

А.М. ПЫЖ

**READING AND UNDERSTANDING
NEWSPAPERS**

Самара
2005

Федеральное агентство по образованию
Государственное образовательное учреждение
высшего профессионального образования
«САМАРСКИЙ ГОСУДАРСТВЕННЫЙ УНИВЕРСИТЕТ»

Кафедра английской филологии

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Учебное пособие

Издательство «Самарский университет»
2005

*Печатается по решению Редакционно-издательского совета
Самарского государственного университета*

УДК 43
ББК 81.2 Англ.
П 941

Пыж. А.М. Reading and understanding newspapers: Учебное пособие.
Самара: Изд-во "Самарский университет", 2005. – 56 с.

Учебное пособие содержит теоретическую информацию о структуре и содержании англоязычных газет, тексты по истории развития газетного дела в Англии и Америке, вопросы и задания к текстам, а также содержит упражнения, направленные на развитие навыков чтения и понимания газетных статей и заголовков. Дается объяснение различных видов статей, особенностей газетной лексики, и синтаксиса.

Предназначено для студентов 4 курса специальности “Английский язык и литература” для самостоятельных и аудиторных занятий по аспекту “Пресса”.

УДК 43
ББК 81.2 Англ.

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Печатается в авторской редакции
Компьютерная верстка, макет Т.В. Кондратьева

Подписано в печать 18.04.05. Формат 60x84/16. Бумага офсетная. Печать офсетная.
Усл.-печ. л. 3,25; уч.-изд. л. 3,5. Гарнитура Times.
Тираж 200 экз. Заказ №
Издательство «Самарский университет», 443011, г. Самара, ул. Акад. Павлова, 1.
Отпечатано на УОП СамГУ

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INTRODUCTION

Many college students are interested in reading English newspapers. Some of them try to read English newspapers, but they soon give up. One problem may be that the language in English newspapers is too difficult for them to read casually. However, another major reason is that students have not been taught how to read English newspapers. In our classes, we have had students read newspaper articles, and students have enjoyed reading them. We believe that if students are taught how English newspapers are organized, their characteristics, how headlines are written, some special terms used in English newspapers, etc., students can probably read newspapers independently with only the help of a dictionary.

It is useful for students to learn how to read English newspapers. More than half of newspapers published in the world are printed in English. Almost all of the major cities in the world have at least one English newspaper.

In addition, English newspapers provide good material for studying English. They carry a wide variety of information, and everyone should be able to find something of interest. Newspapers can be a good source of information about other cultures. They are easy to obtain, and they are inexpensive, considering the amount of information they include.

We do not believe that this textbook alone gives students enough practice in reading English newspapers. We strongly encourage students to read real English newspapers and apply what they have learned in this textbook.

PART 1. NEWSPAPERS IN ENGLAND AND THE USA: APPEARANCE, DEVELOPMENT, AND PRESENT STATE

Text 1. A Brief History of Newspapers

Pre-reading task: before reading the text look up the following words and phrases in the dictionary to make sure the meaning is clear to you:

Fragmentation, consumption, marketplace, backlash, groundwork, evolving, revenue, whim, literacy, proliferation, to emphasize, to utilize, to usher, genesis.

Reading task: now read the text below carefully to be able to answer the questions that follow it.

A newspaper is a regularly published print product containing information vital to the function of the market it serves.

The newspaper as we know it today is a product borne of necessity, invention, the middle class, democracy, free enterprise, and professional standards.

Choose your historical marker to begin the history of newspapers. The first news sheet? The first newspaper? The first daily newspaper?

Pre-history "newspapers" were one-to-one in nature. The earliest variation on a newspaper was a daily sheet published in 59 BC in Rome called Acta Diurna (Daily Events), which Julius Caesar ordered posted throughout the city. The earliest known printed newspaper was in Beijing in 748.

In 1451, Johannes Gutenberg uses a press to print an old German poem, and two years later prints a 42-line Bible -- the significance being the mass production of print products, ushering in an era of newspapers, magazines, and books. By 1500, the genesis of a postal system can be seen in France, while book publishing becomes popular throughout Europe and the first paper mill can be found (England).

Zeitung (newspaper) is a news report published in Germany in 1502, while Trewe Encountre becomes the earliest known English-language news sheet in 1513. Germany's Avisa Relation oder Zeitung, in 1609, is the first regularly published newspaper in Europe. Forty-four years after the first newspaper in England, the Oxford Gazette is published, utilizing double columns for the first time; the Oxford/London Gazette is considered the first

true newspaper. The first North American newspaper, Public Occurrences Both Foreign and Domestic, was published in 1690 in Boston.

The 1700s was a century in which market elements were created that encouraged the development of daily newspapers: rising literacy, the formation of nation-states, a developing postal system, the proliferation of urban centers, a rising literary and philosophical tradition emphasizing democratic involvement in government, and technologies that supported newspaper production. In short, it was a great news century. The first daily newspaper was The Daily Courant in London, 1702. In 1754, The Daily Advertiser in London uses the first four-column format. France's first daily newspaper appears in 1777, Journal de Paris, while the first United States daily was the Pennsylvania Packet in 1784.

The rise of the middle class transformed newspapers in the 1800s. A penny (US\$0.01) buys a New York newspaper in 1833, opening up the first mass market for newspapers. In 1847, the telegraph is used as a business tool, transforming far-away stories. In 1873, an illustrated daily newspaper can be seen in New York. In 1878 the first full-page newspaper advertisements appear, and in 1880 the first photographs are seen in newspapers, using halftones.

With the basic technical groundwork for the modern newspaper in place by the late 19th century, the story of newspapers in the 20th century was about professional development and adaptation to changing consumer and media markets. The story also involved an evolving business model that rode an ever-growing wave of mass-market advertising. Increased profitability and higher revenues attracted publicly owned corporations interested in buying newspapers from descendants of company founders, while simultaneously exposing newspapers to the whims of cash- and profit-hungry stock markets.

By 2000, newspapers were juggling priorities: fragmentation of news consumption, fragmentation of advertising investments, the advantages and disadvantages of being a mass medium, balancing the wants of the marketplace with the company's duty to provide the needs of the marketplace, a journalistic backlash against industry changes, the sheer physicality of ink-on-paper production and distribution versus digital distribution, increasing profit pressure surrounding the core print product, and extension of the company's core brand into other profit centers.

After reading task 1: answer the questions based on the information you have just read.

1. What was the first regularly published newspaper in Europe?
2. In which newspaper were the double columns utilized for the first time?

3. When and where was the first North American newspaper published?
4. What were the market elements that encouraged that encouraged the development of daily newspaper in the 17th century?
5. What were the first daily newspapers in London, Paris and US? When did they come into circulation?
6. Give an account of the newspaper development in the 19th century.
7. Why did publicly owned corporations became interested in buying newspapers?

After-reading task 2: find in the text the English equivalents to the following:

- возвещающая об эре...
- зарождение (возникновение) почтовой службы
- бумажная фабрика
- возрастающая грамотность
- рост количества городов
- приспособление к изменяющимся потребительскому и медиа рынкам
- развитие модели бизнеса на растущей волне массовой рекламы
- возросшая прибыльность (рентабельность)
- более высокие доходы
- жадные до денег и прибыли
- вложения в рекламу.

Text 2. British Newspapers: Quality versus Popular

Pre-reading task: before reading the text that follows - which will specifically explain to you the differences between quality and popular papers – try to give an account of what you already know about these two different kinds of newspapers. What are other names for quality and popular papers? What are the reasons for such names (can you say anything about the peculiarities of word usage, syntax or headlines both in quality and popular papers)? Can you name some popular and quality newspapers in England, United States and Russia?

Reading task: now read carefully the text that follows searching for the information you have been unable to provide in the pre-reading task:

Most daily newspapers, national and regional, are sold per person and Great Britain than in most other developed countries. National papers have

total circulation of about 14 million on weekdays and about 17 million on Sundays. There are about 130 daily and Sunday newspapers, 1300 weekly papers and some 7000 periodical publications.

British national papers (912 national dailies and 11 national Sundays) are distributed nationwide. National papers together sell more copies than 70 provincial papers combined.

The press is not subject to state control or censorship and is free to comment on matters of public interest, subject to the ordinary laws of the land including those of libel and contempt of court.

Much of the press is owned by large publishing groups, some of which have interests ranging over the whole field of publishing and the mass media in Great Britain and in other countries. Some have shares in British independent television and radio. There are, however, some safe guards against undue concentration of ownership in the means of mass communications.

The national dailies are distributed six days a week. They are usually classed as either "quality" or popular.

The Times, *The Financial Times*, *The Guardian*, *The Daily Telegraph*, *The Independent*, are known as quality papers or broadsheets.* So, quality papers aim at presenting the reader with a full and serious coverage of important home and foreign events. They examine the subject more deeply and give more information than the popular papers. All the quality papers use the large, full-scale broadsheet format, their style is clear-cut and the language is straightforward, free from slang and sensation.

Apart from a classification of style and ways of presentation there is also the division between political attitudes. Although newspapers are not directly linked to political parties, there are strong connections. The majority of papers – even those which carry little serious news – are conservative in outlook. Of the six quality dailies *The Daily Telegraph* (founded in 1855) is strongly conservative. It is a broadsheet published on 28 pages with 5 per cent of the whole space given over to the pictures.

The Guardian (*The Manchester Guardian* until 1956) is a broadsheet with left of center political standpoint. It is liberal in outlook though it doesn't represent the official view of the Liberal Party. Note that *Manchester Guardian* was launched in 1821. *The Guardian* enjoys particular popularity amongst those readers

* **Broadsheet** is a size and format for newspapers and a descriptive term applied to papers which use that format rather than the smaller tabloid format. Historically, broadsheets were developed when in 1712 a tax was placed on British newspapers based on the number of their pages. Broadsheet newspapers tend to be more intellectual in content than their tabloid counterparts, examining stories in more depth and carrying sensationalist celebrity stories less often. However, while this distinction is widely used, some tabloid papers - particularly *The Daily Mail* and *The Daily Express* - point out that the term "tabloid" strictly refers only to the paper size, and often use phrases such as "broadsheet quality in a tabloid format"

who are connected with the arts. The paper's motto is "Facts are sacred, comment is free". This paper because of its very honest comment of news is very influential.

The Financial Times saw its appearance in 1888. At present it is no more simply the commercial specialist paper it used to be and has become a major quality paper.

The Times (1785) is the oldest of the existing papers. It has always been the paper of the "Establishment" and has a good reputation for reliable and serious comment on foreign and home affairs. The Times is a broadsheet with centre/right of centre political standpoint.

