письма; реалізувати ідею; стипендія; гуманітарні науки; забезпечити освітою; факультет суспільних наук; підготовка журналістів; вищі навчальні заклади; вища освіта; слабка професійна позиція; аргумент на користь університетської освіти; поєднувати професійну підготовку та інтенсивне навчання.

4. Paraphrase the highlighted words and expressions in the text.

5. Fill in the gaps using appropriate words and expressions from the text.

1. The government in the journalism education.

2. My reporting was with a phone hacking scandal.
3. He completed his master's degree in
4. Education with the knowledge and skills he lacked.
5.first had to complete their social course.
6. After the exams Helen is going to education.
7. Our chief editor prefers for his employees.
8. Our university as one of the best in Ukraine.
9. Journalists should be by the National Union of Journalists.
10. The department I'm studying at academic disciplines and practical training.

6. Fill in prepositions:

1. The idea improving the quality of education was discussed in the Parliament.
2. His report was linked the environmental protection.
3. The disappearance of the editor was part their plan.
4. Mike achieved success studying hard and improving his reporting skills.
5. A new program was established our department.

6. All the arrangements should be finished prior his arrival.
7. The students of our university gained more scholarships in contrast last year.
8. The chief editor spoke favour the proposal.
9. British journalistic qualifications are recognized the NUJ.
10. He was willing to take a professional course reporters.

7. Answer the questions:

1. How did the idea to give journalists higher education appear?
2. When did journalism become a subject field?
3. What was the reason for the USA to break new grounds?
4. What did Robert E. Lee make for the development of journalism education?
5. Why are British journalists considered to be professionally weak?
6. What courses for journalists are established in Britain?
7. Why is the Department of Journalism at City University London so popular among would-be journalists?
8. What can you say about the University of Kent's Centre for Journalism?

8. City University London is as one of the most popular universities for studying journalism.

a) regarded b) believed c) considered

9. Kent's Centre for Journalism undergraduate and postgraduate degrees.

a) offers b) runs c) suggests

10. The study professional training in multimedia journalism and intense instruction in academic subjects.

a) blends b) offers c) suggests

9. Match the beginnings of the sentences on the left with their logical endings on the right. Comment on them.

1. At the end of the 20 th century journalism	a. of Anglo-American origin.
2. Journalism is believed to be	b. of journalism higher education.
3. The first program for media training	c. was accepted as a subject study in the whole world.
4. At the beginning of the 20 th century	d. was presented by Robert E. Lee

5. There appeared three patterns	e. the educational level of the reporters was rather low.
6. Previously in Britain young journalists	f. City University London.
7. One of the best universities for studying journalism is	g. you can get undergraduate and postgraduate degrees in journalism.
8. At the University of Kent	g. were educated on the job

10. Pair up with your friend and discuss the following statements:

1. The real aim of journalism education now is to help discovering all media and reporting.
2. Journalism educators are forced to become part of the effort to estimate emerging trends in the media industry.
3. The future of journalism education will be full of innovation and creative disruption.
4. Journalism departments need to look for new ways to teach the values and skills of journalism so that they are relevant to today's media world.

11. Look at the basic principles of journalism education in one of the British universities. Which of them do you consider the most important? Give your grounds. Compare these principles with the learning model at your department.

a) Encourage students to make decisions of style, structure and content by creating a learning atmosphere where students will actively practice critical thinking and decision making.

b) Stimulate students to search points of view and to investigate different sources of information in their decision making.

c) Ensure students have a free, robust and active expression of their ideas without prior review or restraint.

d) Emphasize the importance of accuracy, balance and clarity in all aspects of news gathering and reporting.

e) Demonstrate trust in students as they carry out their responsibilities by encouraging and maintaining them in a caring learning environment.

f) Convince students that it is necessary to use sources of legal information.

g) Advise, not act as decision makers.

i) Show professional and personal integrity in situations which might be construed as potential conflicts of interest.

j) Advise students to avoid deceptive practices in all kinds of publication work.

k) Provide effective communicative skills by continuously updating knowledge of media education.

12. Look at the programs offered by 3 top universities for studying journalism in Great Britain. Choose the University you'd like to study at if you had a possibility. Explain your choice.

City University London

Degrees	<p>Undergraduate: Journalism BA (Hons)</p> <p>Postgraduate: Broadcast/Television Journalism MA</p> <p>Financial Journalism MA</p> <p>Interactive Journalism MA</p> <p>International Journalism MA</p> <p>Investigative Journalism MA</p> <p>Journalism, Media and Globalisation MA</p> <p>Magazine Journalism MA</p> <p>Newspaper Journalism MA</p> <p>Science Journalism MA</p> <p>Journalism Research Degrees:</p>
----------------	---

	Journalism PhD / MPhil
Course length	Undergraduate: 3 years Postgraduate: 10-12 months Journalism Research Degrees: 12-24 months
Tuition fee	approximately £12,000 a year

**The Department of Media and Communications,
Goldsmiths College, University of London**

Degrees	<p>Undergraduate: BA (Hons) in Anthropology and Media BA (Hons) in Journalism BA (Hons) in Media & Communications BA (Hons) in Media & English BA (Hons) in Media & Sociology</p> <p>Postgraduate: MA in Brands, Communication & Culture MA in Digital Journalism MA in Digital Media MA in Film and Screen Studies MA in Filmmaking MA in Filmmaking (Directing Fiction) MA in Filmmaking (Producing) MA in Filmmaking (Screen Documentary)</p>
----------------	--

	<p>MA in Filmmaking (Cinematography)</p> <p>MA in Filmmaking (Sound Recording & Design)</p> <p>MA in Filmmaking (Editing)</p> <p>MA in Global Media & Transnational Communications</p> <p>MA in Photography: The Image & Electronic Arts</p> <p>MA in Media & Communications</p> <p>MA in Political Communications</p> <p>MA in Promotional Media: Public Relations, Advertising & Marketing</p> <p>MA in Radio</p> <p>MA in Script Writing</p> <p>MA in Television Journalism</p> <p>Journalism Research Degrees:</p> <p>MPhil/PhD programme</p> <p>AVPhDs (Practice/Research MPhil/PhDs)</p> <p>Current PhD Students</p>
<p>Course length</p>	<p>Undergraduate: 3 years</p> <p>Postgraduate: 12-18 months</p> <p>Journalism Research Degrees: 12-24 months</p>

Tuition fee	approximately from £11,000 to £18,000 a year
--------------------	--

Cardiff School of Journalism, Media and Cultural Studies

Degrees	<p>Undergraduate: Journalism, Media and Cultural Studies BA (Hons)</p> <p>Journalism, Media and English Literature BA (Hons)</p> <p>Journalism, Media and Sociology BA (Hons)</p> <p>Postgraduate: MA Broadcast Journalism</p> <p>MSc Computational Journalism</p> <p>MA Digital Media and Society</p> <p>MA International Journalism</p> <p>MA Journalism, Media and Communications</p> <p>MA Magazine Journalism</p> <p>MBA Media Management</p> <p>MA Newspaper Journalism</p> <p>MA Political Communication</p> <p>MSc Science, Media and Communication</p> <p>Journalism Research Degrees:</p> <p>PhD Journalism, Media and Cultural Studies</p>
Course length	<p>Undergraduate: 4 years</p> <p>Postgraduate: 12 months</p>

	Journalism Research Degrees: 12-18 months
Tuition fee	approximately from £14,000 to £20,000 a year

13. Read the interview with the graduates of City University London and write out the expressions they used to tell how the studying at the journalism department helped them to find a good job. Use these expressions to talk about your studies.

Interviewer: When did you graduate from the City University, Jane?

Jane: I graduated in BA (Hons) Journalism from City University in 2012.

Interviewer: Where do you work now?

Jane: I am a reporter. As I work for a multimedia company, I also should write web stories for Kent Online and occasionally produce and read our TV news bulletin.

Interviewer: How would you evaluate the role of the university study in getting your job?

Jane: The skills I was taught during the three-year course ensured I was prepared to enter the journalism industry confidently. I manage to produce content for the radio, TV, online and even our local newspapers, all in one day. It is only because I was given the opportunity to learn about all of these

platforms and understand what differentiates them during my degree that I can carry out my duties to a high standard.

Interviewer: What can you say about your tutors?

Jane: The support I received from my journalism tutors meant I was able to voice every concern and iron out any uncertainties with a quick chat or an email throughout the three years I studied at the university. The level of care and consideration for every student is second to none.

Interviewer: If you decide to continue your education will you choose the same university for your MA degree?

Jane: No doubt. I am proud of being City University London alumni because I know just how high the standards are there. From budding media professionals to industry experts, the course offers something for everyone. Journalism graduates will walk away with the knowledge and understanding that is expected today in the industry — and plenty more.

Interviewer: I see. And what about you, Lora? What do you do after graduating?

