



НАРОДНАЯ УКРАИНСКАЯ АКАДЕМИЯ

RELATIONS MASS MEDIA

Учебное пособие по устной практике
для студентов IV курса
факультета «Референт-переводчик»,
обучающихся по специальности 035
«Филология»

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Навчальний посібник містить тексти і вправи з курсу «Усна практика», які сприяють вивченню та закріпленню активної лексики, а також формуванню навичок спонтанного мовлення. Навчальний посібник призначено для студентів четвертого року навчання.

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Учебное пособие по содержит тексты и упражнения по курсу «Устная практика», которые способствуют изучению и закреплению активной лексики, а также формированию навыков спонтанной речи. Учебное пособие предназначено для студентов четвертого года обучения.

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UNIT 1. RELATIONS

VOCABULARY STUDY

Family

The Brown family, the Browns, a Brown; parents, father, Dad, Daddy, mother, Mum, Mummy, children, kids, son, daughter, brother, sister, elder/senior brother, younger/junior sister; ancestors, forefathers, grandparents, grandfather, granddad, grandpa, grandmother, granny, great grandparents, great grandfather, great grandmother; descendants, grandchildren, grandson, granddaughter, great grandchildren, great grandson, great granddaughter.

Relatives

Relation, relative, near/distant relative, uncle, aunt, nephew, niece, relatives-in-law, father-in-law, mother-in-law, son(daughter)-in-law, sister(brother)-in-law, first(second) cousin, step-mother(father), step-child(son, daughter), half-sister, guardian, foster-child, orphan, a relative on one's father's side.

Names

First/second/middle name, family name, surname, patronymic, full/short name, (My name is Edward, Ned for short.), to call somebody by his first name, maiden name, nickname, pet name.

Family likeness

To resemble somebody, to have a strong resemblance to each other, to be the image/copy of one's mother, to be a male/female replica of one's mother/father, to look alike, to take after someone, to inherit somebody's features, not to see any physical resemblance.

Age

To turn 20, to be under/over 30, to be about 20, to be on the right/wrong side of 40, to be out of one's teens (twenties, etc), to be in one's teens (twenties, etc), to be in one's early/middle/late thirties, to be 50 odd, to be well past 80, to be under/of age, to be the same age, to be twice as old as, to be born in the same generation. She will never see 20 again. He's getting on in years. He's back in his second childhood. She looks her age. He had outlived his wife by over 10 years. He looks young for his age.

Love and marriage

To be married to somebody, to marry somebody, to get married, to marry into the Evans family, to be engaged, engagement, to go out with, to date a girl, to make a date with a girl for 7 o'clock, to court somebody, courtship, to have a steady girl(boy)-friend, to flirt, love at first sight, to fall in love with, to be in love with each other, to ask for a girl's hand, to propose to, to meet with a refusal, to accept, wedding ceremony, a match, a love match, a marriage of convenience, a wedding, a

silver/golden wedding, wedding anniversary, a bridegroom, a fiancѝ, a bride, a fiancѝe, a bridal pair, a best man, a bridesmaid, a witness, the registry office, to sign the register, a married couple, a husband, a wife, a newly married couple= newly weds, a wedding ring/guest/gift/cake, a honeymoon, to honeymoon, a dowry, to live with, to marry somebody for his money, to divorce somebody, to be/get divorced from, to be separated, to get on well with, to be widowed, a widow, a widower, a grass widow, ex-husband/wife, to be/remained single, a single man/woman, a spinster, an old maid, a bachelor.

Friends

An old friend, a friend of mine, a close friend, your best friend, a firm friend, an acquaintance, a 'bosom' friend, a colleague.

People

Adult, grown-up, fellow, guy, bloke, girl, lass, boy, lad, child, kid, baby, toddler, teenager, youngster, adolescent, school-leaver, middle-age, elderly person.

Nice

Sweet, attractive, adorable, pretty, good-looking, amusing, efficient, hard-working, sincere, artistic, capable, careful, cheerful, clever, confident, considerate, creative, easygoing, energetic, enthusiastic, flexible, friendly, generous, gentle, good-humoured, good-natured, happy, helpful, honest, humorous, imaginative, intelligent, interesting, kind, lively, loyal, open-minded, organized, patient, perceptive, polite, practical, rational, reliable, sensible, sensitive, sociable, spontaneous, sympathetic, tactful, thoughtful, unselfish, versatile, wise, witty.

Nasty

Selfish, grumpy, grouchy, miserable, stupid, lazy, narrow-minded, cruel, aggressive, violent, rough, dishonest, mean, stingy, disloyal, bad-tempered, ignorant, too clever by half, crazy, cynical, prejudiced, touchy, obstinate, stubborn, arrogant, proud, rude, ruthless, greedy, jealous, nosy.

Neutral

Absent-minded, forgetful, silly, shy, sentimental, emotional, sad, worried, nervous, scared, frightened, cheeky, fresh, naive, cunning, crafty, quiet, noisy, lonely, lonesome.

Relationships

To like, be fond of, be keen on, grow to like, be friends with, get to know, make friends with; dislike, hate, loathe, go off, detest, quarrel with, argue with, have a row with, fall out with.

Intellectual ability

Ability: intelligent, bright, clever, smart, shrewd, able, gifted, talented brainy

Lacking ability: stupid, foolish, half-witted, simple, silly, brainless, daft, dumb, dim,(the last four are predominantly colloquial words).

Clever, in a negative way, using brains to trick or deceive: cunning, crafty, sly.

Attitudes towards life

Looking on either the bright or the black side of things: optimistic, pessimistic. Outward-looking or inward-looking (i.e. to the world around one or to one's own inner world): extroverted, introverted.

Calm or not calm with regard to attitude to life: relaxed, tense.

Practical, not dreamy in approach to life: sensible, down-to-earth.

Feeling things very intensely: sensitive.

Attitudes towards other people

Enjoying others' company: sociable, gregarious.

Disagreeing with others: quarrelsome, argumentative.

Taking pleasure in others' pain: cruel, sadistic.

Relaxed in attitude to self and others: easy-going, even-tempered.

Not polite to others: impolite, rude, ill-mannered, discourteous.

Telling the truth to others: honest, trustworthy, reliable, sincere.

Unhappy if others have what one does not have oneself: jealous, envious.

One person's meat is another person's poison.

Some characteristics can be either positive or negative depending on your point of view. The words in the right-hand column mean roughly the same as the words in the left-hand column except that they have negative rather than positive connotations

thrifty/economical	miserly mean tight-fisted
self-assured	self-important arrogant full of oneself (colloquial)
assertive	aggressive bossy (colloquial)
original	peculiar weird eccentric odd
frank/direct/open	blunt abrupt brusque curt
broad-minded	unprincipled permissive
inquiring	inquisitive nosy (colloquial)
generous	extravagant
innocent	naive

ambitious	pushy (colloquial)
determined	obstinate stubborn pig-headed

Pleasant and unpleasant feelings

Happiness and unhappiness

You feel:

ecstatic when you are madly in love or are spiritually uplifted for some reason.

content(ed) when you are peaceful and satisfied with what you have. Notice that content is not used before a noun. You can say 'She is content' or 'She is contented' but only 'a contented person'.

cheerful when life is looking quite bright and positive.

grateful when someone has done you a favour.

delighted when something has happened that gives you great pleasure, when you hear news of someone's good fortune, for instance.

miserable when everything seems wrong in your life.

discontented when your life is not giving you satisfaction.

fed-up / sick and tired when you have had enough of something disagreeable. You could be fed up with someone's rudeness, for instance, or sick and tired of someone's behaviour.

depressed when you are miserable over a long period of time. Depression is considered an illness in some severe cases.

frustrated when you are unable to do something that you want to do.

confused / mixed up when you cannot make sense of different conflicting feelings or ideas; mixed up is more colloquial.

Excitement, anger and anxiety

You feel:

excited when you are expecting something special to happen, e.g. before a party or before a meeting with someone special.

inspired when you are stimulated to creative deeds or words. You might feel inspired after listening to some very powerful music, perhaps, or you might be inspired to action by a friend.

enthusiastic when you have very positive feelings about something, e.g. a new project

thrilled when something extremely exciting and pleasing happens - quite a colloquial word. She was thrilled when the film star kissed her.

cross when you are angry or bad-tempered. It is often, though not exclusively, used about small children; quite a colloquial word.

furious/livid/seething when you are extremely angry; livid and seething are more informal; in a rage/fury are other ways of saying furious or violently angry. *anxious* when you are afraid and uncertain about the future. I am so anxious about the results of my exams that I can't sleep.

nervous when you are afraid or anxious about something that is about to or may be about to happen. I always feel nervous when I have to go to the dentist. Feeling nervous is a little bit like feeling excited but it is a negative feeling whereas excitement is positive.

apprehensive when you are slightly nervous or anxious about something in the future.
worried when anxious thoughts are constantly going through your head.

upset when something unpleasant has happened to disturb you. It often combines feeling of both sadness and anger.

Words and expressions relating to desiring

Desire is used either as a formal verb to express a sexual wish for someone or else it is quite a formal word for wish.

He desired her the moment he saw her.

I have a strong desire to see the Himalayas before I die.

Looking forward to means thinking about something in the future with pleasant anticipation. The opposite of look forward to is dread.

I am looking forward to going to Fiji but I'm dreading the flight.

Note: 'to' is a preposition here and not part of the infinitive and is followed by a noun or an -ing form.

Long for means to wish for something very much.

As soon as I get back from one holiday, I'm longing for the next.

Yearn for is a more poetic way of saying long for.

He will never stop yearning for his country although he knows he can never return.

Words and expressions relating to disliking

Loathe, detest, hate, cannot stand and *cannot bear* are all stronger ways of saying dislike and they are all followed by a noun or an -ing form.

I loathe / detest / hate / cannot stand / cannot bear bad-mannered people.

Repel, revolt and *disgust* are all strong words used to describe the effect which something detested has on the person affected.

His paintings disgust me. I was revolted by the way he spoke. His behaviour repels me.

Ways of addressing loved ones.

dearest sweetheart darling love dear pet

Pet is used mainly to children. Note that the last three words in the list are not confined to use with people who are really loved. It is not uncommon for a London bus conductor, for example, to address any girl or woman as 'love'. (His Glasgow equivalent calls his female passengers 'hen'.) It's best for you, however, to keep such words for people you have a close relationship with!

EXERCISES

Ex. 1. Sort the following words and phrases into the categories below. Add your own words to each category.

BIRTH

MARRIAGE

DEATH

Cot, grave, nappy, grief, wedding, pram, wreath, bouquet, pregnant, reception, to bury, bonnet, mourners, coffin, funeral, godmother, cemetery, widow, christening, honeymoon, sympathy, to get engaged, to have a baby, best man, maternity leave, bridegroom, to get divorced, to exchange rings.

Ex. 2. Draw your own family tree. Are there any relationships you cannot describe in English? Write a short summary of your family background.

Ex. 3. Put each of the following words or phrases in its correct place in the passage below.

date *approve* *mature* *attracted* *romantic* *keen* *break*
off *go out* *relationship* *drift apart*

Ann was a very _____ girl who often dreamed of love and marriage. She was especially _____ to a young man called Michael, who worked in the same office as she did, and he was very _____ on her too. They became friendly and one day Michael asked her to go out with him. Their first _____ was a visit to the cinema, and they both enjoyed the evening so much that they decided to _____ together regularly. Michael was a bit untidy and rather young, and Ann's parents didn't _____ of him at first, but Ann was a sensible, _____ girl and they had confidence in her. For a year or so everything went well, but then somehow they slowly began to _____, until finally they decided to _____ their _____.

Ex. 4. Put each of the following words in its correct place in the passage below.

Bride *engaged* *bridegroom* *consent* *wedding* *civil*
reception *honeymoon* *propose* *toast*

One evening, although he was nervous, Joe decided to _____ to his girlfriend, Linda. She accepted his proposal, they became _____ and he gave her a ring. After a year they had saved enough money to get married (they were both over 18 so they did not need their parents' _____). Some people have a religious ceremony with a priest, but Joe and Linda decided on a _____ ceremony in a registry office. On the day of the _____ Linda, the _____, was very calm, but Joe, the _____

_____, was nervous. Afterwards, at the _____, speeches were made and the guests drank a _____ to the happy couple, who finally left for a _____ in Spain.

Ex. 5. Explain the difference between ...

- (a) to be fond of and to be in love with
- (b) separated and divorced
- (c) a fiancѝ and a fiancѝe
- (d) mother and mother-in-law

Ex. 6. Put one of the following words in each space in the sentences below.

In with out to of

- Bob and Lena are going _____ together.
- Bob is going _____ Lena.
- He was too nervous to ask her _____.
- She's very fond _____ him
- We drank a toast _____ future happiness.
- He fell _____ love _____ her at once.
- He's getting married _____ Liz next month.
- She's engaged _____ a policeman.
- His parents don't approve _____ her.
- Have confidence _____ me!

Ex. 7. Each of the fourteen people below is married to one of the others. From the information you are given, find out who is married to whom. Note there are three generations here.

Alan is Caroline's nephew and Larry's cousin.

Barbara is Larry's mother and Maggie's sister-in-law.

Caroline is Edward's daughter and Maggie's sister-in-law.

David is Gordon's brother-in-law and Alan's uncle.

Edward is Ingrid's grandfather and Maggie's father-in-law.

Fanny is Caroline's mother and Alan's grandmother.

Gordon is Helen's son-in-law and Nigel's brother-in-law.

Helen is Barbara's mother-in-law and Larry's grandmother.

Ingrid is Gordon's niece and David's daughter-in-law.

John is David's father and Gordon's father-in-law.

Karen is Gordon's daughter-in-law and Maggie's daughter-in-law.

Larry is John's grandson and David's son.

Maggie is Larry's aunt and Fanny's daughter-in-law.

Nigel is Ingrid's father and Fanny's son-in-law.

Ex. 8. Choose the most suitable word or phrase to complete the sentences below.

1 Mrs Jones had

- a) *a trio* b) *a treble* c) *triplets*

2 Mrs Vine had had ... the week before.

- a) *quarts* b) *quads* c) *a quartet*

3 Twins often seem to ... a generation.

- a) *hop* b) *skip* c) *jump*

4 There was a case of... twins in our town recently.

- a) *Japanese* b) *Chinese* c) *Siamese*

5 There's a ... of twins in our family - on my father's

- a) *story* b) *geography* c) *history*
d) *tree* e) *side* f) *line*

6 I was ... child, though.

- a) *an only* b) *a missing* c) *a single*

7 All the members of our football team are related ... marriage.

- a) *by* b) *to* c) *on*

8 When Mother remarried, her second husband, my ..., gave me a new bicycle.

- a) *forefather* b) *stepfather* c) *grandfather*

9 He said to me, 'Look, I know you're not my own ..., but let's be friends.'

- a) *flesh and blood* b) *blood and guts* c) *skin and bones*

10 My ... originated from a tribe of Red Indians. a)

- ancestors* b) *ancients* c) *antiques*

11 Not many of my own ... relatives are still alive.

- a) *blood* b) *skin* c) *heart*

12 My ... -grandfather fought at the Battle of Waterloo.

- a) *grand grand grand* b) *great grand grand* c) *great-great-great*

13 My brother-in-law inherited J500,000 in his uncle's

- a) *will* b) *testament* c) *wishes*

14 I was left J50 and a cat by ... relative; I believe it was a ... cousin - or perhaps it was a ... -aunt.

- a) *a distant* b) *an unclear* c) *a long-distance*
d) *double* e) *second* f) *dual*
g) *grand* h) *great* i) *large*

15 Peter is an orphan; he was ... at the age of two.

- a) *adjusted* b) *adapted* c) *adopted*

16 Paul comes from a broken home; he has lived with a number of... parents.

- a) *loan* b) *foster* c) *second-hand*

17 Mary was from a single-parent family; now she's looked after by her

- a) *keeper* b) *warden* c) *guardian*

18 I'm off to have Sunday lunch with my ... now.

- a) *outlaws* b) *by-laws* c) *in-laws*

Ex. 9. Write the answers to these questions.