The popular daily papers are also called tabloids. A **tabloid** is both a paper size and a term for the style of the newspapers that — especially in the Kingdom — tend to use that format. Tabloid is the smaller of the two standard newspaper sizes; the larger newspapers are called broadsheets. The name seems to derive from a pharmaceutical trademark meaning *compressed tablet*, and has been applied to other small things. There are two distinct uses of the term today. The more recent usage, actually deriving from the original usage, is to refer to weekly or semi-weekly alternative papers in tabloid format. Many of these are essentially straightforward newspapers, publishing in tabloid format. What principally distinguishes these from the dailies, in addition to their less-frequent publication, is the fact that they are usually free to the user, relying on ad revenue, as well as the fact that they tend to concentrate more on local entertainment scenes and issues. In its traditional sense, tabloids tend to emphasize sensational stories and are reportedly prone to create their news if they feel that the subjects cannot, or will not, sue for libel. In this respect, much of the content of the tabloid press could be said to fall into the category of junk food news. Such national tabloids as *The Sun*, *The Daily Mirror*, *The Daily Mail*, *The Daily Express*, *The Daily Star*, *Today* and others do not pay a great deal of attention to important world events and when they do, the facts are often distorted in an effort to make the news exciting and entertaining. Much space is devoted to crime, scandal and sex, while generally a small amount of information is on different topics. Sometimes opinions take more space than "hard news". Their front page news is presented in a sensational manner, with banner headlines. Popular papers use more pictures and cartoons. They deliberately employ slang and up to date expressions to give their reports more vitality. The vocabulary is forceful, abounding in words and phrases appealing to the readers' emotions.

The Daily Mail (right of centre political standpoint) devotes its space to commercial advertisements (ads), sports reports, features, home news, human interest stories, competitions and puzzles, notices, financial news, reviews, gossip, letters from the public, comic strips, opinion and comment, horoscopes, topical cartoons, parliamentary reports and weather forecasts.

The Daily Mirror, tabloid, left of centre political standpoint is the only large national paper which supports the Labour Party. It can boast of the third mass circulation. It is one of the first papers to use strip cartoons.

Most daily newspapers have no Sunday editions, but there are Sunday papers. The latter are sometimes closely linked with national dailies either because they are owned by the same proprietor or because “they are printed on the same machine”.

The Sunday press for a long time has been notorious for its extremes of good and bad quality, and for enormous circulation of some of the more scandalous papers. Much space in the Sundays is given to features, comment and leisure interests.

The national quality Sundays are *The Observer*, *The Sunday Times*, *The Sunday Telegraph*. They have smaller circulations than the popular Sunday papers. Apart from providing wide international news coverage the quality Sunday papers devote much space to literature and the arts. The three Sunday qualities and some populars produce colour supplements as part of the paper.

The popular Sunday papers (*The News of the World*, *The Sunday Mirror*, *The Sunday Express*, *The Mail on Sunday*) are the newspapers with huge circulation bringing reports of violence, crime and scandal. With the Sunday quality and popular papers the differences between them are even more marked.

After-reading task 1: find in the text the English equivalents to the following:

- периодические издания
- пресса не подвергается контролю со стороны государства
- в соответствии с основными законами
- клевета и неуважение к суду
- интересы, включающие в себя...
- акции
- антимонополистические меры
- имеют своей целью...
- полное и серьезное освещение событий внутри страны и за рубежом
- не связаны на прямую с политическими партиями
- была основана
- “Гардиан” особенно популярна
- девиз газеты...
- факты часто искажаются в угоду...
- газетный заголовок крупными буквами на всю полосу (“шапка”)
- намеренно используют сленг и современные выражения

- придавать живость
- изобилловать словами и фразами...
- статья /очерк – a newspaper or magazine article that concentrates on a particular subject.
- печально известный
- приложение

After-reading task 2: answer the questions on the text:

1. What kinds of newspapers are mentioned in the text? In which types are newspapers divided according to the frequency of publication?
2. What is and what is not press subject to according to the text?
3. How are quality papers characterized in the text (coverage of the events, language, style...)? What are quality papers aimed at as opposed to popular papers?
4. Why are quality papers called broadsheets while popular papers – tabloids?
5. What is the motto of The Guardian? How do you understand it? Can you think of your own motto for a newspaper?
6. What is the oldest of existing newspapers in England?
7. What is special about tabloids' vocabulary and headlines?
8. What makes the gap between popular and quality papers even more obvious?

After-reading task 3: try to find copies of English quality and popular papers (preferably dated the same day) and compare in what ways are similar events described. Pay special attention to headlines, size of pictures, captions. Having compared newspapers in general, choose 2 articles (one in each newspaper) giving an account of one and the same event. Read both articles making notes as to the vocabulary and style differences, length of the sentences and details mentioned.

Text 3. A Brief History of American Newspapers

Pre-reading Task: before reading the text look up the following words in the dictionary to make sure the meaning is clear to you and you know how to pronounce them correctly:

Forerunner, broadside, sensationalize(V), content (N), atrocity, perpetrate, predecessor, suppress, subsidize, reconciliation, vital, conceive, bar (V), libellous, tumble (N), faction, jostle, subscription, census, unprecedented, intrepid, unabated, atrocious, clamour, supplant (V).

The Origins of Newspapers

The history of newspapers is an often-dramatic chapter of the human experience going back some five centuries. In Renaissance Europe handwritten newsletters circulated privately among merchants, passing along information about everything from wars and economic conditions to social customs and "human interest" features. The first printed forerunners of the newspaper appeared in Germany in the late 1400's in the form of news pamphlets or broadsides, often highly sensationalized in content. Some of the most famous of these report the atrocities against Germans in Transylvania perpetrated by a sadistic *veovod* named Vlad Tsepes Drakul, who became the Count Dracula of later folklore.

In the English-speaking world, the earliest predecessors of the newspaper were *corantos*, small news pamphlets produced only when some event worthy of notice occurred. The first successively published title was *The Weekly Newes* of 1622. It was followed in the 1640's and 1650's by a plethora of different titles in the similar *newsbook* format. The first true newspaper in English was the *London Gazette* of 1666. For a generation it was the only officially sanctioned newspaper, though many periodical titles were in print by the century's end.

Beginnings in America

In America the first newspaper appeared in Boston in 1690, entitled *Publick Occurrences*. Published without authority, it was immediately suppressed, its publisher arrested, and all copies were destroyed. Indeed, it remained forgotten until 1845 when the only known surviving example was discovered in the British Library. The first successful newspaper was the *Boston News-Letter*, begun by postmaster John Campbell in 1704. Although it was heavily subsidized by the colonial government the experiment was a near-failure, with very limited circulation. Two more papers made their appearance in the 1720's, in Philadelphia and New York, and the Fourth Estate slowly became established on the new continent. By the eve of the Revolutionary War, some two dozen papers were issued at all the colonies, although Massachusetts, New York, and Pennsylvania would remain the centers of American printing for many years. Articles in colonial papers, brilliantly conceived by revolutionary propagandists, were a major force that influenced public opinion in America from reconciliation with England to full political independence.

At war's end in 1783 there were forty-three newspapers in print. The press played a vital role in the affairs of the new nation; many more newspapers were started, representing all shades of political opinion. No holds barred style of early journalism, much of it libellous by modern standards, reflected the rough and tumble political life of the republic as rival factions jostled for power. The ratification of the Bill of Rights in 1791 at last guaranteed of freedom of the press, and America's newspapers began to take on a central role in national affairs. Growth continued in every state. By 1814

there were 346 newspapers. In the Jacksonian populist 1830's, advances in printing and papermaking technology led to an explosion of newspaper growth, the emergence of the "Penny Press"; it was now possible to produce a newspaper that could be sold for just a cent a copy. Previously, newspapers were the province of the wealthy, literate minority. The price of a year's subscription, usually over a full week's pay for a laborer, had to be paid in full and "invariably in advance." This sudden availability of cheap, interesting reading material was a significant stimulus to the achievement of the nearly universal literacy now taken for granted in America.

The Industrial Revolution

The industrial revolution, as it transformed all aspects of American life and society, dramatically affected newspapers. Both the numbers of papers and their paid circulations continued to rise. The 1850 census catalogued 2,526 titles. In the 1850's powerful, giant presses appeared, able to print ten thousand complete papers per hour. At this time the first "pictorial" weekly newspapers emerged; they featured for the first time extensive illustrations of events in the news, as woodcut engravings made from correspondents' sketches or taken from that new invention, the photograph. During the Civil War the unprecedented demand for timely, accurate news reporting transformed American journalism into a dynamic, hardhitting force in the national life. Reporters, called "specials," became the darlings of the public and the idols of youngsters everywhere. Many accounts of battles turned in by these intrepid adventurers stand today as the definitive histories of their subjects.

Newspaper growth continued unabated in the postwar years. An astounding 11,314 different papers were recorded in the 1880 census. By the 1890's the first circulation figures of a million copies per issue were recorded (ironically, these newspapers are now quite rare due to the atrocious quality of cheap paper then in use, and to great losses in World War II era paper drives) At this period appeared the features of the modern newspaper, bold "banner" headlines, extensive use of illustrations, "funny pages," plus expanded coverage of organized sporting events. The rise of "yellow journalism" also marks this era. Hearst could truthfully boast that his newspapers manufactured the public clamor for war on Spain in 1898. This is also the age of media consolidation, as many independent newspapers were swallowed up into powerful "chains"; with regrettable consequences for a once fearless and incorruptible press, many were reduced to vehicles for the distribution of the particular views of their owners, and so remained, without competing papers to challenge their viewpoints. By the 1910's, all the essential features of the recognizably modern newspaper had emerged. In our time, radio and television have gradually supplanted newspapers as the nation's primary information sources, so it may be difficult initially to appreciate the role that newspapers have played in our history.

After-reading task 1: find in the text the English equivalents to the following:

- Последовательно издаваемый
- Предшественники газет
- В высшей мере с сенсационным содержанием
- Официально разрешенная газета
- Без разрешения
- Эксперимент почти провалился
- Очень ограниченный тираж
- Великолепно придуманные
- Играть существенную роль
- Предоставлять весь спектр политических мнений
- Ничто не мешало (не ограничивало) стилю раннего журнализма
- Бороться (судорожно) за власть
- Газеты были лишь прерогативой богатого и грамотного меньшинства
- Заранее (вперед)
- Колоссальный (значительный) стимул
- Беспрецедентный спрос
- Своевременное и достоверное освещение событий
- Возмущение общественности.

After-reading task 2: summarize the text in 3 paragraphs using words and phrases from pre-reading task and after-reading task 1.

Text 4. The American Press. Print Media in the USA

Reading task: read the text about print media in the USA and while reading mark words and phrases that might be helpful to you in preparation for your own newspaper presentation. You might also go back to Text 2 and use some of its word-combinations as well as means of enhancing your own vocabulary. (Pay special attention to the expressions describing newspapers' style, language, vocabulary, articles, rubrics, coverage, circulation, etc.).

The first newspapers in the US and Canada followed the traditions of the British journalism. The first mass circulation paper, “*The New York Sun*”, was began by Benjamin Day in 1833. By shifting cost to advertisers, he priced his paper at one cent, launching the penny-press. *The Sun* had 8000 circulation within 6 months.

The new papers emphasized news instead of opinion and sent out the reporters to gather facts. Important papers like *The New York Times* and the first new cooperative, The Associated Press, were born during that era. Newspapers

and magazines are the key media for information, opinion and ideas in North America. Newspapers are also the largest advertising media. Nearly two-thirds of North American adults read a newspaper on an average weekday.

Many fine newspapers are published in the US. At the top of the list are those that excel in coverage of local, state, national and international news, that carry news that have and impact, and that emphasize good writing and clear graphics.