Lora: Currently I'm Senior Reporter for three B2B healthcare magazines — Nursing in Practice, Management in Practice and The Commissioning Review. I'm the sole reporter, which means writing stories from press releases to populate the

website from day-to-day and also breaking exclusive news stories, reporting from events and writing interview features.

Interviewer: How has your time at City helped you?

Lora: Without City University London I don't think I would have had the versatility to jump right into this role following graduation. Being comfortable with last-minute assignments like writing a cover feature interview with one day's notice would have completely intimidated me. But now that I'm starting out in the industry, I see how essential the experience was, as was the emphasis on carrying out work experience and internships while studying.

Interviewer: Thank you both for the interview and good luck in your career development.

14. Conduct an interview with graduates of your department and ask them the questions mentioned in the dialogue above. Tell about your survey in class.

15. Read the text about The Mohyla School of Journalism and fill in the missing sentences. There is 1 extra sentence. Make up 5 questions for your groupmates to answer.

The Mohyla School of Journalism

The Mohyla School of Journalism at the National University “Kyiv-Mohyla Academy” was founded in 2001. It is a unique educational center that combines theoretical training, practical experience, and research in mass communications, film, and journalism.

1).....

The school offers a curriculum that includes master’s (MA) and doctorate (PhD) programs in Journalism, a “Digital Future of Journalism” professional education program for media professionals, and a “Digital Media Universities” qualification program for teachers of journalism in universities.

2).....

Training at the School is based on innovative approaches to education, and combines individual, team, and interactive types of learning, allowing each student to try his hand at various professional roles. The international team of teachers at the School includes the finest practitioners, researchers, and academics in the fields of traditional and new media, business, arts, social sciences and humanities, and interdisciplinary studies. 3)

The main specialization of the School is news and coverage of important public events through different types of media. Although significant study time is devoted to television

and radio, the programme deliberately avoids narrow specialization and orients students to work in a multimedia environment. 4)

a. Over 100 leading national and regional media journalists have taken part in the “Digital Future of Journalism” professional education program.

b. The purpose of the School is to develop the media and mass communications industry, and to train a new generation of professional journalists able to lead this development.

c. The School’s unique technical base allows students to work with modern equipment and the latest software.

d. During training, each student creates dozens of individual and team projects and journalistic materials.

e. The School’s graduates work in television and radio, and in print and Internet media.

16. Prepare a report about the department you are studying at taking into consideration the following points:

- degrees
- facilities
- curriculum
- cost
- teaching staff

- methods of teaching

Unit 7. News Agencies

Pre-reading:

1. Answer the following questions:

1. What international news agencies do you know? Share the information about them.
2. How is the work in international news agencies organized?
3. Do people trust the news produced by international news agencies?

2. You are going to read the text about international news agencies. Try to predict the main issues the text will deal with.

- a) the way the news is made by international news agencies
- b) the work of Thomson Reuters
- c) the rivalry in the work of international news agencies
- d) international agencies and their customers
- e) international news agencies and an internet age

International News Agencies: Global Eyes that Never Blink

Phill MacGregor

When anybody reads, hears, or looks at any news today, they will almost certainly see an impressive proportion of stories first produced by one or more of the international news agencies – outfits that are global in their reach but until recently almost entirely outside the public gaze.

The work of these “wholesale news providers” permeates print and online media. Turn to any television news bulletin, and you are likely to see film footage that originated from, or was procured by, one of the three international news agencies.

Even if people are now beginning to know names like Thomson Reuters, the Associated Press (AP), and Agence France-Presse, (AFP) until very recently these organizations tended to remain well below the public’s radar. The journalists who worked for them were seldom by-lined or interviewed, and rarely credited on the page or in film footage. The anonymity is part and parcel of the long history of the news agencies, whose ethos is to treat news first and foremost as a saleable commodity produced in bulk to be sold to their clients.

In reality, the three major agencies supply the media we see with volumes of news in all formats that outstrip all the household names by several orders of magnitude. The BBC or the *New York Times* are small in terms of their global reach and penetration. Thomson Reuters, for example, has over 55,000 employees in more than 100 countries. Moreover, the international agencies sit at the top of a hierarchy of smaller agencies focused at national or regional levels. They include the Japanese Kyodo, the Russian ITAR TASS and the Spanish

EFE, to name a few. In Britain, of course, there is the Press Association, which is based in London with several offices in Europe.

In considering how the news agencies **operate**, it is worth noting here at the outset that the challenges they face are becoming all the more acute in an internet age. Indeed, the internet has often been perceived to be a potential threat to the very existence of the news agencies. It's linked both to the protection of their commitment to public service journalism and diversity, and to the risk of them **being side-lined** by the news democratization ushered in by the web. The internet is a global network of communications that replaces the agencies' own private communication networks. So how could the agencies cope in a world of multiple voices, of instant widespread access to publishing, and with the arrival of new players like the global portals, MSN, Yahoo, Google news? On the web there is the ability of regular media like CNN or any media to publish globally and in real-time. Add to that the vigorous new web-based aggregators and distributors like Livestation and Demotix.com. All or any of these and might have used the internet **to undercut** the agencies with their own news and videos, while the agencies' preserve of speed was **eroded**.

International agencies are in constant touch with their customers, finding out their news needs, and adjusting coverage to provide maximum long-term satisfaction. If a client asks for a specific event to be covered like an African footballer on a trip to Europe, an agency like AFP will look sympathetically at **arranging** it, so long as it is not public relations or compromising their ethics in some way.

Despite their financial and ownership patterns, all three agencies today pride themselves on independence, neutrality, and freedom from political interests. That means they claim to run stories without fear or bias, and without regard to whose interests may be threatened. When Reuters started publishing details of some Swiss bankers' alleged links to the Nazi holocaust, the editorial side ignored the whiplash of fury in the reaction of their Swiss banking clients. They did that for commercial as well as journalistic reasons, because to cave in to pressure would destroy their reputation.

While-reading activities

3. Read the text and find English equivalents to the following Ukrainian words and phrases. Use them in the sentences of your own.

Інформаційне агентство; поза загальним оглядом;
залишатись поза громадською увагою; невід'ємна частина;

в першу чергу; товар, який продається; проблеми, з якими вони стикаються, стають гострішими; сприймати як потенційну загрозу; широко розповсюджений доступ; бути на постійному зв'язку з клієнтами; висвітлити подію; пишались незалежністю та свободою від політичних інтересів.

4. Match a word with its definition.

1. impressive	a. very serious, sharp
2. global	b. something that makes you admire it because it is good and important
3. acute	c. universal
4. saleable	d. possible
5. major	e. something that is easy to sell
6. potential	f. important, serious, or significant
7. multiple	g. using a lot of energy and strength
8. instant	h. relating to the preparation of a newspaper, book, television programme etc

9. editorial	i. involving many things, people, events
10. vigorous	j. immediate
11. alleged	k. happening regularly or all the time
12. constant	l. said without proof that something has happened

5. Work out which adjectives in Ex.4 (global, acute, major, instant, editorial, vigorous, alleged) can be used with the following nouns:

Angle, pain, warming, confrontation, disease, change, role, concern, economy, exercise, assistant, success, campaign, dislike, crime, opposition, response, fact, victim, staff, department.

6. Paraphrase the highlighted words and expressions in the text.

7. Read the following sentences and make up questions for which they could be the answers. Work in pairs.

1. The work of international news agencies remained out of the public sight until recently.

2. The reporters who worked for international news agencies were seldom interviewed or seen on the page or in film footage.
3. News agencies treat news first of all as saleable goods.
4. Thomson Reuters, the Associated Press (AP), and Agence France-Presse, (AFP) are the largest international news agencies.
5. Thomson Reuters has over 55,000 employees in more than 100 countries.
6. It is difficult for news agencies to compete with the internet.
7. International agencies follow their customers' news needs and try to satisfy them.
8. All three agencies are independent and free from political interests.

Post- reading:

8. Say whether the statements are true or false.

1. All the news we see or listen to is produced by one of the three international news agencies.
2. People know a lot about the work of international news agencies.
3. National or regional agencies work under the supervision of Thomson Reuters, the Associated Press (AP), and Agence France-Presse, (AFP).

4. Thomson Reuters is the most powerful international news agency.
5. The appearance of the internet doesn't threaten the work of the news agencies.
6. International agencies don't have contact with their customers.
7. Livestation and Demotix.com. are new web-based distributors of the news.
8. International agencies are afraid of threatening someone's political interests.

9. Pair up with your friend and discuss the following statements:

1. Because the news agencies must gratify all news editors, everywhere, they must work harder than their client journalists to ensure the appearance of objectivity and neutrality (Chris Paterson).
2. Regional editors edit regionally and that is important, but there is also a function when they all get together and discuss the story, so they are editing globally as well.
3. It's very important to be culturally sensitive in reporting stories, because people in Asia may have completely different requirements compared with Europeans.