1. In what ways do you take after members of your family, in appearance and character?
2. How close are you to the various members of your family?
3. What sort of presents do you normally receive from your relatives?
4. Do most people you know get on with their in-laws?
5. What is the system of adopting and fostering in your country?
6. I wouldn't like to be / have been an only child. Do you agree?

Ex. 10. Give two or more words falling under the same category:

- a) name
- b) family
- c) children
- d) stepparents
- e) stepchildren
- f) people who are not married
- g) ancestors
- h) relatives.

Ex. 11. Match each word combination or idiom in the left-hand column with the best meaning in the right-hand column.

1.marital status	a) newly married couple
------------------	-------------------------

2. newly-wed	b) a woman's surname she bore before she was married
3. common-law marriage	c) man on his wedding day
4. god son (child)	d) legal document between husband and wife outlining domestic responsibilities, material rights and obligations, and the division of property in the event of break-up
5. maiden name	e) agreement to marry
6.marriage portion	f) person who arranges marriages or introduces prospective brides and grooms
7. black sheep of the family	g) wife whose husband is temporarily not living with her
8. Christian name	h) whether a person is single, married, separated, divorced or widowed
9.siblings	i) Similarity of features of the face, such as is often observed in persons of the same family
10. the only child	j) separation of a couple
11.marriage contract	k) chart showing the genealogy of a family
12. engagement	l) person who has bad reputation in a company of people or considered a defect of fault; the worst member of the family
13. bride-maids	m) love in hunter's cabin made of branches and straw
14. groom	n) brothers and sisters
15.break-up	o) person for whom god-parent acts as a sponsor at baptism
16. blind date	p) non-legalized marriage
17.match-maker	q) name given in church as distinguished from the surname of family name; it is applicable to the one person only
18.family likeness	r) marriage in which both husband and wife are happy
19. golden wedding	s) man habitually snubbed by his wife
20. family tree	t) child without brothers and sisters
21. grass widow	u) child between the ages of one and three, who has learned to walk but is still rather unsteady
22. toddler	v) female attendants of the bride
23. marriage made in heaven	w) bride's dowry
24. henpecked husband	x) date when husband and wife have lived together 50 years
25. love in a cottage	y) date arranged by a third party for two people who are not acquainted

Ex. 12. Choose the best word from those given to complete each of the sentences which follow.

enthusiastic *confused* *cross* *thrilled* *depressed*
upset *fed-up* *frustrated* *discontented*

- I didn't know who was telling the truth. I felt totally _____.
- Some mothers are _____ for several months after the birth of a baby.
- I think she is bad-tempered because she is _____. She wanted to be an actress and not a school-teacher.
- Although he seems to have everything anyone could possibly want, he is still _____.
- He went skiing for the first time last month, but now he is so _____ about it that he can talk of little else.
- My baby brother gets very _____ by the evening if he doesn't have an afternoon sleep.
- This rainy weather has gone on for so long. I feel really _____ with it.
- He was terribly _____ when he heard the news of his friend's accident.
- She was _____ when she learnt that she had won the first prize.

Ex. 13. Write sentences about when you have experienced the following feelings.

Example: anxious

I felt anxious until we heard the results of my mother's medical tests.

Anxious, grateful, miserable, enthusiastic, apprehensive, in a rage, inspired.

Ex. 14. The words below on the left are used in colloquial conversation to describe people of different characteristics or interests. Match each item on the left with the most suitable phrase on the right.

a chatterbox	is inquisitive and pokes his or her nose into other people's business
a highbrow	can't stop talking
a nosey parker	loves reading books
a bookworm	is confused and forgetful
a film fan	is intellectual and likes serious literature, art, music
a slowcoach	loves to work
a lazybones	is very keen on the cinema

a scatterbrain	is not very active or energetic
a workaholic	is slow
a fresh air fiend	causes difficulties between people
a high flier	seems to enjoy preventing others from enjoying themselves
a troublemaker	likes to open the windows or be outside
a killjoy	is clever and ambitious and will get promotion and success

Ex. 15. Read through the text below to check on some of the language we use to describe our feelings for other people - from adoring them to tolerating them to hating them. Translate into Russian. Make your own sentences with the underlined expressions.

Tim and Lenny can't stand each other. They loathe each other, hate the sight of each other. Lenny seems to envy Tim his stripes and Tim is envious of Lenny's spots.

We all have great respect for Leo; respect mingled with fear.

Sammy frightens everyone. Even Tim and Lenny keep out of his way, and Leo admits to being slightly afraid of him. The chickens are terrified of him and the rabbits are petrified; they nearly have a heart attack if you just go up behind them and hiss.

Clarence always seems to have a chip on his shoulder - as if he has a grudge against the whole animal kingdom. The others ignore him.

Everyone looks up to George.

Zoe and Pat are very close. They seem to enjoy each other's company and get on very well together. I suppose they have a lot in common, same taste in clothes etc. Penny, who has a love-hate relationship with Pat, is getting jealous, though.

Percy makes everyone feel a bit uneasy; none of us can really relax in his company. We all remember past pricks and so are wary of him.

Nobody trusts Charlie; they say you never know what he's thinking.

Dear Henry is amused by everything and everybody.

Everyone keeps their distance from Ronny.

Everyone admires hardworking Sarah. She impressed us all last autumn particularly.

Oswald is very badly treated. Everyone looks down on him; even wise old Orville regards him with contempt. The poor chap, he's developed quite an inferiority complex, just because he can't fly.

There's general sympathy for Harry. I'm not sure whether we pity him for his ugliness or feel sorry for him having to carry all that weight around.

We're all very fond of Donna, but she seems quite indifferent to us. (I get the feeling that she's only in love with herself, just sitting around all day singing protest songs about Love and Peace and things.) It's difficult to get through to her.

Gordon is fascinated by the butterflies, absolutely captivated. They seem to find him pretty intriguing, too.

To a man, we're all bored stiff by, fed up with and sick to death of Polly, who goes

on all day about nothing in particular.

We detest and despise Valerie for giving us all a bad name.

Everybody despairs of Lou and his friends, throwing themselves off cliffs like that.

We resent Bruin's and Bunny's popularity with children; their dressing up in people's clothes is definitely frowned on.

Secretly, I think we all still miss Dudley.

Ex. 16. Use each of the expressions below to say or write a true statement about the way you relate (or have related in the past) to people you know or to particular groups of people. You will need to add a preposition with each expression.

Example: be in love I've been in love with Carlos since we were children.

feel sorry, be terrified, can't get through, get on well, be fascinated, be fed up, look up, hate the sight, have great respect, be wary, have a lot in common, feel indifferent, be very fond, look down.

Ex. 17. Match these words with their opposites.

1 clever	introverted
2 extroverted	tight-fisted
3 rude	courteous
4 cruel	gregarious
5 generous	kind-hearted
6 unsociable	half-witted

Ex. 18. Do you think that the speaker likes or dislikes the people she/he is talking about? Now reword the sentences to give the opposite impression.

1. Di's very thrifty.
2. Molly's usually frank.
3. Dick's quite bossy.
4. Liz's quite broad-minded.
5. I find Dave self-important.
6. Don't you think Jim's nosy?
7. Sam can be aggressive.
8. Jill is very original.

Ex. 19. Magazines often publish questionnaires which are supposed to analyse your character for you. Look at the words below and then match them to the question which aims to decide whether a person is like that.

Example: If you arrange to meet at 7 p.m., do you arrive at 7 p.m.? reliable

pessimistic argumentative sensitive sociable
extravagant assertive inquisitive

- 1) Do you prefer to be in the company of other people?
- 2) I have half a glass of wine. Do you think my glass is half empty?
- 3) Do you find it easy to tell your boss if you feel he or she has treated you badly?
- 4) Do you always look out of the window if you hear a car draw up?
- 5) Do you often buy your friends presents for no particular reason?
- 6) Do you frequently disagree with what other people say?
- 7) Do you lie awake at night if someone has said something unkind to you?

Ex. 20. Write questions like those in the previous exercise that you could ask to try to find out whether a person is the following:

Thrifty, sensible, even-tempered, obstinate, blunt, intelligent, original.

Ex. 21. Write out from the text all the words and expressions relating to liking. Make sure you know their meanings. Make your own sentences with them.

I quite liked Tom when we first met. However, although lots of my friends said they found him attractive, I didn't fancy him at all. He invited me out and I must admit that I was more tempted by his sports car than by him at first. However, I really enjoyed spending time with him. He fascinated me with his stories of his travels around the world and something mysterious about his past also attracted me. Moreover, we were both very keen on sailing. Soon I realised I had fallen in love with him. His sense of humour really appealed to me and I was also captivated by his gift for poetry. Now, three years later I absolutely adore him and I cannot understand why I didn't fall for him the moment we first set eyes on each other. He is a very caring person, fond of animals and small children. He is always affectionate and loving towards me and passionate about the causes he believes in and the people he cares for. I hope we shall always worship each other as much and be as devoted to our life together as we are now.

Ex. 22. Reword the sentences without changing the meaning. Use the word in brackets.

Example: I very much enjoy his novels. (love) I love his novels.

I strongly dislike jazz. (stand)	She has totally charmed him. (captivate)
Beer makes me feel sick. (revolt)	Do you fancy a pizza tonight? (like)
I don't really care for tea. (keen)	She likes rowing and golf. (keen)

His art attracts me. (appeal)	I'm dreading the exam. (look)
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Ex. 23. In each pair of sentences which person probably feels more strongly?

a Dear Louise, how are things?	b Darling Louise, how are things?
a He's devoted to his sister.	b He's very fond of his sister.
a I dislike his poetry.	b I loathe his poetry.
a She's yearning to see him.	b She's longing to see him.
a He worships her.	b He loves her very much.

Ex. 24. Complete the sentences or answer the questions in any way that is true for you.

- 1) What kind of food do you like? I like _____ and I adore _____ but I can't stand _____ .
- 2) I'm longing for _____ .
- 3) I'm fascinated by _____ .
- 4) What attracts you most in a person of the opposite sex?
- 5) What do you enjoy most about your job?
- 6) If you were on a diet, what food or drink would tempt you most to break the diet?
- 7) What characteristics in people do you most detest?
- 8) What do you dread most about getting old?
- 9) What do you fancy doing this evening?

TEXTS FOR DISCUSSION

TEXT 1. A LIFE IN THE DAY OF LINDA McCARTNEY

We live in a two-bedroom house so as soon as James (2) starts calling 'Mummy, Mummy', around seven every morning, he wakes everyone up. Being his mother I like to be the first to greet him, so up I get.

I take him downstairs and start getting breakfast ready. Before long the other kids — Heather (almost 17), Mary (10) and Stella (8) — are also down. If Paul is recording or we are touring I try to make sure he's not disturbed. But if he isn't working he gets up at the same time and joins the kids at breakfast. He's an excellent father, very involved and protective towards them.

It seems mad to have moved from a large house in London to a small place on the South Coast, but it's so much cosier. Paul and I are in the kind of business where we can be totally detached from our kids and hardly see them grow up. If you have enough money to live in a big house, one kid could be up in the attic and another could be in the west wing and you'd hardly see them.

The kids travel everywhere with us. When touring abroad we usually rent a house and make it our base so we can return to the kids each night.

We're all vegetarian, so breakfast is eggs laid by our own hens, home-grown tomatoes fried, vegetarian sausages, cereals and whole-wheat bread. During the bread strike Paul baked the most beautiful bread!

Quite often Paul comes with me when I drive the girls to school. Mary and Stella go to a local primary school and Heather attends a nearby art school. I drive a Mini because being American I'm used to wide roads, so with a small car I've no fear about scraping it.

I buy most of the kids' clothes at Mothercare. I look at their catalogue or go into the shop and pick out things that are made from natural fibres. I myself feel most comfortable in jeans and T-shirt. I don't really spend that much — even though Paul pays all the bills! Because we live locally I'm regarded as just another mother who takes her children to school and has a house to keep. I try to keep, my life close to what it was before we married.

Because we have a big breakfast and a big dinner about six we don't have lunch. So about that time I'm doing jobs around the house. Paul never helps me. He likes tidiness but is not too tidy himself! If I'm working or going out I have a woman in to do the cleaning. But I always do the cooking because I enjoy it. I cook for six every day.

For dinner I make things like quiche Lorraine — without bacon — aubergines, spaghetti, salads and Paul's favourites which are pea soup or cream of tomato soup made from home-grown tomatoes and onions. I also make coffee milkshakes which I love. I'm a real baby that way!

If I'm lucky during the day I go for a ride on my stallion called Lucky Spot. He's got a lovely temperament. Horse riding is a marvellous form of exercise, both physically and spiritually.

One interest we share closely is football. We rarely get to see matches but we always watch it on television. Paul is a great Liverpool fan, so we support Liverpool.

Because we live in the country we don't socialize that much. We think that's also partly because we're too lazy. There's so much I'd like to do, especially in the photographic field, but I hate to leave the life I lead in the country unless I absolutely have to.

I get various offers to take photographs, and sometimes I might find one particularly attractive. But when it comes down to it I just can't bring myself to leave the kids and go to take pictures. So I stay at home and take pictures of them instead.

Most of our evenings are spent in front of the television. I watch Dallas, Top of the Pops, Old Grey Whistle Test and some quiz shows.

Before I turn in for the night I always go to the kid's bedroom and give them

each a kiss. Trouble is, James often wakes up and doesn't want to go back to sleep.

TEXT 2. UNSUPPORTED SUPPORT

By Datina M. Herd.

Sure, my husband should help pay to raise his child. All I ask is that his ex help out a bit.

My heart pounded against my chest as my husband slowly walked into the bedroom. "How'd it go?" I asked, resisting the sudden urge to cross my fingers. Keeping his eyes downcast, he said, "They doubled it. They doubled my child support." Talk about exhaling; all of the air left my body. How could they double it? Didn't they take our four children and me into account when they made the decision? We already cannot pay all of our bills. How can they justify giving so much to one child when we have five to support?

I almost felt sorry for him, as he looked around as if wishing he could disappear. "They said that under the law, it is based on each parent's income. Since she is on welfare, I have to pay 70 percent and she pays 30, regardless of who else is affected. I told them that since the state is actually contributing her 30 percent through her welfare allotment, she is not paying anything, but they said that is how it works." He left to go to work and I sat there trying to swallow this new setback.

My husband and I have been together for almost 13 years. His oldest child was born after her mother ended their brief relationship. During those 13 years, I have always worked and his child's mother is dependent on welfare. She is my age—35—and has held certification as a nursing assistant since the '80s, when I first met her. She is not unskilled or unemployable. She completed her schooling and certification while I was still in college. She was on welfare then, too—there was already a child by another man. I worked full time to pay my way through college. This mother now has at least three children by three different fathers—that's the only reason I can figure she isn't required to work. She has never married.

Being on welfare means that there's always an agency working on her behalf to make sure my husband supports their child. Many of us working moms contribute fully to their kids' upkeep. Will there ever be a time when this person will be required to give monetary support to her child? Isn't welfare meant to be short term?

The court even requested our past tax returns so that any income from me could be taken into account to reward a mother with more child support while she stays home. At that time the returns showed only my husband was working. I called my close girlfriends sobbing from the unfairness and helplessness I felt. We work and pay taxes, part of which support welfare. My husband pays child support, which goes to the welfare system. The system works backward. A woman being rewarded for being irresponsible, and I'm being punished for taking responsibility!

I can remember a comment made by an attorney during a TV show dealing with child support. The audience was told that welfare mothers can get child support by going to court and that money can be obtained from the new wife's income by

attaching her tax refund. Why should welfare recipients profit from former partners wives' willingness to work and provide a certain standard of living for their families?

Don't get me wrong. I know my husband has to support his child. But the system is unfair. My husband has been laid off and unemployed several times. At times, the financial strain on us both has almost caused a divorce, but we have held on knowing it has to get better. No agency stepped in to make my husband support our children "by any means necessary" on my behalf. I've had to work to support my family. I started at minimum wage after college, worked two jobs (one part time and one full time) while nine months pregnant and reached the professional level as a federal employee. The stress has affected my health, and I was forced to resign from my job last summer.. At home I had thought I might try writing articles for extra money. Family finances have slapped me back to reality and I realize that it's now necessary for me to return to work at once. I'd hoped it wouldn't be so soon. As the law seems to work against me, maybe I should have divorced my husband and applied for welfare.