The New York Times, as the nation's paper of record, sets the national news' agenda. "Page one of *The New York Times* is the barometer of what is truly important in the world", says *the Los-Angeles Times*' media writer David Shaw. The New York Times extraordinary standards of coverage, writing and editing make it a model for the US journalism.

The Washington Post due to its coverage of the nation's capital in its backyard is the nation's second most influential newspaper. It is noted for its political investigative stories. Circulation tops 777000. The Washington Post company also owns The Newsweek magazine, television stations and a cable company.

The Wall Street Journal is the nation's premier financial paper. It is marked by exemplary writing and thorough business news coverage.

Los-Angeles Times has been enabled by its strong financial history to concentrate on its news coverage. Regional coverage is especially strong and its long stories give much detail.

Chicago Tribune is renowned for its political coverage, blockbuster series, editorial writing and cartoons.

Miami Herald is one the nation's most aggressive newspapers noted for its coverage of Latin America. It is also strong in Local and sports news.

Philadelphia Inquirer is marked by its great, restless and exhaustive pursuit of local, state and regional news. Its circulation is 500.000.

USA Today. Although its content resembles a magazine more than a newspaper, the papers' influence on American journalism has been profound. Its use of colour and snappy graphics has been copied extensively.

PART 2. READING NEWSPAPERS

I. News Stories: Something Happened

One reason news stories are easier to understand than most other kinds of reading material (features, editorials, opinions, etc.) is that they almost always tell basically the same story. News stories are essentially “something happened” stories. There are a few variations, of course, but not that many. This list covers most of them:

- *Something happened.*
- *Something is happening.*
- *Something is going to/is expected to/might happen.*
- *Someone said something happened.*
- *Someone said something is happening.*
- *Someone said something is going to happen, etc.*
- *Someone said something should happen.*
- *Someone said something should not have happened.*

Look at some news stories in any English newspaper and try this idea out. You can usually tell what kind of a story it is just by reading the headline and the *lead* (first one or two paragraphs).

Not in chronological order: conclusion first, details later

News stories seldom describe events in the order in which they happened (chronological order). News writers know their readers have limited time and they want the latest or most significant developments (the news) first, so newspaper stories are usually written in an inverted-pyramid style. This means that the basic facts, the conclusion, the lead, etc., come first. As you move through the story, more and more details and background is provided. Thus, news stories are the direct opposite of fairy tales. Compare, for example, the opening of a typical children's story with the same story might be told in a newspaper.

TO A CHILD

Once upon a time
In a far away land, there lived a beautiful
But lonely princess
High in her hilltop castle...

TO A NEWSPAPER READER

DRAGON SLAYER WEDS PRINCESS

Sir Raymond, conqueror of the
fearsome
Merlin Island Dragon, married
Princess
Melanie yesterday in a joyous
ceremony
Attended by thousands.

An inverted pyramid style is different than much writing where you build to a conclusion, putting together details and background before explaining what the results are. This type of writing came about in newspapers for a variety of reasons. First, in the days of the telegraph, the whole story took a long time to transmit, and starting with the main information (“The battle was lost, 940 killed”) was more important for getting on press immediately than the details (“Our soldiers crossed the bridge at dawn with fresh supplies...”). Secondly, it made it easier for the layout people to fit the story in the available space, since they could just cut off the end. Finally, it also made it much better for had differing amounts of time to read and were awaiting the main information. Thus, a big advantage with the news story is that you don’t have to read very much of it to find out what it is about and, consequently, you can decide very quickly if you want to read it.

In the example below the first paragraph, the lead, consisting only of 22 words presents the basic information. The goal is to be short, but not too short. Leads in a traditional new story are informational. The summery lead is widely

used on radio and TV newscasts because it enables the broadcaster/anchorperson to give the facts concisely in the brief time allocated.

To develop the technique of writing summary of inverted pyramid leads, you can pretend that only 50 words have been allocated for the entire story. Those 50 words must summarize the vital points, since the reader will get no additional information.

This is the beginning of the very first piece of information posted by CNN on September 11, 2001, which may serve as an example.

Terror attacks hit U.S.

NEW YORK (CNN) – Terrorists struck the United States Tuesday morning in harrowing, widespread attacks that included at least three commercial jet crashes into significant buildings.

In the first attack, a plane hits a north tower of the World Trade Center in Manhattan shortly before 9 a.m., followed by another plane into the second tower about 20 minutes later. Both towers later collapse. [...]

The Style of the News Story. You get at least three chances to understand most news stories

Most news stories have a very clear style. They give the main points at the top in the headline and the lead paragraph(s). The body of the story then adds details, statements and comments from people involved in the story, plus any background the writer feels is necessary. This means you get at least three chances to understand the main points of the story. We say “at least” because some stories have accompanying pictures and *captions* (text explaining the pictures) as well. Each of the three main parts of the news story (the headline, lead and body) has its own distinctive style and content.

II. Headlines

The purpose of a headline is to summarize the news content of an article in a few words. The headline should report the topic and perhaps the main fact, accurately. It should also present the information in an interesting way so that the reader is encouraged to read the article itself. The kinds of news that appeal to readers of one newspaper may differ widely from those of a competitor. But all headlines include one or more of the following elements that attract a reader’s interest: newness or unusualness, personal relevance or consequences, and emotions.

Sometimes one headline is not enough to summarize the important information, so a second headline, in smaller letters, is added below the first. It’s called *subheadline*.

Note that when you are reading a newspaper, you will find that much news in the headlines is repeated in the article. Thus you see them in a larger context in the article and can understand their meaning more easily than in a brief headline.

There are two types of headlines. Most news stories use sentence headlines although they may be shortened by omitting certain words, as you will see later. Many feature stories and some very short news stories use phrase headlines or titles that leave out the verb. Here are some examples of both:

<p>Sentence headlines</p>	<p><i>Police rescue 12 divers as launch sinks off Bali</i></p> <p><i>Pen manufacturers still see good future for luxury pens</i></p>
<p>Phrase headlines</p>	<p><i>Getting in touch with the spirits</i></p> <p><i>Heroism and cowardice at the "Top of the World"</i></p> <p><i>Reward for tracing suspect</i></p>

The grammar of sentence headlines: almost all sentence headlines in the majority of newspapers use the present tense—despite the fact that they generally describe past events. The present tense gives the subject a sense of freshness and immediacy, making it more interesting to read. The news is only news, when it is fresh, immediate, and current. There are some exceptions, of course. Sometimes past events are reported in the past tense, as in this headline (*19hrs. after deadline, the war began*). Sometimes you may come across a future tense - as in this headline (*4 large corporations will reduce emissions that harm ozone layer*) is not usually used for future events. Instead, the present tense form “*is to + verb*” (“*are to + verb*”) is used with the future meaning (*Liz Taylor, 8th husband [are] to be married this week*).

Present tense headlines are sometimes written in the passive voice (*Westchester Mayor is stabbed by angry voter*). It is important not to confuse the present tense passive voice in an elliptical headline -when an auxiliary verb is omitted (passive: *Mayor stabbed at midnight* = *Mayor is stabbed at night*/ active: *Mayor stabbed someone at night*).

There are several special verb phrases in headlines that show that the information is a report of what someone else, a *source*, told a journalist, rather than information that the reporter gathered alone. The source might or might not be named in the news article. American laws protect the identity of a secret source: a journalist cannot be forced to reveal his or her name. The three most common expressions that indicate the indirect reporting described above are: *is said to* (*Westchester mayor said to be near death*), *is reported to* (*Westchester mayor is reported to have Mafia connections*), and *reportedly* (*Mayor's birthday party reportedly cost \$25G*).

Headlines pack a great deal of information into a limited space, so it is not surprising that headline writers use several methods to conserve space. One obvious example is to use abbreviations (“PM” for “Prime Minister”, *etc.*). But they also use a special grammar, omitting articles (“a” and “the”) and the verb “to be” wherever possible.

Cooperation agreement signed
(*A cooperation agreement **is** signed*)

Australian ex-judge sworn in to represent UK queen
(*An Australian ex-judge **is** sworn in to represent **the United Kingdom** queen*)

Be sure to notice that the omission of the verb “to be” can make the headline appear to be in the past tense when it is actually present tense, passive voice.

Punctuation Marks in Headlines

The comma

- Takes place of *and* (*Income, spending up sharply*)
- Is used with its normal function of separating words in a list (*Massive, Mobile UN Force...*)
- Separating phrases (*19hrs. after deadline, the war began*)

The colon

- Is used after a word or phrase to explain it (*Washington prediction: slow growth, no recession*)
- Following a name, tells what a person said without quoting their exact words (*Junkie: I'll take test*)

Single quotation marks

- Tell what a person said, using their exact words. The whole headline (or subheadline) can be a quotation or just a few words. The speaker can be named in the headline or not (*'The liberation of Kuwait has begun' – President Bush* or *Iraqi air force 'decimated'*)

- Are used instead of the name of a person who is not well-known or instead of a thing that has a difficult or technical name (*Just 2 years [jail term] for 'beauty queen' thief 'Suicide machine' takes first life*)

Serious journalism requires that the source of quotation be named at the beginning of the article.

After-reading task: answer the following questions:

1. What is the main purpose of a headline?
2. What way should the headline present the information?
3. Why do they often use a second sentence to headline a newspaper article?
4. Why are many words from the headline often repeated in the article?
5. What types of headlines are usually used in newspapers?
6. Why are verbs in headlines mainly used in a present tense?
7. Are past and future tenses possible?
8. What construction is very frequent to express futurity?
9. What special verb phrases are often used in newspaper headlines not to disclose the source of information?
10. Why do editors often resort to elliptical (some words have been omitted) sentences?
11. What elements are omitted as a rule?
12. What punctuation marks are usually used in headlines?

Headline Vocabulary

Another way to conserve space in headlines is to use short words instead of long ones. In the example below notice the various ways the headline writer can shorten the headline “**MP criticizes dishonest election plan**”.

An average newspaper uses about one hundred easily-learned short words in its news headlines. Here are a few of the most common.

probe	investigate, investigation
graft	Corruption
bid	attempt, offer
row	quarrel or disagreement

There are, of course, many more words of the same kind that you will get acquainted with in the exercises that follow. It will be useful if you make your own list of these words.

So, English used in the newspapers headlines (Headlines English) has its own peculiarities, some of the most commonly used features of Headlines English are:

- “be” verb omitted
- an article omitted
- a simple present tense verb that refers to a past event
- an –ing form of the verb
- “to” and a verb to refer to the future
- a past simple used for the passive voice
- nominative constructions
- abbreviations
- the name of a capital city used to refer to the government of that country
- three short words often used in headlines
- allusions (for more on allusions see “Editorials”)

After-reading exercises: *as you have just learnt, certain words are very often used in newspaper headlines because they are short or sound dramatic. Some of these words are not common in ordinary language or are used in a different sense. Headlines also omit certain words and use colloquial expressions, abbreviations and different verb tenses,*

e.g. **STAR TO WED** (A film star is going to get married)

1. *For each of the following headlines find the sentence below which expresses it as it would appear in an ordinary news announcement.*

‘POLLS RIGGED’ CHARGES

TWO SOUGHT AFTER BREAK-OUT DRAMA

CABINET RESHUFFLE URGED

SERVICE CHIEFS GAGGED: TWO QUIT

GEMS HAUL SEIZED IN SWOOP

- (a) Allegations have been made that election results were falsified.
- (b) Police raided a house and took possession of jewellery stolen in a recent robbery.
- (c) Police are hunting two men who made a daring escape from prison by helicopter.
- (d) Senior officers of the armed forces have been instructed not to talk to the media and, as a result, two of them have resigned.
- (e) Strong appeals have been made to the Prime Minister to take changes in his ministers.

