

Lesson 15: News & Media

Types of Media (Виды СМИ)

First of all, in Russian the word 'media' is translated as '**средства массовой информации**' and often referred simply as '**СМИ**'. Sometimes you can see the word '**мэдиа**' as well, which came into the language from English.

'Media' refers to all forms of broad communication that reach large numbers of people. It includes:

- newspaper (**газэ́та**) – usually published daily or weekly;
- magazine (**журна́л**) – usually published weekly or monthly;
- radio (**ра́дио**) and TV (**телеви́дение**) are two types of media that broadcast (**ве-ща́ть**) electronically;
- the Internet (**интерне́т**).

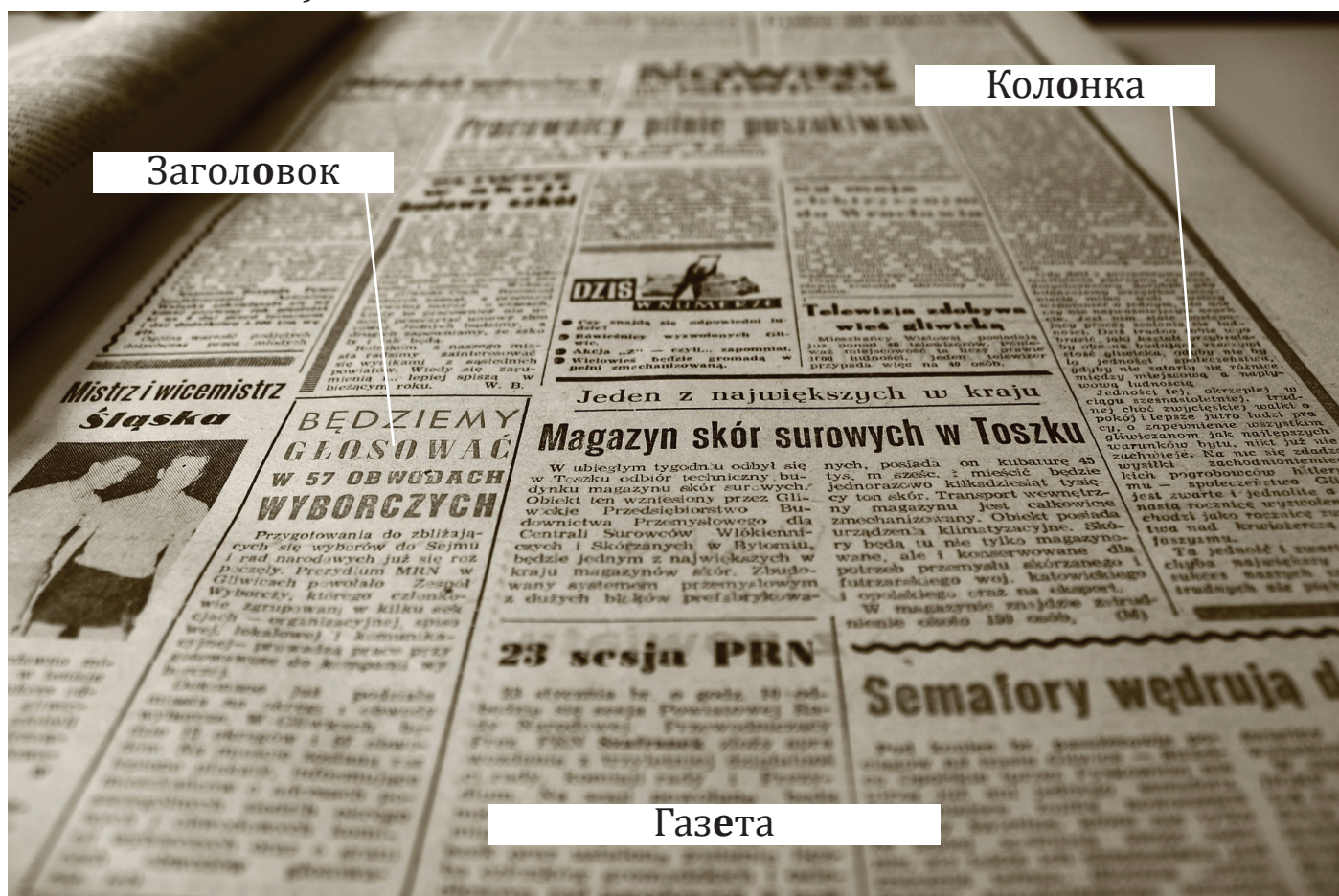
Newspaper (Газэ́та)

You can buy newspapers and magazines in a newsstand (**газе́тный ки́оск**). Or you can buy a subscription (**подпи́ска**) and they will be delivered to your house.



