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ENGLISH FOR JOURNALISTS

Навчальний посібник
з читання, перекладу та анотування текстів
за фахом для бакалаврів
відділення журналістики

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Даний посібник укладено у відповідності з програмою з іноземної мови для бакалаврів відділення журналістики.

Метою посібника є розвиток навичок читання та перекладу літератури за фахом, знайомство з основами реферування та анотування, розвиток навичок публічного виступу (повідомлення, доповідь, дискусія) в межах обраної спеціальності.

На матеріалі аутентичних текстів різної жанрової спрямованості посібник дає уявлення про характер та особливості діяльності ЗМІ у Великобританії та США. Пропонуються різноманітні вправи та завдання на засвоєння термінологічної лексики і розвиток навичок усного мовлення.

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FOREWORD

The present textbook has been designed for Bachelors of the Journalism Department within the course "English for Specific Purposes" and is tailored to the learners' needs to develop professional competence in the field of their specialism through the medium of English.

The textbook comprises three parts and Appendix containing authentic texts of different genres.

Parts One, Two and Three provide both controlled and communicative exercises on the development of skills of skimming and scanning reading, comprehension check, translation activities, expanding vocabulary, developing communication skills and skills of professional writing.

The many communicative activities provide opportunities for critical thinking enabling students to personalize what they have learned in spoken interaction and production.

Appendix includes a pattern of "standard reading exercise" for teaching reading comprehension [Task based on Scott M. et al. (1984) "Using a "standard exercise" in teaching reading comprehension" English Language Teaching Journal, 38/2, pages 114-20] which contains pre-reading, while-reading and post-reading tasks and follow up work and can also be recommended for stimulating students' work with the Internet resources and texts for supplementary reading on the topics under study.

PART I

Work in pairs. Complete the questionnaire.

1. How do you get the news?	1.
2. How often do you read newspapers / magazines?	2.
3. Do you like to watch TV?	3.
4. How much time do you spend on watching TV every day?	4.
5. What do you usually watch on TV? news films (<i>comedies / documentaries/ horror films / soap operas / adventures</i>) sport programmes <i>talk / game / reality / quiz</i> shows cartoons	5.
6. Do you use the Internet?	6.
7. How often do you use the Net?	7.
8. Why do you surf the Net? for playing games for talking to your friends for reading the news for looking for information for downloading films/music/pictures	8.
9. Is mass media important to your friends? Why?	9.

Unit I. The Media

Key Vocabulary:

mass media – засоби масової інформації

mass media outlet – інформаційне агентство

to provide information – надавати інформацію

news sheet (арх.) – інформаційний бюлетень

to supersede (= to replace) – замінювати

newscast – випуск новин (на радіо або телебаченні)

news outlets – новинні канали / видання

Task 1. Before reading, discuss what you already know about mass media.

Task 2. Skim the text and answer the following questions:

1. How is mass media defined in the text?
2. What types of mass media are mentioned?

Mass media is the means that are used to communicate with the general public. Mass media means technology that is intended to reach a mass audience. It is the primary means of communication used to reach the vast majority of the general public. The most common platforms for mass media are newspapers, magazines, radio, television, and the Internet. The general public typically relies on the mass media to provide information regarding political issues, social issues, entertainment, and news in culture.

The mass media has changed significantly over time. Before there was the Internet, television, or the radio, there was the newspaper. The newspaper was the original platform for mass media. The first newspaper was a Roman handwritten news sheet called “Acta Diurna” which appeared in 59 B.C. First magazines appeared in 1760. For a long period of time, the public relied on writers and journalists of the local newspapers to provide them with the latest news and current events.

Nowadays magazines, unlike newspapers, do not focus on daily, rapidly changing events. They provide more profound analysis of events of the previous weeks.

Centuries later, in the 1890s, came the invention of the radio. The radio would soon supersede the newspaper as the most convenient source of mass media. Families

would gather around the radio and listen to their favourite radio station programmes to hear the latest news regarding politics, social issues, and entertainment.

Later on came the invention of the television. The television would soon replace the radio for the most effective platform to reach the general public. People can see events in faraway places just sitting at home. Today, the most relevant form of mass media is the Internet which has become a major tool for news outlets. Since the evolution of the Internet, the general public is now able to access the same news outlets in an instant with just a click of a mouse, instead of having to wait for scheduled programmes. Work in pairs. Decide whether the statements are true (T) or false (F).

Task 3. Work in pairs. Decide whether the statements are true (T) or false (F). Correct the false statements.

- | | | |
|---|---|---|
| 1. The Internet isn't the most relevant form of mass media. | T | F |
| 2. The first newspaper was a Greek handwritten newsheet. | T | F |
| 3. Magazines focus on daily, rapidly changing events. | T | F |
| 4. The invention of the radio came in 1889. | T | F |
| 5. The television can't replace the radio as the most effective platform of mass media. | T | F |

Task 4. Read the text again and find information to support your answers.

Task 5. Put the words into the correct column. Some words may belong to more than one category.

<i>Talk/chat show</i>	<i>Comics</i>	<i>Game show</i>	<i>Documentary</i>	<i>Sitcom</i>
<i>Traffic report</i>	<i>Tabloid</i>	<i>Reality show</i>	<i>Soap opera</i>	<i>Current Affairs Programme</i>
<i>Weather forecast</i>	<i>Quiz show</i>	<i>Cartoon</i>	<i>Reality show</i>	<i>Phone-in show/programme</i>

Radio programmes	TV programmes	Magazines / Newspapers

Task 6. Now match the different media genres with their definitions and check your answers in Task 5.

- 1) _____, a programme about important political or social events that are happening at the present time;
- 2) _____, a humorous television programme that has the same characters in different situations each episode;
- 3) _____, a television or radio drama series that focuses on the everyday lives of the same group of characters;
- 4) _____, a television genre that presents unscripted or partly unscripted real-life situations, usually involving ordinary people;
- 5) _____, a film or television or radio programme that provides a film or television or radio programme that provides factual information about a particular subject;
- 6) _____, an entertainment programme (as on radio or television) in which contestants answer questions testing their knowledge and compete for prizes;
- 7) _____, a television or radio programme based on spontaneous conversation about social, political, religious cultural events;
- 8) _____, a television or radio programme in which members of the audience call the studio to express their opinions, ask questions, or take part in discussions live on air;
- 9) _____, distribution of information about road conditions such as traffic congestion, traffic accidents, or delays provided in real-time;
- 10) _____, a type of radio, television, internet or stage show where contestants regularly compete for a reward.

Task 7. Work in pairs. Give an example of each media genre mentioned in the text.

Task 8. Which media genres are the most popular today? Which are your favourites? Explain your choice.

Task 9. Which media genres would you describe as the following? Explain your choices.

informative
controversial
influential

addictive
harmless fun
mindless fun

sensational
entertaining

usually worth watching
aimed mainly at men / women

Task 10. Prepare a short talk on “Media and its Types” using the expressions below:

to communicate with (to) smb., to reach the audience, to rely on, to provide information, to present and comment on the news, to focus on daily events, to provide analysis, the latest news, a major tool.

Unit II. Print Media

Key Vocabulary:

print media – друковані ЗМІ

newsletter – інформаційний бюлетень

(in-)house magazine – власний журнал (a magazine that is produced by an organization for its employees and usually deals with subjects relating to the organization)

direct mailers – пряма поштова розсилка

handbills / flyers – листівки, флаєра

press-release – прес-реліз (офіційний документ певної служби або засобу інформації; інформація, підготовлена і поширювана установою або будь-яким органом для можливого опублікування у пресі)

current events – поточні події

firsthand information – інформація з перших рук

to update information – оновлювати інформацію; коригувати

emergence – поява

to cover a topic – розглянути / висвітлити питання

promotional literature / promotion – рекламна література

promotion – сприяння у продажі, промоція товару (один з чотирьох елементів маркетингу – міксу, який забезпечує передачу споживачу певної інформації про товар, його переваги, сподіваючись на зворотний відгук у вигляді відвідування торгової точки, звернення до консультанта-продавця чи акту купівлі)

niche readership – ніша читачів

Task 1. Scan the text and answer the questions below:

1. What types of media refer to print media?
2. Why are newspapers so important for mass communication?
3. What topics are included in newspapers?

4. What kind of audience do magazines address?
5. What is the difference between pre-buying promotion and post-buying promotion?

Task 2. Read the text and explain its main idea in English.

Print media encompasses mass communication through printed material. It includes newspapers, magazines, booklets and brochures, house magazines, periodicals or newsletters, direct mailers, handbills or flyers, billboards, press releases, and books.

Newspapers. Newspapers took the position of the most preferred medium until electronic communication emerged on the media scene. A newspaper carries all kinds of communication related to a variety of topics like politics, current affairs, entertainment, finance, stocks, etc. It also includes topics like cartoons, crosswords, movie reviews, book reviews, puzzles, crosswords, etc. Newspapers are an important platform of mass communication as they reach every corner of the world where electronic media fails to reach. It plays the main role in providing authentic firsthand information, building opinions, updating the knowledge of the reader, and serves as a good platform for advertisers to promote their products. However, with the emergence of the Internet, which updates information every second the popularity of newspapers has reduced.

Magazines. Magazines are another type of popular print media. They usually address a specific type of audience looking for information based on a particular subject. Magazines cover topics like current affairs, business, finance, consumers, gadgets, self-help, luxury, lifestyle, beauty, fashion, entertainment, travel, etc. The frequency of magazines can be weekly, fortnightly, bi-monthly, quarterly, half-yearly, or yearly. These magazines are the best forum for advertisers as they have a niche readership.

Booklets and Brochures. Booklets and brochures are a part of the promotional literature of a product, or an organization. There are two types of booklets and brochures: **1) Pre-buying promotion:** Usually in malls and stores, promotional literature is distributed free to all (with discount offers, or other schemes which seem profitable). For example, a free booklet about cosmetics will include information about the products, latest trends, contents, the benefits of using them, the available range, or colours, and discount coupons. **2) Post-buying promotion:** These booklets and brochures are usually given with a product for better customer experience and easy usage, post purchasing. You must have observed when you buy any new item, it is usually accompanied with a small booklet giving details about the benefits of using the product, usage directions, cleaning and storage instructions. These booklets and brochures are designed in an attractive format using colours and photos.

Task 3. Choose ONE of the following tasks and complete it in writing (8–10 sentences):

- Summarize the role and significance of newspapers in mass communication.
- Compare newspapers and magazines in terms of audience, content, and frequency of publication.
- Discuss how the emergence of the Internet has affected the popularity of newspapers.

Task 4. Work in pairs. Discuss the role of print media in modern society.

Unit II. 1. Types of Print Media

Key Vocabulary:

customers – клієнти, замовники

stakeholders – зацікавлені сторони

shareholders – акціонери

to be posted – бути розміщеним

direct mail – засіб реклами: пряма адресна розсилка рекламних матеріалів конкретним потенційним покупцям

advertising – реклама

handbill – листівка

flyer – листівка (флаєр)

headline – заголовок

one – way communication – односторонній зв'язок

solicitor – адвокат, юрисконсульт

to range from.....to – варіюватися від.....до

the feel-good factor – фактор комфортності, почуття задоволеності

to care to do something – піклуватися про щось, хотіти зробити щось

to increase confidence about something – підвищити впевненість в чому-небудь

discount coupons – купони на знижку

gift coupons – подарункові купони

to recall something – пригадувати щось

to make a purchase – робити покупки здійснити покупку

to make a positive buying / voting decision – прийняти позитивне рішення щодо купівлі чогось / щодо голосування

to fetch attention – привернути увагу

the targeted audience – цільова аудиторія

bold colours – яскраві кольори

attention-grabbing headlines colours – заголовки, що привертають увагу

to captivate and retain people's attention – привертати та затримувати увагу
retail outlets – магазини / точки роздрібної торгівлі
spokeperson – представник, прес-секретар
to give credibility – надавати довіру
to be worded wisely – бути грамотно / продумано сформульованим
to take a backseat – відійти на задній план
sustainable – стабільний
eco-friendly – екологічно чистий, екологічний

Task 1. Read the text and explain its main idea in English.

House Magazines, Periodicals or Newsletters. Most of the organizations today have learned that it is important to communicate with all the stakeholders in order to be successful. As the customers, shareholders, investors, solicitors, and employees are updated about the activities of the organization from time to time. Many organizations today invent various platforms like house magazines, periodicals, or newsletters to keep the stakeholders posted about the news related to the company. Usually the house magazines include data about a company's achievements, employee engagement activities, and information about the offerings. A periodical or newsletter, is more or less, designed on similar lines but its size is restricted to a few pages only. Mostly, it includes similar information but in a very short format. Their frequency ranges from weekly to yearly. It has an encouraging impact on the stakeholders because of the 'feel-good factor'. They believe that the company cares to communicate with them, and this also increases their confidence about the prospects of the company.

Direct Mailers. Direct mailers are small pamphlets, which are devices for direct advertising and marketing. Usually they arrive at our doorstep through the postal mails. Most of them include colourful advertisements, discount and gift coupons, credit card offers, automobile, realtor, and political promotion. People have a tendency to remember what they see in the advertisement, and recall it while making a purchase, or a voting decision. Also, attractive offers on a commercial direct mailer prompt to make a positive buying decision.

Handbills or Flyers. A handbill or a flyer is a form of communication which is printed on a small paper. It is colourful, attractive, and easy to carry and read. As they are handed out to all the passers-by, these are useful mainly for restaurants, hotels, nightclubs, concerts, political campaigns, etc. But people are more ready to throw it away without reading.

Billboards. Billboards or hoardings are huge advertisements that are put up at a height in strategic locations to fetch more attention. They usually attract the targeted audience by their bold colours, attention-grabbing headlines, creativity, designs,

special effects, etc. Initially, billboards started by hand painting huge boards, and eventually graduated to putting up printed sheets. Later came a trend for incorporating neon signs, videos, and graphic (which are part of electronic communication) cut-outs which extend out from the boards, 3D rubber, or plastic balloon objects, etc. Such billboards are called bulletins. They command the best customer exposure. Communication in these types of billboards should be in minimum words. The images should speak louder than the words. They are a successful medium of communication as they are good at captivating and retaining customer attention.

Press Releases. A press release is an important device of communication because it takes the relevant communication directly to the press. Whenever government, organizations, NGOs, retail outlets, design houses, celebrities, etc. have a newsworthy announcement to make, they draft a press note which is then sent to the members of the press in the form of a hard copy, fax, mail, or CD. A press release is also distributed in a press conference. A press release answers all the "W- type" questions like what, who, where, how, and when, in its content. A quote of the spokesperson is also added to give it credibility. This is issued on the letterhead of the organization. It begins with a headline and dateline, and closes with the media contact for the organization. Most of the matter in a press release is picked up by journalists, hence it should be worded wisely and strategically.

Books: books are a significant medium of mass communication as they have a large reader base. The expressions and opinions of the writer are taken to the readers in the form of a compiled book.

The printed form of communication was popular earlier. However, with the advent of electronic media, print media has taken a backseat. But there exists a large audience who prefer the print media for various communication purposes. Most of the people today have television sets, radios, and the Internet access which are sustainable, eco-friendly, and cost-effective forms of communication. Moreover, print is a one -way communication, while electronic media allows interaction.

Task 2. Answer the questions below using information from the text:

1. Why is it important to communicate with all the stakeholders, customers, investors, solicitors and employees and inform them about the activities of the organization?
2. What are direct mailers used for?
3. Who are handbills (flyers) useful for?
4. Why do billboards attract attention?
5. What questions does a press release answer?
6. What is the main difference between print and electronic media?

Task 3. Match the definitions with the correct terms:

- | | |
|--|--------------------|
| 1) A printed platform for direct advertising and marketing | a) a billboard |
| 2) A colourful, attractive, and easy to carry and read form of communication printed on a small paper | b) a newspaper |
| 3) Promotional literature of a product, or an organization | c) a handbill |
| 4) A form of communication which includes data about a company's achievements, employee engagement activities, and information about the offerings | d) a magazine |
| 5) A form of communication which takes the relevant magazine communication directly to the press | e) a house |
| 6) A periodical publication containing articles for people looking for information based on a particular subject | f) a booklet |
| 7) A printed daily or weekly publication containing the news, advertisements and crosswords | g) a press release |
| 8) A huge advertisement put up at a height in strategic locations to attract attention | h) a direct mailer |

1	2	3	4	5	6	7	8

Task 4. Fill in the blanks with the words given below.

*promotional prompt "W- type" questions advertisements
restricted headlines ranges passers-by communication address*

1. A press release answers all the like what, who, where, how, and when.
2. The frequency of magazines from weekly to yearly.
3. A newspaper carries all kinds of related to a variety of topics.
4. Direct mailers include colourful, discount and gift coupons, credit card offers and political promotion.
5. Magazines usually a specific type of audience looking for information based on a particular subject.
6. literature is distributed free in malls and shops.
7. Billboards usually attract the targeted audience by their bold colours and attention-grabbing
8. Flyers are handed out to all the
9. Attractive offers on a commercial direct mailer to make a positive buying decision.
10. A size of a newsletter is to a few pages.

Task 5. Prepare a short talk on the topic “Types of Print Media” using the expressions below:

printed material, the most preferred communication, an important platform of mass communication, to provide first-hand information, to cover the topics, the benefits of promotional literature, to have an impact on, to make a positive buying decision, to be put up, cost-effective forms of communication.

Task 6. Work in pairs. Discuss the role and significance of house magazines and periodicals. Use examples from the text.

Task 7. Write a comparative analysis (200-250 words) of direct mailers and handbills/flyers. Use ideas from the text and your own examples.

Unit III. New Age Media

Key Vocabulary:

a catch-all term – загальний термін

available on-demand – доступний за запитом

widespread range – широкий діапазон

interaction – взаємодія

social networking sites – соціальні мережі

to stay in touch with – залишатися на зв'язку

breakthrough – прорив

live updates – свіжі оновлення

to be customized to the users' preferences – бути адаптованим до вподобань користувачів

to come thick and fast (idiom) – з'являтися швидко; один за одним

Task 1. Read the text and identify the main types of print media.

New media is a catch-all term used for various kinds of electronic communications that are possible due to innovation in computer technology. Generally, the phrase new media describes content available on-demand through the Internet. This content can be viewed on any device and provides way for people to interact with the content in real-time with the inclusion of user comments and making it easy for people to share the content online and in social with friends and co-workers.

In contrast to “old” media, which includes newspapers, magazines, books, television and other such non-interactive media, new media is comprised of websites, online video/audio streams, email, online social platforms, online communities, online forums, blogs, Internet telephony, Web advertisements, online education and much more. The most important thing to know about new media is that it is always changing.

It is not very easy to draw the line between new and old media because the so-called old media has found new ways of representation in digital forms, leaving behind its conventional methods of representation. New media is considered to be the multimedia and digital form of communication happening via computers, as well as phones, tablets and other devices. New media has introduced user interaction, rather than simply consuming media. New media can be customized to the users’ preferences and it can selectively link from one form of content to another. The key features of the new media are:

– *convergence*

The trend towards "convergence" including, old and new media, has been accelerating, creating new opportunities, new applications and new forms of competition. One device can be used to access to a wide variety of media. For example, a mobile phone can be used for watching films and videos, listening to music, accessing social media, reading books and newspapers, accessing websites, etc.

– *interactivity*

New media formats often facilitate more interaction than old media. The audience is able to engage.

– *audience / user power*

Interactivity gives more power to the audience. In some new media formats, the audience is probably better described as the “user”. They are able to influence media content through their interaction or even create and share the content themselves (streaming)

– *accessibility*

New media is free media. Once people have the devices and the internet access, they are able to get instant access to a vast array of media content, much of which is also free. While this can be great for the audience, it raises issues about how media producers make money, with a move towards subscription services and significant amounts of advertising.

The Internet: This is the most important device of the new age media. The discovery of the Internet can be called the biggest invention in mass media. Today,

live updates reach us simultaneously as the events unfold. The Internet has inspired interaction and connectivity through its social networking medium. Let us see how the Internet impacts mass communication through the following mediums. When the internet came about, businesses one after the other started going online to communicate directly with potential consumers. Business owners no longer needed Yellow Pages or ad placements to get exposure. They could communicate direct co consumer. And people could post comments and ask questions directly on the site!

Websites: The Internet has websites dedicated to various people, companies, brands, causes, activities, etc. The most significant utility of these websites is for providing information, search engines, downloads through libraries, and interaction through the social networking sites. Because of these websites, carrying out e-commerce transactions has also become easy.

Blogs came thick and fast after Websites. Blogs are personal websites where people can write about their lives and thoughts or opinions, present photos and videos on various topics. Interaction happens in the form of comments or feedback. Now, anyone can create a global audience for their writing. Many blogs such as “mommy blogs” and “travel blogs” went viral over the years, getting huge numbers of followers.

Emails: Email digitized information sharing in the late 1990s, allowing written communication between people and businesses to happen faster than ever before. E-mails or electronic mails have drastically reduced the time it took for drafting and sending letters, or mails. Electronic mails have also facilitated lesser usage of paper.

eForums: eForums are bulletin boards on websites where people discuss a range of topics, give their opinions and share their experiences.

eBooks: There are a number of websites which have hosted eBooks and online libraries. You can read them on your eBook readers, mobiles, computer screens, or other devices.

The Internet TV: It is also known as online TV. It has an archive of programs where you can choose any program. You can either view the programs directly from the host server, or download the content on your computer.

Visual media like photography is also a crucial medium since it communicates via visual representations.

More and more people are shifting to e-newspapers, eBooks, e-brochures, etc. The Internet has completely transformed the traditional ideas of communication.

Social Media Platforms

Social media include platforms like Facebook, Instagram, Twitter. Thanks to social

media we can share our lives and thoughts with our friends and family, while also keeping in touch with people from our past.

Facebook: It is the most popular social networking website. Facebook has several applications which people utilize. It is the best platform to meet old friends, or make new ones. Advertisers also like this forum for communicating about their products.

Twitter: Twitter is a microblogging site which allows interaction and feedback of different people. There were days when it was very popular among celebrities and individuals. Today, the governments of various nations regularly share information through Twitter.