2. *Match each of the following words from the headlines above with its meaning below.*

CHIEF DRAMA RESHUFFLE GAG GEMS SEEK/SOUGHT
SWOOP POLL(S) QUIT RIG HAUL

- (a) jewels
- (b) goods stolen in robbery or taken by police or customs
- (c) to falsify
- (d) director, high-ranking officer or official
- (e) raid, to raid
- (f) to look for, ask for, want
- (g) to silence, censor, censorship
- (h) exciting, dramatic event
- (i) election, voting, public opinion survey
- (j) to rearrange, rearrangement (of senior jobs)
- (k) to resign, to leave

3. *Express each of the following headlines as it would appear in an ordinary news announcement.*

- (a) **EDITORS URGE END TO PRESS GAG**
- (b) **INDIA SEEKS US AID**
- (c) **GEM SMUGGLERS CAUGHT IN PORT SWOOP**
- (d) **BANK RAID CASH HAUL FOUND: 3 CHARGED**
- (e) **HEAD QUILTS OVER 'RIGGED' EXAM RESULTS**
- (f) **RAIL CHIEFS RESHUFFLED AFTER BIG LOSSES**
- (g) **GOVT DEFEATED IN POLL DRAMA**

4. *For each of the following words, all frequently used in headlines, find the meaning in the list below. It will help you if you look to see how they are used in the headlines at the foot of the exercise. Then express each headline as it would appear in an ordinary news announcement.*

MOVE CLASH WOO BID FOIL HALT
OUST QUIZ PLEA BAN BACK FLEE

- (a) to prevent
- (b) strong request, call for help, appeal
- (c) attempt, to attempt
- (d) stop, to stop

- (e) to prohibit, prohibition
- (f) fighting, argument, conflict, to argue, to fight
- (g) support, to support
- (h) to force out of office, remove from high position
- (i) to run away, escape
- (j) to try to attract
- (k) action, step, to take action
- (l) to question, to interrogate

- **Dictator ousted: plea for calm**
- **New moves to halt border clashes**
- **Govt backs arms ban to woo left**
- **Kidnap bid foiled: 3 quizzed, 2 flee**

5. *Instructions as above.*

**SPLIT LEAK RIDDLE PROBE AXE LIFT
CURB BAFFLED STORM RAP CALL ENVOY**

- (a) mystery
- (b) to escape, escape (of secret information)
- (c) diplomat, ambassador
- (d) close, dismiss, cancel, closure, dismissal
- (e) remove (restrictions, prohibitions)
- (f) criticize, reprimand
- (g) at a loss to explain, mystified
- (h) restrict, restriction
- (i) divide, division
- (j) investigate, investigation
- (k) to demand, to appeal, demand, appeal
- (l) angry argument

- **Cabinet leak: call for probe**
- **EU split over lifting of travel curbs**
- **Dead envoy riddle: yard baffled**
- **PM raps BBC in job axe storm**

6. *Make brief headlines from the following news stories.*

- Eighteen people were killed when the army tried to overthrow the government.

- A leading diplomat has been mysteriously murdered.
- The Prime Minister is trying to win the support of the coal miners' trade unions.
- The director of British Petroleum has been forced to resign.
- A Member of Parliament was questioned by the police in an investigation into the use of illegal drugs.

7. Express the following headlines in ordinary English.

- (a) **PEER DIES IN FLATS BLAZE DRAMA**
- (b) **BLAST TOLL RISING: WITNESSES SOUGHT**
- (c) **COMMON STORM OVER DEFENCE CUTS**
- (d) **M-WAY DEATH CRASH: BRITON HELD**

8. Each of the news stories printed below should have a two-word headline – a word from group A followed by a word from group B. Study the news stories and then write the appropriate headline above each one as in the example.

<p>A.</p> <p>FLAT Gallery double ferries SKIERS Murder Racial hotel FALLOUT</p>	<p>B.</p> <p>HIT probe BLAST LINGERS HURT TROUBLE killing ACCORD RAID</p>
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e.g. RACIAL ACCORD

Black and white leaders in South Africa agreed a blueprint for power-sharing talks.

- (a) Sheffield police are hunting the killer of Tina Mary Fletcher, 19, whose body was found at a flat near the city centre.
- (b) Three Post-Impressionist paintings worth \$100,000 by Adrien, Foubert and Marchand were stolen from an art gallery in the West End of London.
- (c) Two cable cars at the French Alps ski resort of Les Orres fell 40ft, injuring 31 people, after the top of a pylon broke.
- (d) Brittany Ferries cancelled services for St.Malo after strikes threats by French seamen.

- (e) Radiation at more than twice the recommended safety limit still affects 288,000 sheep on 407 Welsh farms, more than five years after the Chernobyl disaster.
- (f) A John Major lookalike, who tricked a nine-year-old Malvern girl of 32 pounds, was being sought by police.
- (g) Detectives investigating the death of British seaman David Moon, 37, aboard ship of Brunei, fly to the Gulf today.
- (h) At least three people were killed and 29 injured when an explosion believed to have been caused by gas tore through a hotel at Garmisch-Partenkirchen, a ski resort in the Bavarian Alps.

9. Here are nine more news stories, but this time all 18 words of the headlines have become jumbled up. Can you sort them out? You should be able to find a two word headline for each of the nine news items.

**MURDER Blasted INDIAN DEFLATED TRAGEDY AIRCRAFT CHARGE
TERROR QUIZ WRECK DIE FIRE HOPES STORE QUAKE
KIDNAP Sailors DOUBLE**

- (a) Twenty people were injured evacuating a chartered jet that caught fire landing in Dublin.
- (b) Nineteen crewmen died and only one was rescued when a Maltese registered cargo ship sank off Barcelona.
- (c) Five supermarket workers were killed and two wounded in a robbery in a US city of St.Louis.
- (d) A huge earthquake, measuring seven on the Richter's scale, shook the Indian-Tibet border early this morning.
- (e) Surgeons failed to save the unborn baby of a Shropshire woman who died after a car crash near Nantwich, Cheshire.
- (f) The German entrance in the first transatlantic balloon race, weighed down by ice and heavy rain, made an emergency landing in rough seas about 740 miles off Newfoundland. Its two pilots were picked up unharmed by a tanker.

- (g) Police questioned a third man about the alleged kidnap of baker Michael Varne in Peterborough last week.
- (h) Navy divers blew up part of the sunken World War II cargo ship Breda off Oban, Strathclyde, to stop divers removing dangerous ammunition.
- (i) Four pop musicians were remained in custody at Willesden magistrates court, London, charged with the murder of Clement Henry at his Wembley home last Monday.

10. Analyze headlines of an English-Language newspaper issue. How do they attract the reader's interest? Find several headlines in which a past event is referred to in the present tense. Search for several headlines with the passive voice.

11. Give 5-7 examples of headlines with the most typical Headlines English characteristics.

12. Questions for general discussion.

- When you pick up a newspaper, do you scan the headlines before choosing an article to read?
- What kinds of articles do you look at first?
- Who are some of the world's leaders in the headlines today?

III. The news lead

Finding out what happened

The lead refers to the first (and occasionally the second) paragraph of a news story. In newspapers the lead is usually one information-packed sentence which expands on the story's main point as introduced in the headline. As we mentioned earlier, news stories are basically variations of "something happened". The lead will usually tell you what the "something happened" is. That information is generally found in the subject and the main verb of the lead sentence, so a little knowledge of the grammar of the lead can be very useful.

The grammar of the lead

We will focus on single-sentence leads because they are by far the most common. The majority of the leads are simple subject-verb-object sentences with the subject and the main verb appearing together at or near the beginning of the sentence. The problem for the reader usually begins when the subject and the main verb are either delayed or separated from each other. Notice how the following lead becomes more complicated as the writer adds information:

- a. *Many **Russian students are learning** to read English newspapers.*
- b. *Many **Russian students**, most of whom attend some of the country's best-known schools, **are learning** to read English newspapers.*
- c. *In an innovative programme sponsored by the Post Publishing Public Company Limited, many **Russian students**, most of whom attend some of the country's best-known schools, **are learning** to read the English newspapers.*

To understand each of the above, you must be able to find the subject and main verb. The above examples illustrate three of the most common positions for these key elements. In the first, the subject and verb are together at the beginning of the sentence. In the second, the subject and verb are separated. In the third, the sentence opens with an introductory phrase, delaying the appearance of the subject and verb. In the majority of the newspapers introductory phrases are not common except when the story is an especially important one.

A Common Misunderstanding

One of the reasons people sometimes misunderstand the lead is that they find the wrong subject or, more commonly, the wrong main verb. This is especially true when the subject and verb is separated by a phrase or clause. Here is an amusing and true example: One day a student came to me. She was having trouble understanding the following sentence:

A woman said to be despondent over her husband's heavy drinking jumped into a canal Friday night with her three children.

To me the sentence was totally clear, so I asked her to translate it into Russian to find out how she understood it. Here is her translation:

A woman confessed that she and her three children pushed her husband into a canal Friday night because he was a heavy drinker.

How was that possible? Look at the first three words: *A woman said*. That was the source of her problem. She thought the main verb was "said" instead of "jumped". One reason she made this mistake was because the writer omitted *who was* from the sentence. The long form would have begun: "A woman who was said (by a witness) to be despondent..." This is a common technique in news writing so watch for it.

Adding the source

One of the most common variations of the "something happened" story is the "someone said something happened" story. In this case the lead sentence

will usually include the *source* (the person who gave the information). If the source is very well known and important, it will come at the beginning of the sentence:

*The head of the US military, **General John Shalikashvil**, said Thursday that China, despite its military might, would fail if it tried to invade Taiwan.*

More often, however, the source will come at the end:

*A Thai family, who were sent the wrong body when a relative died in Singapore, has ended a month-long standoff by agreeing to return the body in exchange for US\$6,000 in damages, **the Thai Embassy** said yesterday.*

Answering Your Questions:

The headline and lead usually raise more questions than they answer. You generally find out what happened and one or two prominent details, but if you are interested in the subject you will want to know much more, questions such as: when? where? why? how? what effects? what significance? That is the function of the body of the story.

Review Exercise: match these headlines with their lead paragraphs. Key words will help you (one headline has no lead)

1. **Aid is rushed to Armenia: quake's toll is in thousands**
 2. **Six men found alive 35 days after the earthquake in Armenia**
 3. **Chinese rescue teams reach quake area**
 4. **Moscow allows US airlift of supplies**
 5. **Bad transportation hinders quake relief**
 6. **China doubles estimate of quake homeless**
- (a) MOSCOW – Authorities rushed military surgeons and tons of medical supplies yesterday into Armenia, which was rocked by an earthquake that officials said had killed tens of thousand of people and virtually destroyed several cities.