Because of the additional child support, I have accepted a position for which I am overqualified. I hope once again to work my way up to a better job. After being laid off from a four-year temporary position as a mail carrier, my husband has become a fast-food restaurant manager. The job pays better than you might think, but it is a substantial reduction in income when compared to his previous job. He is also attending school, hoping to gain additional skills that will enable him to make better wages.

It is obvious that we are not wealthy. When only my husband worked because I'd become ill, I found out that we would qualify for food stamps. Unless we face going hungry, we don't want them, because we worry about the example it would set for our children since we're able to work. We live in a fixer-upper house and have one vehicle. Even when we both work, we just manage to keep our heads above water, make do with what we have and set goals to do better. More children are out of the question even if we wanted them. When I get back to work, there will be the additional costs of paying child care again. For the short time that I have been home, I have been able to attend school programs and PTA meetings and spend a lot more time with the children. The increased support to my husband's first child has left me no choice but to return to work immediately. We'll have even less time and money for the children we have together.

I have accepted that my husband's paychecks will be smaller after this new deduction. I'm resigned to the fact that I'll probably work until my children are adults. I had hoped that I would be a stay-at-home mom for a while, spending more time with my kids. My plan had been to return to work when my 4-year-old started school this fall. I don't begrudge children the support they are entitled to from an absent parent. What I refuse to accept is that it is my responsibility to be forced to leave my own children and go to work while someone else can stay at home and profit from it.

TEXT 3. CHILDREN BULLYING PARENTS. ADOLESCENT VIOLENCE AND HOW TO SPOT THE SIGNS

Jill finds it hard to cope with her 11-year-old son Nicholas. He starts throwing things at her if she wants him to do something he dislikes, such as switching off the television or the computer. He grabs the steering wheel as she is driving if he does not agree with the direction she wants to take. Nicholas is big for his age and is physically intimidating to his mother, who is of smaller build.

Jill is at a loss as to how to deal with the situation. She becomes fearful when Nicholas walks into the room, afraid that he will flare up again. She describes the experience as 'walking on eggshells'. She chooses her words carefully; afraid he will create a ruckus at the slightest miscommunication.

At the same time, she is consumed by guilt, convinced that his behaviour is her fault for not raising him well. Jill, a single mother, finally contacted counsellors after realising that her relationship with her son was fast deteriorating.

Rosemary Paterson, the counsellor in charge of the case, says the story has a happy ending. "The 11 year old eventually made a choice that it was better for him, and better for his relationship with his mother, not to be violent."

But since he was not physically hurting Jill, was he really being 'violent'?

"We define it as a situation in which the child feels and acts out a sense of over-entitlement without enough feeling of responsibility," Rosemary explains. "It is not just defined as 'physically hurting the parent', but intimidating the parent in some way." Children might even threaten to hurt themselves in order to manipulate the parents' decisions. Other examples are breaking objects, hurting younger siblings and constantly criticising their parents in order to control their decisions.

Rosemary, a social work veteran of more than 20 years, has worked extensively with adolescent violence (AV) cases at Anglicare for the last five years. "We define adolescents as people between the ages of ten and 23. This is a period of great adjustment when young people are still working out issues about who they are and how they fit into society."

In many cases, parents suffer adolescent violence in silence. Part of the problem is that parents are naturally protective and do not want to publicise their children's destructive behaviour. Another factor is that parents tend to blame themselves for the abuse. They believe they have brought their children up badly, and therefore 'deserve' to be intimidated.

The end result is that counsellors know very little about this phenomenon because parents are too afraid to report it. Rosemary says there have been no official figures of families affected by adolescent violence (AV). However, the problem is believed to be widespread. Carry Streker and Caroline Hutton are social workers who have teamed up to organize a support_group for parents suffering from AV. "Although we had very little publicity, within two weeks we had received enough calls to form two support groups," says Carry.

What disturbs Rosemary Paterson, though, is the fact that parents often do not seek help until it is too late. Acknowledging this problem, Anglicare Victoria has published a booklet containing stories of individuals who have experienced adolescent violence. It is hoped that others who are going through the same experiences can identify with the stories and get help before their situation gets out of

control.

One example of this is the story of Marg, whose daughters, Julie (15) and Dianne (16), stole from her and were physically and verbally abusive towards her. The situation became so serious that Marg was afraid to leave her room.

"I kept a set of crockery and cutlery in my bedroom so that I would have something to use when I couldn't get into the kitchen. I couldn't really talk to my daughters about it because I was frightened that it would be followed by more abuse and violence."

Why didn't she seek help sooner?

"I felt that mothers should be able to fix things up but I couldn't...and it was just so overwhelming... and I felt there was something wrong with me," Marg says.

Often, cases are not reported as the child is usually well-behaved outside the home.

"The child might even be well-behaved in the presence of his father but is violent towards his mother," says Rosemary. "Most mothers would then blame themselves for their child's behaviour, thinking that they have done something wrong to bring it on."

Sally, mother of Bill (18), says her son was only violent towards her. "Bill never did these things (throwing and hitting things) when my other son or my husband were at home, only when I was there. He never did it when his father was there because he knew his father would probably smack him down - which is what he (Bill) told me to do, but I couldn't deal with it in that way."

Lynne, mother of Kerry (19), says her daughter refuses to acknowledge her own part in the violence, "She's not like it with anyone else, only me. So she always tells me that I make her like that. It's my fault. She doesn't see that there is a problem with her behaviour."

The above scenario is typical of family violence, says Rosemary. "The abuser may feel bad at the end of the abuse episode but does not feel responsible for his or her actions. The victim is the one who is left feeling as if she has done something wrong, which makes her feel guilty."

The intimidation is compounded by the feeling that the parent has to protect the child and so not report the violence. Janet, mother of 15-year-old Jack, says she was torn between her instinct to protect him and her instinct to protect herself.

"At first I hadn't thought of my son as violent. I had thought violence was holding a knife to someone's throat, and Jack wasn't doing that." (Jack had threatened to bit her, and bashed walls when they argued.)

When she realized her son's intimidation was 'violent', she had to grapple with the decision to report him to the school counsellor. "It was very hard to admit what was happening because I felt I was dobbing on my son. I was worried that if I told people they would get the wrong impression, and his self-esteem would be damaged. He likes to present well and I didn't want to destroy that facade, because my role as a mother is to look after him, to protect him," she says.

Rosemary says that, so far, there has been very little research and awareness on the issue of adolescent violence. "It's something we're only grappling with recently,

and there have been no large-scale studies of the situation. Since there is so little awareness, parents find it hard to report their children and receive understanding in return."

Intervention orders, for example, are a last resort to distance a violent child from his or her parent. However, it might still be difficult for a parent to get some understanding from a person in authority. When the time came for Marg to get an intervention order on her daughters, she found it very hard. "The judge at court said, 'We usually deal with husbands and wives, not adolescents', and made me feel as if I was doing something totally irregular. I felt as if I was having my hand slapped."

Even in less extreme situations where a parent seeks help from friends or relatives, the lack of awareness of this problem might make parents retreat into their shell.

Sally says she could not even find compassion from her closest friends. "I didn't tell a lot of people about what was happening but I did tell a number of my friends. A couple of them were quite close but I heard by word of mouth that they had said 'She must be exaggerating because they've known my son since he was a baby. I found that very hard to take."

The women acknowledge that joining a support group was insightful and reassuring. Sally says her support group gave her the courage to cope with the violence. "I think just the mere fact that other people were there gave me strength. I think talking about it there made me see that perhaps I was allowing it to happen to a degree... and it gave me a different perspective on how to handle it."

Marg says the counselling spurred her to take action. "What's been good is feeling the strength that came from realising that I could actually take action instead of becoming a rag. I think it has really helped Julie and Dianne see an otherwise rather wilted and totally non-assertive mother suddenly do something, and I think that has helped them."

So what do you do if you feel your son or daughter is being violent towards you? Rosemary, Caroline and Carry outline a few points:

1. Identify the problem.

A child who constantly swears at you, for example, may not necessarily be 'violent'. However, if your child's behaviour makes your heart beat quickly in fear, or if you are 'walking on eggshells' in the child's presence, there is definitely something wrong and you should seek help. It is how your child is making you feel that matters most.

2. If your child has been abused or has witnessed abuse, seek counselling quickly. Speak to counsellors about the effects of the abuse. Many children who have suffered abuse or trauma find it hard to cope with the anger and depression. Violence is their way of coping with their emotions. There are organisations that deal with sexual abuse, such as the Centre Against Sexual Assault (CASA).

3. Seek other parents who have been through the same situation. As the problem is so little-known, many parents who experience adolescent violence feel very much alone. Understanding from parents who have been through the same situation might break your guilt cycle and the cycle of violence that paralyses parents,

and prevents them from taking further action.

4. Seek help from your local community centre or your child's school counsellor. Seek counselling while your children are still young. Do not hope that the problem might just 'go away'. It might get worse, not better. Younger children have a higher rate of successful outcomes than mid to older teens. By addressing their problems early, you will be able to curb destructive behaviour from escalating and more importantly, save your relationship with your child from self-destructing.

5. Take time out from each other. Having a clear mind is important in assessing your situation. Go shopping, read a book, or have coffee alone or with friends. In big or small doses, time out is important not just for you but your child.

Nicholas, the 11-year-old mentioned at the start of this article, eventually learned to take some time out when he got angry, just enough to take the edge off wanting to bit, kick or shout at his mother. After a few counselling sessions, he learned to talk to his mother rather than act out his anger. A few months later, both of them went to a footy match and for the first time in many years, actually enjoyed being with each other.

AV (adolescent violence), remains hidden behind closed doors, possibly where partner violence was 30 years ago. Parents often feel ashamed to disclose it because the complex issues of adolescent violence and abuse are not understood by the community at large, or even by some workers who come into contact with such families. In hiding these issues, in not getting outside help, parents delay the very actions that could help break the cycle of violence and abuse.

In AV the one you love is the one you may at times loathe. The one you need to protect is the one you need protection from. And the one you need to guide through the vagaries of life is the one you are facing in court.

All those involved in AV - the troubled adolescent, the siblings and their parents - need and deserve significant help and support at the earliest possible time.

TEXT 4. CLAUDIA'S CARING KIDS

They had outstanding careers ahead of them... then a family crisis struck.

She is a young, beautiful and gifted doctor. Her brother is a handsome, highly intelligent university student. Both are now faced with a family crisis that could change their lives and mar their chances of brilliant careers.

They are the elder son and daughter of ascerbic journalist and international commentator Claudia Wright, who in her early 50s, has been struck down by the mind-destroying alzheimer's disease.

Already Dr Edwina Wright, 31, and brother Lincoln, 30, have had to move from Sydney to Melbourne to share the increasingly demanding task of caring for their mother who is in the early, but already distressingly obvious, stages of the disease.

It is a role that has become familiar to hundreds of other Australian families suddenly confronted by a disease that knows no social or intellectual barriers and is certainly not always confined to the frail and elderly.

Edwina, now specializing in infectious diseases at Melbourne's Fairfield Hospital, has put aside her plans to go to Africa and specialize in tropical medicine, and Lincoln has deferred his degree course in arts, economics and philosophy to work in a government department in Melbourne.

Says Edwina: "It is so complex. One person with a mental illness can divide so many people and change so many lives. Relations and careers become disrupted. It's terrifying."

Lincoln agrees and adds: "Mum is just so brave. She looks so normal and yet she has had this knockout blow. At times I look at her and wonder how anyone could possibly cope with this devastating type of illness."

Edwina, a former registrar at a Sydney hospital; has treated patients with early alzheimer's disease symptoms and clearly knows the prognosis.

"There is still some of the old Claudia Wright left in Mum, it is true," she says, "but we don't know how lucid she will be over the next few years and we've been advised to stay around."

Then the doctor in Edwina adds: "It is such an interesting disease. It actually undoes the civilization of a person.

"It has taken untold generations for us to become civilized while retaining the innate life drives such as seeking food and self-protection, but this disease just strips you of everything.

"All the civilized, highly sophisticated things you've inherited go. It starts at the top and strips them away until the victim has got nothing left.

"There is no other disease that I can think of that deprives you of so much, of even the spiritual things," says Edwina.

But as Claudia, who was once the feared media critic of Melbourne's rich and pompous high society, succumbs to the disease, a spark of the old fire remains.

She is delighted to take part in functions organised to raise funds for the research fund launched in her name, a fund that Melbourne's prestigious Mental Health Research Authority will use for research aimed at combating alzheimer's disease.

Recently Claudia has made lucid public speeches in support of the appeal, although she can now no longer read or write.

She is living in her old home in Melbourne with her 12-year-old son Tully and second husband John Helmer, a political analyst and journalist whose work takes him away for up to six months each year.

Edwina and Lincoln, from Claudia's first marriage to journalist Geoff Wright, take turns to care for their mother when their stepfather is overseas. Local council home help is provided for two hours every day.

"But while Tully is at school, Mum is so often alone, and we worry that she will take the dog for a walk or try to cross the busy road outside," Lincoln says.

"You have to be adaptable. One minute your life is heading in one direction

and the next you have to cope with a crisis like this."

Edwina says her brother copes with the situation better than anyone else. "He is very flexible, but it's such a mind-boggling situation when you are dealing with someone you love who looks so normal and yet is suffering from alzheimer's disease.

"The horror of it is that it could go on for 10 or 20 years. Mum is very fit and healthy," she says.

Edwina and Lincoln have been distressed to discover that most of Claudia's old friends are 'falling away'.

"Mum was always in a very ambitious world and those people have faded away. I think they are frightened of facing this terrible thing," Lincoln says.

Claudia's children are now adapting to the family tragedy, although Lincoln admits that for the first few months he could not accept that his mother was not suffering from a breakdown or an illness from which she would eventually recover.

Being able to talk about it together is a plus, they agree, just as they agree that putting their mother into professional care is not an option.

Both are certain that with their determination and the cooperation of all family members they will be able to continue to care for Claudia at home.

"But it's going to get worse. We know that," Lincoln says.

Meanwhile Claudia is still able to enjoy an evening out and can be happy with a few friends sitting around a restaurant table and chatting about the old days when she wrote newspaper columns and outraged Melbourne radio listeners. "All this has dramatically changed our lives, just as it changes so many others', Lincoln says.

TEXT 5. A MARRIAGE MADE IN HELL

'We can get a good night's sleep now!' say Mr. and Mrs. Fish.

'A marriage made in hell!' This is how Judge Margaret Pickles described the marriage of Patrick and Pauline Peters as she ordered them to spend fourteen days in prison for rowing.

The couple only married six months ago and already they are famous for their rows. Neighbours complained that they could hear them shouting from the bus stop six hundred yards away. Mrs. Iris Fish, who lives opposite, said, 'First I asked them nicely to stop because my baby couldn't get to sleep, but they didn't. Then my husband knocked at their door and told them to stop, but still they didn't. They threw a chair at him out of the window. It just missed him! So that was it! We rang the police and asked them to come immediately.

Mr. and Mrs. Peters admitted they had been arguing. Mrs. Peters said that she had accused Mr. Peters of wasting their money on drink and gambling. However, they denied throwing a chair.

The judge clearly did not believe them. She reminded them that they had already had two previous warnings from the police and she told them that they would

soon cool down in prison, especially as they would be in separate prisons. She advised them to talk to a marriage guidance counselor.

Mr. and Mrs. Fish and their baby are looking forward to some sleep!

TEXT 6. MY DAUGHTER

James Mitford: My wife and I only had the one child. It might have been nice to have a son, but we didn't plan a family, we just had Amy.

I see her as my best friend. I think she'd always come to me first if she had a problem. We have the same sense of humour, and share interests. I don't mind animals, but she's completely obsessed with them, and she has always had dogs, cats, horses, and goldfish in her life.

We were closest when she was about four, which I think is a lovely age for a child. They know the parents best, and don't have the outside contacts. She must have grown up suddenly when she went to school, because I remember her growing away from her family slightly. Any father who has a teenager daughter comes across an extraordinary collection of people, and there seemed to be an endless stream of strange young men coming through our house. By the time I'd learned their names they'd gone away and I had to start learning a new a lot. I remember I told her off once in front of her friends and didn't talk to me for days afterwards.