Video Sharing Platforms

The largest video sharing platform is of course **YouTube**. This platform allows people to post their own videos and like, share and comment on others' videos. YouTubers can create fan bases and become online personalities without the need to get a job with a broadcasting company.

Task 2. Answer the questions using information from the text:

1. What is the difference between new and old media?
2. Why are we now enjoying the benefits of high technology mass media?
3. What inventions belong to the new age media?
4. What is the most important device of the new age media?
5. Why is Facebook so popular?
6. What does Twitter allow to do and who uses it?
7. What is the largest video sharing platform and what is it famous for?

Task 3. Work in pairs. Decide whether the statements are true (T) or false (F). Correct the false ones.

- | | | |
|---|---|---|
| 1. Governments don't share information through Twitter. | T | F |
| 2. The Internet TV is also known as online TV. | T | F |
| 3. A mobile phone is only used for interaction. | T | F |
| 4. You can't read eBooks on mobiles. | T | F |
| 5. YouTube is a website which uploads content in a video format. | T | F |
| 6. Advertisers like Facebook for communicating about their products. | T | F |
| 7. The discovery of the Internet can be called the useless invention in mass media. | T | F |
| 8. Emails or electronic mails take much time to send letters. | T | F |
| 9. Interaction in blogs happens in the form of comments or feedback. | T | F |
| 10. e-Forums are bulletin boards on websites. | T | F |

Task 4. Complete the sentences using the words from the list. Use the information from the text.

breakthrough transactions invention interaction and feedback
impacts range voice benefits
advertisers device

1. The Internet is the most important of the new age media.
2. We are now enjoying the of high-technology mass media.
3. Twitter allows of different people.
..... also like this forum for communicating about their products.
4. People discuss a of topics, give their opinions and share their experiences.
5. Carrying out e-commerce has also become easy.
6. People can express their through computers.
7. The Internet mass communication.
8. The discovery of the Internet can be called the biggest in mass media.
9. Computers have added a new in mass media.

Task 5. Choose ONE of the topics below and prepare a short talk (2–3 minutes).

- The evolution and current role of different media, like newspapers, television, and new media.
- Traditional Media vs. New Media: Which is Beneficial?
- The Facebook generation.
- The advantages and concerns of media globalization.

Unit IV. Mass Media Influence

Key Vocabulary:

to have a major influence/impact on smb/smth – мати/чинити великий вплив на когось/щось

to rely (on/upon) – покладатися, довіряти

daily activities – щоденні дії

hard news – важливі політичні події (в газеті, по телебаченню тощо)

soft news – новини, які не відносяться до серйозних тем або подій

trustable – надійний, достовірний

assumption – припущення

advance of technology – прогрес технологій

on the one hand.....and on the other – з одного боку....., з іншого

in hectic environment – у неспокійному середовищі
to educate smb about smth – просвіщати
health care – охорона здоров'я
to depend (on/upon) – залежати від
to put trust (on smth) – довіряти
to be exposed to smth – піддаватися впливу чогось
to impose smth on smb – нав'язувати комусь щось
due to – внаслідок, через
ad campaigns – рекламні кампанії
to gain popularity – завойовувати популярність
to promote smth in smb – сприяти розвитку чогось у когось
to replicate behaviour – копіювати поведінку
to shape/form public opinion – формувати громадську думку
current affairs – поточні події
drive – стимул
word-of-mouth channel – сарафанне радіо
burgeoning need – зростаюча потреба
to drive home to smb – довести до розуму, примусити повірити
pressing concerns – насувні потреби

Task 1. Read the text and identify the main functions of mass media mentioned by the author.

Through mass media, news outlets have a major influence on the general public and a major impact on the public's opinion on certain topics. In many cases, the mass media is the only source that the general public relies on for news. Mass media also plays a critical role in educating the public. The Internet also plays an essential role in educating the general public. With the information on the Internet, one could learn anything from something as simple as how to tie a tie, to the more complex, like how to build a computer.

Media plays an extensive role in an individual's daily life. Our daily activities depend heavily on the information that is provided to each one, and the way that is communicated to them, be it entertainment, hard or soft news, personal relationships, traveling, or even healthcare. The mass media works like a pull factor – it just drags you into its world, and makes you believe that whatever you do, you see and you hear is true, and the most trustable. They come to you, not just to provide information, but also to lead you into their world, which ultimately makes you realize that most of the decisions, values and beliefs are based on what we know for a fact, our assumptions and our own experience.

In the last five decades or so, the media and its influence on the societies, has grown with the advance of technology.

Before discussing the influence of mass media on society it is imperative to explain the three basic functions of mass media; they are providing news/information, entertainment and education. The first and foremost function of the media in a society is to provide news and information to the masses, that is why the present era is some time termed as the *information age* as well.

People need news/information for various reasons, on the one hand it can be used to socialize and on the other to make decisions and formulate opinions. Entertainment would be the other function of the mass media where it is mostly used by the masses to amuse them in present day hectic environment. Educating the masses about their rights, moral, social and religious obligations is another important function of mass media, which needs no emphasis.

In present era of globalization, majority of people in the society depends on information and communication to remain connected with the world and do our daily activities like work, entertainment, health care, education, socialization, traveling and anything else that we have to do.

We have put our trust on the media as an authority to give us news, entertainment and education. However, the influence of mass media on our kids, teenagers and society is so big that we should know how it really works. The media makes billions of dollars with the advertising they sell and that we are exposed to, every single moment. We buy what we are told to buy by the media. After seeing thousands of advertisings we make our buying decisions based on what we saw on TV, newspapers or magazines. These are the effects of mass media especially on teenagers, they buy what they see on TV, what their favourite celebrity advertise and what is acceptable by society based on the fashion that the media has imposed on them.

There are some positive and negative influences on young people of our society due to these ad campaigns in the media. Here is a positive influence example, if there is a quiz show on education that is getting a lot of attention by the media and gains popularity among your friends and society, you will more likely want to actively participate and watch these quiz shows. These activities are good for the society and will promote literary activities in the youth. However a negative influence on teenagers is the use of guns and ammunition by celebrity movie stars, the constant exposure of which would seduce the teen to replicate the same behaviour in the real life.

The media has a huge impact on society in shaping the public opinion of the masses. They can form or modify the public opinion in different ways depending on the objective.

Task 2. Work in pairs. Decide whether the statements are true (T) or false (F).

Correct the false ones.

- | | | |
|--|---|---|
| 1. News outlets don't have any influence on the general public. | T | F |
| 2 With the advance of technology mass media influence has grown exponentially. | T | F |
| 3. Mass media fulfils five basic functions. | T | F |
| 4. The present era is termed as the information age. | T | F |
| 5. We make our buying decisions after seeing ads on TV. | T | F |
| 6. The Internet plays an essential role in educating the general public. | T | F |
| 7. People don't need any news or information. | T | F |
| 8. The media doesn't make money publishing ads. | T | F |
| 9. We buy what we are told to buy by the media. | T | F |
| 10. News outlets don't have any impact on the public's opinion. | T | F |

Task 3. Complete the following sentences using the information from the text.

1. Mass media plays a critical role in 2. Educating the masses about is another important function of mass media, which needs no emphasis. 3. A negative influence on teenagers is 4. is to provide news and information to the masses. 5. News outlets have a major influence on the general public and 6. depends on information and communication to remain connected with the world. 7. The first and foremost function of the media in a society is 8. We have put our trust on the media as an authority to 9. would be the other function of the mass media. 10. There are some positive and negative influences on due to these ad campaigns in the media. 11. The influence of mass media on our kids, teenagers and society is so big that we

Task 4. Work in pairs. Identify the benefits and dangers of television.

Benefits of television	Dangers

1. Television helps us to learn more about the world and to know and see many new things.
2. Television can make us passive. We don't have to think and our brains become lazy.
3. It has increased the popularity of sports and arts.
4. It takes time away from activities such as reading, conversation and games.

5. It is an enjoyable way to relax.
6. It encourages us to buy things that we don't need, and can make us unhappy with our own lives.
7. It has made us aware of our global responsibilities. In 1985, for example, 1.5 billion people in 147 countries watched TV pop concert and helped to collect more than \$100 million for people in Africa.

Task 5. Read the text about the future of television and complete it with the words below.

The computer channels 'holographic' programmes music 'menu'

THE FUTURE OF TELEVISION

In future, we probably won't watch television at all. I think television (1).....will disappear. We'll use a computer and choose the programmes that we want to watch. (2)..... will then get the programme from another computer, probably on the other side of the world. We'll be able to tell the computer what type of (3)we like (for example, types of films, (4)....., documentaries, etc.) and the computer will search for those programmes and then give us a (5)..... to choose from. The pictures that we see will also be different. They will be (6)..... . We will be able to look around the pictures that we see.

Task 6. Skim the text. Identify the main idea of the text and suggest a possible title.

Either written, through broadcast, or spoken, mass media is one of the farthest reaching forms of communication and is fast changing the way we see, do, and understand things. Apart from the telegraph, radio, newspaper, magazines, and television, the Internet has become one of our means to collecting and accessing information and communication around the world. We plan our day-to-day activities, entertainment, health care, education, travel arrangements, and current affairs based on the information received through various channels.

So, if we rely on mass media so much, how does it generate an influence on the society? Before answering this question, perhaps it is pertinent that we address another question – what is mass media? Statistics show that there are few things which impact the human mind more than mass media. The advice of teachers, parents, relatives, friends, and people we come in contact with daily may fall on deaf ears, but media holds us all spellbound! At this point, it becomes necessary to define this concept.

Understanding Mass Media

It may be defined as any form of communication which is meted out to the people at large through various forms of communication. There can be no static definition for the channels of mass communication as they are increasing all the time. But any form of communication which is seen and understood by a large mass of people can be taken to mean mass communication or media channels. Mass media holds a kind of mystique in the minds of people. It is because communication is designed in such a way that it appeals to a larger demographic segment. The test of a successful communication marketing drive is to see if it gets the people talking. If it does, then not only does it mean that the advertising drive has been successful, but the organization in charge is also getting publicity by word-of-mouth channel!

Does it Have a Hold on Us?

It is hard to argue with the fact that mass media has a compelling effect on the human mind; especially on minds which are impressionable. For example, its influence on our children is understandably higher than on adults.

The Influence on Youth

There is a burgeoning need among the youth to be accepted as a part of a group, to be popular, to have friends and relationships with people of the opposite sex. Experts understand this need, and hence, they come up with advertisements on TV, in newspapers, or on websites on how people can be more popular using a certain product. The visual effect, seeing the things happen in front of you and the slice-of-life effect makes certain products appear more believable than they tend to be. Being effective, it can be used on the youth to drive home pressing concerns in the country. Child obesity, the dangers of alcohol, importance of exercise and fitness, etc. If these things can be done, the media will be able to influence the youth for the better and send beneficial messages for the development of the youth than what it is sending today.

The Influence on Adults

Like children and youth, it influences adults too, although perhaps not on the same scale. Among subjects which appeal to men are financial security and a luxurious, hassle-free lifestyle. Women, on the other hand, are tempted towards products which guarantee immunity from aging altogether and not just what the previous generation called 'aging gracefully'. It can yet be used constructively to teach adults about the importance of insurance, financial education, and how to maintain a healthy lifestyle.

As you can see, it holds a large share of importance in our society, but if used constructively, it can be more of a boon than the bane which people consign it to be

these days. After all, there are two sides of a coin and it is up to us to pick the correct one.

Task 7. Work in pairs. Discuss the influence of mass media on society using the expressions below:

to have a major influence on the general public; to rely on; to play a critical role; to depend on; to provide news / information, entertainment and education; on the one hand.....and on the other; to make decisions and formulate opinions; to educate smb. about smth.; era of globalization; to put trust on smth.; positive and negative influences on young people; due to; to replicate the behaviour; to have an impact on society; to form and modify the public opinion.

Unit V. What is Journalism?

Key Vocabulary:

short deadlines – короткі терміни

breaking news – сенсація; терміновий/екстрений випуск новин

feature story – нарис

investigative stories – журналістські розслідування

editorial – редакційна стаття, передовиця в газеті

column – газетна колонка

review – ревію, рецензія

discussion board – форум

wikis – вікі-сайти / сторінки

entertainment stories – розважальні історії

source – джерело

to interview someone – брати у когось інтерв'ю

people of note – відомі люди

Task 1. Read the text and identify the main forms of new media mentioned in the text.

Journalism is the discipline of collecting, analyzing, verifying and presenting information regarding current events, trends, issues and people. So, journalism is a form of writing that tells people about things that really happened, but that they might not have known about already. News-oriented journalism is sometimes described as the "first rough draft of history" (Phil Graham), because journalists often record important events, producing news articles on short deadlines. People who practice journalism are called "journalists." They might work at newspapers, magazines, websites or for TV or radio stations.

The most important characteristic shared by good journalists is curiosity. Good journalists love to read and want to find out as much as they can about the world around them.

Journalism comes in several different forms:

I. News

A. Breaking news: Telling about an event as it happens.

B. Feature story: A factual story that is not hard news but is instead a more personal report about a person, event or aspect of a major event. Feature stories often involve elements of hard news, but they are intended to give readers more descriptions and details. Feature stories are often just called features.

C. Investigative story: A story in which a journalist deeply investigates a single topic of interest, such as serious crimes, political corruption, or corporate wrongdoing.

II. Opinion

A. Editorial: An unsigned article expressing the editor's opinion on a topical issue.

B. Column: A signed recurring feature by the same author in a newspaper or a magazine (usually written by people who have expertise in a particular field – economics, politics, sports etc.) giving opinions or perspectives and characterised by voice and personality of the columnist.

C. Review: A short article describing and judging a new book, play, film, concert etc.

Online, journalism can come in the forms listed above, as well as:

- Blogs: Online diaries kept by individuals or small groups.
- Discussion boards: Online question and answer pages where anyone can participate.
- Wikis: Websites or online resources that can be added or edited by multiple users. Some wikis, such as Wikipedia, are publicly accessible, others are used by organizations to manage information in-house enabling teams to share knowledge and work together more effectively.

The best journalism is easy to read, and just sounds like a nice, smart person telling you something interesting. Journalists get the facts for their new stories by reporting.

There are three main ways to gather information for a news story or opinion piece:

- Interviews: Talking with people who know something about the story you are reporting.
- Observation: Watching and listening where news is taking place.
- Documents: Reading stories, reports, public records and other printed material.

The people or documents you use when reporting a story are called your "*sources*." In your story, you always tell your readers what sources you've used. So you must remember to get the exact spelling of all your sources' names. You want everything in your story to be accurate, including the names of the sources you quote. You will also want to write down your sources' ages, their hometowns, their jobs and any other information about them that is relevant to the story.

Whenever you are interviewing someone, observing something happening or reading about something, you will want to write down the answers to the "Five W-s" about that source:

- *Who* are they?
- *What* were they doing?
- *Where* were they doing it?
- *When* did they do it?
- *Why* did they do it?

Task 2. Answer the following questions using information from the text:

1. How can journalism be defined?
2. What are the forms of journalism?
3. What is the difference between print journalism and online journalism?
4. What are the main ways of gathering information for a news story and opinion piece?
5. What is meant by "sources"?
6. What information about the sources are interviewers usually interested in?

Task 3. Work in pairs. Decide whether the following statements are true (T) or false (F). Correct the false ones.

- | | | |
|---|---|---|
| 1. The best journalism is difficult to read. | T | F |
| 2. Journalism is the discipline of collecting, analyzing and presenting information about current events. | T | F |
| 3. Signed articles that express the writer's reporting and his conclusions are called editorials. | T | F |
| 4. Journalism can come online. | T | F |
| 5. Journalists never tell readers what sources they have used. | T | F |
| 6. There is only one way to gather information for a news story. | T | F |
| 7. The most important characteristic shared by good journalists is curiosity. | T | F |
| 8. Journalism comes in several different forms. | T | F |
| 9. News-oriented journalism is described as the "first rough draft of history". | T | F |

Task 4. Write a summary of the text (5-6 sentences).

Task 5. Read the text and explain who the paparazzi are. Suggest a suitable title.

Paparazzi is a plural term for photographers who take candid photographs of celebrities, usually by relentlessly shadowing them in public and private activities. The term paparazzi is often used in a derogatory manner. Originally, it referred to Italian celebrity photographers who learned that a picture of a movie star throwing a punch was more valuable than pictures of stars smiling (celebrity tantrums are a common entertainment story in the mass media). It is this antagonistic interaction that is the true hallmark of a paparazzo (paparazzo is the singular form). However, the term is often used erroneously for photographers who merely take pictures of people of note. Use of the term derives from "Paparazzo", the name of a news photographer character in Federico Fellini's film *La Dolce Vita*. Paparazzo means "sparrow" in Italian.

Task 6. Answer the following questions using information from the text:

1. What does the term *paparazzi* designate?
2. In what manner is the term used?
3. How did the term *paparazzi* appear?

Task 7. Work in pairs. Give your opinion on the work of paparazzi.

Task 8. Prepare a short talk about a film about journalists that you have seen.

Unit V. 1. Journalism

Task 1. Skim the text. Write down its main theme .

It is difficult to imagine a more rewarding way of life than journalism. It is fairly safe to say that the journalist who is most likely to get to the top is a good, all-round person and at the same time has made himself/herself something of an expert in one or two special directions. He/she must know a little about a lot, and a lot about a little. He/she should have not only an ordinary education, but an extraordinary broad one. On top of this he/she should have a pleasant personality, be sincere, enthusiastic, have a sense of humour, be dependable, sensitive, idealistic, dedicated, open-minded and responsible. Ask anyone in business what it takes to make a newspaperman you are likely to get the whole catalogue of human virtues in answer.

Task 2. Explain the meaning of the following expressions in English and use them in sentences of your own.

- a dedicated professional;
- a rewarding way of life;
- “a nose for news”;
- an all-round person.

Task 3. Develop the following statements using information from the text.

1. A journalist is a person who practices journalism.
2. A journalist must know a little about a lot, and a lot about a little.
3. A journalist needs an inquiring mind.
4. To make a good journalist one should possess a number of certain qualities.

Task 4. Work in pairs. Discuss the following questions.

1. Why does journalism appeal to young people?
2. What appeals to you in journalism?
3. Can anyone be a journalist?
4. What important qualities of a journalist do you think you have?

Unit VI. What is a Journalist?

Key Vocabulary:

to work under strict deadlines – працювати в строгі терміни

news stories – інформаційні/новинні повідомлення/матеріали

documentary – документальний фільм/програма

to work on the staff – працювати у штаті

to work freelance – працювати фрілансером (бути позаштатним працівником)

to be in charge of – відповідати за щось

sub-editor / sub – помічник редактора / суб-редактор

a person in charge of smb – відповідальна особа

to cover events – висвітлювати події

to be responsible for – відповідати за щось

news bulletin – інформаційний бюлетень, зведення / випуск новин

deputy – заступник

editor – редактор

content – зміст

chief of staff – керівник апарату

to make a decision – приймати рішення
feature writer – нарисовець, оглядач
current affairs – поточні події
executive producer – виконавчий продюсер

Task 1. Read the text and explain its main idea in English.

It is difficult to imagine a more rewarding way of life than journalism. It is fairly safe to say that the journalist who is most likely to get to the top is a good, all-round person and at the same time has made himself/herself something of an expert in one or two special directions. He/she must know a little about a lot, and a lot about a little. He/she should have not only an ordinary education, but an extraordinary broad one. On top of this he/she should have a pleasant personality, be sincere, enthusiastic, have a sense of humour, be dependable, sensitive, idealistic, dedicated, open-minded and responsible. Ask anyone in business what it takes to make a newspaperman you are likely to get the whole catalogue of human virtues in answer.

Journalists work in many areas of life, finding and presenting information. So, journalists are men and women who present that information as news to the audiences of newspapers, magazines, radio or television stations or the Internet. Journalists should be curious, adventurous, talkative, and comfortable working under strict deadlines.

What do journalists do?

Within these different media, there are specialist tasks for journalists. Here are some of the jobs journalists do:

Reporters gather information and present it in a written or spoken form in news stories, feature articles or documentaries. Reporters may work on the staff of news organizations, but may also work freelance, writing stories for whoever pays them. General reporters cover all sorts of news stories, but some journalists specialize in certain areas such as reporting sport, politics or agriculture.

Sub-editors take the stories written by reporters and put them into a form which suits the special needs of their particular newspaper, magazine, bulletin or web page. Sub-editors do not usually gather information themselves. Their job is to concentrate on how the story can be presented to their audience. They are often called *subs*. The person in charge of them is called the **chief sub-editor**, usually shortened to *chief sub*.

Photojournalists use photographs to tell the news. They either cover events with a reporter, taking photographs to illustrate the written story, or attend news events on their own, presenting both the pictures and a story. Photojournalists are generally highly-trained photographers who may have worked in a traditional photography before transitioning into journalism.

The editor is usually the person who makes the final decision about what is included in the newspaper, magazine or news bulletins. He or she is responsible for all the content and all the journalists. Editors may have deputies and assistants to help them.

The news editor is the person in charge of the news journalists. In small organizations, the news editor may make all the decisions about what stories to cover and who will do the work. In larger organizations, the news editor may have a deputy, often called the **chief of staff**, whose special job is to assign reporters to the stories selected.

Feature writers work for newspapers and magazines, writing longer stories which usually give background to the news. In small organizations the reporters themselves will write feature articles. The person in charge of features is usually called the **features editor**. Larger radio or television stations may have specialist staff producing current affairs programs – the broadcasting equivalent of the feature article. The person in charge of producing a particular current affairs program is usually called the **producer** and the person in charge of all the programs in that series is called the **executive producer** or **EP**.

Specialist writers may be employed to produce personal commentary columns or reviews of things such as books, films, art or performances. They are usually selected for their knowledge about certain subjects or their ability to write well. Again, small organizations may use general reporters for some or all of these tasks.

There are many other jobs which can be done by journalists. It is a career with many opportunities.

Task 2. Explain the meaning of the following expressions in English and use each of them in your own sentence:

- a dedicated professional;
- a rewarding way of life;
- “a nose for news”;
- an all-round person.