The title of a newspaper article is called the 'headline' (**заголовок**). The most interesting or important news is usually printed on a front page (**первая полоса**).

Text is usually placed in columns (**колонка**). When someone has a job for the newspaper or writes for one, they say 'he has a column in the newspaper' (**у него колонка в газете**).



Many newspapers include the following sections:

- Local news (**местные новости**), national news (**национальные / российские новости**, national news for Russian is Russian news), and international news (**международные новости**);
- information about events in the city/area, country, and world (**информация о событиях в городе / стране / мире**);
- Business & Finance (**бизнес и финансы**);
- Sports (**новости спорта**);
- Entertainment/Leisure (**раздел развлечений**) – this section has information about activities you might do for fun, like festivals, concerts, and plays. It might also have movie reviews (**рецензия**) – evaluations of the new movies.
- Opinion / Columns (**авторские статьи и колонки**) – the main articles of a newspaper are supposed to report only the facts, but some papers have a special section for expressing opinions.
- Classified ads or Classifieds (**частные объявления**) – small advertisements by people who want to buy or sell things, looking for or offering a job, etc.
- Obituaries (**некролог**) – reports about people who have died recently, describing the person's life or the words from the colleagues, friends or relatives.

People Working in Media (Люди, работающие в СМИ)

The general word for people who work in the media is the press (**прэсса**). When a company, politician, or celebrity holds a press conference (**пресс-конференция**), that's a meeting with reporters (**репортёр**). There is also a press release (**пресс-релиз**), a publication designed specifically to inform the media about an event.

The word 'reporter' can be used for someone who writes articles for a newspaper or presents news on TV. People who stay inside the TV studio are the news anchors (**ведущий новостей** or simply **ведущий**). The news anchors usually introduce the story and then transfer it to a correspondent (**корреспондент**), a reporter who presents news from another location. The person who films the correspondent is the cameraman/camerawoman (**оператор**).

Newspapers and magazines have an editor (**редактор**) who revises and improves articles before they are published, and a proofreader (**корректор**) who checks for errors.



Photographers (**фотограф**) take pictures (**фотография**) for the media. The most aggressive photographers usually pursuing celebrities are called 'paparazzi' (**пара́нци**).

On the radio, a person who presents the show is called the 'host' (**радиоведущий** or sometimes **радио диджэй**). Many radio hosts are commentators: they are presenting their opinions, not just the facts. Radio shows often include sound bites (**звуковой фрагмент**) – short audio recordings from previously recorded speeches (**речь**), interviews (**интервью**), or events (**событие**).



Фотограф



Радиоведущий

Journalism (Журналистика)

Some stories are interesting and deserve to be covered (**освещать**) or reported (**расследовать**) by the media. The “in-depth coverage” (**всестороннее освещение**) means a very detailed reporting about an event or issue. The news may include eyewitness reports (**свидетельские показания**) – reports from people who saw the event personally, with their own eyes. A person from whom a journalist (**журналист**) gets the information is called a 'source' (**источник информации** or simply **источник**). Some sources have their names published, and others prefer to remain anonymous (**анонимный источник**).

Some people prefer to say things “off the record” (**не для протокола** or **не для записи**) – meaning their words should not be recorded or published. The mainstream media (the big, popular news agencies) is supposed to be objective (**объективный**) – meaning to tell only the facts, without including opinions. However, it is possible to “spin” the facts – present them in a way that indirectly expresses an opinion, or influences the listener/reader in a certain way. The reporting that is not objective can be described as 'biased' (**необъективный**). And the material that is specifically designed to influence the beliefs of the listeners/readers is called propaganda (**пропаганда**). The media which is focused on sensationalism (**сенсация**) is called 'tabloid' (**таблoид**) – magazines that focus on celebrity gossip (**сплетня**), private information (**информация о частной жизни**) and rumors (**слух**), and stories that may or may not be true. The excessive publicity and excitement in media or advertising is often called hype (**хайп**). There might be a lot of hype around a new movie or a new product, or a report of a scandal, threat, or other major event.

Упражнения по произношению (Pronunciation practice)

Виды СМИ, средства массовой информации, СМИ, медиа, газета, журнал, радио, телевидение, вещать, интернет, газетный киоск, подписка, заголовок, первая полоса, колонка, у него колонка в газете, местные новости, российские новости, международные новости, информация о событиях в городе / стране / мире, бизнес и финансы, новости спорта, раздел развлечений, рецензия, авторские статьи и колонки, частные объявления, некролог, люди, работающие в СМИ, пресса, пресс-конференция, репортёр, пресс-релиз, ведущий новостей, ведущий, корреспондент, оператор, редактор, корректор, фотограф, фотография, папарацци, радиоведущий, радио диджей, звуковой фрагмент, речь, интервью, событие, журналистика, освещать, расследовать, всестороннее освещение, свидетельские показания, журналист, источник информации, источник, анонимный источник, не для протокола, не для записи, объективный, необъективный, пропаганда, сенсация, таблоид, сплетня, информация о частной жизни, слух, хайп.