4. The recent web era thus has barely affected the professional codes of agency journalism to provide unbiased information useful to the public.

5. Today international news agencies are setting global news agenda.

10. News agencies hire a lot of foreign correspondents to cover news all over the world. Read the text about the work of a foreign correspondent and complete it with the right form of the word.

evident coverage adaptation success curious regional immediate knowledge to employ significant

With the time, the nature of foreign correspondence has changed, particularly with the evolution of media and the ability to share information in real time using virtual means. Now foreign correspondents present their findings 1)..... and for various media, from magazines to online publications.

A 2).....foreign correspondent should possess definite characteristics: a sense of 3)..... and

passion for reporting on events and people in another country, a willingness to exit one's comfort zone and a firm foundation in journalism.

Foreign correspondents are more likely to earn opportunities to 4) the news abroad if they become fluent in the language of the 5) they wish to report and 6) in that region's history, current events and culture. Some print, broadcast and online media 7) prefer foreign correspondent candidates to have a graduate degree, such as a Masters in Journalism with a specialization in international reporting or foreign affairs.

Foreign correspondents either work for one particular news media source or as a freelancer. When posted in another country, they should be available 24 hours a day. They will 8) experience a culture shock as they 9) to living conditions that may be 10) different from their home. There is also the chance that they will be sent to a region of conflict or war and they must accept the potential associated risk. Despite these warnings, foreign correspondents that have found their niche lead a fulfilling career.

11. Answer the following questions:

1. Would you like to be a foreign correspondent? Why?

2. What characteristics should a foreign correspondent have?
3. What qualifications are necessary to become a foreign correspondent?
4. What is the work of a foreign correspondent like?
5. Does this work have any warnings?

12. Look at 10 tips for a person who wants to become a foreign correspondent offered by Rachele Kanigel, an associate professor of journalism at San Francisco State University. Put the tips into their correct places according to the context. Rank them in the order of importance. Give your grounds.

1.

It's good to interview people with the help of interpreters but to do it in their own language is better. You should be fluent enough to get the information from native speakers.

2.

Read everything you can get — newspapers, magazines, websites, books, even novels.

With their help you will be able to understand different places and cultures.

3.

It's easier to understand events and places if you know their history. News events and cultural changes today often stem from events and conflicts that happened years, sometimes centuries, ago.

4.

Take every opportunity you can to travel — family trips, vacations, conferences in foreign cities — but go beyond the tourist attractions. Speak to people, ask them questions and try to nose out as much information as you can. You never know what details will be useful for writing a story.

5.

Foreign correspondents today are often expected to shoot photos and video, prepare radio and TV broadcasts, post on social media channels and report breaking news on mobile devices. Global journalists should be familiar with the latest news-gathering tools and technology and how to use them.

6.

Don't forget to renew your passport at least six months before it expires because some countries won't give you visas if yours is about to run out.

7.

Each time you're in a new country, study the society and its way of life. Pay attention to music, language, religion, political

parties, holidays, cultural practices and the relations or tensions among different religious or ethnic groups.

8.

The work of a foreign correspondent may be dangerous. Also your long absence from home may break a family or a relationship.

9.

Get in touch regularly with familiar people. Editors who want to hire freelancers abroad often think first of people they already know.

10.

Don't be afraid of actions. Follow your passion.

- A) Read voraciously.
- B) Learn a foreign language.
- C) Use every opportunity to travel.
- D) Be interested in history.
- E) Become proficient in multiple media skills.
- F) Keep your passport current.
- G) Learn new culture.
- H) Know what you're getting into.
- I) Learn to network.

J) Just do it.

13. Translate into English:

1. Більша частина новин, які ми бачимо по телебаченню або читаємо у газетах, створюються інформаційними агентствами.
2. Робота міжнародних інформаційних агентств залишається поза увагою громадськості.
3. Небезпечні ситуації — це невід’ємна частина роботи зарубіжних кореспондентів.
4. Міжнародні інформаційні агентства розглядають новини як товар, який можна вигідно продати.
5. Інтернет сприймається інформаційними агентствами як потенційна загроза для їх існування, тому що ця світова мережа спроможна витіснити їх власні мережі зв’язку.
6. Міжнародні інформаційні агентства мають постійний зв’язок з клієнтами, намагаючись задовольнити їх інформаційні потреби.
7. Агентство “Ройтерс” пишається своєю незалежністю та свободою від будь-яких політичних інтересів.
8. Зарубіжні кореспонденти мають обов’язково вивчити іноземну мову, щоб спілкуватись та брати інтерв’ю у респондентів їх рідною мовою.

9. Якщо ти зарубіжний кореспондент, то повинен бути на зв'язку цілодобово.

10. Щоб зробити успішну кар'єру зарубіжний кореспондент має володіти почуттям цікавості (a sense of curiosity) та пристрасстю до репортажів.

14. Use different materials you have access to and make up a presentation in groups about the international news agencies. Include the following points: history, commercial services, support and training, foundation, principles of work, board of directors.

15. Write a “for and against” essay: “The work of a foreign correspondent — a blessing or a burden”.

Unit 8. Impartiality in the News

Pre-reading:

1. Answer the following questions:

1. How often do you watch, read or listen to the news? Why?
2. What media sources do you trust?
3. Do you believe that the news is reported impartially? Why? Why not?

2. Read the opinions below. Do you agree with them?

1. Different media sources report the same story in different ways.
2. Media reporters sometimes try to make news stories sound worse than they are.
3. In modern media impartiality in the news is dead.

Impartiality in the News

Sue Wallace

When the British Broadcasting Company began broadcasting news in 1922 (to become the British Broadcasting Corporation in 1927) it instigated a long-lasting tension between government and the broadcasters. Initially prevented from reporting anything considered to be

controversial, the BBC's head (and first Director-General of the corporation) John Reith developed an argument that the radio service should be allowed to report significant events and views as long as it did so impartially.

Impartiality, then, became a **defence** against fears that broadcasting had such a power to sway public opinion that it might encourage **dissent**. When Independent Television News (ITN – part of the new commercial broadcasting operations) was established in 1955, ending the BBC's monopoly of **news broadcasting**, it was a condition that it should present any news with due accuracy and impartiality, such **considerations** also extending to programming on matters of political or industrial controversy, or public policy. With just two broadcasting organisations in the country (BBC and ITV) it was still considered necessary to guard against one-sided – potentially **misleading**, if not inflammatory – reporting. Since the mid-twentieth century, impartiality has remained **a requirement**, not only of the BBC, but also one imposed on UK broadcasters by regulatory bodies, the latest of which is Ofcom, established by the Communications Act 2003. Ofcom's Broadcasting Code (2011a) states the principle that news, in whatever form, is reported with due accuracy and due impartiality. Impartiality is defined by Ofcom as not favouring one side over another, and

due impartiality as being adequate or appropriate to the subject and nature of the programme.

Nevertheless, the broadcasting scene in Britain no longer consists of just the “comfortable duopoly” of the BBC and ITV. We live in a multi-channel age, with television programmes available by satellite, cable, and digital relay, many not sourced in the UK.

In any case, the internet is an unregulated forum for views of all styles and forms. Opinionated arguments and comment are readily available. Anticipating digital **switchover** in Britain in 2012, an Ofcom discussion document noted that “the expansion of digital channels and the internet mean there are now very many more **sources of news** than ever before. In future, when multiple sources – some regulated for impartiality, and others not – are all available through the same reception equipment, issues may be more complicated.” Put more bluntly: “With dozens of news sources in addition to the BBC, what’s the point of impartiality rules? It’s **a waste of time**” said Simon Hinde.

Even BBC chiefs seem to favour change. “The days of middle-of-the-road, balancing Left and Right, impartiality are dead” said the corporation’s head of television news, Peter Horrocks, in a speech at Oxford University in 2006. But

objectivity is a strategic ritual to defend journalists and their reports.

Impartiality rules might equally be regarded as a defence for journalistic practices, just as the apparent abandonment of those rules might lay journalists open to criticism, such as that from the *Daily Mail*. The BBC's editorial guidelines, with their advice on how to approach controversial subjects to maintain impartiality, and action to take in difficult cases, could be regarded as promoting just such 'strategic rituals'. One **foundation** for the latest version of the guidelines came in the recommendation of the Neil Report in 2004 that reporters should provide "facts in their context, not opinion, practising openness and independence of mind and testing **a wide range** of views with the **evidence**" to achieve impartiality and diversity of opinion (BBC Press Office 2004).

While-reading activities

3. Read the text and find English equivalents to the following Ukrainian words and phrases. Use them in the sentences of your own.

Ініціювати довготривалу напругу; дискусійний;
повідомляти про важливі події; впливати на громадську думку; точність і неупередженість; політична суперечка; державна політика; поширення цифрових каналів;

інформаційні джерела; підтримувати зміни; беззаперечна відмова; зберегти неупередженість; надавати факти; різноманітність думок.