I wanted more anything else for her to be happy in what she was doing and I was prepared to pull strings to help her on her way. She went to a good school, but that didn't work out. She must have upset somebody. When she left she decided she wanted to become an actress so I got her into drama school. It wasn't to her liking so she joined a theatre group and began doing bits and pieces in films. She was doing well, but then gave it up. She probably found it boring. Then she took up social work and finally went to work for a designer and he became her husband. And that's really the story of her life. She must be happy with him — they're always together.

We have the some tastes in books and music, but it takes me a while to get used to new pop songs. I used to take her to see the opera, which is my big passion, but I don't think she likes it very much. She doesn't come with me any more.

I don't think she is a big television watcher. She knows when I'm on and she might watch, but I don't know. It's not the kind of thing she tells me.

We're very grateful for Amy. She's a good daughter as daughters go. We're looking forward to being grandparents! I'm sure she'll have a son!

TEXT 7. MY FATHER

Amy Mitford: I don't really know my father. He isn't easy to get on with. He's quite self-centred, and a little bit vain, I think, and in some ways quite unapproachable. The public must think he's very easy-going, but at home he keeps himself to himself.

He can't have been at home much when I was a child, because I don't remember much about him. He's always been slightly out of touch with family life. His work always came first, and he was always off somewhere acting or rehearsing. He loves being asked for his autograph, he loves to be recognized. He has won several awards, and he's very proud of that. He was given the Member of the British Empire, and we had to go to Buckingham Palace to get the medal. It was incredibly boring — there were hundreds of other people getting the same thing, and you had to sit there for hours. He shows off his awards to whoever comes to the house.

I went to public school, and because of my total lack of interest and non-attendance I was asked to leave. I didn't want to go there in the first place. I was taken away from all my friends. He must have been very pleased to get me into the school, but in the end it was a complete waste of money. I let him down quite badly, I suppose. I tried several jobs but I couldn't settle down in them. They just weren't challenging enough. Then I realized that what I really wanted to do was live in the country and look after animals, so that's what I now do.

As a family, we're not that close, either emotionally or geographically. We don't see much of each other these days. My father and I are totally different, like chalk and cheese. My interests have always been the country, but he's into books, music and above all, opera, which I hate. If they do come to see us, they're in completely the wrong clothes for the country — mink coats, nice little leather shoes, not exactly ideal for long walks across the fields.

He was totally opposed to me getting married. He was hoping we would break up. Gerald's too humble, I suppose. He must have wanted me to marry someone famous, but I didn't, and that's all there is to it. We don't want children, but my father keeps on and on talking about wanting grandchildren. You can't make someone have children just because you want grandchildren.

I never watch him on television. I'm not that interested, and anyway he usually forgets to tell me when he's on.

After-reading tasks.

In questions 1-3, there is not necessarily one correct answer only.

1 *How would you describe their relationship?*

- a. It was closer when Amy was a child.
- b. They get on well, and agree on most things.
- c. He has more respect for her than she does for him.
- d. They don't have very much in common.

2 *How would you describe James Mitford?*

- a. He has done all that a father can for his daughter.
- b. He isn't very aware of how she really feels.
- c. He's more interested in himself than his family.

3 *How would you describe Amy?*

- a. She is selfish and spoilt.
- b. It took her a long time to decide what she wanted to do in life.
- c. She found happiness in marriage that she didn't have in childhood.

4 What did he think of her friends when she was a teenager?

5 Why did she leave school?

6 Why did she give up her jobs?

7 What does he think of her husband?

8 Is she interested in his career?

9 Is she going to have children?

10 How often do they see each other?

TEXT 8. MY AUNT EMILY

Of all my relatives, I like my Aunt Emily the best. She's my mother's youngest sister. She has never married, and she lives alone in a small village near Bath. She's in her late fifties, but she's still quite young in spirit. She has a fair complexion, thick brown hair which she wears in a bun, and dark brown eyes. She has a kind face, and when you meet her, the first thing you notice is her lovely, warm smile. Her face is a little wrinkled now, but I think she is still rather attractive. She is the sort of person you can always go to if you have a problem.

She likes reading and gardening, and she goes for long walks over the hills with her dog, Buster. She's a very active person. Either she's making something, or mending something, or doing something to help others. She does the shopping for some of the old people in the village. She's extremely generous, but not very tolerant with people who don't agree with her. I hope that I am as happy and contented as she is when I'm her age.

After-reading task.

Write a similar description of a member of your family in about 200 words.

Include the following:

- your opinion of the person
- physical description
- their character, habits, likes and dislikes.

TEXT 9. LOVE IN A STRANGE CLIMATE

The bride and groom have just got married on a Mauritian beach. The congregation was a group of complete strangers - hotel guests in their swimsuits who laid their detective novels on their sunbeds and strolled over to listen to the pastor brief the couple on their new responsibilities.

Each year about 12,000 Britons go abroad to get married, as well as to honeymoon.

This has as much to do with economics as romance and sunshine. With the average wedding at home costing about J8,000, a ceremony in paradise will bring significant savings.

Fly to the Dominican Republic, for example, and a couple can have a two-week honeymoon at a luxury hotel for J1,799 for two, including all wedding arrangements, while a three-day package to Gibraltar costs just J600.

An important consideration is the legal requirement concerning residency - the time you have to stay in the country before you can get married. EC countries are among the most difficult. In Italy for example, you have to be there for six weeks. In the Caribbean, the most popular place for overseas weddings, the rules vary from island to island. In Barbados, you can marry the day you arrive; in Jamaica, weddings usually take a minimum of three days; in Grenada, a week.

Bali is the most popular destination in the Far East, despite the additional complication of a seven-day stay and the need to spend a day in Jakarta to deal with the paperwork.

Australia is another possibility. On the island of Hamilton they have even built a church, not for westerners but for Japanese who like to follow up their traditional wedding with a white church wedding. You need to apply at least six weeks ahead of your trip. The Australian Tourist Commission publishes a useful free fact sheet.

America leads the way in terms of speed. In Las Vegas a wedding license is easier to acquire than a television. All you need is your passport and US\$45. Then you find a chapel, such as the Elvis Experience, one of several open 24 hours a day, or one in the hotel where you are staying. In Florida you can also arrive, obtain the license and marry, all on the same day.

There are several slightly crazy wedding possibilities available in Florida. You can get married aboard the Riverside Romance while cruising on the St John's River, for example, or in the basket of a hot-air balloon, with the pilot performing the ceremony just before lift-off, followed by breakfast. Underwater marriages are also conducted in Key Largo, Florida, where the engaged couple are taken on a one-day diving course before undertaking the ceremony.

Many travel companies employ wedding coordinators who are well informed about the legal requirements in different countries. There is a rule in Barbados, for example, that forbids marriages after 6 p.m., and in the Seychelles marriages have to take place in a permanent building, never a temporary building or tent in the hotel grounds. On St Lucia, you cannot marry on the beach but the hotel grass is perfectly fine.

TEXT 10. NEIGHBOURS

The best neighbour I ever had was an Italian restaurant. Emergency lasagne available night and day, change for the launderette on Sundays, a permanent door-keeper against gatecrashers and policemen with parking tickets. Even if our fourth

floor bath water did run dry every time they filled up the Espresso machine, I miss them still.

Bad neighbours can blight a house worse than dry rot but there is no insurance against them, no effective barricades in the compulsory intimacy except a decent caution and conversation ruthlessly restricted to matters of meteorology. And it only takes a tiny breach in the wall of platitudes to unleash appalling dramas of persecution and passion.

And what can be done if the people next door breed maggots or wake up to the Body Snatchers (or some other punk group) in quadrophonic or poison the cat with their slug doom? What happens when one man's trumpet practice is another's thumping headache, when two neighbouring life styles are just incompatible? There are three basic responses to what the law calls Nuisance: surrender, retaliate or sue.

Joan and Andrew live next to a couple who have been having screaming, shouting and banging fights two or three times a week for the best part of five 35 years. 'It sometimes gets so bad that our whole house shakes, pictures rattle on the wall,' said Joan. She has tried sympathetic chats, face to face confrontation and even recourse to the local social services department and the police when she feared that the child of the family might be at risk. 'Every time I say something, she is apologetic but says she can't help it. I don't think the child is subject to physical abuse, but the verbal onslaughts are frightful. It's worrying as well as infuriating but it seems there's nothing to be done. There would be no point in bringing an action against them, it's just how they are.'

Retaliation - or crash for crash - is a dangerous game which calls for nerves of steel and considerable perseverance. It is a winner take all strategy from which there is no turning back, because it becomes a war of escalation and the side which is prepared to go nuclear wins. Michael's neighbour in Surrey made every summer afternoon noxious with the sound of his motor mower. Negotiations got nowhere so Michael bought an electric hedge trimmer and plied it right where the neighbour's wife liked to sunbathe. Neighbour opened up with a chain saw. Michael lit bonfires full of wet leaves when the wind was westerly. Neighbour left his car engine running with the exhaust pointing through the fence. Michael served an ultimatum: either an end to hostilities or he would sow a plantation of ground elder right along his side of the hedge. Legal, but a lethal threat to neighbour's well-tended acre and a half. Mowing now takes place on weekday evenings and the weekends are silent. There are two main areas where the law has a role: in boundary disputes where the title deeds are not clear and in cases of nuisance from noise or fumes or some other persistent interference in someone's peaceful enjoyment of their home. The remedies available in case of nuisance are either an injunction - a court order to stop it - or damages in compensation for the victim's suffering.

There is only one thing worse than having to take your neighbour to court, and that is letting your fury build up so long that you lose your temper and end up in the dock yourself like Mrs Edith Holmes of Huntingdon who was driven mad by her neighbour's incessant hammering, drilling and other DIY activities between 7.30 and

11.30 every night. She ended up throwing a brick through his done-it-himself double glazing and had to plead guilty to criminal damage. A merciful magistrate gave her a conditional discharge and allowed only J35 of her neighbour's J70.41 claim for compensation. The neighbour, he said, was an expert and could do his own repairs.

But judges and ten-foot walls and conciliation and bribery can only do so much. In this one vital area of living you are entirely at the mercy of luck, which may deal you a curse or a blessing regardless of any attempts to arrange things otherwise.

After-reading tasks. Answer the following questions.

1. What, in general terms, did the writer appreciate about the Italian restaurant owners as neighbours?
2. Explain how neighbours live in 'compulsory intimacy' and say what is unusual about the phrase?
3. What is the writer's advice about conversation with neighbours?
4. Explain what is meant by 'a tiny breach in the wall of platitudes'?
5. Explain the distinction between 'sympathetic chats' and 'face to face confrontation'.
6. What does Joan find worrying about her neighbours' behaviour?
7. What does the writer mean by 'the side which is prepared to go nuclear wins'?
8. Which phrase sums the development between Michael and his neighbour?
9. What was the purpose of Michael's bonfire?
10. What can you deduce about 'ground elder' and its effect?
11. Explain the alternative to an injunction in case of nuisance.
12. What does the magistrate's judgement suggest about his attitude to her action?
13. Summarize, in a paragraph of 50-100 words, the various ways in which bad neighbours can affect your life, as mentioned by the writer.

TEXT 11. QUARRELLING

Great emotional and intellectual resources are demanded in quarrels; stamina helps, as does a capacity for obsession. But no one is born a good quarreller; the craft must be learned.

There are two generally recognized apprenticeships. First, and universally preferred, is a long childhood spent in the company of fractious siblings. After several years of rainy afternoons, brothers and sisters develop a sure feel for the tactics of attrition and the niceties of strategy so necessary in first-rate quarrelling.

The only child, or the child of peaceful or repressed households, is likely to grow up failing to understand that quarrels, unlike arguments, are not about anything, least of all the pursuit of truth. The apparent subject of a quarrel is a mere pretext; the real business is the quarrel itself.

Essentially, adversaries in a quarrel are out to establish or rescue their dignity. Hence the elementary principle: anything may be said. The unschooled, probably no

less quarrelsome by inclination than anyone else, may spend an hour with knocking heart, sifting the consequences of calling this old acquaintance a lying fraud. Too late! With a cheerful wave the old acquaintance has left the room.

Those who miss their first apprenticeship may care to enroll in the second, the bad marriage. This can be perilous for the neophyte; the mutual intimacy of spouses makes them at once more vulnerable and more dangerous in attack. Once sex is involved, the stakes are higher all round. And there is an unspoken rule that those who love, or have loved one another are granted a license for unlimited beastliness such as is denied to mere sworn enemies. For all that, some of our most tenacious black belt quarrellers have come to it late in life and mastered every throw, from the Crushing Silence to the Gloating Apology, in less than ten years of marriage.

A quarrel may last years. Among brooding types with time on their hands, like writers, half a lifetime is not uncommon. In its most refined form, a quarrel may consist of the participants not talking to each other. They will need to scheme laboriously to appear in public together to register their silence.

Brief, violent quarrels are also known as rows. In all cases the essential ingredient remains the same; the original cause must be forgotten as soon as possible. From here on, dignity, pride, self-esteem, honour are the crucial issues, which is why quarrelling, like jealousy, is an all-consuming business, virtually a profession. For the quarreller's very self-hood is on the line. To lose an argument is a brief disappointment, much like losing a game of tennis; but to be crushed in a quarrel... rather bite off your tongue and spread it at your opponent's feet.

After reading tasks.

1. Complete these statements by choosing the answer which you think fits best.

- 1) Unschooled quarrellers are said to be at a disadvantage because
 - a) they fail to offend their opponent.
 - b) they reveal their nervousness to their opponent.
 - c) they suffer from remorse for what they've said.
 - d) they are apprehensive about speaking their minds.

- 2) According to the writer, quarrels between married couples may be
 - a) physically violent.
 - b) extremely bitter.
 - c) essentially trivial.
 - d) sincerely regretted.

- 3) When quarrelling, both children and married couples may, according to the writer,
 - a) be particularly brutal.
 - b) use politeness as a weapon.
 - c) employ skilful manoeuvres.

d) exaggerate their feelings.

4) The difference between a quarrel and an argument is said to be that

- a) the former involves individual egos.
- b) the former concerns strong points of view.
- c) the latter has well-established rules.
- d) the latter concerns trivial issues.

5) In the passage as a whole, the writer treats quarrelling as if it were

- a) a military campaign.
- b) a social skill.
- c) a moral evil.
- d) a natural gift.

2. Find in the text words which mean the same as:

bad-tempered, brothers and sisters, process of tiring or weakening, excuse, temperament, examining closely, novice/beginner, husbands and wives, risks, persistent.

TEXT 12.

Whenever Henry Wilt took the dog for a walk, or, to be more accurate, when the dog took him, or to be exact, when Mrs Wilt told them both to go and take themselves out of the house so that she could do her yoga exercises, he always took the same route. In fact the dog followed the route and Wilt followed the dog. They went down past the Post Office, across the playground, under the railway bridge and out on to the footpath by the river. A mile along the river and then under the railway line again and back through streets where the houses were bigger than Wilt's semi and where there were large trees and gardens and the cars were all Rovers and Mercedes. It was here that Clem, a pedigree Labrador, evidently feeling more at home, did his business while Wilt stood looking around rather uneasily and conscious that this was not his sort of neighbourhood and wishing it was. It was about the only time during their walk that he was at all aware of his surroundings. For the rest of the way Wilt's walk was an interior one and followed an itinerary completely at variance with his own appearance and that of his route. It was in fact a journey of wishful thinking, a pilgrimage along trails of remote possibility involving the irrevocable disappearance of Mrs Wilt, the sudden acquisition of wealth, power, what he would do if he was appointed Minister of Education or, better still, Prime Minister. It was partly concocted of a series of desperate expedients and partly in an unspoken dialogue so that anyone noticing Wilt (and most people didn't) might have seen his lips move occasionally and his mouth curl into what he fondly imagined was a sardonic smile as he dealt with questions or parried arguments with devastating repartee.- It was on one of these walks taken in the rain after a particularly trying day

at the Tech that Wilt first conceived the notion that he would only be able to fulfil his latent promise and call his life his own if some not entirely fortuitous disaster overtook his wife.