Quiz 1. Fill in the blanks

Журналист, подписка, международные новости, СМИ, фотограф, пропаганда, источник, свидетель, интервью, необъективный, пресс конференция, не для протокола, корректор.

1. I wouldn't trust Russian _____, they all are _____
2. They used a strange _____ as a _____ of information, I wouldn't trust him even as much as a burnt match.
3. I love this _____, he is able to discover such interesting things!
4. He is a nice _____, he works for a big newspaper and takes amazing pictures!
5. She is sure that the _____ is used only for internal _____.
6. _____, but police thinks it wasn't a suicide.
7. Why wouldn't they hire a better _____? They have so many mistakes in the text!
8. They even had to organize a _____ to talk about this event.
9. I have a _____ for my morning newspaper.
10. They took an _____ from him, but he didn't sound very convincing.

Quiz 2. Fill in the blanks



Der Staatsmann
Sindenburg — Der Führer Deutschlands
Ein Mann hat sich ganzes Leben hingeweiht
für ein Ziel in einer Welt, die sich verändernd
entwickelt. Er hat die Ziele und die Pläne
gesetzt, die heute die Welt bestimmen. Er
hat die Wege geebnet, die heute die Welt
führen. Er hat die Menschen zu ihrem
Besten angeregt, zu ihrem Besten.

Das deutsche Herz
Sindenburg
Reine Spekulation auf internationalen Werten
nicht die Weltansehen, welche das Reichsbank
gebühren des Internationalismus bezieht.
Pflicht und Treue
gegen den großen Weltmarkt in diesem
das Reichsbank.

Wer Marx wählt...
Seit 1925 ist dieser Mann Kandidat für
den Posten des Reichspräsidenten. Er ist
ein Mann von Ideal und von Tat. Er hat
sein Leben für die Freiheit und für die
Gerechtigkeit geopfert. Er hat die
Menschen zu ihrem Besten angeregt.

Keys to the Quiz 1. Fill in the blanks

1. I wouldn't trust Russian СМИ, they all are необъективный
2. They used a strange свидетель as a источник of information, I wouldn't trust him even as much as a burnt match.
3. I love this журналист, he is able to discover such interesting things!
4. He is a nice фотограф, he works for a big newspaper and takes amazing pictures!
5. She is sure the международные новости is used only for internal пропаганда.
6. Не для протокола, but police thinks it wasn't a suicide.
7. Why wouldn't they hire a better корректор? They have so many mistakes in the text!
8. They even had to organize a пресс конференция to talk about this event.
9. I have a подписка for my morning newspaper.
10. They took an интервью from him, but he didn't sound very convincing.

Keys to the Quiz 2. Fill in the blanks



Einzelpreis 15 G. M.



Münchner Neueste Nachrichten

Stabs-Druckerei

Handels- und Industrie-Zeitung, Alpen- und Sport-Zeitung, Theater- und Kunst-Chronik

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Das deutsche Herz
Stadensburg
Pflicht und Treue

Freitag, 24. April 1925 / Nr. 210 / München

Der Staatsmann

Hindenburg — der Führer Deutschlands

Ein Mann hat sein ganzes Leben eingelebt in einem Stand in einer Welt, die sich nicht von ihm lösen konnte. Ein Mann, der in den besten Jahren seines Lebens den größten Teil seiner Kraft in den Dienst der Nation opferte. Ein Mann, der in den besten Jahren seines Lebens den größten Teil seiner Kraft in den Dienst der Nation opferte.

Das deutsche Herz

Stadensburg

Keine Spekulation auf konstitutionellen Boden, nicht die Millionen, welche das Reichsbanner als Schutzwehr des Internationalismus besitzt, werden...

Pflicht und Treue

gegen den großen Selbstmordfall in bayerischen Wahlen erheben können.

Wer Marx wählt...

Колонка

Warum das große Verbrechen nicht und bei im Werke eines der höchsten bürgerlichen Orden ist, der erst vor wenigen Wochen vom Staat mit dem höchsten Ehren ausgezeichnet wurde, erhalten wir eine Aufzeichnung, die wir folgendes entnehmen:

Es war im Jahre 1910 auf dem deutschen Reichstag... Das stand ein Mann auf der Rednertribüne und ließ sich folgendes entnehmen:

Bitte Anzeigen: Für wer Anzeigen...
Bitte Anzeigen: Für wer Anzeigen...
Bitte Anzeigen: Für wer Anzeigen...