

ФЕДЕРАЛЬНОЕ АГЕНТСТВО ПО ОБРАЗОВАНИЮ  
ГОСУДАРСТВЕННОЕ ОБРАЗОВАТЕЛЬНОЕ  
УЧРЕЖДЕНИЕ  
ВЫСШЕГО ПРОФЕССИОНАЛЬНОГО ОБРАЗОВАНИЯ  
«ВОРОНЕЖСКИЙ ГОСУДАРСТВЕННЫЙ  
УНИВЕРСИТЕТ»

## **ЧИТАЕМ ГАЗЕТУ НА АНГЛИЙСКОМ ЯЗЫКЕ**

Учебно-методическое пособие для вузов

Составители:  
В.В. Юмашева,  
Е.Н. Шамаева

Издательско-полиграфический центр  
Воронежского государственного университета  
2009

### Пояснительная записка

Учебно-методическое пособие «Читаем газету на английском языке» предназначено для студентов 1 курса дневного отделения, обучающихся по специальности 030601 – Журналистика. Оно обеспечивает включение студентов факультета журналистики в ситуации профессионально-значимого общения.

Целью данного учебно-методического пособия является овладение иноязычной коммуникативной компетенцией на уровне, достаточном для профессионально-значимого общения.

В процессе работы с данным учебно-методическим пособием решаются следующие задачи:

– развитие умений ознакомительного и поискового чтения с целью получения информации по одной из профессиональных проблем журналистики;

– развитие умений обсуждать предложенные проблемы журналистики в различных формах парного и группового взаимодействия;

– развитие навыков смысловой трансформации текста и выделения ключевой информации.

Пособие состоит из 15 частей, каждая из которых включает аутентичный текст и блок упражнений, направленных на чтение, понимание, извлечение информации из текста, а также лексические упражнения и упражнения на обсуждение, которые способствуют развитию коммуникативных умений студентов. Задания, сопровождающие текстовый материал, носят деятельностный характер. Они построены на когнитивно-коммуникативном и компетентностном подходе. Наиболее важной чертой текстовых заданий является их коммуникативная направленность.

Работа с каждым разделом (unit) требует 4–6 академических часов. При имеющемся по учебному плану количестве часов (2 ч.) данное пособие позволит организовать аудиторную и самостоятельную работу студентов-журналистов и будет способствовать реализации целей и задач обучения ИЯ.

	Coverage	exposure	attention
Hype	circus	media	empire
			campaign

Media partners

- Media \_\_\_\_\_
- Media \_\_\_\_\_
- Media \_\_\_\_\_
- Media \_\_\_\_\_

- Media \_\_\_\_\_
- Media \_\_\_\_\_
- Media \_\_\_\_\_
- Media \_\_\_\_\_

Language note

The verbs corresponding to the noun hype are hype or hype up. Events can be hyped or hyped up by the media.

Media partners 2. Make combinations with 'media' from the box below and use them to complete the extracts. (In extract c, it's not possible to find the exact word.)

- 1 Find one expression meaning an expert on using the media.  
\_\_\_\_\_
- 2 Find one expression for an expert on the media as a business.  
\_\_\_\_\_
- 3 Find one expression meaning someone who gives their opinions using the media.  
\_\_\_\_\_
- 4 Find one expression for someone who reports on the media in the media.  
\_\_\_\_\_
- 5 Find three expressions for the head of a media organisation.  
\_\_\_\_\_

correspondent	analyst	guru
tycoon	media	mogul
pundit	magnate	

a Estimates by Brown Maddox, media \_\_\_\_\_ at Kleinwort Benson Securities are that the company will lose more than 330 million this year.

b But it is not the economists and media \_\_\_\_\_ who matter. The people who have been driven to fury by the finance minister are those who have lost their livelihoods.

c ...another satellite network, Sky Television, owned by the media \_\_\_\_\_ Mr Rupert Murdoch.

d The Palace had claimed that Fergie had hired top media \_\_\_\_\_  
Sir Tim Bell to handle publicity on her behalf.

e For the past three years he had been chairman of Thames Television and had  
been due to retire shortly because of his ill-health. Our media \_\_\_\_\_,  
Torin Douglas, looks back at his career.

Extra practice

### **What's in a newspaper?**

Work in groups of four to five. Each group makes a list of all the types of article  
one expects to find in a newspaper including the essential categories such as  
home and foreign news stories, feature articles, leaders and comment columns,  
readers' letters, business news, advertisements, TV and radio reviews and  
programme schedules, weather reports, crosswords and other readers'  
competitions, cartoons, sports pages, review articles, law reports. Spend  
10 minutes finding an example of each type of article. Classify and put a name to  
each type of article in a newspaper. Spend further 10 minutes looking for any  
features that do not fit your original list of categories. Add these categories to  
your lists.

## **Unit 2 Programmes and people**

Practise reading the following words and expressions

Read the text that follows paying attention to the words and expressions  
mentioned above. Translate.

**broadcast**

**programme**

**show a programme**

**host a programme**

**host a show**

**disc jockey**

**DJ**

**Host**

**Programmes** on radio and television may be referred to formally as **broadcasts**;  
and they may be referred to informally as **shows**, especially in American English.  
**Programmes** or **shows** on radio and television are often presented or **hosted** by a  
programme **host**. Popular music **programmes** are presented by **disc jockeys** or  
**DJs**.

Language note

Programme is spelt program in American English.

Broadcast is a noun and a verb.

Disc jockey is spelt disk jockey in American English and can be spelt with a hyphen.

Translate the following sentences in writing.

*In an unsportsmanlike and provocative move, they have chosen to **broadcast** on the same frequency that we have been using for the past five years.*

*No lawyer representing the tobacco companies would be interviewed for this **broadcast**.*

*Groucho flourished in situations with no script at all. One enormous success was his **hosting of a show** called 'You Bet Your Life' which began in 1947 and ran for four years on radio and 2 on television.*

*An obsessed fan who sent poison-pen letters to TV presenter Michaela Strachan was yesterday found guilty of threatening to kill her. Clifford Jones, 42, sent 2,000 letters over a two-year period to the children's **programme host**, a Liverpool court was told.*

*Top **DJs** have taken over much of the ground that pop stars used to occupy.*

Practise reading the following words and expressions

**anchor**

**anchorman anchorwoman anchorperson**

**anchor a news programme**

**front a news programme**

**newsreader newscaster**

**report**

**reporter**

**correspondent**

**TV crew**

**news gatherer**

**broadcaster**

Read the text that follows paying attention to the words and expressions mentioned above. Translate.

**News programmes** may be hosted, **fronted**, or **anchored** by **anchors** famous in their own right, sometimes more famous than the people in the news. Variations of the noun **anchor** are shown on the left.

In more traditional news programmes, the news is read by a **newsreader** or **newscaster**: **newscaster** is now a rather old-fashioned word.