- (b) BEIJING – Army rescuers and medical teams finally reached stricken villages yesterday in a remote area near Burma where China’s worst earthquake in more than a decade killed at least 930 persons last weekend.
- (c) BEIJING, Nov.10 - Chinese officials said today that at least 200.000 people had been left homeless from last Sunday’s earthquake, doubling their previous estimate.
- (d) MOSCOW – More than a month after an earthquake devastated Armenia, six men were rescued from under the rubble in the shattered town of Leninakan, authorities said yesterday.
- (e) WASHINGTON – The Soviet Union yesterday agreed to allow the United States to fly medical and rescue supplies to Armenia, where tens of thousands of people were killed and even more injured or left homeless in a devastating earthquake on Wednesday.

IV. The News Body

The headline and the lead tell you the main ideas of the news story, but they do so in a very shortened form. They give you enough information, however, to allow you to make an important decision. They allow you to decide whether you want to read the story or to skip it and move on to another more interesting story. If you decide to continue reading, the body of the story is where you find detailed information. Basically, the body will give you three kinds of information: details, comments from people involved in the story, and background information to help you understand the story more deeply. The following short story has all of these elements.

Headline	Earthquake jolts Japan capital
Dateline	Tokyo, Reuters
Lead	A SLIGHT earthquake jolted the Japanese capital last night but authorities said there were no immediate reports of casualties or damage.
Statement	A spokesman for the Japan meteorological agency said: “An earth tremor was registered in Tokyo but there are no reports of casualties or damage.”

- Details** The earth tremor struck shortly after midnight Tokyo time—just after midnight Bangkok time.
- Background** Residents of central Tokyo said the tremor was the strongest for several months in the capital.

Taking Full Advantage of the News Style

Watch for synonyms

News stories are generally designed to be understood quickly and easily by ordinary readers without expert knowledge of the subject matter. The main topics are introduced at the beginning and expanded upon as the story develops. This means you get several chances to understand the main ideas. This is especially useful for understanding unfamiliar vocabulary. For example, writers will often use a synonym (word with the same or similar meaning) to avoid sounding repetitious. If you know one of the two words, you can understand them both - without a dictionary.

***Irate* Canadians question lack of information**

Ottawa (AFP)—*ANGRY* Canadians were asking Wednesday why they were not informed of a serious incident in which 11 Canadian peacekeepers in Bosnia-Herzegovina were reportedly put in front of a mock firing squad.

Watch for explanations

Newswriters realise that they are writing for ordinary people. For this reason, they often explain technical vocabulary or technical concepts. This may be done in a phrase immediately following the technical word, or it may take the form of a complete sentence of explanation.

Brain diseases kills 325

NEW DELHI (Reuter)—An *encephalitis* outbreak has claimed 325 lives in the past month, a State Health Department spokesman said yesterday. Encephalitis, *a viral brain disease spread by mosquitoes*, killed 325 people in India last year, according to official statistics.

Watch for examples and elaboration: you can often understand an unfamiliar word or concept even if the writer does not provide you with a synonym or explanation. As the story develops and the writer adds details, you have a good chance of finding one or more specific examples of the unfamiliar concept. In the story below, for example, notice how you eventually find several specific examples of delinquency. Even if you only understand one of the examples, you can still get a good idea of the concept of delinquency. And you can also figure out that juvenile delinquency must be something carried out by young people.

S'pore worries over delinquency

Singapore (AP)—RISING juvenile delinquency is alarming authorities in Singapore, a super-efficient city-nation often lauded as a model society.

According to the latest police figures, the number of juvenile delinquents reached a record high of 1,892 in 1993, a 28-per cent rise over 1992 figures, Community Development Minister said on Saturday. These statistics are of concern to all of us. We need to understand why juveniles turned to crimes in order to check this disturbing trend, said the minister.

The 384 members of the government-sponsored group supplement the Community Probation Service, which counsels juvenile delinquents usually caught shoplifting and vandalising cars, or for more serious crimes like stealing motorcycles. Parental neglect could be one of the reasons for the rise in juvenile delinquency, the minister said. Quoting studies, he also blamed poor academic performance and peer pressure. Of the 1,787 youngsters placed on probation between 1989 and 1993, 50 per cent were school dropouts.

Have a Questioning Attitude: once good readers understand what the subject they are reading about is from the headline and lead, they automatically form questions in their minds. And because of the nature of news stories, they can expect their questions to be answered in the body of the story. This may not be automatic for you at first, so you may want to spend a moment and form your own questions. This gives you a purpose and it makes even the most difficult story easier to read.

PART 3: READING OTHER TYPES OF ARTICLES

I. Reading Feature Articles

News stories are essentially “something happened” stories. They generally begin with a short summary of the main facts in the headline and lead. Then the body tells the story in greater detail. Since news stories come to the main point so quickly, they seem to be in a hurry, written for readers who want to know what happened NOW!

But in any newspaper you will find another kind of story known as the **feature**. Feature stories tend to be longer than news stories, and they go into their topics more deeply. They are also less hurried and they often deal with subjects that are not found on the news pages. Instead of explaining what happened, feature writers are more likely to tell us what an interesting person or place is like, why a certain fashion or activity has become popular, or how we can improve our health. So, unlike the news story, the feature story is not an impersonal recounting of events. It may give background on an event or on a person in the news. It may review a motion picture, a concert, an art exhibition, it may give cooking recipes or it may describe a hobby, an unusual vacation experience.

Short news items, which are unimportant as news but which have emotional appeal, are called *human interest stories*.

The human interest story is not written in inverted-pyramid form, as is the news story. The writer may use whatever form best conveys his ideas. Sometimes in the case of an oddity or coincidence he may find a short story technique most appropriate. He may want to begin with an eye-catching lead then build up suspense and end with a surprise, at other times as in a critical feature on a theatre production, he may want to develop each point separately: plot, acting, setting, costumes.

The difference in the style and content of news stories and features is obvious from a quick comparison. Look at the two stories below. You can tell the difference from the first few paragraphs.

News

Sugar farmers get help from banks

Commercial banks yesterday agreed to support sugar cane farmers for the current milling season by accepting cheques at the pre-harvest crop price.

The government asked local banks to assist farmers after the state-owned Bank of Agriculture Cooperatives backed down on the request.

The sugar fund would guarantee cheques issued by millers to farmers, who in turn could cash them in for a discount with local banks, said the industry minister.

Sagging sugar prices led banks to demand a guarantee from the sugar fund to cover credit risk.

Feature

The Best of the Bunch

Most of the housewives in a small district of the eastern province of Thailand are small-time farmers. But when they joined together to produce preserved bananas last year, their names became known far and wide.

Last September their baked banana was served on Thai Airways International. The word was out and before they knew it people were going bananas for their nine products.

And in recent months they have even been approached by a Thai company interested in exporting their products to Hong Kong and Singapore. "It all started with 10 banana trees," said the head of the Community Housewives of the district.

In May 1998, the villagers answered their governors' call to grow 10 banana trees per household to carry out His Majesty the King's advice on self-sufficiency. Soon each household found they were producing more bananas than they could possibly eat.

"The surplus was too little for the market but much too much to have them rot away," said Mrs Chintana.

The housewives then formed a group in an effort to find a solution to the problem. Preservation was the key. But how when no artificial preservatives were to be used? It could not be on a day-to-day basis like frying or grilling as their farm work won't allow this. And other kinds of preserved bananas like dried banana and dried banana slices coated with sugar, have been around for a long time. The women decided they needed something more innovative to catch the market's attention. The banana problem turned out to be a provincial one

and the governor and the Provincial Community Development Office came to their rescue.

The governor gave them two ovens that cost around \$2000. The aim was to work out a banana preservation programme for communities of housewives throughout the country.

Notice that you could stop reading the news story at almost any point and still have the main facts. The feature story, however, has only just begun. It is clearly written for readers who have the time to sit back and enjoy what they read. Even from the brief excerpt it is clear the feature story is less formal and the writer is much more involved in the story. In news stories, you hardly notice the writer at all.

Tips for Reading Feature Stories:

1. *Don't give up too easily.* Feature stories often seem difficult, but usually only the introduction is troublesome. There, the writer tries to catch our attention and some of the methods used (humour, word-plays or idioms) can be difficult for non-native readers to understand. Once the main part of the feature begins, however — usually after three or four paragraphs — it may become much easier to read.

2. *Take advantage of all the help the writer gives you.* Pay special attention to the pictures and the captions beneath them. Often the editor provides an introduction as well. For example, in the banana story above, this is how the editor introduced the story.

ENTERPRISE: *A group of housewives have become real high-fliers since their preserved bananas found a place on the Thai Airways International menu. Now other groups want to learn their recipe for success*

As a rule, features always have a headline that identifies the topic of the story. There is a *deck* as well. A deck is a sentence or short paragraph that suggests the theme of the story. It is set in large italic type before the story.

3. *Take a quick look through the story to see how it is organised.* Usually a feature will have several distinct parts. Once you see them, the feature becomes much easier to read — a series of short sections rather than one long story.

4. *Try to find the writer's focus.* Good writers generally focus on one or two aspects of their subject. It may be a particular habit or characteristic of a

famous person, for example, and the writer may give examples of it several times during the story — especially at the beginning or end.

Now read the feature article that follows and mark all the characteristic above-explained features of this type of article. Be ready to give a full commentary and prove that this is a typical feature article (pay attention to the vocabulary, headline, content, author's attitude, etc.).

Clued up

Author Barbara Nadel leads you through this labyrinthine city, setting for her Inspector Ikmen crime novels

Saturday May 17, 2003

The Guardian

It's rude to stare, but every time I visit Dolmabahce Palace, that last imperial gasp of Ottoman grandeur, I have to do it. Not because the building is magnificent (it is, but that's by the way). No, I stare because the sentries that stand immobile in front of its gates are so handsome that not to look would be a sin. And, not wishing to incur divine displeasure, I make a small pilgrimage to Dolmabahce every time I visit Istanbul.

I've been coming to the city for more years than I care to count - sometimes in order to research my Inspector Ikmen crime series but sometimes just to hang out and see what happens. My last visit, which was in January, involved among other activities: attending a Syrian Orthodox church and having tea with its Aramaic-speaking priests, and meeting with a very helpful dervish.

Of course, I could talk at length about the places one should visit when in Istanbul: the Blue Mosque, Topkapi Palace, Aya Sofya - the list goes on. However, because I visit often and tend to spend quite a bit of my time off the beaten track, what follows will be somewhat idiosyncratic. After all, my characters do live and work in the city and, although their investigations sometimes take them to the "great" sights, they also spend a considerable amount of time in little-known neighbourhoods.

Balat is probably my favourite neighbourhood. Situated on the left bank (old city side) of the Golden Horn, it was once the Jewish quarter, housing thousands of Sephardic Jews expelled from Spain and given refuge by the Ottoman empire in 1492. Some Jews still remain and are served by local synagogues, the oldest and most impressive of which is the Ahrida. Now, however, Balat's magnificent fortress-like houses provide homes to many different types of people.

One of the best things to do in Balat is to walk up through the tiny streets, lined with odd and gorgeous houses, to the Greek boys' school, a great red-brick affair that is impossible to miss, and then stare down at the two great Istanbul waterways, the Golden Horn and the Bosphorus. All the better if you can do this at sunset, to the sound of the muezzin's call to prayer.