4. Find in the text highlighted words and expressions similar in meaning to the ones given below:

1. something that must be done because of a law or rule
2. the act of protecting something or someone
3. likely to make someone believe something that is not true
4. careful thought and attention, especially before making an official or important decision
5. reports of recent events in the newspapers, or on the radio or television
6. facts or signs that show clearly that something is true
7. basic idea
8. variety of things
9. a change from one method to another
10. things, places etc that you get information from
11. is not worth the time that you spend because there is little or no result
12. opposition

5. Answer the following questions:

1. How did impartiality appear in the news broadcasting?
2. What does impartiality mean in media world?
3. What happened with the appearance of ITN?
4. What does Ofcom's Broadcasting Code mean?
5. How is impartiality defined by Ofcom?
6. Why did the internet become a threat to impartiality rules?
7. Why are impartiality rules so important for journalistic practice?
8. What was the recommendation of the Neil Report in 2004?

6. Read the following sentences and develop the ideas expressed in them by adding 2-3 logical sentences:

1. Impartiality in the news broadcasting is the protection from anxiety that broadcasting may cause public disagreement.
2. Any news should be presented with due accuracy and due impartiality.
3. The internet is an unregulated forum for opinions of all styles and forms.
4. It's convenient to live in a multi-channel age.
5. Objectivity is the thing that protects journalists and their reports.
6. Journalists should provide facts in their context, not opinion.

Post-reading:

7. Fill in prepositions:

1. My friend prevented me entering the site.
2. Helen's testimony was his defence accusation.
3. Many people watched that programme animals' protection.
4. The government imposed a ban the sale ivory.
5. The magazine aim is to provide a forum discussion and debate.
6. The rapid expansion cities can cause political and environmental problems.
7. addition his work of a reporter Ralph is known as a brilliant sportsman.
8. There's lots of advice in the film professional journalism.
9. Nowadays many believe that reading books is a total waste time.
10. There was a great diversity opinions about the case.

8. Pair up with your friend and discuss the following statements:

1. Impartiality encourages a journalist to actively seek out and weigh the considerable arguments on any item and to present them justly and without personal bias.
2. "To journalists, like social scientists, the term 'objectivity' stands as a bulwark between themselves and critics" (Gaye Tuchman).
3. "News and journalism, in short, are social constructions. News is a synthetic, value-laden account which carries within it the dominant assumptions and ideas of the society within which it is produced" (McNair).
4. A broader range of channels would actually strengthen that enduring tradition of impartial journalism (Sherwin).

9. Read the news stories (A-D) quickly. Give the headlines to the stories. Has the impartiality been observed in the story telling? Which stories do you find most interesting / unbelievable/ unusual?

A. _____

An Indian couple who are estranged from their families say they've named Chunmun in their will as their only "child," bequeathing to it their house in northern India's Uttar Pradesh state, other properties and all their money. Brijesh Srivastava, an owner of businesses including a flour mill and a cable

network company, and his wife Shabista, a lawyer, are estranged from their families, who disapproved of their interfaith marriage years ago. Brijesh Srivastava is a Hindu; Shabista is a Muslim.

Shabista told CNN that they bought Chunmun, then just a month old, from a roadside artist in 2005 after seeing the owner beat the animal with a stick. Though she and her husband have no children, Shabista said they take care of Chunmun like he's their son. She feeds the pet a diet of milk, dry nuts and fruits in the morning, and home-cooked food at night. Besides bequeathing everything to Chunmun, the couple say they have started a fund that will raise money to rescue monkeys and build centers for their rehabilitation. *(By Kunal Sehgal and Jason Hanna, CNN)*

B. _____

The CDC has discovered a new virus that may have contributed to a Kansas man's death. Named the Bourbon virus after the county where the patient lived, the virus is likely spread by tick or insect bites, the Centers for Disease Control and Prevention says.

A 50-year-old man suffered multiple tick bites while working outside on his property. The man fell ill over the next

two days, went to a doctor on the third day, was hospitalized and died of a heart attack 11 days after becoming sick. The man's symptoms included fever, tiredness, rash, headache, other body aches, nausea and vomiting. The Bourbon virus is part of a group of viruses linked to tick or insect bites in Europe, Asia and Africa. This is the first time a virus in this group, known as thogotoviruses, has been known to cause illness in the United State.*(By Ralph Ellis, CNN)*

C. _____

To the untrained eye, Tomatillo looks like any horse. To those in the know, the 18-month-old looks like one horse. Tomatillo is the clone of Tamarillo — a famous eventing horse who reached the Olympics in 2004.

Twelve years have passed since humans first successfully cloned a horse. The current process takes a sample of cells from a horse's neck, swaps the nucleus of one of those cells into an equine egg, then gives that egg a small electric shock to stimulate development before it is placed inside a recipient mare and carried to term.

Yet Tomatillo, and a handful of others, represent near-exact replicas of sporting excellence and pose an important

question: are we going to start seeing clones at the world's top equestrian events? *(By Ollie Williams, for CNN)*

D. _____

UK police appealed for help to find three teenage girls who are missing from their homes in London and are believed to be making their way to Syria. The girls, two of them 15 and one 16, have not been seen since Tuesday, when, police say, they took a flight to Istanbul.

Richard Walton, of Counter Terrorism Command, said: "We are extremely concerned for the safety of these young girls and would urge anyone with information to come forward and speak to police. Our priority is the safe return of these girls to their families".

"UK police are concerned about the number of girls and young women trying to head to areas of Syria controlled by ISIS. It is an extremely dangerous place and we have seen reports of what life is like for them and how restricted their lives become," Walton said.

In October, three teenage girls from Colorado were intercepted at Frankfurt Airport in Germany as they were trying to make their way to Syria to join ISIS. Their parents tipped off the FBI when they went missing. Another Colorado resident,

19-year-old Shannon Maureen Conley, was arrested at Denver International Airport before she departed on her journey to join an ISIS camp near the Turkish-Syrian border. She planned to marry a member of ISIS whom she had met online. (By *Laura Smith-Spark, CNN*)

10. Look at the table. Complete the collocations (1-7) from the news stories (Ex. 9) with the words in the box. Then match them to the correct definitions (a-h). Use the phrases (1-7) in the table to retell the stories.

fall	look	untrained	raise	take	pose
go					

Collocation	Definition
1. money (story A)	a. when someone who doesn't have special knowledge of a subject looks at something
2. ill (story B)	b. have a particular appearance
3. to the.....eye (story C)	c. gather money

4. like (story C)	d. catch a disease
5. a question (story C)	e. a situation when you can't find someone
6.a flight (story D)	f. ask a question
7. missing (BrE) (story D)	g. leave a place in order to escape

11. Look at 8 steps for producing a good news story. Put the headlines into their correct places according to the context. Express your agreement and disagreement about the scheme of producing a news story.

What you need to do to create brilliant articles.

by Tony Rogers, a journalism expert

1. _____

Journalism isn't fiction writing - you can't create stories from your imagination. You have to find newsworthy topics. You can get started by checking out the places where news often happens - your local city hall, police precinct or courthouse. Attend a city council or school board meeting. If you want to cover sports attend high school football and basketball games. They can be very exciting and provide great experience for the aspiring sportswriter.

2. _____

Now that you've decided what to write about, you need to hit the streets (or the phone, or your e-mail) and start interviewing sources. Do some research about those people you plan to interview, prepare some questions and make sure you're equipped with a reporter's notepad, a pen and a pencil. Remember that the best interviews are more like conversations.

3. _____

You may fill your notebook with quotes from your interviews, but when you write your story you'll only be able to use a fraction of what you've gathered. Use the quotes that grab your attention and there is a chance they'll grab your reader's attention as well.

4. _____

Except having excellent writing skills you should be a fine reporter. Good reporting means answering all the questions a reader might have. It also means double-checking the information you get to make sure it's accurate. And don't forget to check the spelling of your source's name.

5. _____

Hard-news stories are not the places for opinion-spewing. Even if you have strong feelings about the issue you're covering, you need to learn to set those feelings aside and become a

dispassionate observer. Remember, a news story isn't about what YOU think - it's about what your sources have to say.

6. _____

But the most interesting story in the world isn't worth much if no one reads it. Think about what makes your story unique, and what you find interesting about it. Then find a way to convey that interest to your readers.

7. _____

Structure your story in the right order. It means you put the most important information at the top of your story, the least important at the bottom.

8. _____

So you've reported and written a terrific story. But all that hard work will be for nothing if you send your editor a story filled with style errors. Get used to checking your mistakes whenever you write a story. Pretty soon, you'll start to memorize some of the most common style points.

- a. Structure your story.
- b. Check your writing style.
- c. Think about what is unusual in your story.
- d. Be a good reporter.
- e. Be objective and fair.

- f. Choose the best quotes.
- g. Interview people.
- h. Find something to write about.

