



НАРОДНА УКРАЇНСЬКА АКАДЕМІЯ

**RELATIONS
MASS MEDIA**

Навчальний посібник з усної практики
для студентів IV курсу
факультету "Референт-перекладач"

Видавництво НУА

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

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UNIT 1. RELATIONS

VOCABULARY STUDY

Family

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

Relatives

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

Names

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

Family likeness

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

Age

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

Love and marriage

To be married to somebody, to marry somebody, to get married, to marry into the Evans family, to be engaged, engagement, to go out with, to date a girl, to make a date with a girl for 7 o'clock, to court somebody, courtship, to have a steady girl(boy)-friend, to flirt, love at first sight, to fall in love with, to be in love with each other, to

ask for a girl's hand, to propose to, to meet with a refusal, to accept, wedding ceremony, a match, a love match, a marriage of convenience, a wedding, a silver/golden wedding, wedding anniversary, a bridegroom, a fiancé, a bride, a fiancée, a bridal pair, a best man, a bridesmaid, a witness, the registry office, to sign the register, a married couple, a husband, a wife, a newly married couple= newly weds, a wedding ring/guest/gift/cake, a honeymoon, to honeymoon, a dowry, to live with, to marry somebody for his money, to divorce somebody, to be/get divorced from, to be separated, to get on well with, to be widowed, a widow, a widower, a grass widow, ex-husband/wife, to be/remained single, a single man/woman, a spinster, an old maid, a bachelor.

Friends

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

People

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

Nice

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

Nasty

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

Neutral

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

Relationships

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

Intellectual ability

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

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

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

Attitudes towards life

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

Calm or not calm with regard to attitude to life: relaxed, tense. Practical, not dreamy in approach to life: sensible, down-to-earth. Feeling things very intensely: sensitive.

Attitudes towards other people

Enjoying others' company: sociable, gregarious.

Disagreeing with others: quarrelsome, argumentative.

Taking pleasure in others' pain: cruel, sadistic.

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

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

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

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

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

Happiness and unhappiness

You feel:

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

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

only 'a contented person'.

cheerful when life is looking quite bright and positive.

grateful when someone has done you a favour.

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

miserable when everything seems wrong in your life.

discontented when your life is not giving you satisfaction.

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

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

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

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

Excitement, anger and anxiety

You feel:

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

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

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

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

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

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

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

apprehensive when you are slightly nervous or anxious about something in the future.

worried when anxious thoughts are constantly going through your head.

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

Words and expressions relating to desiring

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

He desired her the moment he saw her.

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

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

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

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

Long for means to wish for something very much.

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

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

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

Words and expressions relating to disliking

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

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

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

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

Ways of addressing loved ones.

dearest sweetheart darling love dear pet

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

Texts for discussion

Text 1

Relations with friends

Relations with friends take one of the most part of teenagers life. Friends make a great influence on character, self esteem, they make and enrich us.

Friends are people who can always support us, we can share problems that we not always can share with parents. In difficult life situations you can rely on your friends.

That is why the choice of friends is very important, your personal development, security and social skills will depend on it. Teenagers should not make friends with people who want to make bad influence.

Friendship is usually stronger if teenagers are connected by the same activity, like study, hobby, and common interests.

What is necessary for successful relations?

The basis of friendship is trust. Friends share secrets with each other and when one tells them to others, relations can break up. People will hardly want to have you as a friend if you can not keep secrets.

Friends should be good listeners. Sometimes being heard can help a person more than anything else.

Conflicts should be avoided. But in conflict situation teenagers should try to find constructive solution. It is harmful for relations to start blaming each other and remembering all previous faults.

True friends are not afraid to criticize each other but they do it in friendly manner, they tell truth. Be afraid of friends who always flatter and tell only pleasant things, in this case you should think why have they become your friends.

Real friends always help each other and do not wait to be asked to help. Some people are too shy to ask for help. But never insist if your friend refuses your help, he

might have his own personal reasons for this, only assure him that you are here if he changes his mind.

True friends are always devoted to each other, no matter what happens.

We asked students to give the definition of the word "friendship".

Here what they tell us.

Best friends are in a special category in our lives. They did not earn the accolade 'best' for nothing, That joint prize was won after lots of joy, effort, hardship, companionship and affection.

With best friends, you make an investment for life and the dividends are priceless.

Here are 20 differences which illustrate the differences between friends and best friends.

1. Friends will always be complimentary, but best friends will give you honest feedback.

Friends will always be ready to pat you on the back or praise you, but never dare to criticize you or give you honest feedback. Best friends, however, are there when you might have to confront a drinking problem or get a nasty looking lesion on your back treated. They will tell you straight on that you are going down the wrong road.