The mosque that is closest to my heart is the Suleymaniye. Constructed in the 16th century for Suleyman the Magnificent by Sinan, the greatest architect the Ottoman empire ever produced, it offers magnificent views of the waterways. Rising up from behind the Kapili Carsisi (grand bazaar), the Suleymaniye is a vast complex comprising the mosque itself, a caravanserai, hospital, school and soup kitchen. For me, this quiet and serene place is spiritually, as well as aesthetically, uplifting.

Over in what is known as the "New" or "European" side of the city is an area called **Beyoglu**. Built largely in the 19th century to accommodate Levantine merchants and their families, Beyoglu holds an embarrassment of riches. A walk down its main thoroughfare, Istiklal Caddesi, is not just a shopper's delight but an ethnic and cultural experience, too. Along its length can be found Catholic churches, a whirling dervish monastery, a fish market (with added Armenian Orthodox church behind an ancient wooden door), Galatasaray Hamam (Turkish bath) and the Galatasaray lycée, where 19th-century Ottoman princes went to school.

Nearby are the British consulate and the atmospheric Pera Palas Hotel, where Agatha Christie, Mata Hari, and other luminaries, including the founder of the Turkish Republic, Mustapha Kemal Ataturk, once stayed. Time exploring Beyoglu, either on foot or using the old-style tram that runs along Istiklal Caddesi, can very usefully be arranged around excellent eating and shopping experiences (see below).

Back at Dolmabahce, provided one can tear oneself away from the sentries, the palace is definitely worth a visit. Fronting the Bosphorus, this vast white confection has 285 rooms, six Turkish baths and the largest throne room in Europe, containing the heaviest chandelier in the world. Opulent to the point of eccentricity, Dolmabahce is the biggest Ottoman palace on the Bosphorus and is the place where Ataturk died on November 10 1938. His simple bedroom, which is preserved as if he was still alive, contrasts starkly with the imperial splendour that characterises the rest of the building.

Places to eat Poor food is hard to find in Istanbul. From the delicious fish sandwiches sold from the boats at Eminonu, right up to the poshest restaurant in town, it's all good.

One of my personal favourites is **Boncuk**, on Nevizade Sokak behind the Balik Pazar in Beyoglu. Small and friendly, it serves an excellent selection of Turkish dishes and a few Armenian specialities, too.

Above the entrance to the Misir Carsisi (spice bazaar) in Eminonu is **Pandeli's Restaurant**. Serving classic Turkish food, this place, which is only open at lunchtime, has been an Istanbul institution since Ottoman times. Its decor alone - it is lined with the most gorgeous Iznik tiles - makes it worth a visit.

Rejans (Emir Nevrut Sokak 17, Galatasaray, Beyoglu) was founded back in the 1920s by white Russian émigrés and still serves some dishes from that country. Not cheap, it is, however, one of the places favoured by the Istanbul elite - some of whom, including Turkey's most famous author, Orhan Pamuk, have their own seats.

Bars

There are so many, it's almost impossible to recommend anything. However, my personal favourite is **Kaktus** on Imam Adnan Sokak (off Istiklal Caddesi), Beyoglu. Small and friendly, Kaktus attracts a mixed clientele of artists, writers and journalists. Great for people on their own and lovers of cats - Kaktus cherishes its feline residents. Good food, too - particularly the cheese platter.

Shopping

The **Kapali Carsisi** (grand bazaar) is great fun - so long as you can stand the pace. I love it, but I prefer shopping for presents in the little alleyways leading off from the Balik Pazar. Small shops selling spangly scarves, Turkish slippers and jewellery proliferate. Cheaper than the bazaar, these little alleyways also contain fascinating antique and "junk" shops where the vendors are quite happy to let you sort through their piles of stuff for hours on end.

The **Misir Carsisi** (spice bazaar) specialises in food as well as other more arcane items. Enormous black olives at roughly £2 a kilo are a particular favourite. You can also purchase any spice your heart desires, lokum (Turkish delight), Iranian caviar, numerous teas and aphrodisiacs fit, apparently, for a sultan. Head out into the little streets around the Misir Carsisi and many of these things may be purchased at an even more reasonable rate.

For books, in English as well as Turkish, go to the **Sahaflar Carsisi** (book bazaar), which is beside the Beyazit Mosque, just a short walk from the grand bazaar. A quiet, learned atmosphere pervades this little bazaar with its ancient copies of the Holy Koran, exquisite 19th-century travelogues and novels in every language one can imagine. It is said that many of the vendors are

dervishes - something I can easily believe if the gentle learned man who helped me to find a very rare book from the 1940s was anything to go by. Anyone more content and at one with his surroundings would be difficult to find.

Where to stay

A small friendly hotel is the **Ambassador** (approx \$40 a night) in Sultanahmet. An old, rather dark building, it is tucked away behind the main Divan Yolu thoroughfare in Ticarethane Sokak, which readers of my books will immediately recognise as Inspector Ikmen territory. It is very handy for all the main sights and possesses a wonderful rooftop terrace offering fantastic views of Aya Sofya, the Blue Mosque, Topkapi Palace and the Bosphorus. The friendly staff are a joy.

II. Analyzing Editorials; Letters to the Editor; Political cartoons

While news stories are objective and do not overtly express a viewpoint, many newspapers have special pages reserved for presenting opinion. The opinion pages contain subjective views. Here's what you'll usually find in them:

- *Editorial articles* that contain the views of the editorial board of the newspaper and of other journalists who write for the paper. An editorial is an article that presents the newspaper's opinion on an issue and it is usually unsigned. Often a newspaper is known for having a certain political slant, for example favouring a certain political party. This slant, or viewpoint, is usually clearly expressed in editorials. Much in the same manner of a lawyer, editorial writers build on an argument and try to persuade readers to think the same way they do. Editorials are meant to influence public opinion, promote critical thinking, and sometimes cause people to take action on an issue. In essence, an editorial is an opinionated news story.
- *Political cartoons* that illustrate by means of a drawing a view on issues in the news
- *Letters to the editor*, submitted by readers stating their views, often in response to news and opinion articles that have been printed in the newspaper

Editorials

While headline in the news section might read "New Government Bill on Education," the opinion section would contain articles that evaluate the new education bill. A headline in the opinion section might read "Revisions Needed to Make Education Policy Effective". The

headline and the accompanying article present a *judgment* on the event. They take a position on the issue in the news, taking a clear position on an issue is what distinguishes opinion articles from other articles in the newspaper.

Sometimes opinion pages present opposing views on the same news event: "Bad Planning on Education Policy" one article may read, while another may say "New Education Bill a Good First Step." This helps readers see both sides of an issue and perhaps clarify their own ideas on the topics.

Editorials have:

- Introduction, body and conclusion like other news stories.
- An objective explanation of the issue, especially complex issues.
- A timely news angle.
- Opinions from the opposing viewpoint that refute directly the same issues the writer addresses.

Four Types of Editorials Will:

1. *Explain or interpret:* Editors often use this type of editorials to explain the way the newspaper covered a sensitive or controversial subject. School newspapers may explain new school rules or a particular student-body effort.
2. *Criticize:* These editorials constructively criticize actions, decisions or situations while providing solutions to the problem identified. Immediate purpose is to get readers to see the problem, not the solution.
3. *Persuade:* Editorials of persuasion aim to immediately see the solution, not the problem. From the first paragraph, readers will be encouraged to take a specific, positive action. Political endorsements are good examples of editorials of persuasion.
4. *Praise:* these editorials commend people and organizations for something done well. They are not as common as the other three.

After-reading task 1: What's the opinion? Analyze an editorial or other opinion article by answering these questions:

- Who wrote the article? Does it express the opinion of an individual or of the newspaper? How do you know?

- What key words in the headline or first paragraph let you know the opinion expressed in the article?
- What is the issue discussed in the article?
- What type of an editorial is it?
- Is the scope of the issue local, national or international?
- What is the opinion of the newspaper or the writer about the issue?
- What are the reasons the newspaper or writer gives to support the position taken?
- What is your opinion on the issue?

After-reading task 2: Catching the main idea—in two minutes or less: good readers know how to get the main idea from an opinion article very quickly, probably within one minute. They use different methods, but the most common is probably something like this one: (1) Read the headline (2) Read the first paragraph (3) Read the last one or two paragraphs (4) Form a theory of what the main idea is (5) Test your theory by quickly skimming the beginnings of the remaining paragraphs. Let's try this with an editorial that follows. First let's look at the headline, the first paragraph and the last two paragraphs:

If Surakiart goes, so should all the rest

So, we are told, Finance Minister Surakiart Sathirathai could be the first cabinet member to face the axe. We are also told, but from other sources, that the assumption could be too hasty. Even if Prime Minister Banharn is willing to replace Dr Surakiart, finding someone trusted by both Mr Banharn and the public will not be easy, especially since that someone will have to face the kind of antagonistic attention that Dr Surakiart has faced.

By comparison, Dr Surakiart looks like a good minister. Or put it another way, if he goes, so should all the rest.

Already, we should have a good idea of what the editorial is about. We can surely expect some harsh criticism of cabinet ministers other than Finance Minister Dr Surakiart. Clearly they must be far worse than he is and if he is

forced to resign, they should also resign. Let's test our theory by skimming the beginnings of the remaining paragraphs:

- Whatever happens, whenever it happens, the torrent of criticism directed at the former University law dean is unfair.
- Dr Surakiart's one really serious error was when he agreed to be finance minister.
- He can be criticized for being too weak in trying to stamp out inflation.
- But he cannot be blamed for the slump in the stock market.
- The only mistake Dr Surakiart took with regard to the stock market was....
- In all other respects, Dr Surakiart has been as good as we could expect....Not so the rest of the Cabinet..
- In economic policy, for example, just take a look at Commerce Minister....
- Look outside economics...
- And there's the former warrior for democracy, Defence Minister ...

From this brief overview we can be quite confident that the five ministers mentioned apart from Dr Surakiart will come under some very strong criticism indeed.

The language of editorials

The language of news stories must be neutral. Opinions are often expressed in news stories, but they come from the people quoted, not from the writer. In fact, you should not be able to determine the writer's opinion in a news story.

Editorials are almost completely different. The writer's job is to give an opinion. This is done in a number of ways—through adjectives and adverbs, through sarcasm and satire, and through very direct criticism or praise. That is one reason editorials can be fun to read. To give you a taste of a typical editorial below is the full article that was introduced in the above exercise. The underlined words are some of the key words. If the meaning is not clear from the context, consult a dictionary.

If Surakiart goes, so should all the rest

So, we are told, Finance Minister Surakiart could be the first cabinet member to face the axe. We are also told, but from other sources, that the assumption could be too hasty. Even if Prime Minister Banharn is willing to replace Dr Surakiart, finding someone trusted by both Mr. Banharn and the public will not be easy, especially since that someone will have to face the kind of antagonistic attention that Dr Surakiart has faced.

Whatever happens, whenever it happens, the torrent of criticism directed at the former University law dean is unfair. Dr Surakiart has not really made many mistakes. The spotlight should be on other ministers who could do the country far more damage. He can be criticised for being too weak in trying to stamp out inflation. Many economists have done so. But he is backed by the Bank of Thailand and it is still too early to judge conclusively who is right.