Like everything else in Henry Wilt's life it was not a sudden decision. He was not a decisive man.

(from Wilt by Tom Sharpe)

Answer these questions with just one word or with a short phrase.

1. Who decided what time Clem should go for a walk?
2. Who decided on the route for the walk?
3. What do you think a 'semi' is?
4. Why did Clem feel more at home where the houses were larger?
5. Why did Wilt feel uneasy there?
6. What did Wilt do during the rest of the walk?
7. What were the three directions in which his thoughts took him?
8. How do you think Wilt fared in arguments in real life?
9. What do you think Wilt does at 'the Tech'?
10. What might 'some not entirely fortuitous disaster' be?
11. Why aren't we told Mrs Wilt's first name?
12. Why is Henry Wilt referred to as 'Wilt' (rather than Mr Wilt or Henry)?

Now compare the passage above with this one:

Henry Farr did not, precisely, decide to murder his wife. It was simply that he could think of no other way of prolonging her absence from him indefinitely.

He had quite often, in the past, when she was being more than usually irritating, had fantasies about her death. She hurtled over cliffs in flaming cars or was brutally murdered on her way to the dry cleaners. But Henry was never actually responsible for the event. He was at the graveside looking mournful and interesting. Or he was coping with his daughter as she roamed the now deserted house, trying not to look as if he was glad to have the extra space. But he was never actually the instigator.

Once he had got the idea of killing her (and at first this fantasy did not seem very different from the reveries in which he wept by her open grave, comforted by young, fashionably dressed women) it took some time to appreciate that this scenario was of quite a different type from the others. It was a dream that could, if he so wished, become reality.

One Friday afternoon in September, he thought about strangling her. The Wimbledon Strangler. He liked that idea. He could see Edgar Lustgarten narrowing his eyes threateningly at the camera, as he paced out the length of Maple Drive. 'But Henry Farr,' Lustgarten was saying, 'with the folly of the criminal, the supreme arrogance of the murderer, had forgotten one vital thing. The shred of fibre that was to send Henry Farr to the gallows was - '

What was he thinking of? They didn't hang people any more. They wrote long,

bestselling paperback books about them.

(from The Wimbledon Poisoner by Nigel Williams)

Discuss these questions:

- Which parts of the two passages amused you? Can you explain why? (If neither passage amused you at all, what did you find annoying about them?)
- Both books were written by men - but what kind of readers were they written for? Would they appeal more to men or women, or to both?
- What do the two passages have in common? And how are they different?
- Look at the first sentences: Are they both 'noddors' ?
- What do you think is going to happen in each story? Will either of the Henries actually succeed in murdering his wife, or not?

TEXT 13. IT'S HIGH TIME CEASED TO REGARD WOMEN AS SECOND-CLASS CITIZENS

This is supposed to be an enlightened age, but you wouldn't think so if you could hear what the average man thinks of the average woman. Women won their independence years ago. After a long, bitter struggle, they now enjoy the same educational opportunities as men in most parts of the world. They have proved repeatedly that they are equal and often superior to men in almost every field. The hard-fought battle for recognition has been won, but it is by no means over. It is men, not women who still carry on the sex war because their attitude remains basically hostile. Even in the most progressive societies, women continue to be regarded as second-rate citizens. To hear some men talk, you'd think that women belonged to a different species!

On the surface, the comments made by men about women's abilities seem light-hearted. The same tired jokes about women drivers are repeated day in, day out. This apparent light-heartedness does not conceal the real contempt that men feel for women. However much men sneer at women, their claims to superiority are not borne out by statistics. Let's consider the matter of driving, for instance. We all know that women cause far fewer accidents than men. They are too conscientious and responsible to drive like maniacs. But this is a minor quibble. Women have succeeded in any job you care to name. As politicians, soldiers, doctors, factory-hands, university professors, farmers, company directors, lawyers, bus-conductors, scientists and presidents of countries they have often put men to shame. And we must remember that they frequently succeed brilliantly in all these fields in addition to bearing and rearing children.

Yet men go on maintaining the fiction that there are many jobs women can't do. Top-level political negotiation between countries, business and banking are almost entirely controlled by men, who jealously guard their so-called "rights". Even

in otherwise enlightened places like Switzerland women haven't even been given the vote. This situation is preposterous! The arguments that men put forward to exclude women from these fields are all too familiar. Women, they say, are unreliable and irrational. They depend too little on cool reasoning and too much on intuition and instinct to arrive at decisions. They are not even capable of thinking clearly, Yet when women prove their abilities, men refuse to acknowledge them and give them their due. So much for a man's ability to think clearly!

The truth is that men cling to their supremacy because of their basic inferiority complex. They shun real competition. They know in their hearts that women are superior and they are afraid of being beaten at their own game. One of the most important tasks in the world is to achieve peace between the nations. You can be sure that if women were allowed to sit round the conference table, they would succeed brilliantly, as they always do, where men have failed for centuries. Some things are too important to be left to men!

The argument: key words

1. Supposed to be enlightened age: not really so.
2. Women won independence years ago.
3. Long struggle: equal educational opportunities as men.
4. Proved repeatedly: equal, often superior to men in every field.
5. Battle not over: men carry on sex war; basically hostile.
6. Even in progressive societies: women second-rate citizens; different species!
7. Light-hearted comments made by men: e.g. women drivers.
8. Does not conceal real contempt; but statistics disprove their claims.
9. Take driving: women: fewer accidents; responsible drivers, not maniacs.
10. Success in any job: politicians, etc. – bear and rear children as well.
11. Men maintain fiction: women can't do certain jobs.
12. E.g. top-level political negotiation, banking, no vote in certain countries.
13. Why? Familiar arguments: women unreliable, irrational, depend of instinct, intuition.
14. Men refuse to acknowledge proven ability. Clear thinking?
15. Men cling to supremacy: inferiority complex.
16. Shun competition; may be beaten.
17. Most important task: world peace.
18. Success if negotiations by women; some things too important to be done by men.

The counter-argument: key words

1. Women: militant, shout louder because they have weak case.
2. Even now, they still talk like suffragettes.
3. It's nonsense to claim that men and women are equal and have the same abilities.
4. Women: different biological function; physically weaker; different, not inferior, intellectually.
5. Impossible to be wives, mothers and successful career women.

6. Really are unreliable: employers can't trust them. Not their fault: leave jobs to get married, have children.
7. Great deal of truth in light-hearted jokes: e.g. women drivers. Women: less practical, less mechanically-minded.
8. Most women glad to let men look after important affairs.
9. They know that bearing and rearing children are more important.
10. That's why there are few women in politics, etc. They are not excluded; they exclude themselves.
11. Anyway, we live in woman-dominated societies: e.g. USA, Western Europe.
12. Who is the real boss in the average household? Certainly not father!
13. Men are second-class citizens and women should grant them equal status!

UNIT 2

MASS MEDIA

VOCABULARY STUDY

the press

a newspaper, a magazine, a journal, a comic, a daily, a weekly, a monthly, a tabloid, a broadsheet, the popular press, the quality press, a quality newspaper, circulation, a copy, an issue, the gutter press / "yellow" press, a periodical, coverage of news

parts of the newspaper: the editorial, a leading article / a leader, news reports, home news, foreign/international news, business news, sports news, features / feature articles, radio and TV programmes, weather forecast, reviews, cartoons, small ads, scandal, the letters page, a headline, the situations vacant column, the front page, announcements of birth, marriage and death, horoscopes

people: an editor, a reporter, a journalist, a cartoonist, our own correspondent, a critic, a gossip columnist, a leader writer, a newsagent, a news vendor, a proprietor, a reviewer, a subeditor, a publisher, a subscriber, the publishing house

radio and television

types of TV programmes: documentaries, news broadcasts, current affairs programmes, soap operas, quizzes, sitcoms, chat shows, detective stories, sports programmes, weather forecasts, music programmes, game shows, variety shows, commercials, serials, series, panel games

a TV aerial, a satellite dish, a remote control, a camcorder, a video tape / cassette,

on/off button, a receiver,

to broadcast, to receive/pick up broadcasts, to switch on / off the TV/radio set, to tune in to, to switch to a channel

WORDS IN CONTEXT

Read the texts below paying close attention to the topical words used in context.

1. Britain is a nation of avid **newspaper readers**. More than 16 million people buy **a copy of a morning paper** and countless Britons spend part of every Sunday with the latest **issue** of their favourite Sunday paper. As there is keen competition between the **mass-circulation dailies** and **weeklies**, **reporters** are constantly in search of **scoops** to raise their **circulation figures**.

Britain's newspaper market is very differentiated. In addition to the national Sunday papers (The Sunday Times, Sunday Telegraph, News of the World, etc.) there are five national "**quality**" **dailies** and seven national "**popular**" **dailies** (the latter are also called **tabloids**). The quality newspapers, which are serious in content and approach and large in size, appeal chiefly to the educated classes, whereas the smaller tabloids with their many photos and striking **headlines** cater mainly for the less intellectual "man or woman in the street". Besides all these national papers there are many local dailies as well as weekly and monthly **magazines** and **journals**.

Some of the **down-market** tabloids are The Sun, The Daily Mirror, The Daily Mail, The Daily Express etc., all of which have millions of readers.

To remain competitive, tabloids often entice readers with shocking and sensational stories, lurid details of scandals and crimes, pin-ups etc., which explains why they are sometimes called **the "gutter press"** or "**yellow press**". Serious papers try to maintain a balance between the freedom of the press and the public's "right to know" on the one hand and the journalistic code of ethics and the individual's right to privacy on the other.

In the USA there is no newspaper that, strictly speaking, can be defined as a national paper. Only The New York Times, The Washington Post, USA Today and The Wall Street Journal are of nation-wide importance. However, there are numerous local and regional papers as well as a wide variety of **periodicals** and news magazines (Time, Newsweek etc.).

In both Britain and the USA the press has undergone radical changes over the last few decades. As more and more small papers were bought up by powerful **publishers**, huge newspaper chains emerged: a trend towards concentration typical not only of the press but of **the mass media** in general. Another trend which has had a great impact on newspapers is that of syndication. Syndicated **columns**, **cartoons** etc. by prominent **journalists** and **cartoonists** are published by many different US newspapers. Thanks to such **news-reporting services** as **Reuters** and **AP (Associated Press)** the collection of information and **coverage of foreign news** have become more efficient. More recently, new technology has replaced the traditional **typesetters** and **printing presses**.

Apart from some minor differences serious newspapers basically offer the same things: journalists **cover events** of national and international importance **on the front page** or **back page**, columnists write fashion, motoring or financial columns, there are special **features** on topics like education and gardening, sports reporters inform the readers on the sports pages, cartoonists amuse them with **comic strips** and cartoons and **critics** write reviews of the latest plays, books etc.

Additional features are **leading articles (leaders)** written by **the editor**, correspondence columns with "letters to the editor", the latest installment of a serialised novel, notices of birth, deaths and marriages, crossword puzzles, horoscopes and "situations vacant" and "situations wanted" advertisements. Considerable space is devoted to ads of various kinds, including **classified ads**, as newspapers could not survive without advertising revenues.

The **publishing house** has its papers printed and then taken to the **newsagents**. **Subscribers'** papers are delivered to their homes, as their subscription includes this service.

2. If you want **to listen to the radio**, you **switch on** your radio set and **tune in to a broadcasting station**. You need **an aerial (BE) / antenna (AE)**, a **receiver**, **an amplifier** and **loudspeakers** to receive good stereo quality on VHF (AE: FM). You can listen to the news and the weather forecast, to pop(ular) songs or classical music, to radio plays or to **live broadcasts** of sporting events, depending on what your favourite programmes are.

The BBC, which used to have a complete monopoly of radio and television broadcasting, has always been financed by **annual payments / license fees**. Though under government control, the BBC has full autonomy in choosing the content of its programmes and in running its own affairs.

ITV consists of 15 regional television companies. The programmes it broadcasts are financed by commercial advertising.

In addition to the thousands of local TV stations in the USA, there are three major national **TV networks** - CBS, NBC and ABC which show their broadcasts at the same time throughout the nation during prime time. Being the largest commercial TV companies in the country, these three networks are also responsible for the majority of TV programmes broadcast nationwide. Unlike the commercial networks, the Public Broadcasting Service (PBS) is largely financed through donations.

Cable TV, which was first introduced in the US, began to make its appearance in many European countries in the 1970s and 1980s. The deregulation of broadcasting in some countries led to the introduction of many private networks and satellites were launched, beaming station programmes into cable networks.

At first cable TV developed relatively slowly in most countries. There was one major problem: the cost of digging the roads up and of installing cables in people's homes. But the network is growing.

Direct transmission by satellite has largely been introduced, which means that there are dozens of new **satellite channels** in addition to the ones already existing. Many countries in Europe have set up their own satellite broadcasting and all over the

world private companies and government organisations plan to put more satellites into orbit.

EXERCISES

Ex.1. Choose any newspaper and complete the following sentences.

1. The main story today is about _____ .
2. The editorial is about _____ .
3. There are readers' letters on page _____ and they deal with the following topics: _____ .
4. The most interesting feature is about _____ .
5. There is some scandal on page _____ , a crossword on page _____ , a cartoon on page _____ and some small ads on page _____ .
6. The most interesting business story is about _____ and the largest sports article is about _____ .
7. There are advertisements for _____ and _____ .
8. The most striking photograph shows _____ .
9. An article about _____ on page _____ made me feel _____ .

Ex. 2. Suggest the appropriate job to match the definitions.

- a) comments on new books;
- b) commissions special articles;
- c) does humorous drawings;
- d) edits articles sent in by reporters;
- e) is responsible for the content and policy of the newspaper;
- f) is sent to report on events;
- g) is responsible for financial news;
- h) owns the newspaper;
- i) sells newspapers in a shop;
- j) sells newspapers in the street;
- k) represents a particular newspaper in one place (e.g. a foreign capital);
- l) submits articles to different newspapers;
- m) writes editorials;
- n) writes about new films, plays, etc.;
- o) writes about the social life of well-known people.

Ex. 3. The subeditor is responsible for writing the headlines for articles. On which pages of the newspaper would you expect to find the following headlines?

the front page, the editorial page, the fashion page, the sports page, the gossip column, the travel page, the situations vacant column, the City page, the features page, the review page

- a) Welcome to the Isle of Wight.
- b) Prime Minister resigns.
- c) O'Toole murders Macbeth.
- d) Coe breaks world record.
- e) Soft colours this summer.
- f) Pope to meet Falcon Crest star.
- g) How I saved the Olympic Games.
- h) Will Distillers take-over bid succeed?
- i) The President and his critics.
- j) Calling all graduates.

Ex.4. Explain these headlines in your own words. Do not use the underlined words.

- a) Minister to quit.
- b) Government cuts spending on new hospitals.
- c) New bid to cut teenage smoking.
- d) Bad weather hits farmers.
- e) Germany backs US plan.
- f) Ministers in tax row.
- g) Police discover key witness.
- h) Japan and US enter fresh talks.

Ex.5. The twelve newspaper extracts below come from different parts of a newspaper. Decide where each extract comes from.

1. 6.30 The Money Programme with Brian Wildlake and Valerie Singleton.
2. All other areas. Cloudy some bright intervals. Isolated showers. Winds, light to variable.
3. Much of Donald Craig's article on London (January 18) was helpful and well-informed. However, it contained some errors and omissions.
4. The footballer who took only fifty per cent (4,4).
5. B. I waited for you all Thursday evening, too. Where are you? What do you think I am, a bus stop? Please ring and explain. I love you in spite of everything. H.
6. BMW 525 Auto 82. 1 owner. Every extra, including leather. Immaculate condition. \$5,885.
7. Lt Col Hugh Truscott, VC, who died yesterday at his home at Sussex, was a veteran of two world wars. Colonel Truscott, who was 87, ...
8. Old violins, cellos and other musical instruments urgently required. Best prices.

Mayer, 86 Goldhawk Road, W34.