Task 3. Expand the following statements using information from the text.

1. A journalist is a person who practices journalism.
2. A journalist must know a little about a lot, and a lot about a little.
3. A journalist needs an inquiring mind.
4. To make a good journalist one should possess a number of certain qualities.

Task 4. Work in pairs. Discuss the questions below.

1. Why does journalism appeal to young men and women?

2. What appeals to you in journalism?
3. Can anyone be a journalist?

Task 5. Match the journalism jobs with their definitions:

- 1) , the person in charge of the news journalists.
- 2) , one who prepares the work of others for publications; one who conducts a newspaper or periodical.
- 3) , persons employed to write reviews of things such as performances, films and books.
- 4) , a visual journalist (storyteller).
- 5) , a type of journalist who researches, writes and reports on information to present in sources, conducts interviews, engages in research and makes reports.
- 6) , someone whose job is to examine other people's writing, such as a newspaper article, and to correct mistakes.

Task 6. Complete the sentences using the words below.

*personal freelance special writers highly-trained editor
curious deputies reporters suits*

1. The news may make all the decisions about what stories to cover and who will do the work.
2. General cover all sorts of news stories.
3. are usually selected for their knowledge about certain subjects.
4. Some specialize in certain areas such as reporting sport, politics or agriculture.
5. Journalists should be , adventurous, talkative, and comfortable working under strict deadlines.
6. Reporters may work , writing stories for whoever pays them.
7. A new written form the special needs of the particular newspaper, magazine or a bulletin.
8. Photojournalists are generally photographers who may have worked in a traditional photography.
9. Editors may have and assistants to help them.
10. Specialist writers produce reviews of things such as books, films, art or performances.

Task 7. Use the following word combinations to describe the work of a journalist (5–6 sentences):

to present information; to work on the staff; to work freelance; to specialize in smth.; to be in charge of; to concentrate on; to make the (final) decision; to be responsible for.

Task 8. Work in pairs. Discuss:

- the personality of a good journalist
- the jobs journalists do

Task 9. Search the Internet and prepare short answers (3–4 sentences) to the following questions. Be ready to discuss your answers in class:

1. What is the difference between a blogger and a journalist?
2. What are the differences between a reporter, a journalist, and a columnist?
3. What is the difference between a reporter and a contributor?

Unit VII. How to Be a Good Journalist?

Key Vocabulary:

to make it big – досягти успіху

to keep up with smth. – бути в курсі, не відставати від чогось

to be under pressure – знаходитись в стресовій ситуації

to keep a diary – вести щоденник

to take pictures – фотографувати

to get into a habit of doing smth. – увійти в звичку робити щось

CV (curriculum vitae) – резюме, автобіографія

a flair for smth. – чуття на щось

at all times – в усі часи

to come up to the wrong career choice – вибрати не ту професію

interviewee – інтерв'юований

to make up one's own side of the story – придумати власну версію історії

to make up lies – фабрикувати брехню

to expand one's vocabulary – збільшувати словниковий запас

thesaurus – тезаурус, словник, словник синонімів

comprehensive vocabulary – широкий словниковий запас

to be appropriate for smth. – відповідати чомусь, підходити

to look up a word in the dictionary – шукати / знайти слово в словнику

aspirations – прагнення

to improve English skills – удосконалювати навички англійської

to discredit one's reputation – дискредитувати чиюсь репутацію

to take precautions – вживати запобіжні заходи

to tell lies – казати неправду, брехати

Task 1. Look through the text and suggest a suitable title.

Ever wanted to be a journalist? This text is packed with information, tips and how you can make it big in the competitive but exciting, dog-eat-dog world of journalism!

Here are the keys to writing good journalism:

1. Enjoy writing. Write every day, read newspapers/magazines every day, watch the news to keep up with current affairs and be devoted to literature. If you don't enjoy writing, reading, meeting new people, being under pressure, then you've come to the wrong career choice.

2. Keep a journal or a diary. Most well – known journalists had diaries when they were younger to practice their writing skills. Remember, it doesn't matter what you write about when you're starting out, practice is everything! It will help you get into a habit of writing every day.

3. Carry a camera with you. Nowadays many journalists are trying to add more skills to their self and CV. If you have a flair for photography, it can help you in the long run, journalists are always taking pictures to put in their articles.

4. Carry a pen or pencil and pad at all times. You never know when a new story will come up. Take notes if you find a good story. At least try to write the main idea or points as and when they cross your mind so that you won't forget. Get it down on paper before you forget it.

5. Be willing to meet new people. This is what journalism is all about. If you feel you are incapable and uncomfortable with meeting and talking to different people and strangers, you need to work on this problem NOW. All good journalists are not afraid to ask anything to the interviewee (within reason of course!).

6. Remember to refer back to the interviewee. Do not, under any circumstances tell lies, twist the story and make up your own side of the story. Nowadays, there are too many sleazy journals and newspapers out there and if you want to be successful, you need to stay true to the interviewee, do not make up lies and stay 100% legit!

7. Expand your vocabulary. Read the daily newspaper. Purchase a nice dictionary and thesaurus. Your short story will not be nearly as exciting if every character walks everywhere and says every line of dialogue. A comprehensive vocabulary can help bring your stories and poems to life, enabling you to better describe the world around you. Be sure that you are using words correctly. Some of the alternatives listed in your thesaurus may not have the right shade of meaning or be appropriate for the level of formality. Look up the word in your dictionary to be sure, and if in doubt, use a word that you already know.

Tips

- You need to be quick-minded, do not let anyone pull the wool over your eyes!
- Carry a pen and notebook with you, **everywhere**.

- A good journalist should be open-minded and ready for anything.
- Be yourself. Don't try to be like other journalists.
- A journalist must know how to catch his reader's attention. With that, a striking sentence is needed.
- Be confident, don't let shyness get in the way of your aspirations.
- Try to discover your own writing style.
- Also keep a small camera with you, and make sure it takes high resolution pictures as well.
- Start to read books and classic literature to practice and improve your English skills.
- Practice meeting and talking to different people.

Warnings

Don't tell lies or blatant untruths. It can seriously discredit your reputation as a journalist.

Take the proper precautions to stay safe abroad and during media frenzies.

(Robert Niles, McKinley Univ., Pasadena, Calif.)

Task 2. From the provided above text identify at least ten words that are less familiar to you. Look up each word in a dictionary to find its definition, synonyms and antonyms.

Task 3. Explain the meaning of the word combinations and use THREE of them in your own sentences related to journalism:

to make it big, dog-eat-dog world, to have a flare for smth, in the long run, to twist the story, sleazy journals and newspapers, quick-minded, to pull the wool over smb's eyes, open-minded, to catch the reader's attention, to get in the way of smth, to take high resolution pictures, to tell blatant untruths, media frenzies.

Task 4. Use the words and expressions from Task 2 in sentences of your own.

Task 5. Match the adjectives *basic, genuine, famous, humble, plain* with the nouns they typically collocate with:

a journalist, a signature, mind, people, judgment, interest, an answer, a problem, qualification, a quality, a question, a picture, an actor, a principle, a painter, a fact, a face, a language, truth, an argument, a statement.

Task 6. Match the words to their definitions.

1) basic

a) having a mind open to new ideas

- | | |
|-----------------|--|
| 2) famous | b) having or showing a modest opinion of oneself, one's position, etc. |
| 3) genuine | c) said, made or done too quickly |
| 4) successful | d) very bright; splendid, causing admiration |
| 5) humble | e) quick in learning and understanding things, skilful |
| 6) open-minded | f) above all others; the most important |
| 7) ill-informed | g) true; really what it is said to be |
| 8) inquiring | h) known widely; having fame; celebrated |
| 9) plain | i) having success |
| 10) brilliant | j) fundamental |
| 11) hasty | k) in the habit of asking for information |
| 12) clever | l) simple; ordinary; without luxury |
| 13) paramount | m) based on poor information |

1	2	3	4	5	6	7	8	9	10	11	12	13

Task 7. Rewrite the statements as advice for students who want to become journalists.

1. Keep writing on a regular basis, follow reliable newspapers and magazines, and stay informed about current events.
2. Journalism is a demanding profession that requires strong communication skills and the ability to work under pressure.
3. Many successful journalists developed their writing skills from an early age by keeping personal journals or blogs.
4. In today's media environment, journalists are expected to constantly expand their professional skills and qualifications.
5. A good story becomes more engaging when characters are shown through varied actions, details, and dialogue.

Task 8. Make a summary of the text by arranging the sentences in the correct order according to the logic of the text.

1. The best journalists write simple, plain language, generally preferring short words to long ones.
2. The best qualifications for a career in journalism will vary enormously, according to the individual.
3. Even journalists will disagree on the order of importance of the qualities that go to make a good journalist.
4. So if you are not interested in people, journalism is not for you.

5. Paramount in the make-up of a journalist is deep and genuine interest in people.
6. Hand in hand with the interest in people should go the qualities of sympathy, open-mindedness, an enquiring mind and humility.
7. The man/woman who thinks he/she is pretty clever and does not mind the world knowing about it, will never make a good journalist.

Task 9. Work in groups. Make a list of the most important qualities and skills of a journalist. Discuss the list.

Unit VIII. Interview Techniques

Key Vocabulary:

- incoherent information – незв’язна / непослідовна інформація
- to craft a piece of writing – створити письмовий текст
- to conduct an interview – проводити інтерв’ю
- to put emphasis on smth – ставити акцент, наголошувати
- to be comfortable – почувати себе комфортно
- on-the-record opinion – точка зору, висловлена під запис
- the flow of questions – потік питань
- segues and transitions – переходи та зв’язки
- to give soundbites – давати звукові фрагменти
- to re-enact the event / story – відтворити подію / історію
- to focus on smth – зосередити увагу на чомусь
- to address a question / topic – обговорити питання/тему
- to word a question – сформулювати питання
- off the record – не для запису
- to clarify smth – прояснити щось
- to cover the topic – розкрити тему
- to take notes – робити нотатки

Task 1. Read the text and explain its main idea in your own words.

(You may use Ukrainian if necessary.)

Like any creative profession, journalism forces you to use your perception to reinterpret the world around you. You try to engage an audience with ideas and issues – you create something meaningful from all the incoherent information and noise out there.

But here's the catch: Good journalism is dependent on a total stranger's cooperation and participation. At the heart of this issue is the interview. The finished product may be a piece of writing that you craft, but the material is a result of the interviews you conduct. It's odd that so much emphasis is put on teaching journalists how to write an article when that skill is useless without also teaching journalists how to develop strong interview techniques.

1. Find a good location. You can interview in a place that has some relevance to the story or your subject, you'll have much greater success. People are often more comfortable and open when they're in a familiar place. Ask to meet at your subject's house, work, or the location of an incident relevant to the story.

2. Prepare your goals ahead of time. Know what questions you're going to ask and why you're going to ask them. Heading to an interview with a sense of what you want to get out of it (a colorful re-enactment of an event, an on-the-record opinion on the issue you're covering, general background, etc.) is critical to conducting a successful interview.

3. Write down your questions. Bring prepared questions with you. It's useful to go to an interview with twice as many questions as it's expected to ask. You never know what question will get you the information you're really looking for.

4. Work on your flow. This is probably the most important interview skill you can develop. As your subject is answering your question, be thinking about what you'll ask next and why. The flow of questions needs to seem natural and conversational. Think about segues and transitions. This way your subject doesn't feel forced to give you soundbites and may open up a little (particularly important for anyone working on an audio piece where you may need blocks of the raw interview).

5. Think about the medium. Interviewing techniques definitely vary for different mediums. If you're interviewing for audio or video, you want to ask two – part questions, which encourages subjects to talk for longer blocks of time. Conversely, when you're interviewing for print, try and break questions up so you can get shorter and more concise answers (easier for taking notes and for quoting later). You can be more conversational with interviews for print. Not doing this is one of the biggest challenges when you're interviewing for audio. Nodding and smiling accomplishes the same sort of conversational encouragement and keeps your tape clean. Another great trick for audio interviews is to have your subject re-enact the story.

6. Bring a buddy. Having a second person as a note-taker and extra set of ears can be very useful. If you don't think another person will overwhelm or distract your subject it can be a lifesaver to have that second set of notes to check your quotes and information.

7. Avoid obsessing. While good notes and recording are very important, you can do yourself a disservice by obsessing about recording every little detail of what your

subject says. As you're interviewing, focus on the quotes and info you know you're going to use and make sure you get that right!

8. Be a little annoying. Don't be afraid to relentlessly revisit a question or topic that you feel hasn't been properly addressed by the interviewee. Sometimes people need time to warm up to you or a topic, or will respond better if your question is worded differently.

9. Be a little sneaky. Continue taking notes even after the interview is officially over. Sometimes people say the most revealing or intimate things when they feel they're "off the record".

10. Empower your subject. A great question to ask if you don't fully understand the perspective of your interviewee is, "What is your ideal solution/resolution?" Obviously this only works in certain circumstances, but when appropriate it can help clarify a person's point of view or opinion.

11. Work them up. Another great question is, "Why do you care about this issue?" This can be an effective way to get a strong and emotional quote about why the topic you're covering is so important. You can also ask for the turning point in a story, the moment when everything changed or catalyzed. This can help you shape the narrative of your story as well.

12. Endure awkward silences. Sometimes a reporter wants to keep chattering and asking questions to keep people feeling comfortable, but sometimes, especially when you deal with sensitive subjects, you need to shut up and wait. Ask your question, let them give you the rehearsed and generic answer, then sit there quietly and see what comes next.

13. Ask for what you need. Sometimes interviewees are frustrating as they just don't understand what you want from them. You can say, "Listen, I really need a quote from you encapsulating your feelings on this issue," or, "I really need you to walk me through the chronology of this," or even, "I really need you to take me to a location that is relevant to this issue so I can set a scene." For the most part people want to be helpful, and you just need to tell them how they can.

Task 2. Explain the meaning of the following word expressions in your own words:

bring a buddy; avoid obsessing; be a little annoying; be a little sneaky; work them up; awkward silence.

Task 3. Answer the questions below and support your ideas with arguments from the text:

1. Why is journalism among creative professions?
2. What is good journalism dependent on?

3. Why is it useful to find a proper location for the interview?
4. What kind of questions should you prepare for the interview?
5. How do interviewing techniques vary?
6. Why is it useful to have a second person during the interview?
7. What is the order of taking notes?
8. How should a reporter behave asking questions?
9. Why do interviewees become frustrating?
10. What should a reporter do if an interviewee feels frustrating?

Task 4. Complete the sentences using the words given below.

*shape information incoherent cooperation off the record
relevance flow note-taker warm up conversational*

1. Sometimes people say the most revealing things when they feel they're
2. The of questions needs to seem natural and conversational.
3. Sometimes people need time to to you or a topic.
4. You can be more with interviews for print.
5. Having a second person as a and extra set of ears can be very useful.
6. You never know what question will get you the you're really looking for.
7. You create something meaningful from all the information.
8. You'll have much greater success if you can interview in a place that has some to the story or your subject.
9. Good journalism is dependent on a total stranger's
10. The turning point can help you the narrative of your story as well.

Task 5. Complete the sentences using the tips from the text.

1. When you're interviewing for print,
2. on a total stranger's cooperation and participation.
3. Journalism forces you to use
4., be thinking about what you'll ask next and why.
5. A reporter wants to keep chattering and asking questions to keep
6. As you're interviewing, focus on
7. Sometimes interviewees are frustrating as
8. Another great trick for audio interviews is
9. The flow of questions needs to seem natural and conversational.
10. Think about definitely vary for different mediums.

Task 6. Speaking Practice: Role-Play an Interview

1. **Work in pairs.** Decide who will be the journalist and who will be the interviewee.

2. Preparation:

- The journalist prepares **5–6 questions** based on the given topic.
- The interviewee creates a short background story related to the topic.

Role-play:

- The journalist conducts the interview, using follow-up questions and smooth transitions.
- The interviewee gives clear and detailed answers.

4. Timing:

Each interview should last 5–7 minutes.

5. Switch roles and repeat the interview with a new topic.

Topics:

1. A recent local event.
2. A personal achievement.
3. An opinion on a current social issue.

Unit IX. How to Write a Magazine Article?

Key Vocabulary:

non-fiction writing – науково-популярна література

feature article – нарис

by-lines – ім'я автора, підпис

writer's premise – передумова автора

an angle – точка зору, підхід

to get a feel – отримати відчуття

to submit a query – відправити запит

to spell out – викладати

an outline – план, схема

catchy subheadings – підзаголовки, що привертають увагу

lead – перший абзац

body of the article – основний текст статті

to submit a query – представити (підняти) питання

catchy subheadings – помітні підзаголовки

Task 1. Scan the text and answer the questions below:

1. What are the main steps of writing a magazine article?
2. According to the text, what techniques help attract the reader's attention?

A magazine article is a piece of non-fiction writing targeted at a specific interest group. Writers who have magazine features or articles published in magazines enjoy the benefit of seeing their by-lines and (in most cases) receiving payment for their work. Magazine publishing is a business and it can be difficult to break in. The first step is learning how to write a magazine article that sells.

Writing your own magazine article,

1). Formulate an idea. Many beginning writers adopt the well-known writer's premise to "write what you know". While "writing what you know" is good advice, it is also possible to write a good magazine article through a strong interest and a willingness to learn through research and interviews. Sometimes a freelance writer's background makes him or her an expert for a magazine article. For example, an accountant has an advantage when writing about "10 Ways to Save on Your Taxes."

2). Give your idea an angle. The angle of an article has to do with the way the topic is approached. For example, some resolutions have been written about many times, but give the idea a fresh angle – such as using social networking to succeed at keeping resolutions – and you might make a sale.

3). Identify your market. This is the time to do market research. Read several issues of a magazine that is a potential market. Get a feel for the types of magazine features and the style. An article idea can be slanted for different types of magazines based upon the audience and your approach. Once you have identified markets, check the magazine's web-site for writer's guidelines.

4). Query the editor of a targeted market. Most magazines prefer a proposal or query, where you spell out your idea in a one-page letter or email. Think of the query as a sales letter from a freelance writer asking an editor for the assignment. Remember to follow the publication's guidelines when **submitting a query** and/or a manuscript.

5). Research your article. Once you have received an assignment, complete your research using legitimate sources. Arrange for interviews with experts. Good quotes can make all the difference in a magazine feature.

6). Create an outline. Think of an outline as an organizational map to your magazine article. Freelance writers find that most non-fiction writing lends itself to sections. Go ahead and write catchy subheadings for these sections.

7). Grab the reader's attention with a dynamite opening paragraph. This is called your lead, and it's the most important paragraph of a magazine article. If the first paragraph doesn't convince a reader to keep reading, then you're sunk.

Immediately after catching a reader's attention, make certain the point of the article or the theme is evident.

8). Proceed with writing the body of the text, with or without the lead. If you've tried unsuccessfully to come up with a fantastic lead, set it aside for a while and write

the article. You might be surprised to find that your lead will come to you later. Keep the theme in mind as you write the body of the article. Everything you write should support the theme.

9). Compose the conclusion. Next to the lead, the conclusion is most important. The ending of a magazine feature should bring the piece to a satisfying resolution for the reader. You might return to your opening paragraph so that you come full circle. Some conclusions summarize the main points or leave readers with an anecdote that illustrates the theme.

10). Put your article away for several days or a week. You're too close to the writing at this point and the next step requires an objective eye.

11). Revise your article until it's ready for submission. Although spelling and grammar are important, look at the content as well.

- Is the point clear?
- Does the article follow a logical sequence?
- Have you chosen strong verbs and specific nouns?
- If you're like most nonfiction writers, you can find ways to make your article stronger.

12). Submit your magazine article to the designated person, typically the editor or features editor. Many submissions are done via email today, but, again, check the magazine guidelines.

Task 2. Work in pairs. Decide whether the statements are true (T) or false (F).

Correct the false ones.

- | | | |
|---|---|---|
| 1. You don't have to identify your market. | T | F |
| 2. The most important paragraph of a magazine article is the ending. | T | F |
| 3. Good quotes can make all the difference in a magazine feature. | T | F |
| 4. Some conclusions summarize the main points of the article. | T | F |
| 5. It is easy to break into a magazine publishing business. | T | F |
| 6. Writers never get payments for their articles. | T | F |
| 7. Grammar and spelling are not important. | T | F |
| 8. It's important to follow the publication's guidelines. | T | F |
| 9. A freelance writer's background makes him / her an expert for a magazine article. | T | F |
| 10. A magazine article is a piece of non-fiction writing targeted at a specific interest group. | T | F |

Task 3. Complete the sentences using the following words:

*theme non-fiction subheadings one-page designated
publishing angle quotes evident learning*

1. Freelance writers find that most writing lends itself to sections. 2. Spell out your idea in a letter or email. 3. The of an article has to do with the way the topic is approached. 4. After catching a reader's attention, make certain the point of the article or the theme is 5. Magazine is a business and it can be difficult to break in. 6. The first step is how to write a magazine article that sells. 7. Catchy bring good results attracting attention of the readers. 8. Good can make all the difference in a magazine feature. 9. Everything you write should support the 10. Submit your magazine article to the person, typically the editor or features editor.

Task 4. Write 5–6 sentences explaining what new or useful information you learned from the text.

Task 5. Work in pairs. Describe the main steps of writing a magazine article and discuss which of them you consider the most important.

Unit X. Work of a Foreign Correspondent

Key Vocabulary:

a nose for news – «нюх» на новини

to have a strong appeal – мати сильну привабливість

to cover the news – висвітлювати новини

a cub-reporter – репортер початківець

eye-witness descriptions – описи очевидців

a first-rate general reporter – першокласний репортер

a nodding acquaintance – далеке знайомство

to take down speeches in shorthand – стенографувати промови

to write the language fluently – вільно писати мовою

to distort – спотворювати

to get a thorough knowledge of smth. – отримати досконале знання чогось

Task 1. Read the text to learn more about the work of a foreign correspondent.