2. Friends may call you often, but best friends call you every day.

How many times have you heard of friends who say they have lost touch with their other friends? Friendship, like a garden, needs daily watering. With best friends, you call each other every day and your friendship will always blossom.

3. Friends will not root for you, but your best friends will.

When you break up with a significant other, your best friend sympathizes and empathizes and says something like, "That bitch/bastard, you dodged a bullet there."

Friends will probably ask what you will do now and simply put on a worried look.

4. Friends won't give you advice when you really need it, but best friends will.

Friends may take the time out to listen, but there is no guarantee they will be able to guide you. Your best friend will sit down and offer his or her advice and practical wisdom when things go pear shaped.

5. Friends may be cautious about invites, but your best friends are not.

You invite some friends to a party and all they want to know is who will be there and what their relationship statuses are. Best friends will go with you, whatever the scene.

They are just great fun to be with and will inspire you with their good humor and zest for life, without asking cautious questions beforehand.

6. Friends will not care about loyalty, but best friends value it highly.

When people start to talk badly about you, friends may steer clear and will certainly not stand up for you because they are not committed. Best friends, on the other hand, know and value loyalty and will defend you to the hilt.

7. Friends may be lukewarm supporters, but your best friends are always there.

When you want to apply for that dream job, friends have a habit of warning you of the competition that you may face. Best friends might do that too, but they are the ones who will also tell you to go for it.

They always remind you of all your great qualities, skills and experience.

8. Friends may joke, but your best friends remember all of your inside jokes.

Your best friend has all your inside jokes on his or her Rolodex and is ready to trot them out on the right occasion. Friends will probably have difficulty in remembering that particular little episode or may have forgotten it completely.

9. Friends may help you out, but best friends are there 24/7.

You might hesitate to call a friend if you have a soaring temperature at 2.a.m., but you can always phone your best friend for advice or just a sympathetic word.

10. Friends cannot always keep secrets, but best friends can.

We once had a mutual friend who always told her friends that “This is strictly confidential.” It never was! With your best friends, you know that your secrets are 100% safe.

11. Friends will rarely mention your mistakes, but your best friends will.

We all make mistakes in relationships, work and in family matters. Friends will rarely go the extra mile, but your best friends will always be able to tell you what went wrong and help you not to make the same mistake again.

12. Friends are conscious of paying back, but best friends never think about that.

Whether it is money or favors, friends are always willing to pay back and expect their friends to remember to do so! With best friends, this is never even an issue and there is no counting to be done.

13. Friends do not understand the ins and outs of your love life, but best friends do. Friends may not be willing to invest all that time and effort, and you may not feel confident enough to go into all the details. Best friends are great listeners and they know all the details, good and bad.

14. Friends may be strict timekeepers, but best friends are flexible.

We know punctuality is important, but sometimes friends take it to extremes and your 20 minutes to get ready seems like a spaceship launch countdown when certain friends are present. Best friends are totally relaxed and can occupy their time by doing something else while waiting.

15. Friends are wary of your obsessions, but best friends accept them.

We all have our obsessions. With friends, we may have to be a little careful because they seem to think that being weird is not quite mainstream and they may often frown. Best friends just laugh off each other’s obsessions though and can joke about them.

16. Friends do not want to hear the same things all the time, but best friends thrive on repetition.

The same old stories, the inside jokes, the things we repeat over and over again, are all doled out carefully with friends because we are afraid of being repetitive. Best friends tolerate and thrive on repeating the same old things and know how it adds reassurance and comfort to a friendship.

17. Friends do not view you as a real soul mate, but best friends do.

Friends are great for company, fun and being supportive. But best friends are like getting an upgrade. The idea of being a soul mate is completely natural for them because you will always be there for each other and understand each other perfectly.

18. Friends may not be there in the hard times, but best friends will.

Have you noticed how friends are suddenly busy when illness, hardship and depression strike? They fade away like melting snow. Watch the video here to show how best friends will never have to face that problem.

19. Friends may be happy about your wedding, but your best friend is over the moon. When you announce your wedding or some other happy event, your friends will smile and be enthusiastic. But your best friends go one step further and get more excited about it than you even are.

20. Friends may be jealous, but best friends never are. Jealousy can wreck many a friendship. There may be sensitivities that are never revealed and they may then ruin a friendship like weeds in a garden. Best friends are never jealous because their bond has thrived on openness, trust, loyalty and being supportive. Their garden is in full bloom.