12. Find in the text (Ex. 11) English equivalents to the following Ukrainian words and phrases. Use them in giving your friend advice what he / she should do to write a good news story.

Теми, які заслуговують на висвітлення у пресі; надати великого досвіду; заповнити записник цитатами; привернути увагу; двічі перевірити інформацію; висловлення думок; безпристрасний спостерігач; передати інтерес читачам; структурувати у правильному порядку; розповідь з помилками.

13. Write a news story for your local newspaper or magazine following the steps suggested in Ex. 11.

14. You are going to watch a video (How TV news is made) explaining how a television news story goes from an idea in a reporter's head to a polished story on the 6:30 News (www.youtube.com/watch?v=8IM-PBjxFcA). Before watching the video: a) Pair up with your friend and discuss

what you know about the process of making a television news story;

b) Explain in your own words what the following expressions mean:

- assignment desk
- newsroom
- agenda
- to be on the news
- relevant topics of the day
- weather related stories
- to be teamed up with somebody
- to shoot a story
- a reporter needs to be efficient with his time
- deadline
- audio booth
- portable television studio

15. Watch the video and fill in the table what duties people perform in news making:

Name	Duties
Mark Liu	

Brandon Roux	
Chris Benka	
Ross Becker	
Cathy Ray	

16. Watch the video again and fill in the missing words or word combinations:

1. The central nervous system of the news room is
2. Somebody has to tell the reporters where and what
3. At we decide what stories will most likely be on the news tonight at 5 and 6.
4. Morning meeting is where reporters, photographers, producers and managers decide
5. One minute thirty second story on television takes to shoot.
6. We bring our inside in information.

7. There are 30 for each second and each frame has its own

8. With these digital systems we have now you can punch in the exact, and

17. Use the information from the table in Ex. 15 and words and word combinations from Ex. 16 and tell the class how a television news story is made.

Unit 9. Newspapers in a Digital Age

Pre-reading:

1. Answer the following questions:

1. What newspapers do you read?
2. Do you read any British or American newspapers?
3. How has the role of a newspaper changed within the last 50 years?

2. Read the opinions below. Do you agree with them?

1. Newspaper journalism is a special kind of journalism.
2. Young people are interacting with news almost exclusively as it comes to them through social networks. They don't read newspapers to get news.
3. "Every time a newspaper dies, even a bad one, the country moves a little closer to authoritarianism; when a great one goes, like the New York Herald Tribune, history itself is denied a devoted witness."

*Richard Kluger, former journalist and Pulitzer prize
winning author*

The Future of Newspapers in a Digital Age

Shelley Thompson

Readers interested in the news are increasingly turning to the internet, which has made for a challenging time for the newspaper industries in the UK and US. The picture has seemed so **grim** at times that both industry and academic commentators in these countries have made predictions about the end of newspapers altogether. Still some of them have a different point of view. Their point stems in part from China, India and some other developing nations seeing their newspaper industries flourish, with a host of new titles appearing in the last several years and perhaps more to come (World Association of Newspapers and News Publishers, 2012). These signs of hope for the global newspaper industry should not overshadow the very real difficulties elsewhere, particularly in Western countries.

Critics say the days of the newspaper in the UK and US **are numbered**. In the UK more than 100 local and regional newspaper titles have been closed outright, temporarily suspended publication, or been consolidated with other newspapers. Even more confident projections of the newspaper's future **conceded** that it may not be too long before newspapers **ceased to appear** in their paper and ink editions.

According to The Center for the Digital Future (2012), for example, print newspapers in the US have just five years left. Citing declining sales figures and an increasing pattern of newspaper readers going online for their news, the Center believes that few newspapers will continue to exist in their printed form. Only newspapers with a global reach like *The New York Times* and *The Wall Street Journal*, on one end of the spectrum, and local newspapers that publish weekly or twice weekly, on the other end, may prove **viable** in this format.

Newspapers' transition onto digital platforms began in the late 1990s and early 2000s. Online journalism has **the potential** to open traditional media to a wider variety of views and voices, which by definition would help to democratise news reporting. At the same time, new technologies **have enabled** citizens to begin publishing on their own and, in so doing, **contribute to newsmaking** outside of mainstream sources.

For newspapers, going online has posed a series of challenges associated with providing local content on a global stage. Newspapers, traditionally, have been defined by geography, but they are not **constrained** by the same borders when they move on to the internet. As such, they face more audiences spread across time and space, which can present

problems for journalists **to meet the diverse needs** of these audiences who may be in other parts of the world.

Today's online newspapers offer readers a chance to immediately comment on a variety of news and editorial pieces and share the news with friends, family and colleagues through social media, which would have been unfathomable just a decade or so ago.

Additionally, publishing online **allows newspapers to break news** in similar ways as their rivals in 24/7 broadcast news, which newspapers would not be able to do otherwise. Their online presence enables them to avoid the constraints placed on space that their printed editions face.

In spite of the tendency **to vanish**, newspapers and their websites remain important and relevant today because they are the only media that primarily focus on news and journalism. Here a contrast is drawn with television, with its emphasis on devoting significant time to entertainment programming.

While-reading activities

3. Read the text and find English equivalents to the following Ukrainian words and phrases. Use them in the sentences of your own.

Важкий час для газетної промисловості; прогнозувати (передбачати); процвітати; затьмарити справжні труднощі; повністю закрити; тимчасово припинити видання; об'єднувати; зменшення показників продажу; видавати щотижня; Інтернет журналістика; широке розмаїття поглядів і думок; демократизувати висвітлення новин; стикатися з більшою аудиторією; незбагнений; уникнути обмежень; залишатись доречним; в першу чергу зосередитись на новинах.

4. Paraphrase the highlighted words and expressions in the text.

5. Fill in the gaps using appropriate words and expressions from the text.

1. The journalist about the development of the events.
2. Experts say that the newspaper industries experience
3. Their business for the last three years.
4. The local magazine because of the declining sales figures.

5. The newspaper with the other one in order to cut publishing costs.

6. His explanation in writing the article.

7. To attract the audience the magazine

8. Online newspapers have a possibility to be opened to

9. An article published online more audiences.

10. To be a foreign correspondent was for me just a year ago.

6. Fill in prepositions:

1. People of our town are interested the case about the disappearance of a famous journalist.

2. Investigators try to make predictions the future of journalism.

3. Our TV company was consolidated a bigger one in order to avoid the closure.

4. Journalism transition digital platform brought new possibilities for the customers.

5. Last year our small company started to publish its own.

6. The newspaper had some difficulties associated the release of the chief editor.
7. The task was clearly defined the head of the company.
8. The fulfillment of the plan was constrained the financial factors.
9. Online broadcasting gave the opportunity to spread news time and space.
10. His article is focused the problem of impartiality in the news.

7. Read the following sentences and develop the ideas expressed in them by adding 2-3 logical sentences:

1. The newspapers in the UK and US are going to cease their existence.
2. In some developing countries the newspaper industries are flourishing.
3. World famous newspapers are capable of working successfully.
4. Online journalism gave the citizens the possibility to take part in newsmaking.
5. Online newspapers have some difficulties associated with providing local content on a global stage.

6. With the help of the internet you can share the news with other people.

7. Newspapers and their websites remain important and relevant today.

Post-reading:

8. a) Explain in your own words what is meant by:

the newspaper industries; industry and academic commentators; newspaper titles; projections of the newspaper's future; printed newspapers; declining sales figures; a global reach; local newspapers; newspapers' transition onto digital platforms; traditional media; newsmaking; a series of challenges; social media; 24/7 broadcast news; editorial pieces.

b) Use these phrases and those from Ex. 3 and make a report about the role of newspapers in modern society.

9. You are going to watch a video about the newspaper future (*Future of Newspapers: Anne-Marie Tomchak, BBC World News*),

(www.youtube.com/watch?v=i6XkUwiSYQQ)

Before

watching the video match the expressions with their explanations:

1. to be profitable	a. to be limited
2. to be under restriction	b. to be useful, bringing money
3. digital media	c. a loss of newspaper number and value
4. the decline of newspapers	d. online media
5. to shut down the newspaper	e. to make smaller amount of printed newspapers
6. to shrink the newspaper industry	f. to close down the newspaper
7. to launch a TV channel	g. the right to express any opinion without restraint
8. freedom of speech	h. to start a TV station and the programmes that it broadcasts

10. Watch the video and number the statements in the order you hear them.

- a. “It seems that journalists now prefer to go and publish context in websites”.
- b. “The newspapers have always been important when it comes to Iranian politics and they have been the source of many political changes”.
- c. “The newspaper industry is shrinking”.

- d. “Newspapers are declining in Iran as well”.
- e. “Many of the newspapers owners launch their own TV channels”.
- f. “We see less newspapers nowadays than websites”.
- g. “A lot of people are getting the news from the websites”.
- h. “The government is more sensitive when it comes to newspapers”.