The life and work of a foreign correspondent have a strong appeal for most young men and women in journalism. To cover the world's news, to send back dispatches under date-lines from "faraway places – with strange-sounding names" is the secret dream of many cub reporters with which he/she spends dull hours in the local police court or council chamber. The work of a foreign correspondent is something much wider than the mere reporting of events. He/she must give his readers at home a complete background service explaining and interpreting the news, providing eye-witness descriptions of scenes and happenings, conjuring up the atmosphere in which events are taking place, sending informative articles periodically which will make newspaper readers familiar with the background of people and affairs. The journalist who wishes to make a success as an "Ambassador of the Press" must be a first-rate general reporter – he must have the nose for the news and developed sense of news values, he must be a good listener who can get other people to favour him with their confidences. The beginner in journalism who is determined to make accreditation as a foreign correspondent must begin by tackling the problem of languages. He/she should know at least two, apart from his own. Which two will depend, of course, on the part of the world where he/she is particularly anxious to serve. English, French and German used to be the minimum equipment of the European correspondent. It must be remembered that to know a language in the sense that a Foreign Correspondent must know it, means a great deal more than a nodding acquaintance with grammar and the ability to pick one's way through a selected text or two. It means to be able to write the language fluently, to be able to take down speeches in shorthand, to follow conversations through the distorting medium of the telephone, and the like. The would-be foreign representative must study world geography and get a thorough knowledge of modern history and current affairs, besides making a special study of the history, manners, customs, political system etc., of those countries where he hopes to work. If he is to write authoritatively on foreign affairs he must himself be an authority. But first and foremost he is, and must remain, a reporter, seeking and reporting news.

Task 2. Look through the text again and choose the best answers to the questions:

1. Why does the work of a foreign correspondent appeal to young men and women in journalism?
 - a) The work of a foreign correspondent is something much wider than the mere reporting of events.
 - b) The work of a foreign correspondent is prestigious in many ways.
 - c) The work of a foreign correspondent promises good income to everyone

who dedicates his life to it.

2. Why should a foreign correspondent know foreign languages?

a) ... because without knowledge of foreign languages he would have never got a Master`s Degree in Journalism.

b)....because he is expected to communicate with foreign people a frequently.

c).... because he has to cover the world`s news.

3. What does to know a foreign language, in the sense a foreign correspondent must know it, mean?

a) It means the ability to pick up information from selected texts and to be able to use it in work.

b) It means to have a nodding acquaintance with grammar and the ability to keep the conversation.

c) It means to be able to write the language fluently, to be able to take down speeches in shorthand, to follow conversations through the distorting medium of the telephone and the like.

Task 3. Find the answers to the following questions in the text.

Why is it necessary for a foreign correspondent:

a) to conjure up the atmosphere in which the events are taking place?

b) to give readers at home a complete background service?

c) to explain and interpret the news from faraway places?

d) to write informative articles?

e) to obtain a thorough knowledge of the history, geography and political system of the country?

Task 4. Use the expressions below to make sentences about the work of a foreign correspondent:

to cover the news, to provide eye-witness descriptions, to take place, to be familiar with, to make a success, to have the nose for the news, to make accreditation, to take down speeches in shorthand, to seek some news.

Task 5. Work in pairs and discuss the following points. Be ready to present your ideas to the class using examples from the text.

1. Why the work of a foreign correspondent is much wider than simply reporting events.

2. The key qualities and professional qualifications of a foreign correspondent.

3. Why a foreign correspondent must have advanced language skills, not just basic grammar knowledge.

PART II

Unit I. Journalism and Its Genres

Key Vocabulary:

1. gathering, processing and dissemination of news – збирання, обробка та розповсюдження новин
2. journalistic standards – журналістські стандарти
3. verifiable information – достовірна (перевірювана) інформація
4. chief purveyor of information – головний постачальник інформації
5. to adhere to journalistic standards – дотримуватися журналістських стандартів
6. to act as a watchdog – виконувати наглядову функцію
7. digital media versions – цифрові медіа-версії
8. news websites and applications – новинні вебсайти та додатки
9. the advent of digital technology – поява цифрових технологій
10. to consume news through electronic devices – споживати новини через електронні пристрої
11. consumption of print media channels – споживання друкованих ЗМІ
12. government intervention – державне втручання
13. access to free information – доступ до вільної інформації
14. system of checks and balance – система стримувань і противаг
15. to empower someone with the tools – наділити необхідними засобами
reduce staff and coverage – скорочувати персонал і обсяг висвітлення
16. declining audiences – зменшення аудиторії
17. audience attrition – відтік / виснаження аудиторії
18. changing preferences in news consumption – зміна вподобань у споживанні новин
19. to usher in a new kind of journalism – започаткувати новий вид журналістики
21. citizen journalism – громадянська журналістика
22. to record footage of news events – записувати події з місця новин
23. to upload (content) – завантажувати, викладати
24. mainstream news media outlets – провідні медіа-видання
25. socially mediated public – соціально опосередкована громадськість

Task 1. Read the text and carry out the tasks after it.

Journalism is the gathering, processing, and dissemination of news and information to an audience. The term also applies to the methods used to find news, the writing style

used to present it, and the activity of journalism itself, whether professional or non-professional.

Journalism uses different types of media. These include newspapers and magazines (print media), television and radio (broadcast media), as well as digital media versions such as news websites and mobile applications.

In modern society, news media is the main source of information and opinions about public affairs. Journalism is not always limited to news media or to news only. Journalistic communication can also appear in broader forms of expression, including literature and cinema. In some countries, however, the news media is influenced or controlled by government intervention and is therefore not fully independent.

In democratic societies, access to free information plays an important role in creating a system of checks and balance. It helps distribute power more equally among governments, businesses, individuals, and other social groups. Access to verifiable information collected by independent media, which adhere to journalistic standards, empowers ordinary citizens by giving them the tools needed to participate in the political process.

Over the last two decades, journalism and mass media have changed significantly due to the advent of digital technology and the publication of news on the Internet. As a result, the consumption of print media has declined, while more people now consume news through electronic devices such as smartphones and e-readers. This has created challenges for news organizations, which must find ways to develop their digital platforms and adapt their print content.

In the United States, for example, many newsrooms have reduced their staff and coverage as traditional media outlets, especially television, struggle with declining audiences. Between 2007 and 2012, CNN reduced the length of its news reports to almost half of their original duration.

This reduction in coverage has contributed to audience attrition, as studies show that people's preferences in news consumption are changing. The digital era has also ushered in a new type of journalism known as citizen journalism. With the help of smartphones, ordinary people can record news events and upload them to online platforms such as YouTube. These materials are often later used by mainstream news media outlets.

At the same time, easy access to information from blogs and social media allows readers to choose from a wide range of official and unofficial sources. As a result, journalism today is increasingly seen as a participatory process involving both professional journalists and the socially mediated public.

There are many different genres of journalism, each serving a specific audience. In modern society, so-called “prestige journalism” acts as a “fourth estate” by functioning as a watchdog over government activity. Other genres of journalism differ in form, purpose, and target audience.

Task 1. Read the text again and match each paragraph (1–8) with the correct heading (A–H).

- A. Journalism in the digital era
- B. Journalism as a source of public information
- C. Journalism as a social and professional activity
- D. Changes in news consumption habits
- E. Citizen journalism and its impact
- F. Media types used in journalism
- G. Journalism and democratic society
- H. Genres and functions of journalism

1	2	3	4	5	6	7	8

Task 2. Find in the text the words or phrases that mean the following:

1. the main provider of information
2. controlled or influenced by the state
3. reliable and checked information
4. a reduction in the number of viewers or readers
5. a new form of journalism created by ordinary people
6. media organizations with a wide audience and strong influence

Task 3. Complete the summary using 8-10 words from the text.

Journalism plays an important role in modern society by providing people with information about public affairs. In democratic countries, access to free and _____ information helps citizens take part in the political process. However, the development of digital technology has changed the way people consume news. As traditional media face _____ audiences, new forms such as _____

journalism have become more influential. Today, journalism is increasingly seen as a _____ process involving both professionals and the public.

Task 2. Use the words and expressions from the Key Vocabulary in your own sentences.

Task 3. Find the sentences in the text that contain the following words and expressions. Write them out.

1. gathering, processing and dissemination of news
2. digital media versions
3. chief purveyor of information
4. government intervention
5. access to free information
6. system of checks and balance
7. verifiable information
8. to adhere to journalistic standards
9. the advent of digital technology
10. to consume news through electronic devices
11. to reduce staff and coverage
12. declining audiences
13. to usher in a new kind of journalism
14. citizen journalism
15. mainstream news media outlets
16. to act as a watchdog
17. audience attrition

Task 4. Complete the sentences using the words and expressions from Task 3. Use one word or phrase for each sentence.

Task 5. Complete the sentences using the words and expressions from Task 3.

1. Journalism involves the _____ of news for a wide audience.
2. In democratic societies, _____ helps citizens participate in public life.
3. Independent media should _____ to maintain public trust.
4. In some countries, journalism is influenced by _____.
5. The development of smartphones has changed the way people _____.
6. Many news organizations have had to _____ due to financial difficulties.
7. Traditional media face _____ as fewer people watch or read the news.

8. The digital era has _____ by allowing ordinary people to report events.
9. Videos shared by citizens are often used by _____.
- 10 Serious journalism continues to _____ by monitoring government activity.
11. Journalism plays an important role in maintaining a _____ in democratic societies.
12. Independent reporters rely on _____ to ensure accuracy and reliability.
13. The shift to online platforms has affected the _____.
14. Social media platforms have supported the growth of _____.
15. The rise of digital platforms has significantly changed _____.

Task 6. Answer the following questions using information from the text.

1. How is journalism defined in the text?
2. What aspects does the term *journalism* apply to?
3. What types of media are used in journalism today?
4. In what forms, besides news media, can journalistic communication appear?
5. Why is access to free and verifiable information important in democratic societies?
6. How does independent journalism empower ordinary citizens?
7. How has digital technology influenced journalism over the last two decades?
8. What changes have occurred in the way people consume news?
9. Why have many news organizations reduced their staff and coverage?
10. What new form of journalism has developed in the digital era?
11. What factors have made the rise of citizen journalism possible?
12. How has easy access to online news sources affected readers' choices?

Task 7. Characterize the genres of journalism.

Read the descriptions below and complete the table using information from the text and your own knowledge.

Genre of Journalism	Main Purpose	Key Feature
Investigative journalism		
Citizen journalism		
Broadcast journalism		
Tabloid journalism		
Advocacy journalism		

Task 8. Match the genres of journalism with their descriptions. Write the correct letter (A–E) next to each genre.

1. Investigative journalism – ____
2. Citizen journalism – ____
3. Broadcast journalism – ____
4. Tabloid journalism – ____
5. Advocacy journalism – ____

Descriptions:

- A. Focuses on uncovering hidden facts and wrongdoing
- B. Created by ordinary people using digital technologies
- C. Aims to influence public opinion on specific issues
- D. Presented through television or radio
- E. Entertaining and often sensational in style

1	2	3	4	5

Task 9. Which genre of journalism do you consider the most influential today? Explain your answer.

Task 10. Find additional information on different forms of journalism. Choose ONE form of journalism mentioned in Task 7 and complete the following tasks.

- 1. Find one reliable online source (a news website, educational platform, or media organization).**
- 2. Read the selected material and write a short summary (80–100 words) answering the questions below:**
 - What is the main purpose of this type of journalism?
 - What makes it different from other genres?
 - Where is it most commonly used today?
- 3. List five key words or expressions related to this genre.**

Task 11. Choose ONE topic and speak for 2–3 minutes. Use vocabulary from the unit.

Topics for discussion:

- The role of journalism in modern society.
- Challenges facing modern journalism.

Use one of the following openings:

In my opinion, journalism plays an important role in modern society because...

One of the main challenges facing modern journalism is...

**Unit II. Media Entertainment & Arts Alliance –
Journalists' Code of Ethics**

Key Vocabulary:

1. to scrutinize power – здійснювати перевірку влади
2. to exercise power – здійснювати владу
3. to fulfill public responsibilities – виконувати громадські обов'язки
4. accountability – підзвітність
5. to engender trust – викликати довіру
6. freedom of expression – свобода вираження поглядів
7. to be engaged in journalism – працювати в сфері журналістики
8. to commit oneself to something – брати на себе зобов'язання / віддано дотримуватися
9. journalistic ethics – журналістська етика
10. to apply ethical standards – застосовувати етичні стандарти
11. to strive for accuracy – прагнути до точності
12. to do one's utmost -докладати максимум зусиль
13. to convey information – передавати інформацію
14. to attribute information to a source – посилатися на джерело
15. to seek anonymity – прагнути анонімності
16. to consider the motives – враховувати мотиви
17. to suppress relevant available facts – приховувати важливі наявні факти
18. to place distorting or unnecessary emphasis – робити спотворений / недоречний акцент
19. to disclose conflicts of interest – розкривати конфлікти інтересів
20. to undermine independence – підривати незалежність
21. personal gain – особиста вигода
22. to obtain material – здобувати матеріал
23. to exploit a person's vulnerability or ignorance – використовувати вразливість або необізнаність людини
24. to resist compulsion – протистояти примусу
25. to lodge a complaint – подати скаргу

Respect for truth and the public's right to information are fundamental principles of journalism. Journalists describe society to itself by conveying information, ideas, and opinions. In doing so, they play a privileged role in democratic societies. Journalism

gives a practical form to freedom of expression and helps citizens stay informed and engaged.

Journalists search for information, disclose facts, record events, question authority, and sometimes entertain or suggest ideas. Although many journalists work in private enterprises, all of them fulfil public responsibilities. They scrutinize power, but also exercise it, and therefore must remain accountable. Accountability helps engender trust, and without trust journalists cannot properly perform their role in society.

Members of the Media Entertainment & Arts Alliance who are engaged in journalism commit themselves to honesty, fairness, independence, and respect for the rights of others. To meet these responsibilities, journalists are expected to educate themselves about ethics and apply professional standards in their daily work.

Journalists should report and interpret information honestly and strive for accuracy, fairness, and full disclosure of essential facts. They must not suppress relevant available facts or place distorting or unnecessary emphasis on personal characteristics such as race, gender, age, religion, or disability.

Ethical journalism also requires transparency in the use of sources. Journalists should attribute information to its source whenever possible. If a source seeks anonymity, journalists must consider the motives behind such a request and explore alternative sources. Conflicts of interest must be disclosed, and personal gain must never undermine journalistic independence.

Journalists should use fair and responsible means to obtain material. They must not exploit a person's vulnerability or ignorance and should clearly identify themselves when collecting information. Ethical standards also require journalists to respect privacy, avoid plagiarism, and resist compulsion to intrude into private grief.

Finally, ethical journalism involves accountability and correction. Journalists should do their utmost to correct errors fairly. While basic ethical values may sometimes conflict, they can only be overridden when there is a clear and substantial public interest or a serious risk of harm.

Task 1. Translate the following words and expressions and be ready to use them in context.:

to convey information; a privileged role; freedom of expression; to engender trust; responsibility; to scrutinize power; to commit oneself to; to strive for accuracy;

accountability; to attribute smth; to consider the motives; to undermine personal gain; independence; to obtain material; to resist compulsion; to do one's utmost.

Task 2. Read the text again and do the tasks below.

1) Match the paragraphs (1–7) with the headings (A–G).

- A. Professional ethical commitments
- B. Journalism and public responsibility
- C. Ethical use of sources and independence
- D. Fundamental principles of journalism
- E. Ethical standards in reporting
- F. Responsible professional conduct
- G. Accountability and public interest

2) Find in the text the words or phrases which mean:

- 1. a special and important role
- 2. public duties journalists must perform
- 3. honesty and moral principles in journalism
- 4. hiding important facts
- 5. revealing personal interests that may affect reporting
- 6. correcting mistakes openly and fairly

3) Complete the summary using 8 – 10 words from the text.

Ethical journalism is based on respect for truth and the public's right to information. Journalists play a _____ role in society and must remain _____ for their actions. They are expected to apply professional _____, avoid personal _____, and respect the rights and dignity of others. Ethical decision-making is only overridden when there is a clear _____.

Task 3. Use the words and expressions from the Key Vocabulary in the sentences from the text.

Task 4. Find the sentences in the text which contain the following words and expressions. Write them out.

- 1. to scrutinize power
- 2. to exercise power
- 3. to engender trust
- 4. to fulfill public responsibilities
- 5. freedom of expression
- 6. to commit oneself to

7. to strive for accuracy
8. to suppress relevant available facts
9. to place distorting emphasis
10. to attribute information to a source
11. to seek anonymity
12. to disclose conflicts of interest
13. to exploit a person's vulnerability
14. to plagiarize
15. to resist compulsion

Task 5. Complete the sentences using the words and expressions from Task 2. Use one word or word combination for each sentence.

1. Journalists must _____ when reporting on those in authority.
2. Ethical reporting helps _____ between journalists and the public.
3. Journalists are expected to _____ honesty and fairness.
4. Accurate reporting requires journalists to _____ in all circumstances.
5. It is unethical to _____ or mislead the audience.
6. Journalists should always _____ when using information from others.
7. A journalist must not _____ for personal benefit.
8. Respect for privacy requires journalists to _____ to intrude.
9. Ethical journalism demands the disclosure of _____.
10. Journalists should never _____ another person's work.

Task 6. Answer the following questions:

1. Why is respect for truth fundamental to journalism?
2. What public responsibilities do journalists have?
3. Why is accountability important for journalists?
4. What ethical values do journalists commit themselves to?
5. Why should journalists avoid suppressing facts or distorting emphasis?
6. How should journalists work with anonymous sources?
7. Why is it important to disclose conflicts of interest?
8. What ethical rules apply to obtaining material?
9. Why must journalists avoid plagiarism?
10. When can ethical standards be overridden?

Task 7. Choose ONE ethical principle discussed in the text.

1. Find **one reliable online source** related to journalistic ethics.
2. Write a short summary (**80–100 words**) explaining:
 - how this principle is applied in practice;

○ what problems arise when it is ignored.

3. List **5 key words or expressions** related to this principle.

Task 8. Choose ONE topic and speak for 2–3 minutes. Use the vocabulary from the unit.

1. The role of ethical standards in modern journalism.
2. Challenges journalists face when following a code of ethics.

Openings:

In my opinion, journalistic ethics are essential because...

One of the biggest ethical challenges journalists face today is...

Unit III. Career in Journalism

Key Vocabulary:

to be content with – бути задоволеним

to crave for smth. – сильно прагнути чогось

demand for something – попит на щось

to consider all pros and cons – зважувати всі «за» і «проти»

to call for sustained training – вимагати тривалого навчання

to be an all-rounder – бути універсальним фахівцем

to set up an individual standard – встановлювати власний стандарт

precision and exactitude – точність і чіткість

to require big sacrifices – вимагати великих жертв

to work round the clock – працювати цілодобово

to carry certain definite disadvantages – мати певні недоліки

to invite rebukes – викликати осуд

to win worldwide applause – здобути світове визнання

to verify information – перевіряти інформацію

Task 1. Read the text and do the tasks after it.

Choosing a profession is an important decision in everyone's life. People select careers according to their abilities, interests, and life circumstances. While some are content with simple occupations, others aim at more demanding professions. Journalism is one of the most prominent careers of the modern world and continues to attract many people.

Journalism requires sustained training and professional experience. Although many people write for newspapers or online platforms, not everyone can be considered a professional journalist. True journalists usually work for established media organizations and follow professional standards. Therefore, journalism calls for proper education, discipline, and experience.

As a career, journalism demands a genuine aptitude and a constant desire for learning. A journalist must have a broad outlook, an active and curious mind, and a strong interest in acquiring new knowledge. Precision and exactitude in thinking and writing are essential, as even small mistakes can mislead readers.

Journalism also requires big sacrifices. Journalists often work round the clock, especially during major events. The job involves pressure, tight deadlines, and physical endurance. Despite these challenges, journalists are expected to remain accurate, alert, and responsible.

With time, journalism has developed new methods and styles. Modern journalists often create their own professional identity and set up individual standards. They understand the tastes of their audience and help shape public demand for information.

Journalism faces strong competition from other media, especially radio and digital platforms. However, newspapers and online journalism remain important because they allow readers to access information at their own pace. This flexibility ensures continued development of the profession.

The career of a journalist carries certain definite disadvantages. Journalists bear great responsibility, as they must verify information and make difficult decisions, sometimes with limited resources. Errors can cause serious harm and invite public criticism. Working conditions are often demanding, and job security may be limited.

Despite these difficulties, journalism is an honorable profession. Many journalists receive recognition for their work and contribute significantly to society. However, before choosing this career, one should carefully consider all the pros and cons.

Task 2. Match the paragraphs (1–8) with the headings (A–H).

- A. Professional training in journalism
- B. Choosing a career
- C. Challenges and sacrifices
- D. Competition and development
- E. Personal qualities of a journalist

- F. Disadvantages of the profession
- G. Journalism as an honorable career
- H. Professional identity and style

Task 3. Find in the text the words or phrases which mean:

1. to work continuously without rest
2. professional education over a long period
3. strong desire for knowledge
4. serious professional difficulties
5. careful checking of information

Task 4. Complete the summary using 8 – 10 words from the text.

Journalism is a demanding profession that requires _____ training, strong motivation, and professional responsibility. Journalists must work under pressure, verify information carefully, and often make _____ decisions. Despite its disadvantages, journalism remains an _____ career that offers recognition and social importance.

Task 5. Complete the sentences using the words and expressions from the text.

Use one word or word combination for each sentence.

1. Journalism _____ long-term professional preparation.
2. A journalist must often _____ during major events.
3. This profession may _____, including stress and responsibility.
4. Good journalists are expected to _____ before publishing news.
5. Many professionals are not _____ routine work.
6. A successful journalist can _____ and gain public respect.
7. Journalism _____, but also offers important social value.
8. Every journalist eventually _____ based on experience.

Task 6. Look through the text again and answer the following questions.

1. Why is journalism considered a prominent profession?
2. What kind of training does journalism require?
3. What personal qualities must a journalist possess?
4. Why are precision and accuracy important in journalism?
5. What sacrifices does journalism demand?
6. How has journalism changed over time?
7. What competition does journalism face today?
8. What are the main disadvantages of the profession?
9. Why is journalism considered honorable?