But he cannot be blamed for the slump in the stock market. Any lack of confidence has to be blamed on the entire government whose members came to power with such a negative image that restoring confidence is bound to be an uphill struggle. Instead of trying to do that, many ministers have pressed ahead with controversial actions that might just impress their constituents, but not the nation as a whole.

The only mistake Dr Surakiart took with regard to the stock market was to allow himself to be panicked into providing a rescue package. Some stock speculators might be pleased; taxpayers in general should be worried about the package's implied message that the government will always take the risk out of gambling on stocks.

In all other respects, Dr Surakiart has been as good as we could expect from any finance minister. Not so the rest of the Cabinet, and that is why the media's focus on Dr Surakiart is not only unfair to him, but also to the country.

In economic policy, for example, just take a look at Commerce Minister. In he embraces the cause of free trade in the name of tackling inequalities, and he pledges not to allow the bureaucracy to hinder business.

In another he orders the precise opposite: he throttles tapioca exports through the unjustifiable practice of allocating quotas, costing billions in export earnings, and depriving the country's poorest farmers of a large chunk of hard-found income. No one picks up the issue because millions of farmers struggling in poverty in remote areas cannot command the same media attention as one stock investor who shot himself in the middle of Bangkok. The Commerce Minister is not even obliged to give a coherent explanation, and so he rambles

on about Philippine rice farmers and rubber prices as if that had anything to do with tapioca.

Take a look also at Montri Pongpanich whose main enthusiasm at the Agriculture Ministry is to invent new ways for the ministry to buy and sell fertiliser and seeds, build dams and dig waterways, preferably at “top speed” and beyond public scrutiny—just as he did in a previous incarnation with the Hopewell elevated road and rail project. Are the stock speculators interested? Only if one of the favoured companies is listed.

Look outside economics. The Public Health Minister has done nothing to justify his claim to the Interior portfolio. Far from showing that he has the welfare of the public at heart, the Ministers merely succeeded in antagonizing doctors all over the country. And then there's Deputy Prime Minister whose preferred solution to traffic problems is to offer policemen quasi-bribes from his own ample pocket. And there's the former warrior for democracy, Defence Minister, who now finds free speech inconvenient. And so on.

By comparison, Dr Surakiart looks like a good minister. Or put it another way, if he goes, so should all the rest.

Now read the editorial that follows and do the after reading tasks.

Where Have Our Values Gone?

By Mortimer B Zuckerman, editor-in-chief. U.S. News and World report, August 8, 1994, with the permission of the editors.

The fraying of America's social fabric is becoming a national obsession. Three out of every four Americans think we are in moral and spiritual decline. Two out of three think the country is seriously off track. Doubts about the president's character have driven his standing in the polls down about 15 points. Social dysfunction haunts the land: crime and drug abuse, the break-up of the family, the slump in academic performance, the disfigurement of public places by druggies, thugs and exhibitionists. Are we now, to use Sen. Daniel Patrick Moynihan's phrase, “defining deviancy down,” accepting as part of life what we once found repugnant?

We certainly seem to have lost the balance between societal rights and individual freedoms. There are daily confrontations with almost everyone in authority: blacks against the white power structure, women against patriarchy, feminists against feminism, gays against homophobia, children against parents, mothers against matrimony, fathers against child support, churchgoers against the church, students against universities. Instead of a culture of common good, we have a culture of constant complaint. Everyone

is a victim. The have-nots claim victimization at the hands of the successful. Crime is sanctioned by the fact, real or imagined, that the criminal had an unhappy childhood. Gone are the habits American once admired: industriousness, self-discipline, commitment.

The combined effect of these sicknesses, rooted in phony doctrines of liberalism, has been to tax the nation's optimism and sap its confidence in the future. And it is the young who are strikingly vulnerable. They are being deprived – like no previous generation – of the emotional comfort and moral nurturing provided by the traditional family. Instant gratification is the new order of the day. Personal impulses, especially sexual, are constantly stimulated by popular music and television, with other mass media not far behind. TV and music often seem to honor everything that the true American ethic abhors – violence, infidelity, drugs, drinking – and to despise everything that it embraces – religion, marriage, respect for authority.

No wonder it is difficult to sustain parental values and parental community.

Behind the popular culture lies a capitalist system whose development now also contributes to the erosion of family and community. The individual flourishes best in small neighboring communities based on the traditions and habits of the family, the church, the township, where trust, intimacy, and cooperation are prized. But the ideal of the individual in the community is constantly threatened by a market that seeks mobility of labour and capital. We extol the virtues of self-discipline, hard-work, patience and personal responsibility, but market capitalism requires the citizen to be a consumer first, to buy now, pay later and enjoy himself. Altruism is not encouraged in a culture of acquisitive individualism.

There is a great yearning in the country to provide our national life and institutions with a larger moral dimension. The success of the movie *Forrest Gump* lies in its appeal to the decency of Americans. Redemption has to begin with television and education. Children spend more time before the TV set than they do at school. Society must find some way for television to have a higher purpose than making money. Consistent with our nation's commitment to freedom of the press, the president should establish a national commission to review the impact of television and suggest how it might play a more constructive role in our society. Education is an economic imperative since business requires greater skills and sophistication from its employees. But it is also a moral imperative. Everyone who could benefit should have the opportunity not just for learning skills but for learning how to find sustenance in knowledge.

The nation's hunger for a public commitment to social and moral betterment is not a simple nostalgia for the greater simplicities of yesteryear; the clock cannot be put back, it is a profound and anxious desire to arrest decay. But if the dysfunctional trends continue, that anxiety will turn to fear,

and even panic. And when fear comes to dominate social policy, reason and tolerance are at risk. That is our predicament.

Commentary

The headline of the editorial by Mortimer B. Zuckerman is an allusion to a very popular song “Where Have All the Flowers Gone?” by Pete Seeger, the famous American folksinger. The song is very sad as it must have seemed to Seeger that every generation of American boys was doomed to go to war. In this song the flowers are picked by the girls, who marry young men, who go off to war. Seeger goes on to report that the young men are killed (“gone to graveyards, everyone”) and that the graves are soon forgotten. Wild flowers begin to grow on these graves and they are picked by the next generation of girls who do not realize that there are graves under the flowers. These girls in turn marry their sweethearts, who then go off to war. As Seeger asks in his song, “When will we ever learn? Oh, when will we ever learn?”

Surprising as it may seem, the idea of the song was inspired by a Cossack lullaby which was introduced in the West through Mikhail Sholokhov’s novel *And Quiet Flows the Don*. The lullaby tells us about the Cossacks who go to the war leaving their wives and sweethearts behind. The message of this song was borrowed by Seeger in his song which is performed very often and was translated into other languages.

After-reading task 1: read the editorial one more time using a dictionary to translate the words and phrases which are not familiar to you. Now that you know the allusion underlying the headline you can comment on the message of the editorial and its general tone. What are they?

After-reading task 2: vocabulary study

- ***Write out from the text the words with negative and positive connotations which can be used in reference to the message of the editorial. Classify them into nouns, verbs and adjectives.***
- ***Make up a list of phrases which describe the pitiful condition of the morale of American society together with the context in which they are used in the editorial.***
- ***Give definitions to the following words: druggies, thugs, exhibitionists, patriarchy, homophobia, matrimony, liberalism, nostalgia, yesteryear.***
- ***Find idioms used in the text and explain their meaning.***

After-reading task 3: paraphrase the following sentences from the text explaining their meaning.

1. The fraying of America's social fabric is fast becoming a national obsession.
2. The combined effect of these sicknesses, rooted in phony doctrines of liberalism, has been to tax the nation's optimism and sap its confidence in the future.
3. Altruism is not encouraged in a culture of acquisitive individualism.
4. There is a great yearning in the country to provide our national life and institutions with a larger moral dimension.
5. Everyone who could benefit should have the opportunity not just for learning skills but for learning how to find sustenance in knowledge.

After-reading task 4: the editorial consists of several paragraphs. Reread every paragraph attentively and express its contents with a sentence of your own. For example:

Paragraph 1. The modern American society experiences a moral decline.

After-reading task 5: now that you have 6 sentences reflecting the contents of each paragraph, trade down the relations between them. For example, a subsequent paragraph can be an illustration to the main idea of the previous one, or it can state the reason, the consequences or a suggested remedy. Present the skeleton of the editorial together with the connections between the paragraphs in a table:

Paragraph 1. The modern American society experiences a moral decline.	Paragraph 1 introduces the message of the editorial.
Paragraph 2. There are constant confrontations between the members of the society and the authorities.	Paragraph 2 illustrates paragraph 1.

Present your table in the form of a coherent text paying special attention to the connectives between different paragraphs. Mark these connectives. You will get a short summary of the contents of the editorial.

Example: The editorial deals with the moral decline that the American society experiences at present. The statement can be illustrated by the constant confrontations between the members of the society and the authorities.

After-reading task 6: the editorial was written before the terrorist attack which changed the morale of the American society. Write a follow-up to your summary based on the up-to-date information.

Writing an Editorial:

1. Pick a significant topic that has a current news angle and would interest readers.
2. Collect information and facts; include objective reporting; do research.
3. State your opinion briefly in the fashion of a thesis statement.
4. Explain the issue objectively as a reporter would and tell why this situation is important.
5. Give opposing viewpoint first with its quotations and facts.
6. Refute (reject) the other side and develop your case using facts, details, figures, and quotations.
7. Concede a point of the opposition – they must have some good points you can acknowledge, that would make you look rational.
8. Repeat key phrases to reinforce an idea into the reader’s mind.
9. Give a realistic solution(s) to the problem that goes beyond common knowledge. Encourage critical thinking and pro-active reaction.
10. Wrap it up in a concluding punch that restates your opening remark (thesis statement).
11. Keep it to 500 words; make every word count; never use “I”.

Letters to the Editor

Letters to the editor provide readers with a forum in which they can express their ideas or issues in the news or on the opinions expressed in the newspaper.

Task 1: look at current issues of the newspaper for letters to editors. List three issues that currently interest people, judging from the letters to the editor.

Task 2: draft a brief letter to the editor about a subject in the news about which you have an opinion. Remember to express a clear main idea and provide reasons to support your opinion.

Political Cartoons

Political cartoons illustrate some aspect of a political issue, often in simplified terms. Yet often a picture can be very effective in dramatizing an issue one device commonly used in political cartoons is caricature, in which physical features of a person in the news are exaggerated.

Task 1: find a political cartoon in a recent newspaper. Answer these questions.

1. Who or what is pictured in the cartoon?
2. What is the language in the cartoon? Is there a caption on the cartoon? Are there words spoken by the characters? How do the words help you to understand the cartoon?
3. What is the issue presented in the cartoon?
4. What position on the issue does the cartoonist take?
5. Is the cartoon humorous? Satirical? Explain your answer.
6. Did you find the cartoon hard to understand? If so, what information about current events do you need to understand the cartoon?

III. Analyzing Business Articles

The business section of a newspaper contains information that affects people's economic lives. Individuals with money to invest can find information and advice that will help them earn money on investments in stocks, bonds or real estate. Everyone can find information about employment trends and developing career areas. Since we live in a global economy, economic events in other countries that can affect business where you live are reported.