11. Watch the video again and decide who says what. Mark statements in Ex.10 with a B (Bozorgmehr) or a A (Amber).12. Discussion. What is the situation with the newspaper industry in Ukraine? Would you like to work as a newspaper journalist? Why? Why not?

13. Read the text about the history of newspapers and underline the facts you didn't know.

From the history of newspapers

The history of newspapers is an often dramatic chapter of the human experience going back some five centuries. In Renaissance Europe handwritten newsletters circulated privately among merchants, passing along information about everything from wars and economic conditions to social customs and “human interest” features. The first printed

forerunners of the newspaper appeared in Germany in the late 1400's in the form of news pamphlets or broadsides, often highly sensationalized in content.

In the English-speaking world, the earliest predecessors of the newspaper were *corantos*, small news pamphlets produced only when some event worthy of notice occurred. The first successively published title was *The Weekly Newes* of 1622. The first true newspaper in English was the *London Gazette* of 1666. For a generation it was the only officially sanctioned newspaper, though many periodical titles were in print by the century's end. It is considered to be the newspaper that decisively changed the look of English news printing, echoing the coranto format of two columns, a clear title, and a clear date. It was published twice a week. Other English papers started to publish three times a week, and later the first daily papers emerged. Newspapers in general included short articles, ephemeral topics, some illustrations and service articles. They were often written by multiple authors, although the authors' identities were often obscured. They began to contain some advertisements, and they did not yet include sections. *The Times* adopted new technologies and set the standards for other newspapers.

In America the first newspaper appeared in Boston in 1690, entitled *Publick Occurrences*. Published without authority, it was immediately suppressed, its publisher arrested, and all copies were destroyed. Indeed, it remained forgotten until 1845 when the only known surviving example was discovered in the British Library. The first successful newspaper was the *Boston News-Letter*, begun by postmaster John Campbell in 1704. By the eve of the Revolutionary War, some two dozen papers were issued at all the colonies, although Massachusetts, New York, and Pennsylvania would remain the centers of American printing for many years. The ratification of the Bill of Rights in 1791 at last guaranteed the freedom of the press, and America's newspapers began to take on a central role in national affairs. Growth continued in every state. By 1814 there were 346 newspapers.

The industrial revolution, as it transformed all aspects of American life and society, dramatically affected newspapers. Both the numbers of papers and their paid circulations continued to rise.

In the 1850's powerful, giant presses appeared, able to print ten thousand complete papers per hour. At this time the first "pictorial" weekly newspapers emerged; they featured for the first time extensive illustrations of events in the news, as

woodcut engravings made from correspondents' sketches or taken from that new invention, the photograph. During the Civil War the unprecedented demand for timely, accurate news reporting transformed American journalism into a dynamic, hard-hitting force in the national life.

By the 1890's the first circulation figures of a million copies per issue were recorded.

At this period appeared the features of the modern newspaper, bold "banner" headlines, extensive use of illustrations, "funny pages", plus expanded coverage of organized sporting events. The rise of "yellow journalism" also marks this era.

In our time radio, television and internet have gradually supplanted newspapers as the nation's primary information sources, so it may be difficult initially to appreciate the role that newspapers have played in our history.

14. Give the definition of:

- handwritten newsletters
- news pamphlets or broadsides
- corantos
- service articles
- "pictorial" weekly newspapers
- bold "banner" headlines
- yellow journalism
- correspondents' sketches
- the freedom of the press
- accurate news reporting

15. What events or facts do the following numerals refer to?

1400's, 1622, 1666, 1690, 1845, 1704, 1791, 346, 1890's

16. Match the beginnings of the sentences on the left with their logical endings on the right. Expand on them.

1. The first printed precursors of the newspaper	a. that altered the look of English news printing.
2. The <i>London Gazette</i> was the British newspaper	b. were issued in Germany.
3. Newspapers in general consisted of	c. was the <i>Boston News-Letter</i> .
4. The first prosperous newspaper in America	d. short articles, topics popular for only a short time, some illustrations and advertisements.
5. The industrial revolution also influenced	e. to print ten thousand papers per hour.
6. The appearance of the press allowed	f. the development of the newspapers.
7. During the Civil War	g. appeared at the end of the

	19 th century.
8. The features of the modern newspaper	h. American journalism turned into a dynamic, direct and honest force in the national life.

17. Comment upon the following quotations:

“Were it left to me to decide whether we should have a government without newspapers, or newspapers without a government, I should not hesitate a moment to prefer the latter.”

Thomas Jefferson

Here is the living disproof of the old adage that nothing is as dead as yesterday's newspaper... This is what really happened, reported by a free press to free people. It is the raw material of history; it is the story of our own times.

Henry Steel Commager, preface to a history of the *New York Times*

“If you don't read the newspaper, you're uninformed. If you read the newspaper, you're misinformed.”

Mark Twain

“A newspaper is a device for making the ignorant more ignorant and the crazy crazier.”

H.L. Mencken

“People care about what newspapers tell them to care about.”

Delia Parr

Unit 10. Interviewing

Pre-reading:

1. Answer the following questions:

1. What are the steps of taking an interview?
2. Have you already taken an interview? If so, who was the interviewee? What was the interview about?
3. Do you know the basic rules for conducting a successful interview?

2. You are going to read the text about interviewing. Try to predict the main issues the text will deal with.

- a) the essence of the interview
- b) characteristics of an interviewer
- c) famous reporters
- d) the ways of conducting a good interview
- e) sources of the interview

Interviewing for journalists

Interviewing is the central activity in modern journalism. It is the main means by which reporters and feature writers gather their material.

In every area of newspaper and magazine coverage the interview is a way of bringing human interest into stories. It helps to satisfy that powerful curiosity about the lives of the

famous. But, much more than that, it is the means by which the journalist goes about gathering material. In the Anglo-American tradition, interviewing sources and attributing facts and opinions to them is an **essential** part of reporting. Indeed, in many newspapers, otherwise sound stories that can't be supported by quotes remain unpublished. Reporting is **incomplete** without interviews: readers want to know how bystanders, eye-witnesses, participants reacted to what happened, what they thought and felt about it.

The interview can be defined as a prearranged face-to-face meeting between a journalist, who asks questions, and an interviewee, who answers them. The interviewee is often **notable** (or notorious) and the questions usually focus on him, his life and his opinions. Interviewing is asking people questions to gather material for publication, both information and quotes.

So an interview may consist of a quick phone call to check a fact or an afternoon spent recording someone's life story. But brief or elaborate, a phone call or a face-to-face meeting, the successful interview comes from a professional approach. **Skilled** journalists make interviewing look easy. They quickly get on their interviewee's wavelength and encourage them to talk freely. They ask questions that **elicit**

lively replies, listen to what's said, note what they hear while thinking of the next question, at the same time checking what they've just heard against what they know from research.

The most useful characteristic for an all-round interviewer is to be likeable, the sort of person who can get on with almost anybody and is interested in everybody: a person who people are happy to talk to, who comes across as a human being first, a journalist second. The most valuable attribute is probably curiosity, followed by charm, keen powers of observation, **doggedness**, flexibility and **fairness**. Then add the ability to think fast, analyse, keep a poker face when necessary, a broad general knowledge and plenty of scepticism . . .

Interviewing is also a skill best mastered progressively. There's a certain order to it, as there is in life. Just as children crawl before they walk, walk before they run and run before they play football – so it is with interviewing.

First, it's important to realize what the interviewer–interviewee relationship **entails**. You will use people, and you will be used. You will find some people who **divulge** little, others who tell you more than you wish to know. You will be trusted with secrets, you will be lied to. You will be bombarded with what seem like irrelevancies and only later realize what a

key piece one of them is in the information jigsaw. You will be rebuffed, you will be courted.

Second, that you work for a publication that knows a lot about its readers and understands how to interest them. And third, that it's a publication where you're regularly sent out to get stories face-to-face as well as on the telephone. Here, alas, we're talking about an ideal. All too often in newspaper and magazine offices the emphasis is on productivity and speed. Reporters now mostly interview over the phone, and going out on a story can be seen as a luxury.

Before you begin planning interviews, there is one important rite of passage to undergo: you must learn to sniff out news. The approach is quite simple: jump right in at the deep end. It's not easy for beginners. In fact it can be downright difficult and embarrassing, but it happens to the best, and once you're out and on the other side, you're on your way.

Modern technology has transformed newspaper and magazine production beyond recognition in the last 20 years, but when it comes to writing a news story, the basic Who? What? When? Where? Why? How? questions remain as essential as ever. Keep these six in mind on every news story you cover and you'll find it much easier to write your copy afterwards.

If you are covering a burglary for an evening newspaper you'll need to ask:

- Who was the victim of the burglary? Was it an individual or a business? Were they of particular note in the area your newspaper covers? Are they offering a reward?

- What was stolen (items and their worth)?

- When did the burglary take place?