10. Why should one consider all pros and cons before choosing this career?

Task 7. Pros and Cons of a Journalism Career:

1) Complete the table.

Aspect	Advantages	Disadvantages
Working conditions		
Social impact		
Professional growth		

2) In 2–3 sentences, say whether you would choose journalism as a career. Explain why or why not.

Task 8. Write a summary of the text (80–100 words), focusing on:

- requirements of the profession;
- challenges journalists face;
- reasons journalism remains important.

Task 9. Choose ONE topic and speak for 2–3 minutes.

1. Journalism as a career: opportunities and challenges.
2. Personal qualities necessary for a successful journalist.

Unit IV. The History of British Journalism

Unit IV.1. The Early Period of Journalism

Task 1. Read the text and do the tasks below.

The history of journalism, or the development of the gathering and transmitting of news, is closely connected with the growth of technology and trade. This process was marked by the advent of specialised techniques used to collect and disseminate information on a regular basis. Since the beginning of the eighteenth century, newspapers have remained the primary medium of journalists. Later, magazines appeared in the eighteenth century, followed by radio and television in the twentieth century and the Internet in the twenty-first century.

Before the advent of the newspaper, two major kinds of periodical news publications existed at the same time: handwritten news sheets and single-item news publications. These early forms played an important role in shaping what would later become modern journalism.

One of the earliest examples of official news publication was the *Acta Diurna* (“Daily Acts”), issued in the Roman Empire around 59 BC by order of **Julius Caesar**. These government announcement bulletins were carved on stone or metal and displayed in public places to inform citizens about political and social events.

In 1556, the government of Venice began publishing handwritten newsletters known as *Notizie scritte*. These publications were sold for one *gazetta*, a Venetian coin that later gave its name to the word “newspaper”. These newsletters were used to convey political, military and economic news across Europe, especially in Italy, during the early modern period.

However, these early publications did not fully meet the modern criteria for newspapers. They were usually intended for a limited audience and focused on a narrow range of topics. Nevertheless, they contributed significantly to the development of journalism.

By the fifteenth and sixteenth centuries, long news accounts called “relations” were published in England and France. Single-event news publications appeared in broadsheet format and were often read aloud, as literacy rates were relatively low.

In the early fifteenth century, businessmen in Italian and German cities compiled handwritten chronicles of important events and circulated them among their business contacts. With the invention of the printing press, this practice expanded rapidly. The first printed gazettes appeared in German cities in the early seventeenth century, marking a new stage in the history of journalism.

After 1600, national governments in France and England began printing official newsletters. In 1622, the first English-language weekly news publication, *A Current of General News*, was published and distributed in England, establishing an important milestone in the development of journalism.

Task 1. Match the paragraphs (1–8) with the headings (A–H).

- A. Early official news publications
- B. Journalism and technological development
- C. Limitations of early newspapers
- D. Handwritten newsletters in Europe
- E. Growth of printed journalism
- F. Newspapers as a primary medium
- G. News before the newspaper
- H. The first English-language news publications

Task 2. Work in pairs. Decide whether the statements are True (T), False (F) or Not Stated (NS).

1. Newspapers became the main medium of journalism only in the twentieth century.
2. Handwritten newsletters existed before printed newspapers.
3. *Acta Diurna* were private publications.
4. Early news publications were intended for a wide general audience.
5. Broadsheet publications were sometimes read aloud.

Task 3. Find in the text the words or phrases which mean:

1. the process of passing information to the public
2. the main form used by journalists to share news
3. official information issued by the authorities
4. written news distributed by hand
5. printed publications intended for large sheets of paper
6. to spread information among people

Task 4. Put the following events in chronological order.

- A. The publication of *A Current of General News*.
- B. The appearance of handwritten business chronicles.
- C. The issue of *Acta Diurna* in Rome.
- D. The publication of Venetian handwritten newsletters.
- E. The emergence of printed gazettes in Germany.

Task 5. Answer the questions using the information from the text:

1. What factors influenced the development of journalism?
2. Why were handwritten newsletters important in early journalism?
3. What role did *Acta Diurna* play in Roman society?
4. Why did early publications fail to meet modern newspaper criteria?
5. How did printing technology change the circulation of news?
6. Why was the publication of *A Current of General News* significant?

Task 6. Write one sentence summarising the main idea of paragraphs 3–5.

Task 7. Write 80–100 words answering the question:

Which early form of journalism do you consider the most important for the development of modern newspapers? Why?

Task 8. Find one additional historical fact about early journalism not mentioned in the text and be ready to share it in class.

Unit IV.2. First British Newspapers

Task 1. Read the text and do the tasks after it.

The **London Gazette** was the first newspaper to report on the Great Fire of London, which took place from 3 to 10 September 1666. The seventeenth century marked a turning point in the development of British journalism. This period witnessed the rise of political pamphleteering, encouraged by politically unstable times, including the English Civil War and the Glorious Revolution. Society became deeply divided along political lines, and opposing groups attempted to gain public support by distributing pamphlets in coffee houses, where public discussion flourished.

The *Oxford Gazette* was printed in 1665 during the Great Plague of London and is considered the first periodical to meet the qualifications of a true newspaper. Printed twice a week under royal authority, it was later renamed the *London Gazette*. By the beginning of the eighteenth century, Britain had become a relatively stable and prosperous nation with expanding trade, technological progress, and a growing empire.

At the same time, a new middle class emerged, consisting of merchants, traders, entrepreneurs, and bankers. Educated and literate, this group increasingly wished to participate in political life and the governance of the country. As a result, journalism experienced a significant boom. Writers who had previously depended on wealthy patrons were now able to become self-employed by offering their services to newspapers.

The first half of the eighteenth century produced many influential writers, including **Daniel Defoe**, **Jonathan Swift**, Joseph Addison, Richard Steele, Henry Fielding, and Samuel Johnson. These writers edited newspapers and contributed essays on topical issues, combining information with entertainment. Their work met a growing demand from ordinary middle-class readers.

As newspapers increased in popularity, publishers began producing daily issues. The first daily newspaper in the world, the **Daily Courant**, was founded in London in 1702 by Samuel Buckley. It focused strictly on reporting news and facts, avoiding opinion pieces and political interference by generating income through advertising.

Daniel Defoe's *The Storm*, published in 1704, is regarded as one of the first examples of modern journalism. The work described the Great Storm of 1703 and relied heavily on eyewitness accounts. Defoe invited readers to submit personal reports

through newspaper advertisements, an innovative method that was highly unusual at the time.

The growing influence of newspapers alarmed the government. In 1711, Parliament proposed a tax on newspapers, later reinforced by stricter provisions of the **Stamp Act**. Despite increased taxation and prosecutions, the number of newspapers continued to rise. By the early nineteenth century, Britain saw a dramatic expansion in newspaper circulation, supported by legal reforms, technological progress, and rising literacy rates.

Task 2. Match the paragraphs (1–7) with the headings (A–G).

- A. Government control and newspaper taxation
- B. The emergence of political journalism
- C. The first daily newspapers
- D. Journalism and the middle class
- E. Early influential journalists and writers
- F. The first true British newspapers
- G. Innovation in journalistic methods

Task 3. Decide whether the statements are True (T), False (F) or Not Stated (NS).

1. The London Gazette was founded after the Great Fire of London.
2. Political pamphlets were commonly distributed in coffee houses.
3. The Oxford Gazette was printed daily from its first publication.
4. Early newspapers relied mainly on advertising revenue.
5. Newspaper taxes completely stopped the growth of journalism.
6. The seventeenth century was a period of political stability in Britain.
7. The London Gazette was printed under royal authority.
8. The rise of the middle class contributed to the development of journalism.
9. Daniel Defoe personally witnessed the Great Storm of 1703.
10. Newspaper circulation expanded significantly in the early nineteenth century.

Task 4. Find in the text the words or phrases which mean:

1. public political instability
2. official permission from the monarchy
3. rapid growth of journalistic activity
4. personal reports from witnesses
5. legal punishment by the authorities
6. people who financially supported writers
7. income received from commercial announcements

8. a large increase in newspaper circulation
9. society divided into opposing political groups
10. unusual or new method used for the first time

Task 5. Put the following events in chronological order.

- A. Publication of The Storm
- B. Printing of the Oxford Gazette
- C. Proposal of a newspaper tax in Parliament
- D. Establishment of the Daily Courant
- E. Rise of political pamphleteering
- F. The Great Fire of London
- G. The Great Plague of London
- H. The Glorious Revolution
- I. Renaming of the Oxford Gazette to the London Gazette
- J. Expansion of newspaper circulation in the early nineteenth century

Task 6. Answer the questions:

1. Why was the seventeenth century important for British journalism?
2. What political events influenced the development of early British journalism?
3. How were political pamphlets distributed, and why were coffee houses important?
4. What made the Oxford Gazette a true newspaper?
5. Under whose authority was the Oxford Gazette printed?
6. How did Britain's economic and technological progress affect journalism?
7. Who formed the new middle class, and why did this group influence journalism?
8. How did the rise of the middle class change the professional status of writers?
9. Why was the Daily Courant significant in the history of journalism?
10. How did The Storm demonstrate innovation in journalistic practice?
11. Why did the government introduce taxes on newspapers?
12. What factors contributed to the expansion of newspaper circulation in the early nineteenth century?

Task 7. Complete the table using information from the text.

Cause	Effect
Political instability in the 17th century	
Growth of the middle class	
Introduction of newspaper taxes	

Task 8. Write 80–100 words summarising the main stages in the development of British newspapers from the 17th to the early 19th century.

Task 9. Be ready to speak for 2–3 minutes on the topic:

“How political and social changes shaped early British journalism.”

Unit IV. 3. The Most Famous British Newspapers

Task 1. Read the text and divide it into 2–3 logical parts. Name each part according to its main idea.

The Daily Universal Register published from 1785 became known as *The Times* from 1788. In 1817 Thomas Barnes became general editor; he was a political radical, a sharp critic of parliamentary hypocrisy and a champion of freedom of the press. Under Barnes and his successor in 1841, John Thadeus Delane, the influence of *The Times* rose to great heights, especially in politics and in the financial district (the City of London). It spoke for reform.

The paper was the first in the world to reach mass circulation due to its early adoption of the steam-driven rotary printing press. It was also the first properly national newspaper, using the new steam trains to deliver copies to the rapidly growing concentrations of urban populations across the UK. This helped ensure the profitability of the paper and its growing influence.

The Times originated the practice for newspapers to send war correspondents to cover particular conflicts. W.H.Russell, the paper's correspondent with the army in the Crimean War of 1853-1856, wrote immensely influential dispatches; for the first time the public could read about the reality of warfare. In particular, on September 20, 1854, Russell wrote a missive about one battle that highlighted the surgeons' "humane barbarity" and the lack of ambulance care for wounded troops.

The Times became famous for its influential leaders (editorials). For example, Robert Lowe wrote them between 1851 and 1868 on a wide range of economic topics such as free trade

The *Manchester Guardian* was founded in Manchester in 1821 by a group of non-conformist businessmen. Its most famous editor, Charles Prestwich Scott, made the *Guardian* into a world-famous newspaper in the 1890s. *The Daily Telegraph* was first published on June 29, 1855 and was owned by Arthur Sleigh, who transferred it to Joseph Levy the following year. Levy produced it as the first penny newspaper in London. His son, Edward Lawson soon became editor, a post he held until 1885. *The Daily Telegraph* became the organ of the middle class and could claim the largest circulation in the world in 1890.

The New Journalism reached out not to the elite but to a popular audience.

Especially influential was William Thomas Stead, a controversial journalist and editor who pioneered the art of investigative journalism. Stead's 'new journalism' paved the way for the modern tabloid. He was influential in demonstrating how the press could be used to influence public opinion and government policy, and advocated "government by journalism". He was also well known for his reportage on child welfare, social legislation and reformation of England's criminal codes.

Stead became assistant editor of the Liberal *Pall Mall Gazette* in 1880 where he set about revolutionizing a traditionally conservative newspaper "written by gentlemen for gentlemen." Over the next seven years Stead would develop what Matthew Arnold dubbed 'The New Journalism'. His innovations as editor of the *Gazette* included incorporating maps and diagrams into a newspaper for the first time, breaking up longer articles with eye-catching subheadings and blending his own opinions with those of the people he interviewed. He made a feature of the *Pall Mall* extras, and his enterprise and originality exercised a potent influence on contemporary journalism and politics. Stead's first sensational campaign was based on a Nonconformist pamphlet, "The Bitter Cry of Outcast London." His lurid stories of squalid life spurred the government into clearing the slums and building low-cost housing in their place. It was he, who introduced the interview, creating a new dimension in British journalism.

He is also credited as originating the modern journalistic technique of creating a news event rather than just reporting it.

A pioneer of popular journalism for the masses had been the Chartist *Northern Star*, first published on 26 May 1838. The same time saw the first cheap newspaper in the *Daily Telegraph and Courier* (1855), later to be known simply as the *Daily Telegraph*. *The Illustrated London News*, founded in 1842, was the world's first illustrated weekly newspaper.

From 1860 until around 1910 is considered a 'golden age' of newspaper publication, with technical advances in printing and communication combined with a professionalisation of journalism and the prominence of new owners.

The turn of the 20th century saw the rise of tabloid journalism aimed at the working class and tending to emphasize sensational topics. Alfred Harmsworth or Lord Northcliffe, was an early pioneer of this style. In 1896 he began publishing the *Daily Mail* in London, which was a hit, holding the world record for daily circulation until Harmsworth's death; *The Daily Mail* included "the busy man's daily journal" and "the penny newspaper for one halfpenny".

Socialist and labour newspapers also proliferated and in 1912 the *Daily Herald* was launched as the first daily newspaper of the trade union and labour movement.

The history of radio broadcasting begins in the 1920s, and reached its apogee in the 1930s and 1940s. Experimental television was being studied before the 2nd world war, became operational in the late 1940s, and became widespread in the 1950s and 1960s, largely but not entirely displacing radio.

The rapidly growing impact of the Internet, especially after 2000, brought "free" news and classified advertising to audiences that no longer cared for paid subscriptions. The Internet undercut the business model of many daily newspapers. The result is that journalism today is characterized by four themes: personalization, globalization, localization, and pauperization.

Task 2. Translate the following words and expressions and be ready to use them in context:

to be appointed general editor; parliamentary hypocrisy; a champion of freedom; to rise to great heights; to reach mass circulation; to ensure the profitability; to become famous; a wide range of economic topics; to claim the largest circulation; to pioneer the art of investigative journalism; to pave the road to tabloid; social legislation; eye-catching subheadings; to exercise a potent influence; a new dimension; to be credited as; popular journalism; to launch a newspaper; to displace smth.; to undercut smth.

Task 3. Use words and expressions from Task 2 in sentences from the text and in your own sentences. (5 – 7 sentences).

Task 4. How do you understand the terms “popular journalism, tabloids, online news, clickbait journalism”? Give examples of popular journalism.

Task 5. Complete the table using information from the text.

Person	Newspaper	Contribution	Significance
Thomas Barnes			
W. H. Russell			
C. P. Scott			
W. T. Stead			

Task 6. Answer the following questions based on the information from the text:

1. When did the *Times* originate?
2. When did the influence of the *Times* rise to great heights?
3. What paper was the first in the world to reach mass circulation?
4. Was the *Times* properly national newspaper?
5. Why was it so important that the *Times* sent war correspondents to cover particular conflicts?
6. What did the *Times* become famous for?
7. When was the Manchester Guardian founded?

8. When was the *Daily Telegraph* published?
9. Why could the *Daily Telegraph* claim the largest circulation?
10. What audience did the New Journalism reach?
11. What newspaper pioneered a popular journalism for the masses?
12. What period is considered to be a golden age of newspaper publication?
13. What major changes did journalism experience at the turn of the 20th century?

Task 7. Write an essay (100–120 words) summarising the development of British newspapers from the late eighteenth to the early twentieth century.

Task 8. Find additional information on the Internet and prepare a short oral presentation (3–5 minutes) on British newspapers nowadays.

In your presentation, focus on the following points:

- Major British newspapers today (e.g. The Times, The Guardian, The Daily Telegraph, The Daily Mail).
- The difference between broadsheets and tabloids in modern British journalism.
- The role of online editions and digital journalism.
- Changes in readership and circulation in the 21st century.
- Challenges faced by British newspapers today (e.g. competition from the Internet, social media, free news).

Unit V. The History of American Journalism

Unit V.1. The Early Period of American Journalism

Task 1. Read the text and make sure you understand its main ideas and key terms.

Journalism in America began as a humble affair, fought for freedom of the press and became a political force in calling for independence in 1776. The press grew rapidly as a key support element in the political party systems, starting in the 1790s. By 1900 major newspapers had become profitable powerhouses of advocacy, muckraking and sensationalism, along with serious, and objective news-gathering. In the late 20th Century, much of American journalism became housed in big media conglomerates. With the coming of digital journalism in the 21st Century, all newspapers faced a business crisis, with readers turning to internet sources and advertisers following them.

The history of American journalism could be said to begin in 1690, when Benjamin Harris published the first edition of "Public Occurrences, Both Foreign and Domestic" in Boston. Harris intended to publish a regular weekly newspaper along the lines of those that existed in London, but he did not get prior approval and his paper was suppressed after a single edition. The first successful newspaper, The *Boston News-Letter*, was launched in 1704. This time, the founder

was John Campbell, the local postmaster, and his paper proclaimed that it was "published by authority."

In the following decades, more newspapers were published in other large port cities on the East Coast of North America, usually by master printers seeking a sideline. Among them was James Franklin, founder of *The New England Courant* (1721-1727), where he employed his younger brother, Benjamin Franklin, as a printer's apprentice. Like many other colonial newspapers, it was aligned with party interests. Ben Franklin was first published in his brother's newspaper, under the pseudonym Silence Dogood, in 1722, and even his brother did not know at first. Ben Franklin's pseudonymous publishing represented a common practice of newspapers of that time of protecting writers from retribution from those they criticized, often to the point of what would be considered libel today.

The content included advertising of newly landed products, and locally produced news items, usually based on commercial and political events. Editors exchanged their papers, and frequently reprinted news from other cities. Essays and letters to the editor, often anonymous, provided opinions on current issues.

Ben Franklin moved to Philadelphia in 1728 and took over the *Pennsylvania Gazette* the following year. Ben Franklin expanded his business by essentially franchising other printers in other cities, who published their own newspapers. By 1750, 14 weekly newspapers were published in the six largest colonies. The largest and most successful of these could be published up to three times per week.

By the 1770s, 89 newspapers were published in 35 cities. Most papers at the time of the American Revolution supported the Patriot cause, in part because the Stamp Act of 1765 taxed paper, and the burden of the tax fell on printers. They led the successful fight to repeal the tax.

Newspapers flourished in the new republic – by 1800, there were about 234 being published – and tended to be very partisan about the form of the new federal government, which was shaped by successive Federalist or Republican presidencies.

By 1796, both parties sponsored national networks of weekly newspapers, which attacked each other vehemently. The Federalist and Republican newspapers of the 1790s traded vicious barbs against their enemies.

Nationalism was a high priority, and the editors fostered an intellectual nationalism typified by the Federalist effort to stimulate a national literary culture through their clubs and publications in New York and Philadelphia, and Noah Webster's efforts to simplify and Americanize the language.

Task 2. Translate the following words and expressions and be ready to use them in context:

a humble affair; to call for independence; a key support element; profitable powerhouse; advocacy; muckraking; digital journalism; prior approval; to launch a newspaper; a printer's apprentice; to be aligned with party interests; to take over smth.; libel; to franchise printers; to tax papers; to repeal the tax; to be partisan about smth; national network.

Task 3. Use the words and expressions from Task 2 in your own sentences.

Task 4. What do you know about Benjamin Franklin? Find additional information using Internet resources and prepare a short oral report.

Task 5. Answer the questions based on the text:

1. When did the history of American journalism begin?
2. What was the first newspaper published in Boston?
3. What was the first successful American newspaper and when was it launched?
4. Who founded The Boston News-Letter?
5. What newspaper did James Franklin publish and whom did he employ?
6. Under what pseudonym did Benjamin Franklin publish his articles and why?
7. When did Benjamin Franklin move to Philadelphia and what newspaper did he take over?
8. How many weekly newspapers were published in the six largest colonies by 1750?
9. How many newspapers were published by the 1770s?
10. What position did most newspapers take during the American Revolution?
11. Why did printers oppose the Stamp Act of 1765?
12. What role did political parties play in the development of American newspapers in the 1790s?

Task 6. Compare British and American journalism at an early stage. Pay attention to political influence, readership and the role of the press.

Task 7. Speak about the peculiarities of American journalism at an early stage.

Unit V. 2. The Development of American Journalism

Task 1. Read the text and identify its main ideas and key terms.

As American cities like New York, Philadelphia, Boston and Washington grew, so did newspapers. Larger printing presses, the telegraph, and other technological innovations allowed newspapers to print thousands of copies, boost circulation, and increase revenue. In the largest cities some papers were politically

independent. But most of the papers, especially in smaller cities, were closely tied to the political parties, which used them for communication and campaigning. Their editorials explained the party position on all current issues, and damned the opposition.

The first newspaper to fit the 20th century style of a newspaper was the *New York Herald*, founded in 1835 and published by James Gordon Bennett. It was politically independent, and became the first newspaper to have city staff covering regular beats and spot news, along with regular business and Wall Street coverage. In 1838 Bennett also organized the first foreign correspondent staff of six men in Europe and assigned domestic correspondents to key cities, including the first reporter to regularly cover Congress.

The leading partisan newspaper was the *New York Tribune*, which began publishing in 1841 and was edited by Horace Greeley. It was the first newspaper to gain national prominence; by 1861, it shipped thousands of copies of its daily and weekly editions to subscribers throughout the country. Greeley also organized a professional news staff and embarked on frequent publishing crusades for causes he believed in. The *Tribune* was the first newspaper, in 1886, to use the linotype machine, invented by Ottmar Mergenthaler, which rapidly increased the speed and accuracy with which type could be set. It allowed a newspaper to publish multiple editions the same day, updating the front page with the latest business and sports news.