9. Take your children to Europe this year! Self-drive, family holidays on over 100 superb camping sites in 15 different countries!
10. Avoid arguments with people at home and at work. You are likely to be bad-tempered, but cheer up! You could be in line for an unexpected windfall.
11. A beautiful fully-furnished villa. 4 double bedrooms, fitted wardrobes. Lounge, stone-built fireplace. Large, fully-fitted kitchen.
12. SPRATT and PONSONBY-SMYTHE Kevin Gaary to Fiona Laetitia, at St Ethelred's, Bexhill.

Ex. 6. Colin Hunter is a young reporter on a local newspaper. Read his account of his experience after working there for a few months. Complete the passage. To help you, the first letter of each word is given.

The life of a young r_____ on a local newspaper is not easy. When you start, you imagine yourself as a l_____ w_____, commenting on world affairs so intelligently that the paper receives hundreds of r_____s' letters congratulating you on the e_____. In fact, you have to be everything, without being anyone. On Wednesdays I do the h_____s, usually saying something nice about my sign and my girlfriend's. On Thursdays, I write the g_____ c_____, though in my case it only concerns the Mayor and his friends. On Fridays, I am book r_____, even though most of our readers only read the s_____ pages of the Argus, and on Saturdays, I write those, too. I watch football matches in the pouring rain and think of wonderful h_____s, but the s_____ changes them, and often changes the result, too. I am also film c_____ but I can't criticise the films because the p_____ of the Argus also owns the local cinema. If I could draw, I expect they would make me the c_____! The only other j_____ on our staff is Sally. She does the woman's page, and also the f_____s page, which she copies out of the colour supplements in the national Sunday papers. The most important person in the office is Jack, the advertising manager. As he says, "All these classified a_____, the a_____s of births and marriages and the situations v_____ c_____ for people looking for jobs and so on, pay for the rubbish you write". I hope that one day I will be able to write his o_____.

Ex.7. Choose the right answer.

1. I don't think this newspaper cartoon is very funny, but I like the ... under it.
a) *caption* b) *message* c) *text*
2. When you go out, will you get me ... of "Newsweek".

a) *a copy* b) *an edition* c) *a paper*

3. A ... from the local newspaper asked for details of the accident.

a) *broadcaster* b) *reporter* c) *newsagent*

4. I read a newspaper every day to keep ... with current affairs.

a) *contemporary* b) *present-day* c) *up-to-date*

5. There is a very interesting ... about cancer in the paper.

a) *news* b) *documentary* c) *article*

6. A newspaper ... normally makes the final decision about the paper's contents.

a) *editor* b) *reporter* c) *publisher*

7. Dear Sirs, I am writing in response to your ... for a sales clerk in yesterday's "Business Man".

a) *advertisement* b) *announcement* c) *commercial*

8. Our newspaper increased its ... by eighty thousand copies.

a) *amount* b) *circulation* c) *numbers*

9. Could I have a copy of the latest ... of the "National Geographic", please?

a) *copy* b) *issue* c) *example*

10. He took out a(n) ... to "The Times".

a) *inscription* b) *prescription* c) *subscription*

11. Every morning I ... the crossword puzzle in the paper.

a) *make* b) *do* c) *solve*

12. What was the ... of the article on Romania. I haven't read it yet.

a) *draft* b) *gist* c) *plot*

13. The information was ... to the press before it was officially announced.

a) *dripped* b) *dropped* c) *leaked*

14. Many of the new newspapers have a pronounced right-wing

a) *balance* b) *bearing* c) *bias*

15. An advertising ... should be short, striking and easily remembered.

a) *epigram* b) *motto* c) *slogan*

16. She used her weekly column in the local newspaper as a ... for her political views.

a) *means* b) *vehicle* c) *vessel*

17. This paper intends to ... fearlessly all forms of corruption in public life.
 a) *expose* b) *uncover* c) *unveil*
18. I've only had time to read the ... in the morning's paper.
 a) *headings* b) *headlines* c) *columns*
19. A newspaper's opinions are given in its
 a) *editorial* b) *reports* c) *titles*
20. Does the newspaper ... the government or oppose it?
 a) *assist* b) *encourage* c) *support*

Ex. 8. Read the newspaper contents list. Which pages would you look at if you wanted to read about the following:

- a) articles for sale
- b) clothes
- c) the editor's comments on the news
- d) films being shown locally
- e) houses for sale
- f) news from abroad
- g) people who have died recently
- h) recently published books
- i) second-hand cars
- j) duties performed by the Queen yesterday

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Ex. 9. Put each of the following words or phrases in its correct place in the passage below.

<i>cartoons</i>	<i>editorials</i>	<i>circulation</i>	<i>censorship</i>
<i>views</i>	<i>advertising</i>	<i>gossip columns</i>	<i>news agencies</i>
<i>reviews</i>	<i>headlines</i>	<i>entertainment</i>	<i>correspondents</i>
<i>sensational</i>			

A newspaper makes its money from the price people pay for it and also from the _____ it carries. A popular newspaper with a _____ of over five million daily makes a lot of money. Less serious newspapers are probably read just for _____. They have big _____ above the news stories, funny _____ to look at and _____ photos of violence. The _____ are full of stories of the private lives of famous people. No one takes the political _____ of such papers very seriously. On the other hand, in a free country where there is no _____, serious newspapers are read principally for their news, sent to them by their _____ round the world and by the big _____. People also read these newspapers for their _____ of new books, films and plays and for their _____, which represent the opinion of the newspaper itself about the important events and issues of the moment.

Ex. 10. You are watching TV with a friend. What could you say in each of the situations below?

- Example: You want to watch a program on TV. - Could you turn the TV on?*
1. You can't hear the program very well. Could you _____ ?
 2. You want to watch a different program. Could you _____ ?
 3. Now it's too loud for you. Could you _____ ?
 4. You don't want to watch any more. Could you _____ ?

Ex.11. Put each of the following words or phrases in its correct place in the passage below.

<i>viewers</i>	<i>subjective</i>	<i>mass media</i>	<i>quiz shows</i>
<i>indoctrinate</i>	<i>channels</i>	<i>objective</i>	<i>soap operas</i>
<i>commercials</i>	<i>switch</i>		

_____ is a phrase often used to describe ways of giving information and entertainment to very large numbers of people. It includes newspapers, advertising and radio and, of course, television. In most countries people can _____ to any of three or four different _____. Do television programs influence our minds? Do they _____ us? Is the news completely _____ (neutral) or is it _____ (considered from one particular point of view)? Don't the _____ for

alcohol, food and other goods condition our minds? Even the _____ going on week after week telling the story of one family or group of people sometimes make us want to copy the life style we see on the screen. Also _____ which give people big prizes for answering simple questions can make us greedy. Some programs are watched by tens of millions of _____ .

Ex.12. Choose the right answer.

1. Did you see that ... about wildlife in Africa on TV last week?
a) *slapstick* b) *soap opera* c) *documentary*
2. All three TV channels provide extensive ... of sporting events.
a) *broadcast* b) *coverage* c) *network*
3. We hope to bring you further news of this in our next ... at midnight.
a) *bulletin* b) *program* c) *episode*
4. We covered a wide ... of topics in the interview.
a) *collection* b) *number* c) *range*
5. TVP Channel One tries to ... for all tastes.
a) *cater* b) *regard* c) *suit*
6. We are interrupting this program for a news
a) *alarm* b) *flash* c) *signal*
7. I must remember to ... my TV license next week.
a) *renew* b) *regain* c) *retain*
8. The programme was so successful that a ... series is being made.
a) *after-effect* b) *by-product* c) *follow-up*
9. There are several TV ... in Ukraine, and all of them allow advertising.
a) *channels* b) *canals* c) *broadcasts*
10. Violent programs on TV may have a bad ... on children.
a) *control* b) *influence* c) *pressure*
11. There is a fault at our television station. Please do not ... your set.
a) *adjust* b) *change* c) *switch*
12. The laughter on many comedies on TV isn't real laughter, it's ... laughter.

- a) *bottled* b) *canned* c) *corked*

13. There are many ... on television where a team of people have to answer questions.

- a) *inquiries* b) *puzzles* c) *quizzes*

14. The poor reception on your TV is probably due to the outside

- a) *interception* b) *interference* c) *intervention*

Ex. 13. What sorts of TV programs do you think these would be?

1. Murder at the Match.
2. The Amazing Underwater World.
3. World Cup Special.
4. The \$10,000 Question.
5. Last Week in Parliament.
6. Hamlet from Stratford.

Ex. 14. Fill in the gaps in the sentences below with the most appropriate word.

1. He doesn't even get up from the sofa to change channels; he just presses the _____ on the _____ .
2. You can hear BBC news _____ all over the world.
3. A short wave or a VHF radio can _____ many interesting stations.
4. Although our _____ was expensive, we've taken some priceless film of our children.
5. Children often prefer looking at _____ to reading books.

Ex. 15. Here is part of an evening from three British channels. Can you find at least one example of: a documentary, a quiz show, a game show, a drama series, a current affairs program? There is also one example of a comedy series and two soap operas. Can you guess which programs they might be?

1. 7.00 Telly Addicts

Noel Edmonds hosts the quiz in which teams have their television knowledge

put to the test.

7.30 Watchdog

Anne Robinson presents the stories that affect consumers in the 1990s. With Alice Beer.

8.00 EastEnders

Kathy tries to come to terms with Ted's revelations. Michelle receives a letter that could change her life.

8.30 2 Point 4 Children

The Deep. There's something fishy going on when Bill and Ben are asked to look after their neighbour's house.

11.00 Nine O'Clock News

With Peter Sissions. Subtitled.

2. 7.00 The Krypton Factor

Four new contestants compete for a place in the November final.

7.30. Coronation Street

It's farewell time at the Rovers. Episode written by Stephen Mall.

8.00. Bruce's Price is Right

Game show testing knowledge of the price of consumer goods.

8.30 World in Action

In a classroom fitted with cameras, World in Action reveals what is really going on in Britain's overcrowded schools and asks who is to blame.

9.00 New series. Cracker

Brotherly Love (part 1). In the first of this three-part thriller, a prostitute is found raped and murdered, opening old wounds at the station.

3. 7.00 Channel 4 News

Presented by Jon Snow and Cathy Smith. Including Weather. Subtitled.

7.55 The Slot

The daily soapbox offering viewers the chance to air their opinions.

8.00 New series. Desperately Seeking Something

A four-part series in which Pete McCarthy explores the strange universe of alternative beliefs.

8.30 Baby It's You

Continuing the six-part series which uses natural history filming techniques to observe the first two years of a baby's life.

9.00 Cutting Edge. The Trouble with Money

Strange though it seems to some, not everyone enjoys winning the lottery.

The documentary explores the joys and pitfalls of getting rich quick.

Ex. 16. What type of television program are you probably watching if you see the following?

1. People trying to answer questions.
2. Actors doing and saying funny things.
3. People discussing politics.
4. The animal life of Antarctica.
5. Guns, murder and police.
6. A long interview with a famous person.
7. The everyday lives of the same group of people.
8. Characters played by moving drawings, not people.
9. Someone talking about new soap powder.
10. A person telling you what happened yesterday.

(a detective series, a commercial, a soap opera, a comedy series, a talk show, a current affairs program, a nature documentary, the news, a quiz show, a cartoon)

Ex. 17. Complete the text with suitable words or phrases. To help you, the first letter of each word is given.

Not a very inspiring evening for v_____s tonight, but Channel 5's s_____ on peoples of the world, immediately after the w_____ f_____, is worth seeing, with an intelligent s_____ by Janet Pierce. Music lovers, however, will t_____ in to "Guess the tune", a p_____ g_____ with a first-class c_____ by Hugh Duffy that is always interesting. Only addicts can still face the interminable s_____, "Paradise Street", but c_____ Brian Langley livens up the musical show on Southward, if you haven't seen it already. "Next Question" is the kind of silly q_____ s_____ I can't stand, and Alan Grundy, the p_____, always looks as if he felt the same way. Jill Long is the most aggressive i_____ on TV and the Minister will no doubt be concerned about his own health, but I have been enchanted by Natasha Brown in previous e_____s of "War and Peace", and June Clough's skillful a_____ deserves high praise. I will not watch "News Desk",

because clever p_____s , Jason Bartlett and Fiona Hill, are bound to tell me the result of the football match on the other c_____ at 10.30 and spoil it and the recorded h_____ , but I will turn the sound off during the game so as not to hear c_____ Peter Groves' banal remarks and artificial excitement. Afterwards, I will watch "M", the classic thriller, but unfortunately I will have to do without Phyllis Dell's excellent i_____ .

TEXT FOR DISCUSSION

THE MEDIA IN GREAT BRITAIN

THE PRESS

TEXT 1. THE IMPORTANCE OF THE NATIONAL PRESS

The British buy more newspapers than any other people except the Swedes and the Japanese. The morning newspaper is a British household institution; such an important one that, until the laws were relaxed in the early 1990s, newsagents were the only shops that were allowed to open on Sundays. People could not be expected to do without their newspapers for even one day, especial a day when there was more free time to read them.

Another indication of the importance of 'the papers' is the morning 'paper round'. Most newsagents organize these, and more than half of the country's readers get their morning paper delivered to their door by a teenager who gets up at around half past five every day in order to earn a bit of extra pocket money.

Most of the significant regional newspapers are 'evening' papers, each publishing about four editions between about midday and 5 p.m. London, like every other important town, has one. All these 'evening' papers are semi-popular, but none has a circulation approaching that of any popular national paper.

Except in central London there are very few newspaper kiosks in town streets. This may be because most pavements are too narrow to have room for them. In towns the local evening papers are sold by elderly men and women who stand for many hours, stamping their feet to keep warm. Otherwise, newspapers can be bought in shops or delivered to homes by boys and girls who want to earn money by doing 'paper-rounds'.

Most of the newspapers are owned by big companies, some of which have vast

interests in other things, ranging from travel agencies to Canadian forests. Some have been dominated by strong individuals. The greatest of the press 'barons' have not been British in origin, but have come to Britain from Canada or Australia. The most influential innovator of modern times is partly Indian, and spent his early years in India. He pioneered the introduction of new technology in printing.

The old image of London's Fleet Street as the centre of the newspaper printing and publishing world has changed, and in fact, all the big newspapers have moved from Fleet Street to more modern premises. New technology has altered the whole shape of the industry, with changes in the production process and a reduction in the number of employees. By now the press in general has replaced expensive old printing methods by new processes which make it possible to operate economically. But it took years of strikes, disrupted production and some violent confrontations before the changes were introduced.

TEXT 2. NATIONAL DAILY AND SUNDAY PAPERS

The daily press differs in two obvious ways from that of any similar Western European country. First, all over Britain most people read 'national' papers, based in London, which altogether sell more copies than all the eighty-odd provincial papers combined. Second, there is a striking difference between the five 'quality' papers and the six mass-circulation popular 'tabloids'. The 'quality papers', or 'broadsheets', cater for the better educated readers. The 'popular papers', or 'tabloids', sell to a much larger readership.

These characteristics are still more salient with the Sunday press. Almost no papers at all are published in Britain on Sundays except 'national' ones: six 'popular' and five 'quality', based in London. Three appear on Sundays only; the others are associated with dailies which have the same names but different editors, journalists and layouts. The 'quality' Sunday papers devote large sections to literature and the arts. They have colour supplements and are in many ways more like magazines than newspapers. They supply quite different worlds of taste and interest from the 'popular' papers.

Scotland has two important 'quality' papers, *The Scotsman* in Edinburgh and the *Glasgow Herald*. The *Glasgow Daily Record* and *Dundee Courier and Advertiser* survive as 'popular' papers. On Sundays the *Sunday Post*, of Dundee, claims to be read by four-fifths of the Scottish population. Scotland's cultural distinctness is reflected in its press.

The dominance of the national press reflects the weakness of regional identity among the English. The gap in quality is not so much between Labour and Conservative, as between levels of ability to read and appreciate serious news presented seriously. Of the five quality morning papers only *The Daily Telegraph* is solidly Conservative; nearly all its readers are Conservatives. *The Times* and *Financial Times* have a big minority of non-Conservative readers. Of the popular

papers only the *Daily Mirror* regularly supports Labour. Plenty of Labour voters read popular papers with Conservative inclinations, but do not change their political opinion because of what they have read. Some of them are interested only in the human interest stories and in sport, and may well hardly notice the reporting of political and economic affairs.