Topics of Business Articles

You will find a variety of articles in the business section, including:

- Articles reporting the financial situation of companies, whether they are running at a profit or at a loss
- Articles reporting new products and technology developed or being developed by business, and how these might affect the business
- Information on whether currencies, such as the dollar, are going up or down in value
- Articles on how political policies and elections are affecting business, etc.

Task 1: analyze a business article by answering these questions

1. What's the headline? How does it help you predict the content and viewpoint of the article?
2. What is the purpose of the article (to report conditions of a company, new product, trends in the stock market, experts' opinion on economic conditions and so on)
3. What is the main idea of the article?
4. Does the article make a prediction about the future? If so, what is the prediction?
5. Does the article give the reader any advice? If so, what is it?

Task 2: the Language of Business

Like all areas, business uses its own special vocabulary. To understand business articles, you need to know terms such as recession, bonds, stocks, futures, bull market. Read two or three business articles. Write down at least five sentences that include words you don't know and underline the words. Make sure you can define the terms. Research the terms that are unknown/

IV. Reading movie reviews

Most of us love to go to the movies — but if there are many movies in town to choose from, the choice can be difficult. Movie reviewers like to help with that choice. Movie reviews are written, not to tell you what to see, but to help you decide whether or not you would like to see a certain film. Movie critics offer their opinions on the qualities of a particular movie. Sometimes their reviews are positive and other times they are negative. Different reviewers may have very different opinions about the same movie. What one movie reviewer finds entertaining, another may find disappointing.

Besides offering their opinions, movie critics also tell a little about the story line to catch our interest and perhaps encourage us to venture to the theatres to see the movies for themselves.

Most reviews include certain kinds of information and to be organised in similar ways. Knowing what to expect can help you get the facts you need and understand the writer's opinions. Here's what you can expect in a typical movie review.

Title and deck	The title of the review and the deck (a sentence in special print above the review) suggest the reviewer's opinion — whether he or she thinks the movie is worth seeing or not.
Where	At the top of the review, is the name the movie and the places where it can be seen.
Introduction	Here the reviewer tells us why he or she thinks the movie is good or not. There is also often a brief summary of what the movie is about, the story line and what kind of movie it is — adventure, horror, romance, for example.
Actors' Roles	This part gives a short description of the main characters and names the actors who play the parts. Reviews refer to roles the actors have played in other movies.
Story line	In this part you find out more about the story line and also where and when the movie takes place and what the setting or mood is. There may be more information about the roles as the reviewer talks about the story line.
Conclusion	The reviewer may conclude with an interesting or thought-provoking question or statement to tempt you to see the movie for yourself. Our local reviewer sometimes makes a link with a local situation or social attitude.

Here is a review of *The Insider*.

Pre-reading Task: before reading the review below make sure the meaning of the following words and phrases is familiar to you:

Superficially, executive, alleged, malpractice, controversial, scoop, ensue, crusade, ally, disclosure, gag, lawsuit, uphold, slick, ranting, incisive, deadpan sense of humour, glamourise.

Now read the review

No smoking without fire

REVIEW: *Heavyweight performances drive this promising Oscar contender.*

The Insider In English at EGV, UA, UMG, Siam Square, Cineplex and World Trade Centre

Director Michael Mann and actors Al Pacino and Russell Crowe combine their eclectic talents to make *The Insider* a powerful suspense drama, a film serious viewers can't afford to miss as the Oscar hopefuls queue up for local screening.

Superficially, the film shows how traditional investigative journalism exposes the shameless lies of greedy businessmen; but at its heart it tells the story of two men's struggle against the mighty forces of the capitalist establishment.

Pacino plays Lowell Bergman, a 60 Minutes producer who persuades Jeffrey Wigand (Crowe), a former executive of a giant tobacco company, to blow the whistle on his former employer's alleged malpractices concerning public health. Bergman finally convinces Wigand to talk, only to find out that his network, CBS, has decided to kill the controversial scoop for fear of ensuing legal troubles. This forces Bergman to go behind his bosses' backs in his crusade to pressure CBS into airing the interview; while Wigand, his sole ally, is left to face the devastating consequences of his disclosures.

More impressive, however, is the Australian-born Russell Crowe. He's perfect for the role of the man who knows too much. Wigand, gagged by the confidentiality agreement he signed with the company, is miserably weighed down by all the secrets he's not supposed to divulge; he speaks in a near whisper, eyes lowered, as if the most crucial parts of his speech get blocked in his throat.

Christopher Plummer plays another key character, Mike Wallace, a veteran correspondent of 60 Minutes and close friend to Bergman.

The Insider is based on the *Vanity Fair* article *The Man Who Knew Too Much*, and the film presents a fairly accurate report of this true account which finally led to the \$246 billion lawsuits between 49 states and the US tobacco industry. But truth isn't what most concerns us: The movie is engaging, fact-packed, fast-paced, and, in a way, inspires us with mixed feelings of anger and surprise at how little we know about the ethical standpoints of these billionaires.

At the centre of the film are the performances of Pacino and Crowe. Bergman is a seasoned newsman who upholds the liberal ideology of a free press ("Are you a newsman or a businessman?," he barks at a CBS executive); and Pacino simply does what he always does best: slick, ranting, incisive, with a deadpan sense of humour. These are the kind of characters films tend to glamourise.

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But despite all the complications, *The Insider* is simple to follow. Unlike other investigative hits, for example *All The President's Men*, which tells the story of how two *Washington Post* reporters uncovered the Watergate scandal, *The Insider* doesn't drown us in an ocean of information. The strategy is clear: This film focuses on the characters, not the process.

And, alas, that only makes me wish to see characters like Bergman and Wigand in this country — not the self-proclaimed heroes, but people who're at least interested in telling the truth about the cigarettes we smoke, the water we drink, the chickens we eat.

After-reading task 1: translate into Russian:

- To combine eclectic talents
- Serious viewers can't afford to miss
- To expose shameless lies
- Controversial scoop
- To air the interview
- To pressure into doing something
- Sole ally
- Devastating consequences
- Confidentiality agreement
- To divulge secrets

? *What does the phrase "to blow the whistle" mean?* (Consult an English-English dictionary)

After-reading task 2: try to write your own review either of a movie you have recently seen or one you like best. Use the chart with the parts of the review to help you.

V. Disputes

If you think about it, a large percentage of news stories involve disputes of some kind. Strikes, nasty divorces, protests, and wars are all forms of disputes. Since they can be dramatic and affect large numbers of people, such stories appear in the newspaper virtually every day. All disputes have basic similarities and this makes it easy to form a plan for reading about them. Below are some of the factors you should consider in reading a story about a dispute.

At least two sides and one grievance

Disputes have at least two opposing sides and at least one *grievance*. Thus, to understand a dispute you must find the information which identifies the opposing sides and explains why they are in disagreement.

A recognisable sequence

Disputes begin with a grievance and usually move through a number of stages before reaching a *resolution*. If the process is peaceful, the *adversaries* rely heavily on discussions and negotiations to gain an agreement. They may even bring in outsiders to *mediate*. If necessary they may use the courts—or perhaps even an election. Particularly bitter disputes, however, can result in violence. Disputes can be resolved through compromises or they can favour one side over another. In the most extreme cases, one of the adversaries may suffer total defeat, even destruction.

In reading a story about a dispute, think about what stage it has reached, *i.e.*, what has happened thus far, and what is likely to happen next. What attempts have been or are being made to reach a settlement? Will the opposing sides be able to reach an agreement by themselves or will it be necessary to bring in outside mediators or perhaps leave it to a court to decide?

Pressure tactics

Adversaries try to gain advantages in even the most peaceful disputes. They do this in many ways, but most disputes reported in the *Bangkok Post* involve some type of pressure. Individuals or groups may threaten *demonstrations*, *boycotts*, legal action, strikes or even violence. And if they don't succeed in winning their demands, they are quite likely to carry out these threats. Their opponents may make counter-threats of their own and they, too, have a whole set of tactics available. Companies faced with a strike, for example, may lock out their employees. Governments may jail protesters and, in extreme cases, countries may take up arms against a disagreeable neighbouring country. All this, of course, makes news.

When you read about a dispute, consider the tactics used by each side. Also consider which side seems to have the stronger position. In a strike, for example, consider how long each side is likely to be able to continue without

suffering severe damage. Which side seems to have the most public support? Or if the courts become involved, which side seems to have the stronger case?

After-reading task: find a dispute article and analyze it (the following questions will help you)

1. As you read, try to determine the opposing sides. Who is involved in the dispute?
2. What is the grievance that caused the dispute, and the demands made?
3. What attempts have been made to resolve the dispute and what additional steps might be taken.
4. Why do you think this story is in the news? Are any pressure tactics being used?
5. What tactics are both sides using to strengthen their positions?

Additional Exercise: Newspaper Parts.

Now that you've learnt quite a bit about the newspaper try to identify the 18 typical extracts from different parts of a newspaper given below.

Obituary football report television preview
horoscope
Gossip column auction report travel and holidays
editorial
New car report caption parliamentary report
Gardening tips recipe headline

- (a) The word is that Clinton Ross, 32, playboy son of US steel billionaire Dwight Ross, has left his girlfriend, Lee-Ann Van Post, 26, and is now in Europe.
- (b) Prince Edward (left) enjoys a joke with actor Sam Cool (centre).
- (c) PREMIER TO PROBE RIDDLE OF 'SPIES IN MINISTRY'
- (d) He received a number of international literary awards, culminating in the Nobel Prize for Literature in 1986. He leaves a widow and two sons.
- (e) Today is a good day to do business but a bad one for romance. Don't take the members of the opposite sex too seriously today.
- (f) Our front page today gives details of the government's new economic proposals. Our readers may think, as we do, that these measures are too little and too late. We say to the government, not for the first time, it is time...
- (g) Mix two eggs yolks with butter in a frying-pan over a low gas. Add sugar and then...

- (h) A pair of silver George II candlesticks fetched \$17,000. Bidding was low for Victorian oil paintings but a landscape by Somers went for \$55,000.
- (i) Robson equalized with a header from 5 yards just before the half-time whistle.
- (j) The cheapest bucket-shop air-return to Hong Kong is now about \$480 and Hong Kong is a good base to visit China and Taiwan. The best season is...
- (k) Mr Richard Caulder (West Hall, Labour) asked if the Minister of Transport could inform MPs of train-fare concessions for pensioners. However, the Speaker declared that...
- (l) Now is the time to plant roses. Put trees in at least 2' apart, and cover roots with soil.
- (m) A hard-hitting documentary series starts tonight at 10:30 p.m. Viewers might be shocked at scenes of...
- (n) Road holding and fuel consumption are good but otherwise the performance lacks zip.

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READING AND UNDERSTANDING

NEWSPAPERS

Учебное пособие

Печатается в авторской редакции
Компьютерная верстка, макет Т.В. Кондратьева

Лицензия ИД № 06178 от 01.11.2001. Подписано в печать 05.04.05. Формат 60x84/16.
Бумага офсетная. Печать офсетная. Усл.-печ. л. 3,5; уч.-изд. л. 3,75. Гарнитура Times.
Тираж 200 экз. Заказ №
Издательство «Самарский университет», 443011, г. Самара, ул. Акад. Павлова, 1.
УОП СамГУ, ПЛД № 67-43 от 19.02.98.