The New York Times, now one of the most well-known newspapers in the world, was founded in 1851 by George Jones and Henry Raymond. It established the principle of balanced reporting in high-quality writing. Its prominence emerged in the 20th century.

The American Civil War had a profound effect on American journalism. Large newspapers hired war correspondents to cover the battlefields, with more freedom than correspondents today enjoy. These reporters used the new telegraph and expanding railways to move news reports faster to their newspapers. The cost of sending telegraphs helped create a new concise or "tight" style of writing which became the standard for journalism through the next century.

The ever-growing demand for urban newspapers to provide more news led to the organization of the first of the wire services, a cooperative between six large New York City-based newspapers led by David Hale, the publisher of the *Journal of Commerce*, and James Gordon Bennett, to provide coverage of Europe for all of the papers together. What became the Associated Press received the first cable transmission ever of European news through the trans-Atlantic cable in 1858.

The New York dailies continued to redefine journalism. James Bennett's *Herald*, for example, didn't just write about the disappearance of David

Livingstone in Africa; they sent Henry Stanley to find him, which he did, in Uganda. The success of Stanley's stories prompted Bennett to hire more of what would turn out to be investigative journalists. He also was the first American publisher to bring an American newspaper to Europe by founding the *Paris Herald*, which was the precursor of the *International Herald Tribune*. Charles Anderson Dana of the *New York Sun* developed the idea of the human interest story and a better definition of news value, including uniqueness of a story.

William Randolph Hearst and Joseph Pulitzer both owned newspapers in the American West, and both established papers in New York City: Hearst's *New York Journal* in 1883 and Pulitzer's *New York World* in 1896. Their stated missions to defend the public interest, their circulation wars and their embrace of sensational reporting, which spread to many other newspapers, led to the coinage of the phrase "yellow journalism." While the public may have benefitted from the beginnings of "muckraking" journalism, their often excessive coverage of juicy stories with sensational reporting turned many readers against them.

Muckraking journalism continued into the 20th century, led by well-known investigative journalists Lincoln Steffens, Ida Tarbell and Upton Sinclair. Muckrakers were investigative journalists, sponsored by large national magazines, who investigated political corruption, as well as misdeeds by corporations and labor unions. Exposés attracted a middle-class upscale audience during the Progressive Era, especially in 1902 – 1912.

The Progressive Era saw a strong middle class demand for reform, which the leading newspapers and magazines supported with editorial crusades.

Building on President McKinley's effective use of the press, President Theodore Roosevelt made his White House the center of news every day, providing interviews and photo opportunities. After noticing the White House reporters huddled outside in the rain one day, he gave them their own room inside, effectively inventing the presidential press briefing. The grateful press, with unprecedented access to the White House, rewarded Roosevelt with ample coverage

President Roosevelt enjoyed very close relationships with the press, which he used to keep in daily contact with his middle-class base. While out of office, he made a living as a writer and magazine editor. He loved talking with intellectuals, authors and writers. He drew the line, however, at expose-oriented scandal-mongering journalists who during his term set magazine subscriptions soaring by their attacks on corrupt politicians, mayors, and corporations. Roosevelt himself was not a target, but his speech in 1906 coined the term "muckraker" for unscrupulous journalists making wild charges. The muckraking style fell out of fashion after 1917, as the media pulled together to support the war effort with minimum criticism of personalities.

Starting in the 1960s, investigative journalism came back into fashion, as typified by Bob Woodward and the *Washington Post* exposes of the Watergate scandal.

Task 2. Translate the following words and expressions and be ready to use them in context:

technological innovations; to cover news; to assign a correspondent; a partisan newspaper; to gain prominence; to embark on publishing crusades; to increase the speed and accuracy; to update; a balanced reporting; high-quality writing; a concise style; cable transmission; to redefine journalism; a human interest story; to defend the public interest; to benefit from smth.; unprecedented access; ample coverage; to keep in daily contact; expose-oriented scandal-mongering journalists.

Task 3. Use the words and expressions from Task 2 in your own sentences.

Task 4. What do you know about Joseph Pulitzer? Prepare a short report. Discuss in class.

Task 5. Answer the following questions based on the text:

1. What did technological innovations allow newspapers to do?
2. What kind of newspaper was the New York Herald?
3. Which newspaper was the leading partisan newspaper?
4. Which newspaper gained national prominence?
5. What technological innovation was first used in 1886?
6. When was The New York Times founded and when did its prominence emerge?
7. What event had a profound effect on American journalism?
8. What technologies helped reporters deliver news faster?
9. What new style of journalistic writing was created?
10. What led to the creation of the first wire service and what happened in 1858?
11. What is meant by muckraking journalism?
12. How did President Theodore Roosevelt influence the relationship between the press and the White House?

Task 6. Give an example of muckraking journalism and explain why it can be described as such.

Task 7. Write a summary of the text (120–150 words).

Task 8. Use Internet resources and prepare a short oral presentation on the topic “Yellow Journalism: Past and Present”.

Unit V. 3. The Professionalization of American Journalism

Task 1. Read the text and identify its main ideas and key terms.

The professionalization of journalism began in 1908 and was characterized by the new journalism schools of the University of Missouri and Columbia University, the founding of the National Press Club, and such technological innovations as newsreels, the use of halftones to print photographs, and changes in newspaper design.

The rampant discrimination against African-Americans did not prevent them from founding their own daily and weekly newspapers, especially in large cities. These newspapers and other publications flourished because of the loyalty their readers had to them. The first black newspaper was the *Freedom's Journal*, and it was first published on March 16, 1827 by John B. Russwurm and Samuel Cornish.

As immigration rose dramatically during the last half of the 19th century, many ethnic groups sponsored newspapers in their native languages to cater to their fellow expatriates. The Germans created the largest network, but their press was largely shut down in 1917-1918. Yiddish Newspapers appeared for New York Jews. They had the effect of introducing newcomers from Eastern Europe to American culture and society. Today, Spanish-language newspapers such as *El Diario La Prensa* (founded in 1913) exist in Hispanic strongholds, but their circulations are small.

Broadcast journalism began slowly in the 1920s, at a time when stations broadcast music and occasional speeches, and expanded slowly in the 1930s as radio moved to drama and entertainment. Radio exploded in importance during World War II, but after 1950, it was overwhelmed by television news. The newsreel was developed in the 1920s and flourished before the coming of daily television news broadcasting in the 1950s doomed its usefulness.

News magazines flourished from the late 19th century, such as *Outlook* and *Review of Reviews*. However, Henry Luce (1898-1967) transformed the genre with his *Time* in 1923. It became the favorite news source for the upscale middle-class. He launched and closely supervised a stable of magazines that transformed journalism and the reading habits of upscale Americans. *Time* summarized and interpreted the week's news. *Life* was a picture magazine of politics, culture and society that dominated American visual perceptions in the era before television. *Fortune* explored in depth the economy and the world of business. *Sports Illustrated* probed beneath the surface of the game to explore the

motivations and strategies of the teams and key players. Add in his radio projects and newsreels, and Luce created a multimedia corporation to rival that of Hearst and other newspaper chains.

The rapidly growing impact of the Internet, especially after 2000, brought "free" news and classified advertising to audiences that no longer cared for paid subscriptions. Bankruptcy loomed across the U.S. and affected such major papers as the *Rocky Mountain News* (Denver), the *Chicago Tribune* and the *Los Angeles Times*, among many others. The proposed solutions such as multiplatforms, paywalls, PR-dominated news gathering, and shrinking staffs have not resolved the challenge. The result is that a typology of five models of audience connections emerged: traditional journalism, public journalism, interactive journalism, participatory journalism, and citizen journalism.

Additionally, as investigative journalism declined at major daily newspapers in the 2000s, many reporters formed their own non-profit investigative newsrooms.

Task 2. Translate the following words and expressions and be ready to use them in context:

a newsreel; a newspaper design; rampant discrimination; a broadcast journalism; to flourish; to doom smth.; upscale middle-class; a stable of magazines; motivations and strategies; classified advertising; to loom across; shrinking staff; PR-dominated news gathering; non-profit investigative newsrooms.

Task 3. Use the words and expressions from Task 2 in your own sentences.

Task 4. Give examples of the most important technological innovations in newspaper production mentioned in the text.

Task 5. Answer the questions based on the text:

1. When did the professionalization of journalism begin?
2. What institutions and journalism schools contributed to this process?
3. What technological innovations changed newspaper design?
4. Why did African-American newspapers flourish?
5. How did immigration influence ethnic newspapers?
6. When did broadcast journalism begin to develop?
7. What role did radio play during World War II?
8. What major change occurred in the 1950s?
9. Which news magazines flourished and why?
10. What magazines did Henry Luce create and what was their focus?
11. What impact did the Internet have on American newspapers?

12. What five models of audience connection emerged?

Unit VI. Investigative Reporting

VI.1. How to Work on an Investigation

Task 1. Read the text and outline the main characteristics and forms of journalistic investigation.

In 1964, the Pulitzer Prize, the most coveted award in newspaper journalism, went to the Philadelphia Bulletin in a new reporting category. The award honoured the Bulletin for revealing that police officers in that city were involved in running a numbers racket, a kind of illegal lotto game, out of their station house. The story presaged what would become a new wave of scrutiny of police corruption in American cities. The award had one other significance as well. It marked formal recognition by the press establishment of a new era in American journalism. The new Pulitzer category was called Investigative Reporting. The newspaper executives from around the country who run the Pulitzer under the auspices of Columbia University had added it in place of an older designation that they decided no longer required special recognition, Local Reporting. They were putting new emphasis on the role of the press as activist, reformer, and exposé. In doing so, the journalism establishment was acknowledging the kind of work increasingly carried out in recent years by a new generation of journalists. Eight years later, when Bob Woodward and Carl Bernstein helped uncover the Watergate scandal inside the Nixon White House, investigative reporting would suddenly gain celebrity and sex appeal and redefine the image of the profession. All journalism changed. Today, research and investigation are very important and obligatory parts of journalism all over the world.

Journalistic investigation represents a sequence of articles, which are different from ordinary or analytical articles in style, length or form. For example, if gathering information for ordinary articles is relatively straightforward from press conferences, meetings, briefings, press releases and so forth, then journalistic investigation is pursuing information which cannot be obtained through open meetings or other standard procedures. If this were not the case, it would not be called an investigation. In other words, investigative journalists, unlike other reporters, do not follow someone else's agenda; they dig deeper to find solid, profound answers to the question "How did something happen?" The term "investigation" means exactly what it says – journalists have to find out something new and important. However, initially, what we investigate has to be important and of contemporary relevance to society.

The forms of journalistic investigation can be divided into three types: difficult/hard, simple/research, and informational projects. These forms are self-explanatory and it is easy to guess which ones are harder to write.

The first type (difficult) means long and hard work. It means finding out every detail, every nuance, so that the reader has no questions left regarding the issue after reading the story. Such stories include all kinds of data, statistics, documentation, history, background – in short, everything. As journalists we must know that documented evidence matters the most. So, if we have documents which prove something and clearly show that what society thought was one way turns out to be different, it means we have conducted an investigation. We always have to remember that the aim of an investigation is to clarify and prove something. Initially, when we start work on a story, we must know why we are doing it, what we want to prove or disclose.

Journalistic research is a lighter form of investigation, similar to an analytical article. We choose a topic that is new to society and research it. We study every angle of the topic and provide information previously unknown to the public. We analyze facts, involve experts and possibly disclose a specific violation or illegal act. Research has to include news which astonishes readers. Readers find out information which they could not have imagined. As before, the aim is to leave the audience with no unanswered questions at the end. Research is different from investigation in that there is no need to follow it through to a conclusion. You research the topic, provided facts, then possibly acknowledge that you could follow it up. If you do, it becomes an investigation.

As the term informational investigation suggests, this means gathering information, including analysis, which has something new about it. This type of investigation could be even shorter than research, which itself usually takes less time than a full investigation. Ideas for such an investigation could even come from relevant rumours, but information still needs to be checked and verified by a minimum of three sources and, of course, it has to be balanced.

Investigation is often quite a long process. One of the reasons is that it can take a long time to obtain the necessary documents. The form of writing is called investigation because we try to find out something that has been concealed and its disclosure may not be in the interests of certain people, who may create obstacles and difficulties. One such difficulty is blocking access to information or providing it too late. When we are working on an investigation, it is necessary to send official letters to obtain public information. By law, such requests should be responded to within maximum 10 days. We need to keep copies of requests for information because they are the proof of our request.

Meanwhile, during these 10 days we can work with other sources. If eventually we are denied access to the information, this is also evidence, which we can use in our story. However, it is unlikely that repeated requests are never responded to. It is not necessary to use every possible source of information in an investigation. If one source trusts us and provides good information, then we can check details and start our research. For example, if something happens in one of the ministries, a person who works there will know most about it. That is why it is necessary to have a network of contacts who trust us and who therefore might be willing to provide information and documents. The source can be any person. It is not necessary for this person to be a high official. The purpose is for the source to provide information. We have to use it accordingly.

Task 2. Translate the following words and expressions and be ready to use them in context:

to be involved in smth.; a new wave of scrutiny; police corruption; the press establishment; newspaper executives; to gain celebrity; obligatory parts; a sequence of articles; self-explanatory; to pursue information; contemporary relevance; to conduct an investigation; to provide information; a specific violation; illegal act; to be checked and verified; to block access to information.

Task 3. Use the words and expressions from Task 2 in sentences from the text and in your own sentences.

Task 4. Identify the key points of the text (3-5 points).

Task 5. Answer the following questions:

1. Where did the Pulitzer Prize go in 1964?
2. What was the significance of the award and what did it mark?
3. What was the new Pulitzer category called?
4. How did investigative reporting redefine the image of the profession?
5. What does journalistic investigation represent?
6. What does the term “*investigation*” mean?
7. What types can the forms of journalistic investigation be divided into?
8. What is the aim of journalistic research?
9. What does journalistic research have to include?
10. Why is it important to leave the audience with no unanswered questions?
11. In what way is research different from investigation?
12. What does the term *informational investigation* suggest?
13. Why is investigation often a long process?
14. What can block access to information?

15. Why is it necessary to have a network of contacts, and who can act as a source?

Task 6. Give examples of investigative journalism.

Unit VI. 2. How to Choose Investigative Topics and Conduct Research

Task 1. Read the text and identify the main principles and stages of journalistic investigation mentioned by the author.

Choosing topics is the core of investigative journalism, because if the topic is not interesting to people, it will not bring any results and will just stay on the page. The topic we choose should meet the following criteria:

- it has to be timely, important and problematic;
- we have to assess for how many people and of which category it will be interesting;
- we have to consider where the article will be published – in the central or regional press. If the topic is relevant to the capital, then it has fewer chances of working in the regions. In this case it is better to work on another topic;
- we also have to consider the time that a proper investigation will probably take and assess whether the topic will still be relevant after this period or not.

Often, we could work indefinitely on a journalistic investigation. A fully fledged investigation rarely takes less than a month. It is also common to find that after we have been working on the investigation for the agreed length of time, and think we have scheduled our final interview, we then discover new points which may need a new investigation and additional information. It is not impossible that we need to devote even 6-8 months or more to the investigation. But, since investigations can be long-term, good record keeping, organization and indexing of information plus clear records of all interviews are essential.

An investigation may have different results, positive or negative. It is not necessary that somebody is imprisoned, fired or sentenced after publishing our piece; our research may uncover facts, which dramatically change the lives of certain people by improving them or just helping people understand something better.

Before starting to collect material, the reporter sets a thesis of investigation. For example, if the investigation concerns a crime, then the thesis will be the explanation of why the crime happened, who was involved etc. The journalist may then conclude that the crime has an economic basis and continue by gathering and organizing material in this direction. The key to a successful investigation is constant

doublechecking of the initial thesis, which means meeting and talking to a lot of people. How do we gather and systematize material related to our investigation? Before the journalist conducts interviews with key sources or gets hold of the main documents, he/she has to gather a lot of supplementary information to help clarify exactly what are the key areas to investigate. For example, if a journalist is investigating whether ham products contain substances dangerous to our health, he/she will need to visit all the agencies which certificate such products, all the competitors of the firm under investigation and get the views of medical experts, then review the conclusions. Only after gathering this preliminary information, can the plan of investigation be drawn up and information organized into a systematic format.

James Steele and Donald Barlett, investigative journalists of the Philadelphia Inquirer, said that the key to investigative projects is the "documents' state of mind," which also implies a specific technique of "working from the outside in." This means that a reporter starts collecting data from secondary sources, then moves to primary documents and only after that goes to interview people – prepared with a clear thesis and plan of the project and with informed questions.

When a reporter starts systematic implementation of his/her investigation plan, answers to simple questions can often be found in stories that have already been published or broadcast. These are most readily found in libraries, where back copies of newspapers are kept, at television stations, or online, whenever these are available. These stories can serve as a good starting point. Among the secondary sources may be many other publications – magazines, newsletters, research reports, specialist publications, reference books, such as encyclopaedias or biographical listings. The internet and online databases can serve as vital reference sources for an investigation. Commercial databases, although sometimes expensive, offer much more than their printed counterparts. For example, conducting a word search might produce many more results online than in any outdated print resource. Many reporters use computer-assisted information gathering. This requires specific skills plus a willingness to manage the volume of digital information so that it becomes searchable, accessible and most important, easily retrievable.

The most useful aspect of secondary sources is that they may lead to primary documents and sources. The author of those stories might have done a good job reporting the facts and may refer to highly relevant financial reports, insurance policies, governmental decrees, lawsuits, etc. All of these help an investigator to find the primary documents. Documents can deceive as much as any human source, but they are out there for reporters to find and use. "Documents' state of mind" reminds an investigative reporter that records must exist somewhere, since no one, neither an individual nor an organization, can exist without being registered at some point by some official body.

People have birth certificates, go to schools, universities, work at different organizations and each of these bodies has its own records. Organizations need to be registered, they show up in different contexts over time and their appearance can be documented not only in the newspapers, but also in printed reports, presentational material etc.

Besides providing the reporter with facts, documents also help in finding human sources. Human sources are vital in any kind of story. However, reporters often only go to the obvious ones, who are currently occupying appropriate positions and may neglect predecessors, who, despite possibly having their own agenda, sometimes tell a reporter facts he/she did not previously know. These "formers" might not be as easy to find as the "currents." They may not live in the same city any more, they are not working at the same organization, but the organization may still have some kind of record. If they can't help, it is always worthwhile to check in a city phonebook. The "formers" can also often explain the primary documents very well – tell the investigator what is written in these documents, why and how.

Today, some investigative reporters use social research methods in their investigative projects. This is a way of getting evidence from groups of people who are part of the issue. A survey with properly worded questions can bring a reporter answers from people who otherwise might have refused to be interviewed. Also, the larger the number of people surveyed, the more the evidence on the issue. No matter how much information comes on the investigator's way, it is always necessary to organize it properly. One of the most helpful and easy ways is to put material in chronological order – either on the computer, or in folders. Another good practice is to make separate files according to topics or subheads. For example, all kinds of statistics, figures, and charts could go in one folder, longer interviews with the main characters in a separate folder, short comments from different sources, which may be significant, in another, then comments from experts, descriptive and background material etc. Sometimes the whole investigation can depend on specific documents, which provide an accurate story in themselves if they are organized and presented to the readers correctly.

It might not be very difficult to gather information for the investigation, but quite hard to organize it. This is a process of editing – identifying the core information and putting the rest aside. Journalists sometimes become confused by the variety of information available, so lose focus. Organizing materials systematically makes it much easier to start work on writing the story. It is much easier to identify and use information of core value when everything is gathered and the reporter can see all the possible angles. Unused material can always be used in a different, completely new story or a follow up on the same issue.

Journalists look for news, information and issues that are interesting, contemporary or concealed, anywhere, any time. That is why when we are talking about different sources of information we do not only mean documents and press releases but everything seen, heard and felt by the journalist. A source of information is the starting point for any story, irrespective of whether it is a short news item or a feature story. Initially, novice journalists have to search for topics, but after a while the themes knock at their doors. Previous sources become the suppliers of new ideas for stories, the number of contacts in the journalist's notebook grows, and the richer the experience of the journalist, the better his/her stories will be, with more reliable and interesting sources.

Task 2. Translate the following words and expressions and be ready to use them in context:

the core of investigative journalism; to be relevant; to schedule an interview; to be essential; to uncover facts; to set a thesis of investigation; double checking; to imply a specific technique; implementation of an investigation plan; a starting point; vital reference sources; lawsuits; deceive; to conduct a word search; the volume of digital information; to neglect predecessors; to have an agenda; descriptive and background material; to depend on; to identify the core information; available information; information of core value; a follow up; novice journalists.

Task 3. Use words and expressions from Task 2 in your own sentences.

Task 4. Identify the key sources of a journalistic investigation. Comment on them.

Task 5. Answer the questions based on the text:

1. Where did the Pulitzer Prize go in 1964 and why?
2. What was the significance of introducing the category Investigative Reporting?
3. How did investigative reporting change the image of journalism?
4. What does journalistic investigation represent?
5. Why do investigative journalists dig deeper than other reporters?
6. What does the term investigation mean in journalism?
7. What three types of journalistic investigation are mentioned in the text?
8. What characterizes a difficult (hard) investigation?
9. What is journalistic research similar to and what is its aim?
10. How does research differ from a full investigation?
11. Why is investigative journalism often a long process?
12. Why is it important for journalists to have a network of contacts?

Task 6. Give examples of well-known investigative journalism cases (e.g. Watergate) and explain their significance.

Task 7. Write a short report explaining how investigative journalism differs from other types of journalism. Use examples from the text.

Unit VII. New Journalism

Unit VII.1. New Journalism and the Question of Truth

Task 1. Read the text and identify its key characteristics, main ideas, and central issues discussed by the author.

New Journalism, an American literary movement in the 1960s and '70s, pushed the boundaries of traditional journalism and nonfiction writing. The genre combined journalistic research with the techniques of fiction writing in the reporting of stories about real-life events. The writers often credited with beginning the movement include Tom Wolfe, Truman Capote, and Gay Talese.