Among the 'quality' papers the strongly Conservative *Daily Telegraph* sells more than twice as many copies as any of the others. It costs less to buy and its reporting of events is very thorough. The *Financial Times* has a narrower appeal, but is not narrowly restricted to business news. *The Guardian* has an old liberal tradition, and is in general a paper of the Left.

The most famous of all British newspapers is *The Times*. It is not now, and has never been, an organ of the government, and has no link with any party. In 1981 it and *The Sunday Times* were taken over by the international press company of the Australian Rupert Murdoch, which also owns two of the most 'popular' of the national papers.

For a very long time the press has been free from any governmental interference. There has been no censorship, no subsidy. But for several decades it has seemed that some newspapers have abused their freedom. In competing with one another to get stories to satisfy a public taste for scandal, reporters and photographers have been tempted to harass individuals who have for one reason or another been involved, directly or indirectly, in events which could excite public curiosity. Prominent people of all kinds, as well as obscure people who come into the news as victims of crimes or accidents, have been pursued into their homes for photographs and interviews.

In 1953 the organizations of the press themselves created a body called the Press Council, whose main tasks were to defend the freedom of the press and to give its opinions about complaints. Its edicts often criticized the behaviour of some newspapers and their journalists, but were treated with indifference. In 1990 the government asked a committee to examine the situation, and its report concluded that the Press Council had been ineffectual. The organizations of the press appointed a working party of editors to draw up a published code of practice, and a new Press Complaints Commission to enforce it. Journalists should not try to obtain information by subterfuge, intimidation or harassment, or photograph individuals without their consent.

Intrusions and inquiries into an individual's private life without his or her consent are not generally acceptable and publication can be justified only when in the public interest. The justification of 'public interest' could include detecting or exposing crime or seriously anti-social conduct, protecting public health or safety, or preventing the public from being misled by someone's statement.

A retired professor of social institutions, who had already been for ten years chairman of the Advertising Standards Authority, was appointed as the first chairman of the Press Complaints Commission. The government had made it clear, with the agreement of the opposition, that this must be the last chance for the press to regulate

itself. As the chairman said, in an interview with *The Independent*, reported in the *Sunday Times*, 'It would require only one word from us that the press was not giving its full commitment to enforcing its code ... and statutory intervention would be on the cards again.'

TEXT 3. LOCAL AND REGIONAL PAPERS

Local morning papers have suffered from the universal penetration of the London-based national press. Less than twenty survive in the whole of England, and their combined circulation is much less than that of *The Sun* alone. Among local daily papers those published in the evenings are much more important. Each of about seventy towns has one, selling only within a radius of 50 to 100 kilometres. The two London evening papers, the *News* and *Standard*, together sold two million copies in 1980, but they could not both survive, and merged into one, now called *The London Evening Standard*.

Most local daily papers belong to one or other of the big press empires, which leave their local editors to decide editorial policy. Mostly they try to avoid any appearance of regular partisanship, giving equal weight to each major political party. They give heavy weight to local news and defend local interests and local industries.

The total circulation of all the provincial daily newspapers, morning and evening together, is around eight million: about half as great as that of the national papers. In spite of this, some provincial papers are quite prosperous. They do not need their own foreign correspondents; they receive massive local advertising, particularly about things for sale.

The truly local papers are weekly. They are not taken very seriously, being mostly bought for the useful information contained in their advertisements. But for a foreign visitor wishing to learn something of the flavour of a local community, the weekly local paper can be useful. Some of these papers are now given away, not sold but supported by the advertising.

TEXT 4. THE WEEKLY AND PERIODICAL PRESS

Good English writing is often to be found in the weekly political and literary journals, all based in London, all with nationwide circulations in the tens of thousands. *The Economist*, founded in 1841, probably has no equal anywhere. It has a coloured cover and a few photographs inside, so that it looks like *Time* and *Newsweek*, *Der Spiegel* and *I'Express*, but its reports have more depth and breadth than any of these. It covers world affairs, and even its American section is more informative about America than its American equivalents. Although by no means 'popular', it is vigorous in its comments, and deserves the respect in which it is generally held. The *New Statesman* and *Spectator* are weekly journals of opinion, one left, one right. They regularly contain well-written articles, often to prolonged

discussion in further letters. Under the Murdoch regime it has continued a movement away from its old austerity.

Since 1986 *The Times* has had a serious new rival, of similar quality and character: *The Independent*. It has achieved a circulation not much smaller than that of *The Times* - and greater than *The Times*' circulation a few years ago.

The popular newspapers are now commonly called 'tabloids', a word first used for pharmaceutical substances compressed into pills. The tabloid papers compress the news, and are printed on small sheets of paper. They use enormous headlines for the leading items of each day, which are one day political, one day to do with crime, one day sport, one day some odd happening. They have their pages of political report and comment, short, often over-simplified but vigorously written and (nowadays) generally responsible. They thrive on sensational stories and excitement.

The two archetypal popular papers, the *Daily Mail* and *Daily Express*, were both built up by individual tycoons in the early twentieth century. Both had a feeling for the taste of a newly-literate public: if a man bites a dog, that's news. The *Daily Express* was built up by a man born in Canada. He became a great man in the land, a close friend and associate of Winston Churchill, and a powerful minister in his War Cabinet. The circulation of the *Daily Express* at one time exceeded four million copies a day. Now the first Lord Beaverbrook is dead, and the daily sales are not much more than half of their highest figure. The history of the *Daily Mail*, with its more conventional conservatism, is not greatly different.

In popular journalism the *Daily Mirror* became a serious rival of the *Express* and *Mail* in the 1940s. It was always tabloid, and always devoted more space to pictures than to text. It was also a pioneer with strip cartoons. During the Second World War it was the Government's fiercest and most effective critic, and at one time Churchill was tempted to use the Government's special wartime powers to suppress it, but he left it free. After 1945 it regularly supported the Labour Party. It soon outdid the *Daily Express* in size of headlines, short sentences and exploitation of excitement. It also became the biggest-selling daily newspaper. For many years its sales were above four million; sometimes well above.

Until the 1960s the old *Daily Herald* was an important daily paper reflecting the views of the trade unions and the Labour Party. Then it went through several changes, until in the 1970s its successor, *The Sun*, was taken over by Mr Murdoch's company. In its new tabloid form it became a right-wing rival to the *Daily Mirror*, with huge headlines and some nudity. In the 1980s its sales reached four million and exceeded the politically slanted. Both devote nearly half their space to literature and the arts. The *New Statesman* absorbed *New Society* in 1988. "*The Times* has three weekly 'Supplements', all published and sold separately. The *Literary Supplement* is devoted almost entirely to book reviews, and covers all kinds of new literature. It makes good use of academic contributors, and has at last, unlike *The Economist*, abandoned its old tradition of anonymous reviews. *The Times Educational* and *Higher Education Supplements* are obviously specialist, and useful sources for any serious student of these fields of interest. *New Scientist*, published by the company

which owns the *Daily Mirror*, has good and serious articles about scientific research, often written by academics yet useful for the general reader.

One old British institution, the satirical weekly *Punch*, survives, more abrasive than in an earlier generation yet finding it hard to keep the place it once had in a more secure social system. Its attraction, particularly for the intellectual youth, has been surpassed by a new rival, *Private Eye*, founded in 1962 by people who, not long before, had run a pupils' magazine in Shrewsbury School. Its scandalous material is admirably written on atrocious paper and its circulation rivals that of *The Economist*. Glossy weekly or monthly illustrated magazines cater either for women or for any .of a thousand special interests. Almost all are based in London, with national circulations, and the women's magazines sell millions of copies. These, along with commercial television, are the great educators of demand for the new and better goods offered by the modern consumer society. In any big newsagent's shop the long rows of brightly covered magazines seem to go on for ever; beyond the large variety of appeals to women and teenage girls come those concerned with yachting, tennis, model railways, gardening and cars. For every activity there is a magazine, supported mainly by its advertisers, and from time to time the police bring a pile of pornographic magazines to local magistrates, who have the difficult task of deciding whether they are sufficiently offensive to be banned.

These specialist magazines are not cheap. They live off an infinite variety of taste, curiosity and interest. Their production, week by week and month by month, represents a fabulous amount of effort and of felled trees. Television has not killed the desire to read.

GENERAL COMPREHENSION

1. Explain the following: daily, weekly, popular, quality, national, local,
2. How has the newspaper business changed in recent years?

RADIO AND TELEVISION

TEXT 1. TELEVISION: ORGANIZATION

Since the 1970s 98 per cent of British households have had television sets able to receive four channels, two put out by the BBC (British Broadcasting Corporation), two by commercial companies. Commercial satellite and cable TV began to grow significantly in 1989-90, and by 1991 the two main companies operating in Britain had joined together as British Sky Broadcasting. By 1991 about one household in ten had the equipment to receive this material.

Every household with TV must by law pay for a license, which costs about the same for a year as a popular newspaper every day. A few people, including those with non-colour TV, pay less. The payments are mainly a compulsory subscription to the BBC, which derives nearly all of its funds from this source, supplemented by any

profits that it makes from its weekly program magazine, *Radio Times*, and from selling some of its productions to other countries.

Unlike the press, mass broadcasting has been subject to some state control from its early days. One agreed purpose has been to ensure that news, comment and discussion should be balanced and impartial, free of influence by government or advertisers. From 1926 first radio, then TV as well, were entrusted to the BBC, which still has a board of governors appointed by the government. The BBC's monopoly was ended in 1954, when an independent board was appointed by the Home Secretary to give licenses to broadcast ('franchises') to commercial TV companies financed by advertising, and called in general independent television (ITV). These franchises have been given only for a few years at a time, then renewed, subject to various conditions.

In 1990 Parliament passed a long and complex new Broadcasting Act which made big changes in the arrangements for commercial TV and radio. The old Independent Broadcasting Authority, which had given franchises to the existing TV and radio companies, was abolished. In its place, for TV alone, a new Independent Television Commission was set up in 1991, with the task of awarding future franchises, early in the 1990s, either to the existing companies or to new rivals which were prepared to pay a higher price. The Commission also took over responsibility for licensing cable program services, including those satellite TV channels which are carried on cable networks. The new law did not change the status of the BBC, but it did have the purpose of increasing competition, both among broadcasters and among producers. It envisaged that a new commercial TV channel, TVS, would start in the early 1990s.

The general nature of the four TV channels functioning in 1991, seems likely to continue, with BBC1 and ITV (soon to be called Channel 3) producing a broadly similar mixture of programs in competition with each other. ITV (Channel 3) has a complex structure. Its main news is run by one company, Independent Television News (ITN), its early morning TV-a.m. by another. There are about a dozen regional companies which broadcast in their regions for most of each day, with up to ten minutes of advertisements in each hour, between programs or as interruptions at intervals of twenty or thirty minutes. These regional companies produce some programs of local interest and some which they sell to other regions, so that for much of each day the same material is put out all through the country. Some of BBC1's programs are similarly produced by its regional stations. BBC2 and the independent Channel 4 (which has its own company) are both used partly for special interest programs and for such things as complete operas.

By international standards it could reasonably be claimed that the four regular channels together provide an above-average service, with the balance giving something to please most tastes and preferences. Some quiz-shows and 'soap operas', or long-running sagas, attract large numbers of viewers - and to some extent the BBC competes for success in this respect. But minority preferences are not overlooked. In Wales there are Welsh-language programs for the few who want them. There are foreign language lessons for the general public, as well as the special programs for

schools and the Open University. BBC news has always kept a reputation for objectivity, and the independent news service is of similar quality.

Television is probably the most important single factor in the continuous contest for the public's favour between the political parties. Parties and candidates cannot buy advertising time. At intervals each channel provides time for each of the three main political parties for party-political broadcasts, and during an election campaign a great deal of time is provided for the parties' election broadcasts, always on an equal basis. Minor parties get time, based partly on the number of their candidates. In Wales and Scotland the nationalist parties get TV time on the same basis as the three others. Studios and transmitters must be provided free of charge. But often a party prefers to film a broadcast outside the studio at its own expense, for greater impact.

BBC TV Europe broadcasts some of its own programs by satellite, and from 1991 BBC TV International began to sell and distribute its World Service TV news in English and some other languages.

TEXT 2. TELEVISION: STYLE

Although the advent of ITV did not affect television coverage of news and current affairs (ITV news programs are not made by individual television companies; Independent Television News - ITN - is owned jointly by all of them; for this reason it has always been protected from commercial influence), it did cause a change in the style and content of other programs shown on television. The amount of money that a television company can charge an advertiser depends on the expected number of viewers at the time when the advertisement is to be shown. Therefore, there was pressure on ITV from the start to make its output popular. In its early years ITV captured nearly three-quarters of the BBC's audience. The BBC then responded by making its own programs equally accessible to a mass audience. Ever since then, there has been little significant difference in what is shown on the BBC and commercial television. Both BBC1 and ITV show a wide variety of programs. They are in constant competition with each other to attract the largest audience (this is known as the ratings war). But they do not each try to show a more popular type of program than the other. They try instead to do the same type of program 'better'.

Of particular importance in the ratings war is the performance of the channels' various soap operas. The two most popular and long-running of these, which are shown at least twice a week, are not glamorous American productions showing rich and powerful people (although series such as *Dallas* and *Dynasty* are sometimes shown). They are ITV's *Coronation Street*, which is set in a working-class area near Manchester, and BBC1's *EastEnders*, which is set in a working-class area of London. They, and other British-made soap operas and popular comedies, certainly do not paint an idealized picture of life. Nor are they very sensational or dramatic. They depict relatively ordinary lives in relatively ordinary circumstances. So why are they popular? The answer seems to be that their viewers can see themselves and other

people they know in the characters and, even more so, in the things that happen to these characters.

The British prefer this kind of pseudo-realism in their soaps. In the early 1990s, the BBC spent a lot of money filming a new soap called *Eldorado*, set in a small Spanish village which was home to a large number of expatriate British people. Although the BBC used its most successful soap producers and directors, it was a complete failure. Viewers found the complicated storylines and the Spanish accents too difficult to follow, and could not identify with the situations in which the characters found themselves. It was all just too glamorous for them. It was abandoned after only a year.

It became obvious in the early 1960s that the popularity of soap operas and light entertainment shows meant that there was less room for programs which lived up to the original educational aims of television. Britain now has two other channels (BBC 2 and Channel 4) which act as the main promoters of learning and 'culture'. Both have been successful in presenting programs on serious and weighty topics which are nevertheless attractive to quite large audiences. BBC 2 is famous for its highly acclaimed dramatizations of great works of literature and for certain documentary series that have become world-famous 'classics' (the art history series *Civilisation* and the natural history series *Life on Earth* are examples). Another thing that these channels do well, particularly Channel 4, is to show a wide variety of programs catering to minority interests - including even, subtitled foreign soap operas.

TEXT 3. RADIO

In 1936 the government established the British Broadcasting Corporation (BBC) to provide a public service in radio. Since then the BBC has been most affected by the invention of television, which changed the entertainment habits of the nation, and the establishment of independent and commercial radio and television, which removed the BBC's broadcasting monopoly.

BBC Radio broadcasts five national services to the United Kingdom:

Radio 1: pop and rock music;

Radio 2: light music, entertainment and sport;

Radio 3: classical music, drama, documentaries and cricket;

Radio 4: news, documentaries, drama and entertainment and educational programs for schools and adults;

Radio 5: sport, educational programs and children's programs.

There are also several dozen local BBC radio stations, covering the whole country and providing material of local interest. The world wide radio service has been established for a long time, and is the only activity of the BBC to receive a government subsidy.

An important but separate part of the BBC's work is its external services,

essentially the BBC World Service and its broadcasts in thirty-seven vernacular languages. The External Service of the BBC broadcasts over 700 hours a week.

There are also seventy independent local radio stations which provide news, information, music and other entertainment, coverage of local events, sports commentary, chat shows and 'phone-in' programs. The latter provides an important counselling service to isolated, aggrieved or perplexed people. There is advertising on the independent commercial stations.

In 1991 the Home Secretary appointed a new Radio Authority to take over the functions related to radio of the old IBA, and in particular to grant new licenses to broadcast. In the 1990s there should be one or more new commercial radio stations broadcasting nationwide, including one 'non-pop' station, possibly for continuous broadcasts of classical music.