- Where did the burglary take place?

- Why did the burglary take place? Was the burgled property in a wealthy area, for example?

- How did the burglary occur? It's important to ask what, if any, security measures were in place and where the owners/employers were at the time. Did the intruder smash a window to get in, pick a lock or elude an alarm system?

There will, of course, be many other questions to ask along the way, but getting the basic details in your notebook is absolutely key.

Whether you are interviewing face-to-face or on the telephone, it's important to concentrate on the way you introduce yourself and **launch into** the interview. You should:

- Approach people confidently.

- Give your name and the name of the publication you work for.

- Ask clear questions.
- Listen to the answers.
- Recognise a good story when you see one.
- Encourage the interviewee to keep talking.
- Extract lively quotes.

If you can do all these things, along with getting the details right, keeping to your deadline and writing a simple, uncluttered intro, then you'll be on course to producing good news stories.

(the extract is taken from the book "Interviewing for journalists" by Sally Adams with Wynford Hicks)

While-reading activities

3. Read the text and find English equivalents to the following Ukrainian words and phrases. Use them in the sentences of your own.

Важлива частина репортажу; перехожі; очевидці; учасники; заздалегідь організована особиста зустріч; ретельно підготовлене інтерв'ю; той, хто дає інтерв'ю; всебічне інтерв'ю; зберігати безпристрасне обличчя, коли це необхідно; те, що не стосується справи; брати інтерв'ю по телефону; винюхувати новини; лаконічний вступ.

4. Paraphrase the highlighted words and expressions in the text.

5. Fill in the gaps using appropriate words and expressions from the text.

1. This time it was Dave's work to question,
..... and of the case.

2. Nowadays interviewing people is
of the journalism coverage.

3. It's better to conduct an interview than a
brief one.

4. A future journalist is taught to hold
..... to get details about the
case.

5. A reporter should find the way to an and
get on his/her wavelength.

6. Sometimes it is necessary to
when taking an interview.

7. A good journalist should learn to news.

8. Yesterday Kate interviewed a witness
..... because he didn't want a personal
meeting.

6. Answer the following questions:

1. What is an interview?
2. What do the readers want to know about a story?
3. Who is an interviewee?
4. What makes a successful interview?
5. What are the characteristics of an all-round interviewer? Can you add any of your own?
6. What does the interviewer–interviewee relationship entail?
7. What is important before planning an interview?
8. What are the basic questions for writing a news story?

Post-reading:

7. Read the following sentences and develop the ideas expressed in them by adding 2-3 logical sentences:

1. Good interviewers are people who listen and encourage talking, summarize and move on.
2. Successful interviewing is based on preparation. Thorough planning is vital.
3. If you want a useful interview you need to persuade people to talk to you.
4. Body language is very important for an interviewer.

5. After the interview a reporter should check everything he/she has written or recorded.

6. Telephone interviewing saves a journalist's time and money.

7. If you want to be a competent professional interviewer talent and experience are not enough.

8. Read the interview with a popular actor Robert Pattinson (the star of "Twilight") and fill in the missing parts of the interview. Was the interview professionally conducted? Being a journalist what questions would you ask Robert Pattinson?

Int.: Rob, you won *Best Fight* prize tonight. How did it feel up there on stage?" *Pattinson:* It made me feel really tough; really hard.

1).....

Int.: A year ago people hardly knew you when you attended the MTV Movie Awards. What's the biggest difference you see now as far as it concerns the fans, the reception and the relations?

Pattinson: 2) I didn't even think anyone knew who I was last year.

Int.: We'd like to know your impressions of the second film you starred in — "New Moon".

Pattinson: I haven't seen it yet.

Int.: You haven't?

Pattinson: 3).....

Int.: Well, I'm sure you've seen the 15-second trailer online, where you're kissing Kristen, right?

Pattinson: 4)..... I mean, from what I've seen from playback and stuff when I've been shooting it, it looks amazing. So I think the film should be great. I'm keeping it as a surprise from myself.

Int.: Are you going to have time to shoot anything before "Eclipse"? What are you going to shoot next?

Pattinson: It's still untitled, at the moment, but I'm going to start shooting it on Monday. 5)It's cool; it's a really great script.

- a. It's completely polar-opposite.
- b. I don't think I've ever won a fight in my life, so it was cool.
- c. I haven't seen anything!
- d. This will be my first time seeing it.
- e. It's a kind of drama, love-story kind of thing.

9. You are going to watch a video (Katie Couric on how to conduct a good interview),

(<https://www.youtube.com/watch?v=4eOynrI2eTM>). Before watching the video match the expressions with their explanations:

1. to put someone at ease	a. to succeed in getting information from smb.
2. to elicit information from smb.	b. to make someone feel relaxed
3. to be a bit oily	c. to read the questions again in order to make sure they are correct
4. to go through the questions	d. to be very polite in a way that other people think is unpleasant and not sincere
5. follow-up questions	e. to be strange
6. to be cranky	f. questions that come after to find out more about the subject
7. frustrating	g. to get rid of smth. that is unwanted
8. to eliminate a certain subject	h. making you feel annoyed, upset or impatient

10. Watch the video and tick the questions that Tony asks Katie Couric.

1. What makes somebody a good interviewer?
2. How do you prepare for an interview?
3. Who was your first interviewee?
4. Is listening important?
5. What should a beginner do to be a professional interviewer?
6. Any last-minute tips that you want to give to people?

11. Watch the video again and complete the sentences with the information from it.

1. I think the more comfortable you make someone feel
2. It's really important to be
3. I try to do a combination of
4. Nothing is worse for me than
5. You have to be willing to
6. You should remember
7. If you allow your interview subject to communicate

12. Answer the questions from Ex. 10 that Tony asks Katie Couric. Role-play the interview with your partner in class (Student A — Tony, Student B — Katie Couric).

13. Agree or disagree with Katie's tips on how to conduct a good interview. Give your reasons. Add some tips of your own.

14. Comment upon the following quotations:

“Interviews were invented to make journalism less passive. Instead of waiting for something to happen, journalists ask someone what should or could happen.”

Mokokoma Makhonoana

“Every time you invite a candidate to interview, you should expect to be interviewed, too.”

Stacy Feiner

“I sometimes find that in interviews you learn more about yourself than the person learned about you.”

William Shatner

15. Translate into English:

1. Щоб зробити гарний репортаж необхідно навчитись професійно проводити інтерв'ю.

2. Його перше інтерв'ю було з учасниками страйку, які вимагали покарання для хабарників.
3. Перед початком інтерв'ю потрібно переглянути питання щоб впевнитись, що вони сформульовані чітко та лаконічно.
4. Успішне інтерв'ю — це заздалегідь підготовлене інтерв'ю.
5. Краще поспілкуватись з людиною особисто, ніж брати інтерв'ю по телефону.
6. Потрібно налаштуватись на хвилю того, хто дає інтерв'ю, і заохотити його до розмови.
7. Журналісти намагаються задовольнити інформаційні потреби читачів і задають питання, які їх цікавлять.
8. Після інтерв'ю важливо прослухати записи, щоб уникнути помилок.

16. Work in groups of three. Conduct an interview with one of the famous people in your town or city following all the rules and tips suggested. Record it and present in class.

Revision Test

Choose the correct option for each sentence:

1. Sustainable growth is essential for a company to:
 - a) Merge with competitors
 - b) Dissect the problem
 - c) Increase the company's revenue
 - d) Undercut its prices
2. When you carefully examine and analyze an issue, you:
 - a) Fit into it
 - b) Have an eye for it
 - c) Thrive on it
 - d) Dissect the problem
3. When effective resource allocation comes into play, a company becomes more:
 - a) Vociferous
 - b) Efficient
 - c) Misleading
 - d) Responding
4. Analytical rigor involves:
 - a) Shooting a story
 - b) Identifying with stakeholders
 - c) Switchover to circular broadcasting
 - d) Rigorous analysis using data analytics
5. Strategic acumen refers to the ability to:
 - a) Charge money

- b) Obtain data analytics
 - c) Respond efficiently
 - d) Make effective strategic decisions
6. Companies that thrive on innovation often:
- a) Wield their brand image
 - b) Dissect the problem
 - c) Have an eye for stakeholders
 - d) Thrive on change
7. Efficient resource allocation contributes to:
- a) Bleak brand awareness
 - b) Merges and acquisitions
 - c) Sustainable growth
 - d) Printing press development
8. A company's target audience refers to:
- a) Broadcasting strategies
 - b) Tertiary education initiatives
 - c) Stakeholders' interests
 - d) People who might be interested in its products or services
9. Building a strong brand image involves:
- a) Thriving on mergers
 - b) Charging money from stakeholders
 - c) Misleading the target audience
 - d) Creating a positive perception in the minds of consumers

10. Engaging in acquisitions aims to:

- a) Increase the company's revenue
- b) Respond more vociferously
- c) Obtain efficient data analytics
- d) Dissect the problem effectively