As in traditional investigative reporting, writers in the genre immersed themselves in their subjects, at times spending months in the field gathering facts through research, interviews, and observation. Their finished works were very different, however, from the feature stories typically published in newspapers and magazines of the time. Instead of employing traditional journalistic story structures and an institutional voice, they constructed well-developed characters, sustained dialogue, vivid scenes, and strong plotlines marked with dramatic tension. They also wrote in voices that were distinctly their own. Their writing style, and the time and money that their in-depth research and long stories required, did not fit the needs or budgets of most newspapers (a notable exception was the *New York Herald Tribune*), although the editors of *Esquire*, *The New Yorker*, *New York*, and other prominent magazines sought out those writers and published their work with great commercial success. Many of those writers went on to publish their stories in anthologies or to write what became known as “nonfiction novels,” and many of those works became best sellers.

The New Journalists expanded the definition of journalism and of legitimate journalistic reporting and writing techniques. They also associated journalism with fiction when they described their work with phrases such as “nonfiction novel” and “narrative techniques of fiction.” In so doing, they ignited a debate over how much like a novel or short story a journalistic piece could be before it began violating journalism’s commitment to truth and facts.

Some observers praised the New Journalists for writing well-crafted, complex, and compelling stories that revitalized readers' interest in journalism and the topics covered, as well as inspiring other writers to join the profession. Others, however, worried that the New Journalism was replacing objectivity with a dangerous subjectivity that threatened to undermine the credibility of all journalism. They feared that reporters would be tempted to stray from the facts in order to write more dramatic stories, by, for example, creating composite characters (melding several real people into one fictional character), compressing dialogue, rearranging events, or even fabricating details. Some New Journalists freely admitted to using those techniques, arguing that they made their stories readable and publishable without sacrificing the essential truthfulness of the tale. Others adamantly opposed the use of those techniques, arguing that any departure from facts, however minor, discredited a story and moved it away from journalism into the realm of fiction.

In engaging in the debate over what counts as truth in journalism, the New Journalists were contributing to a wider discussion of the nature of truth and the ability to know and present it objectively in stories, paintings, photographs, and other representational arts. Their works challenged the ideology of objectivity and its related practices that had come to govern the profession. The New Journalists argued that objectivity does not guarantee truth and that so-called "objective" stories can be more misleading than stories told from a clearly presented personal point of view.

Mainstream news reporters echoed the New Journalists' arguments as they began doubting the ability of "objective" journalism to arrive at truth – especially after more traditional reporting failed to convey the complex truth of events such as McCarthyism in the 1950s, the Vietnam War in the 1960s and '70s, and the Watergate scandal in the early 1970s. By 1996, objectivity had been so crippled as a guiding principle that the Society of Professional Journalists dropped it from its ethics code, replacing it with other principles such as fairness and accuracy.

Task 2. Translate the following words and expressions and be ready to use them in context:

to push the boundaries; to be credited with; real-life events; to immerse in the subject; a feature story; to employ a story structure; a well-developed character; vivid scenes; a plotline; dramatic tension; to fit the needs; nonfiction novels; legitimate reporting; to violate commitment to truth; to revitalise interest; to discredit a story; to move away from smth.; to contribute to a discussion; to challenge smth; to stray from the facts; mainstream news reporters; fairness and accuracy.

Task 3. Use words and expressions from Task 2 in your own sentences.

Task 4. What do you consider to be the most important feature of New Journalism? Justify your answer.

Task 5. Answer the questions based on the text:

1. What is New Journalism?
2. Who is credited with beginning the movement?
3. How did New Journalism differ from traditional journalistic writing?
4. What techniques of fiction did New Journalists use?
5. Where were the works of New Journalists published?
6. What debate did the New Journalists ignite?
7. Why did some critics oppose New Journalism?
8. How did the New Journalists defend their methods?
9. What ideology did New Journalism challenge?
10. Why was objectivity eventually replaced by fairness and accuracy?

Task 6. Find examples of nonfiction novels using reliable online sources and be ready to discuss them in class.

Task 7. Write a short summary of the text (120–150 words), focusing on the key features of New Journalism and the debate over truth.

Unit VII. 2. From Muckraking to Wolfe, Talese, and Capote

Task 1. Read the text and identify the key stages in the development of New Journalism.

The New Journalists of the 1960s were not the first American journalists to advocate for a more literary approach to writing about contemporary events, nor were they the first to see themselves as representatives of a “new journalism.” Some writers in the late 19th and early 20th centuries, such as Lincoln Steffens, believed that reporters are morally obligated to write stories that are true, well-crafted, and rhetorically persuasive because they can lead readers to empathize with their subjects and can inspire action against social injustice and abuses of power. Steffens and like-minded colleagues – including Ida Tarbell, Ray Stannard Baker, and David Graham Phillips – wrote investigative magazine stories in a literary, rhetorically persuasive way. U.S. President Theodore Roosevelt in 1906 derisively called their type of work muckraking. The social and literary ambitions of those first “new journalists” had a lasting impact on journalism, providing a foundation for generations of investigative and literary reporters and editors who believed in factual, socially committed, and lively journalism – including the New Journalists of the 1960s.

Tom Wolfe was one of the most influential promoters of the New Journalism. Wolfe began his career as a newspaperman in 1956 at *The Washington Post* and later worked for the *New York Herald Tribune*, where the example of writers such as Jimmy Breslin demonstrated to him that journalism could be creative and exciting. In 1963, when a newspaper strike in New York City left Wolfe temporarily without work, he turned to his editor at *Esquire* with an idea: he wanted to fly to California to write about a custom car show and the hot-rod culture. The result was Wolfe's now-famous "The Kandy-Kolored Tangerine-Flake Streamline Baby" (anthologized in his 1964 book by the same name), an energetic piece that became a model of what New Journalism could achieve. In 1973 Wolfe published *The New Journalism*, in which he explicated the features of the genre. He went on to write several successful books in the style of the New Journalism, including *The Right Stuff* (1979) and *From Bauhaus to Our House* (1981), a biting history of modern architecture.

Although Wolfe received perhaps the most credit for establishing the New Journalism as a literary movement, he himself gave that credit to Gay Talese. Talese began his career while in high school in the 1940s as a reporter for the *Ocean City Sentinel-Ledger* in New Jersey and, after graduating from college, was hired as a copyboy by *The New York Times*. In his spare time he wrote stories about ordinary people and places in which most reporters had no interest and offered them to the *Times* editors, who were impressed with his work. In 1956, after having served a tour of duty with the U.S. Army – during which he continued to write stories for the *Times* – Talese returned to the paper as a sports reporter. He also wrote for *Esquire*, producing his most influential stories for that magazine. His two arguably most famous pieces, a profile of Joe DiMaggio titled "The Silent Season of a Hero" and an article on Frank Sinatra, "Frank Sinatra Has a Cold" (both 1966), were anthologized along with his other most popular *Esquire* pieces in the collection *Fame and Obscurity* (1970). Talese also used his skills as a literary journalist to write internationally best-selling books, including *The Kingdom and the Power* (1969), an inside look at *The New York Times*; *Honor Thy Father* (1971), about the rise and fall of the notorious Bonanno crime family of New York; *Thy Neighbor's Wife* (1980) about the hidden and changing sex lives of Americans; and *Unto the Sons* (1992), about his own family's emigration from Italy to the United States in the years before World War II.

Talese did not consider himself a New Journalist but rather a very traditional writer who wanted to "do something that would hold up over time, something that could get old and still have the same resonance." He also came to associate New Journalism with writers who were more interested in flashiness and celebrity than the hard legwork required of good reporters. Yet Talese admired the work of Wolfe and Norman Mailer, and he influenced many other writers in the genre.

The playwright and novelist, Truman Capote became a central figure in the New Journalism in 1965 when *The New Yorker* magazine serialized Capote's nonfiction novel, *In Cold Blood*, about the murder of a family of four in their home near Holcomb, Kansas, in 1959. Capote spent six years reporting and writing the piece. His aim was to write about real-life events in a way that had the dramatic power, excitement, and intricate structure of a novel. Capote was interviewed extensively about his work in the major national media and, as he described what he did and how he did it, he introduced the idea of the nonfiction novel into popular discourse. He also triggered controversy as sceptical reporters, wary of his attempts to combine fiction and journalism, tried to discredit his claims to accuracy and questioned his assertion that a responsible journalist could write a true story that read like a novel.

The New Journalists' ideas continue to be explored and refined by new generations of reporters and editors. In the early 1990s the spirit of the movement was reincarnated in a genre called "creative nonfiction." That movement gained momentum under author and editor Lee Gutkind, who organized an annual creative nonfiction writing workshop at Goucher College in Baltimore, Maryland, helped establish one of the first U.S. degree programs in creative nonfiction, founded the journal *Creative Nonfiction*, and published several anthologies. In the editorial rooms of newspapers and magazines, in professional journalism organizations, and in creative writing workshops across the United States, writers and editors continued to take inspiration from the New Journalists, experimenting with forms, styles and practices that could work for and give credence to a genre that tries to be simultaneously creative, personal and "true."

Task 2. Translate the following words and expressions and be ready to use them in context:

to advocate for smth; a representative of; a well-crafted and persuasive story; social injustice and abuses of power; a lasting impact; factual, socially committed journalism; a promoter; a custom car show; to explicate the features; to receive the most credit; to be anthologized; real-life events; to introduce the idea of a nonfiction novel; to question an assertion; to be reincarnated; to gain momentum; to give credit to smb./smth.

Task 3. Use the words and expressions from Task 2 in sentences from the text and in your own sentences.

Task 4. Find examples of New journalism in Ukrainian media using reliable online sources.

Task 5. Answer the questions based on the text:

1. Why were the New Journalists of the 1960s not the first to call their work “new journalism”?
2. What did Lincoln Steffens believe reporters were morally obligated to do?
3. Who were the main muckrakers mentioned in the text?
4. How did muckraking influence later investigative and literary journalism?
5. Why is Tom Wolfe considered an influential promoter of New Journalism?
6. What did Wolfe explain in *The New Journalism* (1973)?
7. How did Gay Talese begin his career and which major publications did he write for?
8. What are Talese’s most influential pieces mentioned in the text?
9. Why did Talese have mixed feelings about the label “New Journalism”?
10. Why did Truman Capote’s *In Cold Blood* become central to New Journalism?
11. What controversy did Capote’s methods provoke?
12. How was New Journalism “reincarnated” in the 1990s and who helped develop “creative nonfiction”?

Task 6. Find additional material using reliable sources and prepare a 3–5 minute oral presentation on “The Reincarnation of New Journalism.”

Task 7. Write a short comparative summary (150–180 words) of the texts from Units VII.1 and VII.2. Focus on the key ideas, major figures, and the issue of truth in New Journalism.

Unit VIII. Yellow Journalism – Present and Past

Task 1. Read the text and identify the main features of yellow journalism in the past and present.

William Randolph Hearst's *New York Journal* epitomized the term "Yellow Journalism" in the 1800s.

Journalism should be about getting the truth out. Usually the truth that a journalist is trying to uncover is something someone else has been trying to hide. In some cases, certain journalists might stretch the truth or even fabricate an entire story. This is when we are left with yellow journalism. Whatever the reasoning behind some journalist's actions, we have to be wary with every story we read.

Yellow Journalism can be portrayed in a few different ways. It can be a very biased story that only covers one side without pointing out pertinent and even detrimental facts. It can also be a story that has been published strictly for the "shock

factor" and has no factual basis. When the truth isn't there and the facts are missing or twisted, this is when you have Yellow Journalism.

Today's fast paced world revolves around technology. It's everywhere; in our cars, phones, watches, even mirrors. Everywhere we go we expect to have access to the Internet. We want to check our emails, our friends' Facebook statuses and we want to know today's news yesterday.

It could be because of our need for instant gratification that journalists may justify "tweaking" their story a bit, making sure that they get it out first. Whatever their reasoning, the internet makes yellow journalism even easier. You can post anything you want without checking facts.

There are many examples of Yellow Journalism in the news today. A recent story that was circulating on all the top news channels and websites was about a court case between Samsung and Apple. The day after the judge ruled in favour of Apple, a story was published on a website in Mexico that claimed Samsung paid their \$1.2 billion dollar fine in nickels. An American journalist picked up the story and ran with it.

The story was complete with quotes and numbers. But, if you do the math, the numbers are completely wrong. They stated that 30 trucks showed up at Apple headquarters with all the money in nickels. It would actually take well over 2,500 trucks and all the nickels that have been struck by the U.S. Mint over the last several decades to pay the \$1.2 billion dollars in full.

The website in Mexico where this story originated from was actually all about satire and comedy. They posted false stories, like this one, just as a source of comedic relief. If the person who picked this story up had actually been checking the website and not just focusing on the article, this whole mess wouldn't have happened.

Picture this, you sit down at your laptop in the morning and you check the news. A large headline catches your attention, "Baby Snatched by Eagle". You immediately click the link to the story and there's a video. You watch the video that, sure enough, shows an eagle swooping down. It grabs a baby and tries to take off again. The baby proves too awkward for the eagle and it drops him not a long distance, but enough to make it news worthy (the "baby" was fine). What a great story, right? The journalist did their job. They found a jaw dropping story that was sure to bring in readers and they even had a video to boot.

Unfortunately, even videos aren't safe from Yellow Journalism. Shortly after the news story had aired, proof came out that the video was a fake. With today's technology one can create digital effects for just about anything. It turns out that the video had been created by three college students in Canada.

Even though the internet is considered to be fairly new technology and has become a breeding ground for yellow journalism, it actually started long before the

World Wide Web came about. The perfect example of this is a picture that has been circulating around textbooks, newspapers and even ads since WWI.

The photograph shows a man standing in front of a brick wall blindfolded and facing a firing squad. The picture was first published in a newspaper during WWI. The caption stated that the man was a captured enemy spy. The real story behind the picture is that the photo was staged. There was a photographer who was overseas in Belgium photographing the war. He had taken many staged shots, this being one of them. Not only was this photo staged, but the photographer was actually posing as the "enemy spy".

The photo is now famous and is used frequently but has been mistakenly documented as being from WWII, or used in a way as to imply that the execution depicted actually took place. It rarely has the true story behind it.

The original use of the term "Yellow Journalism" came from the vicious circulation wars that the New York papers engaged themselves in during the late 1800s. In 1883, Joseph Pulitzer moved to New York and purchased the *New York World* after a successful stint in St. Louis. By utilizing flashy headlines and lurid subject matter in his articles, Pulitzer turned the fortunes of the paper around completely. His success inspired a large number of imitators.

Pulitzer's most successful rival would be William Randolph Hearst, who purchased the *New York Journal* and lowered the price to a penny. Through the 1890s the two papers tried to outcompete each other on sensationalizing the news – and often concocting it altogether. Hearst was the worst offender, and his stories about the ongoing conflict in Cuba between the Spanish and the Cuban Revolutionaries are credited with laying the groundwork for the Spanish-American War. Many of Hearst's "combat dispatches" were written by correspondents in Havana's luxurious hotels who used nothing but their imagination as a source.

In many ways this era foreshadowed the rise of the internet. Paper became drastically cheaper in the late 1800s, leading to a flourishing of the lower-end publishing business. Suddenly thousands of people had a forum for their views and stories that had previously been non-existent. Both Hearst and Pulitzer's newspapers were dirt-cheap and appealed to the working classes of the era. More established papers such as the *New York Times* and the *New York Press* scoffed at the upstarts (the *New York Press* made the first accusation of "Yellow Journalism"), but the success of their methods was undeniable.

Before believing everything you read, check multiple sources. Our world revolves around technology and information. The ease of the internet makes it very easy to publish false or misleading material. While the internet can be used to spread false stories, it can also be used to find the truth. Search the facts and don't fall for a

story because versions of it are published everywhere. When reading on the internet, you have to take everything in with a grain of salt.

Task 2. Translate the following words and expressions and be ready to use them in context:

to epitomize smth; to fabricate a story; reasoning; to be wary; a biased story; a fast paced world; to have access to the Internet; to check emails; to justify a story; to take well over; to be struck by smth.; to post false stories; a jaw dropping story; to create digital effects; a breeding ground; to circulate in textbooks; to stage a photo; a staged shot; to inspire imitators; to outcompete each other; to foreshadow smth.; to spread false stories; to take smth. in with a grain of salt.

Task 3. Use words and expressions from Task 2 in your own sentences.

Task 4. Divide the text into logical sections and give each section a title.

Task 5. Answer the questions based on the text:

1. Who epitomized the term yellow journalism?
2. Why should readers be wary of every news story?
3. How can yellow journalism be portrayed?
4. What role does technology play in the spread of yellow journalism today?
5. What modern examples of yellow journalism are described in the text?
6. What was the true nature of the Mexican website that published the Samsung story?
7. What fake video is mentioned and who created it?
8. What staged photograph from World War I is discussed?
9. How did the term yellow journalism originate in the late 19th century?
10. Who was Joseph Pulitzer's most successful rival?
11. How did Hearst and Pulitzer compete for circulation?
12. Why are readers advised to take online information with a grain of salt?

Task 6. Give examples of yellow journalism in the Ukrainian press.

Task 7. Write a short summary (120–150 words) focusing on the key features of yellow journalism in the past and present.

APPENDIX A.

A reading comprehension task (a "standard exercise"¹ – a "universal reading task" suitable for all ESP texts²)

PRE-

What is quality journalism?

READING

- 1 Read only the title. Predict 5 vocabulary items the article will contain.
- 2 Skim the article. Write down what the main theme of the text is.
- Trying to define what quality journalism means is a bit like unwittingly taking part in the age-old debate about what is art and what is not. At first look, quality seems to be a very subjective thing, depending on one's own interests, knowledge and preferences, even politics. Some people in the UK would never trust the centre-left Guardian, and others would doubt what the conservative Daily Telegraph prints. Yet both of them are widely considered to be quality newspapers. Thinking of this, it is getting difficult to avoid another trap: the never-ending dispute about objectivity, public trust and the quest for truth in journalism.
- There are no universal quality criteria carved in stone. Judgments of quality are often culture-specific, or related to one's socio-economic background, level of education and so on. Interestingly, not even the Pulitzer Prize – the world's best-known award for journalistic excellence – has a set of criteria for judging what makes a piece of journalism distinguished enough to win the Prize.

WHILE-READING

Answer these questions in pairs.

- 3 Is the author trying to persuade or inform you?
- 4 Define any new words.
- 5 What strategies did you use to define these words? (guessing from context,
- It is possible to look at quality from three main perspectives: It can be viewed through the public – how well does the media inform, educate and entertain its audience? What does the public think of the media's performance? There's no doubt that newspaper companies want to know what their readers want or need. Many newspapers conduct reader surveys to find this out. Of course, editors and journalists themselves have formed their own quality criteria and rules of conduct. Most publications have their own ethical code. To study quality, one could also measure the time and other resources, such as money, used to produce a certain piece of journalism. Many scholars have been interested in the relationship between newsroom investment and quality.
- The two perspectives I mainly draw on – the journalistic and the academic perspective – represent views that aren't necessarily reflected in audiences who often prefer tabloids to broadsheets and X-Factor to Newsnight. It can be argued, that condemning populist tabloid style as bad journalism is just plain elitist. Tabloid editors do often state that their popularity guarantees that their journalism is what the public wants – and therefore it is good. We have also seen how upmarket broadsheets have adopted

glosses in the text, translation, dictionary look-up, etc)

styles of presentation and story contents from tabloids (see Bob Franklin: Newszak & News Media, 1997). Trevor Kavanagh, The Sun's former chief political correspondent, has said that it is not the proportion of a paper that is dedicated to serious news that matters, but the size of its readership.

“In short, in terms of its impact upon political events, it could be argued that popular journalism can be even more significant than the so-called ‘quality’ or ‘highbrow’ journalism and needs therefore to be treated just as seriously.” [3, 5]

6 Write down the main idea of each paragraph.

However, there still remains a significant audience whose appetite for news and high quality journalism is ever-growing. This digital age of ours can offer an abundance of news and commentary for all kinds of audiences. The problem is that hardly anyone is willing to pay for it.

7 Divide the article into sections. What is the purpose of each section?

I am not attempting to measure quality or prove its correlation with any business models. I am merely trying to define what quality means in a way that would be acceptable to most journalists, if not all. There are standards and also codes of conduct that are essential to quality journalism. These factors have a lot to do with the role of the free press in democratic societies, as described in more detail later in this chapter and also in chapter 3. If this kind of quality journalism disappears, we are all in serious trouble. A functioning democracy needs an informed public. In order to vote and participate in public life, the citizens need to know what is going on in society, and to a larger extent, in the world. Journalism is the most accessible and, hopefully, most trustworthy source to obtain this knowledge.

It may turn out that some of the quality criteria that were developed and adopted during the history of the printed press need reassessment in a digital era. Or, it may well be that they are still valid, perhaps even more important than ever before.

POST READING

8 Write one sentence stating what you learned from this article.

9 Critical reaction: Whose interests does this article reflect?

10 Indicate your interest in this article:	1 very boring	2 boring	3 useful	4 interesting	5 very interesting

11 Were there any paragraphs you had difficulty in understanding? Which ones? _____

12 Try to work out why you had difficulty. What was the main reason? Tick (☐) and explain:

a) lack of previous knowledge of the topic _____

b) grammatical problems _____

c) inefficient reading strategies _____

d) Vocabulary _____

e) difficulty in recognising and understanding the main points _____

f) other things – explain _____

13 Estimate your comprehension of the article:	0-20%	20-40%	40-60%	60-80%	80-100%

FOLLOW-UP WORK

14 Reference skills: Find other articles on this topic from the library or internet.

15 Reading: Read these articles from the library or internet.

16 Speaking: Explain one of these articles to your class, explaining how it develops the article we have looked at.

17 Speaking & listening: Discuss the relevance and application of the

article(s) to your studies.

18 Writing: Write a review of this topic based on the articles and your discussion. Work in pairs.

¹ Task based on Scott M. et al (1984), 'Using a "standard exercise" in teaching reading comprehension', *English Language Teaching Journal*, 38/2, pages 114-20

² R. West. Instant metodichkas: less teaching, more learning (<https://www.teachingenglish.org.uk/article/richard-west-e-merging-forum-2>)

APPENDIX B. TEXTS FOR SUPPLEMENTARY READING

There have been a number of attempts to define quality journalism. Here and after texts by Merrill, Picard, Bogart, Lacy & others, Meyer, Kovach & Rosenstiel, Rosenstiel & Mitchell, and Scheuer will be considered.