The law of 1990 leaves the Home Secretary with a general responsibility for radio and TV, and he appoints two independent bodies to act as safeguards against abuse. If anyone thinks that there has been unjust or unfair treatment, or unwarranted infringements of privacy, in any radio or TV program, he or she may bring a complaint to the Broadcasting Complaints Commission whose members are appointed by the Home Secretary.

THE MEDIA IN THE USA

TEXT 1. USA - A MEDIA STATE?

Mass communication has revolutionized the modern world. In the United States, it has given rise to what social observers call a media state, a society in which access to power is through the media. The term media, understood broadly, includes any channel of information through which information can pass. Since a democracy largely depends on public opinion, all those involved in communicating information inevitably have an important role to play. The print and broadcasting media not only convey information to the public, but also influence public opinion. Television with access to virtually every American household, which typically tunes in about six hours a day, is a powerful influence. The broadcast media, capable of mass-producing messages and images instantaneously, have been largely responsible for homogenizing cultural and regional diversities across the country. Beyond this cultural significance, the power of the media is important to politicians, who use the media to influence voters; and to businessmen, who use the media to encourage consumption of their products.

The relationship works in the other direction as well. The audience's opinions influence the media industry. Most newspapers, magazines, radio and television networks in the United States are private commercial enterprises and must be responsive to their audience's demands, especially for entertainment, if they are to stay in business.

TEXT 2. THE PRESS

Newspapers and magazines have long been major lines of communication and have always reached large audiences. Today, more than 11,000 different periodicals are published at either weekly, monthly, bimonthly, quarterly, or semiannual editions.

Readership levels, however, are not as high as they once were. Newspapers have had to cope with competition from radio and television. They have suffered a decline in circulation from the peak years around the turn of the century largely because of the trend of urban populations moving to the suburbs. Studies show that most suburban readers prefer to get 'serious' news from television and tend to read newspapers primarily for comics, sports, fashions, crime reports, and local news. Nowadays, Americans consider television their most important source of news, and a majority ranks television as the most reliable news source. Accordingly, newspapers have made changes to increase their readership levels. Some established metropolitan newspapers are now published in 'zoned' editions for different regional audiences. In some cases, they have lost their readership to new weekly suburban newspapers that resemble magazines in format. To meet the public demand for more feature material, some publishers have started adding 'life-style' and 'home living' sections to their papers to make them more like magazines.

Another trend which has accompanied the decline in readership and number of publications is the dramatic decline in competition. Variety at local and national levels has been reduced as media operations have become concentrated in the hands of just a few publishers and corporations. New York City is a good example. In the 1920s people in Manhattan could choose from fourteen different morning and evening dailies. Thirty years later, the choice was reduced by half, and today New York has only two morning papers, the *Times* and the *News*, plus one afternoon daily. In other areas around the country, the percentages of cities with competing newspapers have decreased dramatically as publishers are driven out of business by larger competitors. In 1926 there were more than 500 cities with competing newspapers. Today there are under forty and the number is falling. At this point, 97 per cent of the cities carrying daily papers have but a single publisher. They are called 'one-owner-towns'. Moreover, more and more of the remaining newspapers are under chain or group control. Chain publishers own newspapers all over the country.

The USA has never had a national press or newspaper with a mass national circulation like *The Times* and *The Daily Telegraph* in Britain or the leading papers in other countries. However, the influence of a few large metropolitan newspapers, most notably the *New York Times* and the *Washington Post*, has increased so that these papers come close to constituting a national press. Both papers syndicate their staff-written stories to regional newspapers all over the country.

Most newspapers rely heavily on wire copy from the two major news services, the Associated Press (AP) and United Press International (UPI), which gather national and international news stories and sell them to subscribing newspapers. The stories reported in major papers often influence other new media. Newspapers around

the country and, significantly, television news programs take a lead from the Times in deciding what is and is not a big story. When the Times ceased publication for several weeks in 1978, there was clear evidence of television news programs' lack of direction.

The trend toward concentration of ownership is defended on the ground that large-scale organizations can provide the funds, know-how, and management to keep a newspaper profitable and competitive. But conglomeration raises questions among some social commentators about objectivity. Would marketplace diversity not ensure that error and bias would be counterbalanced and does monopoly not increase the chance that the public may be misinformed.

The American press, especially in recent decades, has insisted on objectivity and detachment in news reports, usually imposing a more rigorous separation of fact from opinion than do newspapers in other countries. Opinion is excluded from news columns and is presented on separate editorial page which feature unsigned editorials and include opinions signed by reader contributors, and syndicated columnists. Careful effort to preserve objectivity is made even among monopoly newspapers. The *Washington Post*, for example, which in 1976 had a monopoly in the morning market in the Washington D.C., area, covered that year's presidential election by giving equal space to candidates Gerald Ford and Jimmy Carter. Even the photographs of the candidates were scrupulously equal in size and placement.

There mass media in the United States claim explicit recognition of their right to be free from the government control and censorship. The First Amendment to the Constitution states: "Congress shall make no law ... abridging the freedom ... of the press." Government and media often engage in confrontations when reporters disclose classified information or pursue investigation reporting to uncover injustices and corruption within American institutions. This adversary stance toward government which many news executives are reporters advocate has led government officials and other critics to accuse the news media of transgressing the bounds of journalism and influencing events they once merely described. The controversy over the role of the media has led to many stormy court battles. When, in 1971, the *Washington Post* and *New York Times* published the "Pentagon Papers", a classified U.S. Defence document about the origins of the USA involvement in the Vietnam conflict, the Supreme Court ruled that the newspapers were within their rights to publish the material. The *Washington Post's* role in uncovering the Watergate scandal is another example of the media's involvement in national events. The story started a sequence of events that led to the resignation of President Nixon.

TEXT 3. RADIO AND TELEVISION

Theoretically, anyone in the United States can start a newspaper or magazine, but to become a radio or television broadcaster one must be granted a portion of the limited radio-television spectrum by the government's licensing board, the Federal Communications Commission (FCC). For the most part, the American broadcasting

system has always been a commercial system. It is supported by money from businesses that pay to advertise goods or services to the audience. Advertising messages are usually presented at 15, 30 or 60-second commercial announcements before, during and after programs. Commercial broadcasting is a huge industry bringing in profits of about 1.8 billion dollars annually. Attracting a smaller audience, there is also noncommercial public broadcasting for radio and television. The funding for public broadcasting comes primarily from congressional appropriations, grants from foundations, and contributions from viewers. The programs, often educational or cultural, appeal to a highly selective audience.

The number of radio and television broadcasting stations provides for wide diversification in programming. Most radio stations offer listeners a variety of music programs, including country-western, pop music, classical music, and jazz. Other stations feature news, talk interviews and discussions, and religious programs exclusively.

Most commercial television stations are affiliated with one of the three major networks, ABC, CBS, and NBC. Networks are essentially program distribution companies. A network buys programs from independent television production companies, most of which are located in Hollywood, and distributes these programs across the country to television stations that are affiliated with the network. The network is paid by advertisers to insert commercial announcements on the programs the network buys. Because networks are commercial systems dependent on advertising, they compete with each other for viewers and are intent on choosing programs that will win high audience ratings.

Programs that aim at mass entertainment are preferred over educational and news programs. Evening news programs and other news shows are often criticized for concerning themselves with entertainment. Critics charge that networks often emphasize the personalities of newscasters at the expense of issues of public importance.

Viewers whose tastes are not satisfied by the many offerings of network and local programs are now increasing their options by subscribing to cable television. About 35 million Americans pay a monthly fee of approximately \$17.00 for greater selection. Cable television companies receive signals from television stations through a larger master antenna or dish and relay the signal into the homes of subscribers by wires attached to home receivers. Cable companies can program 40 different channels, providing viewers with many specialized programs such as Hollywood musicals, local theatre productions, and recent film releases.

Satellite TV was originally designed to offer a greater selection of programs to people in rural areas that could not easily be connected to the cable system. It now provides anybody who is ready to have a satellite dish installed in his or her backyard with the same programming as cable TV. There has been a controversy recently as to the viewers right to freely receive signals that are beamed down onto his or her property. The so-called superstations, which are in fact small independent stations, utilize the power of both cable and satellite to program nationwide. Conventional television has had to struggle to retain its audience as people switch over to cable

viewing, satellite TV or renting video cassettes.

As responsive as television is to audience ratings, many critics complain that producers and network executives should be more sensitive to the effects of television violence on children and adults. The debate over possible link between the amount of violence on television and the amount of violence in society has not yet been resolved. However, protest did lead to the introduction of 'family viewing time' from seven to nine o'clock in the evening. During these hours, adult programs containing violence and sexual suggestiveness are kept to a minimum. There is a considerable amount of citizen involvement on other issues as well. For example, there are groups that lobby for a better standard of children's television, and other groups associated with the religious right which object to explicit language and immorality on the television screen.

WHAT DO YOU THINK?

PRIVACY AND SELF-REGULATION

It might seem that in the face of the government secrecy, journalists must be allowed the fullest investigative powers. But how free should the press be? During the 1980s there was increasing popular disgust at the way in which some newspapers, most notably *The Sun*, attempted to investigate the private lives of well-known people. The prime targets were, of course, members of the Royal Family, who found it increasingly difficult to escape from the voyeurism of the popular press. But others had their careers ruined or damaged when their sexual activities were made public. A major reason for such revelations was a bitter struggle between the tabloids for a greater share of the market.

Many felt that the press had no right to publicize personal matters when they had no relevance to any public issue, and the victims of inaccurate reporting were entitled to a right of reply. Several major libel cases took place during the 1980s in which large sums of money were awarded to the victims of inaccurate press reporting.

As a result of public anger, the editors of the national dailies made a joint declaration in December 1989, promising to respect privacy and provide an opportunity for reply. A few months later the newspapers published the names of the ombudsman each paper had appointed to deal with complaints. As one correspondent noted, however, "Most of the ombudsmen are from inside the papers that have appointed them. Not all are experienced in journalism. Almost the only thing they have in common is that they are all men." Time will tell how effective ombudsman system will be.

TURN DOWN THE VIOLENCE VOLUME

Human beings have always been fascinated and repelled by violence. Our

interest in violence is a mixture of curiosity, prurience and fear - that is why it is the stuff of so much story-telling through the ages. The current anxieties about on-screen violence spring from understandable concern about rising levels of violent crime, against a background of violent material available on screen through cinema, video, computer games, and a much wider choice of television channels for those who opt to subscribe.

When people are questioned about their concerns over violence in society, and the question is linked with on-screen violence, it is not a surprise that a majority will say there is too much violence on television. However, TV violence is by no means the largest component of complaints about violence. The public mood is not, though, simply a matter of complaints. It is influenced by the agenda set up in Parliament and in the press, which itself is a response to opinions circulating generally in society. The ITC acknowledged this by saying to all its licencees, terrestrial and satellite, that it wished to see a reduction in screen violence. Even so, a mere tally of violent incidents can be very misleading. News events in Bosnia, South Africa and Rwanda can inflate the statistics, but the issue here is how the incidents are reported visually, not the body count of victims. British television news is much more sensitive than its counterparts in other countries in showing, or rather not showing, the full horror of atrocities.

The ITC's Programme Code does not dismiss the possibility of a link between violence on television and violence in society. Especially in relation to children and the psychologically vulnerable of any age, the code is particularly tough on behaviour which could easily be imitated, such as the use of knives or hanging scenes.

Some critics have suggested that the 9pm deadline designed to protect children is a waterfall rather than a watershed, with a sudden descent into violent and other adult material at one minute past nine. It would be foolish to deny that such immediate shifts occur, but the 9pm watershed should be the start, not the end point of a move into more adult material. The watershed policy does not assume that all children are in bed by 9pm, but rests on the belief that after 9pm parents should take the major part of the responsibility for what their children see. As the evening goes on, so more adult material may be shown. A number of films should be held back until much later because of their content.

This is known and understood by viewers. The latest research shows that 84% know of the 9pm watershed, and 72% think that 9pm is the correct time.

It would be easy to dismiss current concerns about violence as just one more episode of the moral panic to which the British are singularly prone. But even after allowing for the heavy rhetoric which this debate characteristically provokes, broadcasters need to consider carefully the way they portray violence and its overall volume. In turn, those who criticize the broadcasters should distinguish with equal care between the many different sources of non-broadcast violence which can be displayed on the television screen.

A MEDIUM OF NO IMPORTANCE

Grown-ups, as any child will tell you, are monstrous hypocrites, especially when it comes to television. It is to take their minds off their own telly addiction that adults are so keen to hear and talk about the latest report on the effects of programs on children. Surely all that nonsense they watch must be desensitising them, making them vicious, shallow, acquisitive, less responsible and generally sloppy about life and death? But no, not a scrap of convincing evidence from the sociologists and experts in the psyches of children.

The nation has lived with the box for more than 30 years now and has passed from total infatuation – revived temporarily by the advent of colour – to the present casual obsession which is not unlike that of the well-adjusted alcoholic. And now the important and pleasant truth is breaking, to the horror of program makers and their detractors alike, that television really does not affect much at all. This is tough on those diligent professionals who produce excellent work; but since – as everyone agrees – awful programs far outnumber the good, it is a relief to know the former cannot do much harm. Television cannot even make impressionable children less pleasant.

Television turns out to be no great transformer of minds or society. We are not, en masse, as it was once predicted we would be, fantastically well-informed about other cultures or about the origins of life on earth. People do not remember much from television documentary beyond how good it was. Only those who knew something about the subject in the first place retain the information.

Documentaries are not what most people want to watch anyway. Television is at its most popular when it celebrates its own present. Its ideal subjects are those that need not be remembered and can be instantly replaced, where what matters most is what is happening now and what is going to happen next. Sport, news, panel games, cop shows, long-running soap operas, situation comedies – these occupy us only for as long as they are on. However good or bad it is, a night's viewing is wonderfully forgettable. It's a little sleep, it's Entertainment; our morals, and for that matter, our brutality, remain intact.

The box is further neutralized by the sheer quantity people watch. The more of it you see, the less any single bit of it matters. Of course, some programs are infinitely better than others. There are gifted people working in television. But seen from a remoter perspective – say, four hours a night viewing for three months – the quality of individual programs means as much as the quality of each car in the rush-hour traffic.

For the heavy viewer, TV has only two meaningful states – on and off. What are the kids doing? Watching TV. No need to ask what, the answer is sufficient. Soon, I'll go up there and turn it off. Like a lightbulb it will go out and the children will do something else.

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will do something else.

It appears the nation's children spend more time in front of their TVs than in the classroom. Their heads are full of TV – but that's all, just TV. The Kojak violence they witness is TV violence, sufficient to itself. It does not brutalize them to the point where they cannot grieve the loss of a pet, or be shocked at some minor playground violence. Children, like everyone else, know the difference between TV and life. TV knows its place. It imparts nothing but itself; it has its own rules, its own language, its own priorities. It is because this little glowing, chattering screen barely resembles life at all that it remains so usefully ineffectual. To stare at a brick wall would let you know you were wasting your time.

Whatever the TV/video industry might now say, television will never have the impact on civilization that the invention of the written word has had. The book – this little hinged thing – is cheap, portable, virtually unbreakable, endlessly reusable, has instant replay facilities and in slow motion if you want it, needs no power lines, batteries or aerials, works in planes and train tunnels, can be stored indefinitely without much deterioration, is less amenable to censorship and centralized control, can be written and manufactured by relatively unprivileged individuals or groups, and – most sophisticated of all – dozens of different ones can be going at the same time, in the same room without a sound.

POINTS FOR DISCUSSION

1. IT HAS BEEN SAID THAT 'you can call a popular British tabloid a 'paper' but hardly a 'newspaper'. Why do you think this is?
2. Television is chewing-gum for the eyes.
3. Do you think there should be censorship of the mass media?
4. Government and the media:
 - a) Should the media represent the national interest or public interest?
 - b) Should the media be permitted to reveal embarrassing facts about the government which might jeopardize commercial or political interests?
 - c) Should the media publish the information gained secretly from politicians?
3. What is the essential dilemma faced by the press concerning the respect of privacy?

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