11. Brand awareness can be enhanced through:

- a) Tertiary education
- b) Supply and demand fluctuations
- c) Word-of-mouth and social media
- d) Editorial coverage and undercutting

12. Stakeholders are individuals or groups:

- a) Who charge money for services
- b) Who thrive on data analytics
- c) Who fit into mergers
- d) Who have an interest in a company's activities

13. Word-of-mouth and social media are forms of:

- a) Editorial coverage
- b) Broadcasting
- c) Circular communication
- d) Switchover

14. Data analytics help in:

- a) Merging companies
- b) Responding vociferously

- c) Identifying with stakeholders
 - d) Analyzing and deriving insights from information
15. When a company has a strong brand image, it means:
- a) Their products are cheap
 - b) They undercut competitors
 - c) They have a positive reputation
 - d) They lack strategic acumen
16. The act of identifying with stakeholders involves:
- a) Switchover to circular broadcasting
 - b) Analytical rigor
 - c) Responding efficiently
 - d) Understanding and aligning with their interests
17. A vociferous response means a response that is:
- a) Efficient
 - b) Misleading
 - c) Loud and expressive
 - d) Obtained through data analytics
18. A bleak situation is one that is:
- a) Positive and promising
 - b) Hopeful and thriving
 - c) Gloomy and unpromising
 - d) Misleading and vociferous
19. The invention of the printing press brought about a:

- a) Circular communication
- b) Misleading agenda
- c) Switchover to broadcasting
- d) Foundation for mass communication

20. Circular communication refers to:

- a) Broadcasting news stories
- b) Printing press development
- c) Editorial coverage
- d) Continuous flow of information among individuals or groups

21. Editorial coverage involves:

- a) Creating brand awareness
- b) Shooting a story
- c) Misleading stakeholders
- d) Providing news and analysis on various topics

22. Misleading information can have a negative impact on:

- a) Sustainable growth
- b) Stakeholders' interests
- c) Switchover strategies
- d) Thriving on mergers

23. The term "switchover" refers to:

- a) Responding vociferously
- b) Changing from one communication method to another
- c) Obtaining data analytics

d) Shooting a story for broadcasting

24. Data analytics involves:

a) Merging companies

b) Thriving on mergers

c) Analyzing and deriving insights from data

d) Charging money for services

25. A company's foundation is built on:

a) Broadcasted stories

b) Shooting stories

c) Strategic acumen

d) Core principles and values

26. When a story is shot for broadcasting, it means:

a) Analyzing data

b) Printing press development

c) Capturing video footage for news dissemination

d) Responding vociferously

27. Meeting a deadline is important in:

a) Responding efficiently

b) Broadcasting circular communication

c) Thriving on mergers

d) Analytical rigor

28. If a company is "on the news," it means:

a) It has a strong brand image

- b) It's achieving sustainable growth
- c) It's featured in media coverage
- d) It's charging money from stakeholders

29. Supply refers to:

- a) Charging money
- b) Broadcasted stories
- c) Meeting deadlines
- d) Providing goods and services

30. Over time, if a company's reputation is damaged, its brand image may be:

- a) Thriving
- b) Merging
- c) Eroded
- d) Undercut

31. The company decided to undercut its competitors' prices, meaning they:

- a) Charged higher prices
- b) Charged the same prices
- c) Charged lower prices
- d) Charged variable prices

32. When news coverage is misleading, it can:

- a) Build brand awareness
- b) Damage the company's reputation

c) Strengthen brand image

d) Increase revenue

33. Companies aim to increase their revenue to:

a) Dissect problems

b) Thrive on innovation

c) Obtain data analytics

d) Generate more income

34. Brand awareness refers to:

a) Targeting a specific audience

b) Focusing on stakeholders

c) Promoting circular communication

d) Recognizing a brand among consumers

35. Brand image represents the:

a) Foundation of a company

b) Reputation and perception of a brand

c) Analytical rigor of a company

d) Printing press used for promotions

36. Effective resource allocation contributes to a company's:

a) Sustainable growth

b) Thriving on mergers

c) Broadcasted stories

d) Misleading agenda

37. The company's agenda included plans for:

- a) Switchover to broadcasting
- b) Efficient resource allocation
- c) Charging money from stakeholders
- d) Merging with competitors

38. The vociferous response from stakeholders indicated their strong:

- a) Misunderstanding of the situation
- b) Disagreement with the company's strategy
- c) Positive support for the company's decision
- d) Interest in data analytics

39. Envisaged refers to something that was:

- a) Dissected thoroughly
- b) Responded to efficiently
- c) Undercut from the original plan
- d) Imagined or planned beforehand

40. Companies often use social media and word-of-mouth to enhance their:

- a) Tertiary education
- b) Stakeholder interests
- c) Brand awareness
- d) Editorial coverage

41. A company's ability to wield its brand image implies its capability to:

- a) Merge with other companies
- b) Undercut competitors' prices
- c) Manage and influence perceptions
- d) Respond vociferously

42. Tertiary education refers to education at the:

- a) Primary school level
- b) Secondary school level
- c) College or university level
- d) Trade school level

43. The company's efforts to thrive on innovation helped it:

- a) Charge money from stakeholders
- b) Dissect problems efficiently
- c) Build its brand image
- d) Meet its deadlines

44. Effective data analytics can provide valuable insights into:

- a) Merging companies
- b) Stakeholder interests
- c) Switchover strategies
- d) Business trends and customer behavior

45. Coverage in the media refers to:

- a) Shooting a story
- b) Editorial analysis
- c) Brand awareness

d) News reporting and discussion

46. The company's switchover to circular communication marked a shift from:

- a) Broadcasting to printing press
- b) Traditional media to online media
- c) Editorial coverage to misleading information
- d) Stakeholder communication to data analytics

47. The company's foundation was built on its:

- a) Thriving on mergers
- b) Efficient resource allocation
- c) Printing press technology
- d) Core principles and values

48. A company's strategic acumen is demonstrated through its ability to:

- a) Dissect problems efficiently
- b) Charge money from stakeholders
- c) Undercut competitors
- d) Make effective strategic decisions

49. A strong target audience helps a company tailor its efforts to:

- a) Thrive on mergers
- b) Fit into the market
- c) Broadcast stories effectively

d) Increase brand awareness

50. The company's response to the crisis was quick and:

a) Efficient

b) Circular

c) Vociferous

d) Bleak

References:

1. Самирханова О. В. A Glimpse of Journalism / Самирханова О. В., Уельская Н. Н. [Электронный ресурс] – Режим доступа до ресурсу : http://ebooks.grsu.by/glimpse_of_journalism/contents.htm
2. Anne-Marie Tomchak. Future of Newspapers. BBC World News / [Электронный ресурс] – Режим доступа до ресурсу : <https://www.youtube.com/watch?v=i6XkUwiSYQQ>
3. Karen Fowler-Watt. Journalism: New Challenges / Karen Fowler-Watt and Stuart Allan // Centre for Journalism & Communication Research. Bournemouth University. – 2013. – 498 p.
4. Karin Wahl-Jorgensen. The Handbook of Journalism Studies / Karin Wahl-Jorgensen, Thomas Hanitzsch // Routledge. – 2009. – 446 p.
5. Katie Couric. How to conduct a good interview / Katie Couric [Электронный ресурс] – Режим доступа до ресурсу : <https://www.youtube.com/watch?v=4eOynrI2eTM>
6. Rachel Kanigel. 10 Tips for Becoming a Foreign Correspondent / Rachel Kanigel [Электронный

ресурс] – Режим доступа до ресурсу :
<http://ieimedia.com/blog/10-tips-for-becoming-a-foreign-correspondent>

7. Sally Adams. Interviewing for Journalists / Sally Adams, Wynford Hicks // Routledge. – 2001. – 185 p.
8. Tony Rogers. 10 Steps for Producing the Perfect News Story / Tony Rogers. [Электронный ресурс] – Режим доступа до ресурсу :
<http://journalism.about.com/od/reporting/tp/createstories.htm>
9. <http://www.historicpages.com/nprhist.htm>
10. http://www.mtv.com/movies/features_interviews/interviews.jhtml

Навчальне видання

ПЛАХОТНЮК Наталя Павлівна
МАКАРЕВИЧ Олег Олександрович

***MASS COMMUNICATIONS, COACHING
AND CONSULTING***

Навчальний посібник з англійської мови
для студентів спеціальності спеціальності 033 «Філософія»
(ОПП «Масові комунікації, коучинг та консалтинг»)

Електронне видання

Редактори – Н.П. Плахотнюк, О.О. Макаревич
Технічний редактор – О.О. Макаревич

Комп'ютерний дизайн та верстка: Плахотнюк Н.П., Макаревич О.О.

Формат 60x84/16. Гарнітура Times New Roman
Умовн. друк. акр. 10,23