Merrill's Survey

Survey research of quality in journalism can be traced back to John C. Merrill's book *The Elite Press. Great Newspapers of the World* [12], where Merrill gives the following indicators of quality press: it is a free, courageous, reliable, independent, news-views-oriented journal that is responsible to its readers.

Merrill comes to a definition of a leading quality newspaper out of his own surveys. These are his five rather large categories that constitute the quality newspaper:

1) Independence; financial stability; integrity; social concern; good writing and editing.

2) Strong opinion and interpretive emphasis; world consciousness; non-sensationalism in articles and makeup.

3) Emphasis on politics, international relations, economics, social welfare, cultural endeavours, education, and science.

4) Concern with getting, developing and keeping a large, intelligent, well-educated, articulate, and technically proficient staff.

5) Determination to serve and help expand a well-educated, intellectual readership at home and abroad; desire to appeal to, and influence, opinion leaders everywhere.

Is that all ?, one might ask. After this somewhat idealistic definition Merrill goes on to describe profiles of 40 elite newspapers, including Helsingin Sanomat of Finland, The Scotsman, The Yorkshire Post, The Guardian and The Times of Britain. Now, The Scotsman and The Yorkshire Post are no longer considered to represent the highest quality in the British newspaper market.

Merrill thinks that all quality papers share an “obvious emphasis on idea oriented news – stories that bear a significance beyond the straight facts (or bits of information) which they carry” [12].

A quality paper’s popularity is not built on voyeurism, sensationalism, or prurience. It offers its readers facts (in a meaningful context), ideas, interpretation; in short, it presents a continuing education. It gives its reader the feeling that he is getting a synthesized look at the most significant happenings and thinking of the day. [11, 20]

High Activity Equals High Quality

In journalism literature it is common to roughly divide newspapers to classes such as ‘tabloid’ and ‘quality’, without really explaining what these categories actually mean. For instance, The Times in the UK is considered to be a quality paper even though its size is ‘compact’ (euphemism for tabloid). ‘Tabloid’ in this sense isn’t just a format, just like ‘quality’ doesn’t simply mean that the paper is printed in broadsheet. These are divisions of content, varying from sensational, gossipy and even untrue headlines to very elitist, highbrow style of writing. In reality, there is a lot of dark matter in between these two extremes.

I’ve often heard journalists and academics of the field define quality like this: You know quality in journalism when you see it. Or rather; you will certainly know when it’s not there. This is the notion that Robert G. Picard [17] employs.

Difficulties in defining quality are especially problematic because the issue of the quality of journalism is not merely a question of increasing the value of a (product to consumers. Rather, quality is a central element in achieving the social, political, and cultural goals asserted for journalism in democratic societies. [17] He thinks that the only way to measure journalistic quality is by judging journalistic activity. The activities that can be measured are:

- 1) interviews,
- 2) telephone gathering of information, arranging interviews,
- 3) attending events about which stories are written,
- 4) attending staff meetings, discussions, and training,
- 5) reading to obtain background material and knowledge,
- 6) thinking, organising material, and waiting for information and materials and
- 7) travelling to and from locations of where information is gathered [17].

Picard argues that since activity is the basis for quality, higher levels of journalistic activity raise quality. In other words: the more time dedicated to interviews and other information gathering, the better the result.

Thus journalistic time use becomes a means of assessing quality because good time use increases activity and consequently quality. Poor time use on the other hand decreases activity and quality. [17]

Although resources, either time or money, are a crucial concern to those who have studied the state of journalism lately, Picard's idea is still an attempt to quantify an inherently qualitative concept.

Bogart's Survey

Leo Bogart [3] has also asked if and how quality of journalism could be measured. He starts by arguing that the quality of any 'product or service can be judged by its creator or producer', and refers to his own 1977 survey of American newspaper editors, in which the 746 editors interviewed rated accuracy as the most important attribute of quality reporting.

In his study Bogart found these top three measures for quality in newspapers: 1) high ratio of staff-written articles as opposed to wire service copy, 2) high amount of editorial (non-advertising) content and 3) high ratio of interpretation and background of news. Many scholars have later used Bogart's survey findings as a basis for their own research concerning quality, as they can be easily measured using content analysis.

Although Bogart in this more recent article does not give his own definition of journalistic quality, he seems to think that neither the judgment of the audience nor circulation has much to do with it. He points out that "The Times, because its seriousness and authority, provides its public with far better entrée into the complex and ugly realities that The Sun helps its readers to avoid" [3].

Product quality is different from value – the individual consumer's judgment of the benefit relative to the cost. Value is always a matter of subjective judgment. Almost any improvement in quality comes at a price, and for many products, small improvements come at what consumers may consider to be an excessive price [3].

Bogart goes on to say that the assessment of editorial excellence is "as murky as critical judgment of poetry, chamber music or architecture". The achievements of journalism, just like any form of art, are intangible. Journalism only has power if it is capable of arousing "passion and empathy".

Circulation & Quality

Working in the culture department of a daily newspaper I've often heard some of my bosses argue that art criticism is elitist and futile. In their opinion, a film review should reflect the popularity of the film in question. Too often, they say, our critic only gives one miserable star to the blockbuster that attracts the biggest audience. The big audience knows best, just as the market knows best, they might argue.

Many people think, according to the same kind of reasoning, that newspapers whose circulations drop cannot have produced a good enough paper. So does high circulation equal high quality? If circulation size was accepted as the sole indicator of excellence, The Sun would be by far the best newspaper in the UK. To its most devoted readers it might actually be so, but tabloid readers are often fully aware that the paper is not to be trusted when it comes to accurate information on current affairs. Reasons for reading sensationalist tabloids are different to the reasons for reading a serious broadsheet. Adrian Monck [14] gives an example of The Sun fabricating a story about a Great White shark seen off the coast of Cornwall. Other media contradicted the ‘sighting’, but this didn’t cause any worries to The Sun or its readers. In fact, there was a moderate spike in the paper’s sales during the shark stories in the summer of 2007.

No significant research conclusively links drops in readership (or listening or viewing) to specific issues of credibility. In other words, shark stories carry no financial penalty. In fact, readers reward them. [14]

Moreover, gains or losses in the circulation of a nationwide newspaper cannot be compared to changes in circulation of a small local newspaper, simply because their markets are completely different. Many local newspapers have died out in the UK because they funded their journalism by selling classified adverts. These adverts have rapidly moved to the Internet. A newspaper’s death caused by this development has little or nothing to do with the paper’s journalistic standards.

In reality, as we have seen in the past few years, and especially during the global recession, declining advertising revenues and circulation rarely have much to do with the newspaper’s content – except in cases where the paper has cut too many expenses in news gathering and staff. Alex S. Jones [7] lists heartbreaking stories of such short-sighted measures in many American newspapers, although even he has to acknowledge that it is not easy to show a link between high quality and business success.

The unhappy truth is that newspapers that sought to retain readers by investing in their newsrooms have not been able to show that this strategy pays off with a surge in circulation. The argument that quality will keep readers is not one that can easily be demonstrated. It appears that newspaper readership is a habit and one that is predictably generational.

Part of the news crisis is finding a solution that will pay the significant costs of generating the accountability news that is essential to our democracy and still allow an acceptable profit. [7]

Yet many scholars have argued that journalism of high quality and good business do go hand in hand. Most of these studies are American, so it is good to remember that the US lacks the UK’s culture of big national tabloids.

If The Sun can sell three million copies, why can't The Guardian? Finding a strong enough link between high quality and profitable business would certainly be like finding the Holy Grail. Every journalist, every editor, even most publishers would wish this dream would come true.

Lacy & Co

Ask any newspaper editor if money guarantees quality journalism, and the editor will likely deny it. Yet, ask that same editor if money can help him or her improve the quality of news reporting, and the answer will be "of course." The relationship between financing newsrooms and content quality is complex: Money is not sufficient for content quality, but for a news organisation to produce high quality content consistently over time, sufficient financial support is crucial. [9]

Stephen Lacy, a well-known scholar of media economics, has consistently argued that content quality is linked to circulation. Lacy and Fico conducted a study in 1984 of 114 randomly selected American daily newspapers. The study used eight content measures based on Bogart's survey of editors. These measures were:

- 1) a high ratio of staff-written copy to wire and syndicated copy,
- 2) total amount of non-advertising space,
- 3) high ratio of in-depth copy to hard news,
- 4) number of wire services carried,
- 5) high ratio of illustration to text,
- 6) length of average news story,
- 7) high ratio of non-advertising to advertising content in the news sections,
- 8) and the number of byline writers divided by the square inches of total staff copy [10].

Lacy & Fico's study found that about 22 percent of the variation in circulation in the year 1985 was related to the studied newspapers' quality in 1984. Lacy and Fico found that circulation correlated with quality a third of the time, but once quality hits a certain level, the effect starts to fade. Cyr, Lacy and Guzman-Ortega have argued that circulation increases follow investment in newsrooms, although this is not a guaranteed result of investment (Newspaper Research Journal, Vol. 26, No. 4, Fall 2005). In another paper, Lacy & Martin [10] argue that this requires a long-term commitment.

It may take months or years for readers to reshape their reading habits to reflect changes in quality. This works both for improvements and declines in content quality. [10, 23]

They think that competition in the newspaper business not only forces the newspaper to spend money on improving content but also pushes reporters to do their work better.

On the website *Grade the News* Lacy writes: “Circulation is related to content. Circulation is not exclusively related to content, but most research supports some relationship. If newspaper managers don’t believe this, I suggest they fill their newspapers with wire-service copy and see what happens to circulation.”

Investing in Newsrooms

Bogart, Lacy and many others have considered resources put into a newspaper’s content as a possible way to measure quality. On this approach, called the financial commitment theory, Rosenstiel and Mitchell [20] have reported more recent findings. According to the theory, first introduced by Litman & Bridges in 1986, financial commitment can be used as a surrogate measure for content quality.

Rosenstiel & Mitchell wanted to find out “if it were possible to quantify with contemporary data whether good journalism was still good business”.

According to Rosenstiel and Mitchell, it would be possible for researchers to provide the industry with economic models that show how much investing in a newsroom will help a newspaper to grow its revenues and circulation. This would require analysing several years of data from a newspaper. Rosenstiel and Mitchell point out that many journalists might hesitate to measure the value of their newsroom since it is also possible that the results may damage their case. However, the study shows that investing more in the newsroom (newshole, staffing, etc.) appears to have a more powerful association to growing revenues than investing in circulation and advertising departments.

Meyer’s Influence Model

Philip Meyer attempts to define quality as credibility in his famous book *The Vanishing Newspaper*. [13] He doesn’t exactly give a definition of quality journalism, but thinks that some aspects of it, such as credibility, can be measured. But if we can agree on enough interesting elements of quality that are measurable, and if there is statistical evidence that they are driven by some common underlying force not directly measured, we can make a good claim that the underlying force, even though it might be latent, is in fact quality. [13] Meyer sets out to build a strong, empirically tested case for the link between quality journalism and profitability. As he points out, most studies that show a link between higher quality and higher circulation, are correlation studies. They show a causality, but not which is the primary cause and which the effect. Meyer thinks there is probably a “reinforcing loop, where quality produces business success which enables more quality”. [13] Even Meyer’s painstaking efforts do not produce a certainty that “quality journalism is the cause of business success rather than its byproduct” [13]. However, his book

does give news organizations a practical way of looking at their business from the point of view of good quality and public trust.

Meyer argues that journalistic quality does have its visible manifestations that can be measured. Also consequences can be measured by studying reader's reactions to reporting. Meyer looks specifically at credibility and influence in local communities, accuracy in reporting, readability and the importance of editing. Meyer's main conclusion is what he calls the Influence model. This theory claims that high quality in journalistic content increases societal influence and credibility of news. Both drive growth of circulation and thus profitability.

If online entrepreneurs learn anything from newspaper history, it should be that trust has economic value, and that trust is gained through quality content. If the influence model works, the successful transitions will be by newspapers that use the savings in production and transportation to improve their content.

Journalistic Standards

In their book, *The Elements of Journalism*, Bill Kovach and Tom Rosenstiel list nine principles that are embedded in the practice of journalism. This theory of high quality journalism came out of a three-year study conducted by the Project for Excellence in Journalism. These principles are at the core of quality journalism; they are something that all journalists can agree on, and, more importantly, something that the "citizens have a right to expect" from journalism. [8] This list of principles is now considered to be the industry standard in Western countries.

For journalism to 'provide people with the information they need to be free and self-governing', it must fulfill the following tasks:

1. Journalism's first obligation is to the truth.
2. Its first loyalty is to citizens.
3. Its essence is a discipline of verification.
4. Its practitioners must maintain an independence from those they cover.
5. It must serve as an independent monitor of power.
6. It must provide a forum for public criticism and compromise.
7. It must strive to make the significant interesting and relevant.
8. It must keep the news comprehensive and proportional.
9. Its practitioners must be allowed to exercise their personal conscience.

This list doesn't include words like objectivity, fairness or balance, because the authors came to the conclusion that these terms are much too vague and disputable for everyone to agree on. They feel that this list, even though it might seem obvious to many journalists, is necessary in order to clarify the core values of journalism. Journalists are often expected to apply this theory of journalism, yet it is rarely

articulated. Kovach and Rosenstiel feel that the lack of deeply studied and clearly outspoken theory has weakened both journalism and democratic society.

Kovach and Rosenstiel argue that the survival of the independent press depends on the journalist's ability to communicate what the press is for and why – and whether the citizens care about it.

When *The Elements of Journalism* was first published in 2001, the author's greatest worry was the emergence of commercialism posing as journalism. They weren't yet fully aware of the terrifying challenges that the Internet poses to mainstream journalism, or the unfixable business model. This makes me see their conclusion about the survival of the free press in a different light. The citizens who do care are now challenging the press by producing content themselves and fact-checking news done poorly by time-pressured journalists working in mass media. The press has been doing a bad job, and it has been slovenly with repairing the damage. Journalists generally think that the citizens need us and that they know what journalists are for. But what if they don't? I will have further look at the challenge of citizen journalism and bloggers in the next chapter.

Bill Kovach has long been an advocate of what he calls 'journalism of verification'. In the era of Internet and warp-speed blogging, traditional media are under pressure to publish breaking news faster and faster. Some newspapers have adopted the habit of publishing news/rumors on their website before the information can be confirmed – 'because it's already out there' – even though they wouldn't do the same in their printed edition. This has seriously undermined their credibility, because reliability has been the hallmark of quality media. Today we live in a media world in which competing interests are creating realities designed to encourage communities of consumers, communities of belief, and communities of allegiance.

It is in this environment that a journalism of verification must find its place by using these new technologies to support communities of independent thought. [8] Kovach now thinks that the process of verification can be assisted by citizens.

Journalists need to open the processes and tools of news gathering to the public. As citizens become more proactive consumers, journalism must help equip them for that role and not continue to see them as a passive audience. [8]

Self-regulation

Another source for defining quality could be looking at journalists' own rules. Journalists all over the world tend to have a code of conduct or some kind of an ethical code, whether or not it is published in writing. It is stated very often that self-regulation does not work because not everyone subscribes to the rules defined by their peers. Knowing the rules does not prevent a journalist from breaking them. Rules or no rules, bad journalism thrives all around the world. The Project for

Excellence in Journalism links to ethics codes of different journalistic companies and organizations on their website (www.journalism.org/resources/ethics_codes). These codes, be it the BBC, AP or New York Times, are very similar in content.

In Finland, where more than 90 percent of all journalists are members of the Union of Journalists, self-regulation does actually seem to work pretty well. This is because not only almost all journalists are members of the Union but also almost all publications and journalistic television and radio programmes are members of the Finnish equivalent of the UK's Press Council, the Finnish Council for Mass Media. Journalistic ethics are taught in universities and other media schools, and there is a strong sense of professionalism among Finnish journalists. The Finnish Guidelines for Journalists are listed by the Union and adopted by the Council for Mass Media. These guidelines begin as follows: "Freedom of speech is the foundation of a democratic society. Good journalistic practice is based on the public's right to have access to facts and opinions." The guideline then proceeds to set rules and principles about the journalist's professional status; obtaining and publishing information; rights of both the interviewer and the interviewee; corrections and the right to reply, and the distinctions between the private and the public. The Council receives complaints from the public. If a newspaper, for instance, gets a notice for bad journalistic practice, it has to print the Council's decision (in full length) in the paper. Among Finnish journalists, a notice from the Council is widely thought as a public embarrassment, and discussing notices read from the Union paper, *The Journalist*, is a form of collegial gossip.

Towards my own definition: quality and democracy go hand in hand

As academic research and the previous discussion show, quality journalism is difficult to define and impossible to measure precisely. In my opinion, however elusive and multiple these definitions may be, there is a common ground and strong agreement to be found.

Out of the principles, rules and definitions I've listed here, we can see a consistent picture forming. In this we must include, firstly, journalism's role as the independent monitor of power and the servant of citizens. There is a strong consensus among both journalists and academics that journalism is essential to a functioning democracy. This notion is well represented in Kovach & Rosenstiel's list of nine standards, even though the word 'democracy' is not mentioned in them. But they do talk about holding power to account and providing a public forum for discussion, two basic functions that journalism has been thought to perform.

Journalism does not need democracy in order to exist in some form or other. There is underground reporting in authoritarian countries, and many articles in pre-censored

newspapers can still deliver news and disseminate information, even though the result can be seen as a limited and inferior form of journalism.

Democracy, however, does need journalism. Citizens will not be informed without relentless reporting and critical analysis of government, councils, courts and all other public institutions. For this we need journalistic institutions that guarantee continuous scrutiny of power. As citizens, we need to know about the decisions that are taken in our name. We need journalists who have the stamina to sit through countless city council meetings, and we also need skilled investigative journalists, who look into things that are hidden – for things tend to be hidden for a reason.

It is said that a democracy is only as good as its press. Jeffrey Scheuer makes a strong case for high quality journalism as a core democratic value.

If journalism serves a core democratic function, without which democracy itself is all but inconceivable, then journalistic excellence must also factor into the quality of democracy.

Journalistic excellence – and not just freedom of speech and the press – must be a basic democratic value. [22]

While Scheuer acknowledges that moral, political and intellectual differences may prevent us from agreeing on a single incontestable definition of high quality journalism, we should be able to see eye to eye on at least three basic components of journalistic excellence. These are “the moral imperative of truth, the intellectual imperative of context, and the institutional/political imperative of independence”. [22]

Truth is a tricky thing, but it is the most important feature of journalism. It differentiates journalism from fiction, PR, propaganda, gossip and political spin. Truth is a necessary precondition for quality journalism, but it is not enough to simply answer questions ‘who, when, what, and where’. We also need to explain ‘how’ and ‘why’: put the news in context.

For our purposes, the idea of “context” itself has several distinct contexts or applications. First, “connecting the dots” by answering questions such as “why” and “how” is central to journalism, and to journalistic excellence. Second, history is the temporal context for the news, a background for what happened yesterday, and for the entire journalistic enterprise. The two meld; today’s news is tomorrow’s history. Third, journalism itself, in addition to having history as a temporal context, has a moral context that gives it authority and responsibility, and that context is democracy. [22]

Scheuer’s third form of excellence, independence, is modally connected to truth and context; it is crucial for achieving the two. Independence in journalism means freedom from outside influence or control.

In his book, *Why Democracies Need an Unlovable Press* [24], Michael Schudson lists six functions journalism is generally thought to serve in democratic societies, in different combinations and with different emphasis:

- I) information: the news media can provide fair and full information so citizens can make sound political choices;
 - II) investigation: the news media can investigate concentrated sources of power, particularly governmental power;
 - III) analysis: the news media can provide coherent frameworks of interpretation to help citizens comprehend a complex world;
 - IV) social empathy: journalism can tell people about others in their society and their world so that they can come to appreciate the viewpoints and lives of other people, especially those less advantaged than themselves;
 - V) public forum: journalism can provide a forum for dialogue among citizens and serve as a common carrier of the perspectives of varied groups in society;
 - VI) mobilization: the news media can serve as advocates for particular political programs and perspectives and mobilize people to act in support of these programs.
- [24]

Definitions of journalism as servant of democracy are usually found in the outlined purposes of public service broadcasting. For instance, The BBC's first public purpose is "sustaining citizenship and civil society". The BBC Trust has divided this remit into five specific priorities, after public consultation:

- Provide independent journalism of the highest quality.
- Engage a wide audience in news, current affairs and other topical issues.
- Encourage conversation and debate about news, current affairs and topical issues.
- Build greater understanding of the parliamentary process and political institutions governing the UK.
- Enable audiences to access, understand and interact with different types of media.

Similar remits can be found in newspapers' written purposes as well. The Guardian and its owner, The Scott Trust, famously state that "the ethos of public service has been part of the DNA of the newspaper" ever since the early 19th century.

Usually, research does not define that quality journalism should be of any given subject matter. Sometimes the studies listed above talk about news journalism, and they may mention politics, but the somewhat dated terms 'hard' and 'soft' news do not feature. This, it seems, can be interpreted so that a journalist can produce high quality by adhering to certain quality criteria and ethical codes, practically regardless of what they are writing about. The criteria I've found do not exclude such things as entertainment and humor. Quality journalism can be a serious report on, say, legislation or misuse of power, but it can also be arts criticism, feature writing, sports – almost anything and everything, as long as it serves public interest and follows

standards of verification and good writing. If I were to draw my own subjective set of quality criteria, I would certainly include this: “Don’t be dull”.

My own view is, that much like good literature, good journalism tries to make sense of the chaotic world around us. It gives context and background to events. It interprets, analyses, and strives to give meaning to all the babbling that’s going on. It looks beyond the obvious and behind the trickery, but also forward, to where we are being led by the ones who are in power.[12]

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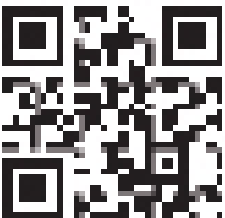
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