Topics for discussion

1. Signs Of Negative People
2. Who is the best friend?
3. A friend or an acquaintance?

Text 2

What can help your relationship

Life can become a lonely thing without the physical touch that makes us feel connected to other people. A lack of touch in relationships could make a person feel unwanted, especially if touch is how your partner expresses their love for others. A little hug goes a long way. Here are the ways physical touch helps your relationship.

1. Touch can calm your nerves.

Feeling stressed out and exhausted after a hard day of work? A simple hug could be the answer to your ails. A warm embrace with a person you love can help you find a reason to smile when there is a dark cloud overhead. Hugs release the hormone oxytocin which in turn lowers your heart rate and cortisol levels. Cortisol causes things like fat gain, heart disease, and high blood pressure, so physical touch isn't just calming, but also healthy.

2. Hugs can make angry people comfortable.

Fights are par for the course in relationships but when they become too frequent, expressions of love can make all the difference. Being constantly mad at a partner isn't my idea of fun. The next time you find yourself in a fight that escalates to the point that you feel uncomfortable, offer a hug or hold your partner's hand. While this won't magically solve your problems, it will make it more likely that cool heads will prevail.

3. A quick touch can keep you connected on the go.

It doesn't require a huge amount of touching to create positive connection that will make you feel happy and fulfilled in your relationship. If you're running out the door to work, give your partner a quick hug and kiss before you go. This will offer a spark of comfort and happiness that will help you get through your day. A light brush of your knees under the table will help you feel connected while you're out for dinner with friends. You could go see a scary movie or walk at the park for a perfect excuse to hold hands.

A few years ago, a grandmother I loved dearly passed away and I was so upset that I didn't know what to do. The activity-of-the-day was crying without pause. My girlfriend at the time was worried about me, so I met her at a local park. Without saying a word, she wrapped her arms around me and the flood-gates opened. I cannot express in words how much better this simple embrace made me feel. When it feels like your world has turned upside down, few things offer more comfort than a big hug from the person you love. If your partner comes to you with a crisis, don't assume you need to say anything: simply open your arms, let them in, and hold them tightly.

Friendships have a huge impact on your health and happiness. Good friends relieve stress, provide comfort and joy, prevent loneliness and isolation, and even strengthen your physical health. But close friendships don't just happen. Many of us struggle to meet people and develop quality connections. Whatever your age or circumstances, though, it's never too late to make new friends, reconnect with old ones, and greatly improve your social life, emotional health, and overall well-being.

Text 3

Why are friends so important?

Our society tends to place an emphasis on romantic relationships. We think that if we can just find that right person, we'll be happy and fulfilled. But research shows that friends are actually even more important to our psychological welfare. Friends bring more happiness into our lives than virtually anything else.

Developing close friendships can also have a powerful impact on your physical health. Lack of social connection can be as damaging as smoking, drinking too much, or leading a sedentary lifestyle. Friends are even tied to longevity. A recent Swedish study found that, along with physical activity, maintaining a rich network of friends can add significant years to your life.

The benefits of friendships

While developing and maintaining friendships takes time and effort, good friends can:

Improve your mood. Spending time with happy and positive friends can elevate your mood and boost your outlook.

Help you to reach your goals. Whether you're trying to get fit, give up smoking, or otherwise improve your life, encouragement from a friend can really boost your willpower and increase your chances of success.

Reduce your stress and depression. Having an active social life can bolster your immune system and help reduce isolation, a major contributing factor to depression.

Support you through tough times. Even if it's just having someone to share your problems with, friends can help you cope with serious illness, the loss of a job or loved one, the breakup of a relationship, or any other challenges in life.

Support you as you age. As you age, retirement, illness, and the death of loved ones can often leave you isolated. Having people you can turn to for company and

support can provide purpose as you age and serve as a buffer against depression, disability, hardship and loss.

Boost your self-worth. Friendship is a two-way street, and the “give” side of the give-and-take contributes to your own sense of self-worth. Being there for your friends makes you feel needed and adds purpose to your life.

Text 4

Why online friends aren't enough

Technology has shifted the definition of friendship in recent years. With the click of a button, we can add a friend or make a new connection. But having hundreds of online friends is not the same as having a close friend you can spend time with in person. Online friends can't hug you when a crisis hits, visit you when you're sick, or celebrate a happy occasion with you. Our most important and powerful connections happen when we're face-to-face. So make it a priority to stay in touch in the real world, not just online.

A friend is someone you trust and with whom you share a deep level of understanding and communication. A good friend will:

Show a genuine interest in what's going on in your life, what you have to say, and how you think and feel about things.

Accept you for who you are

Listen to you attentively without judging you, telling you how to think or feel, or trying to change the subject.

Feel comfortable sharing things about themselves with you As friendship works both ways, a friend is also someone you feel comfortable supporting and accepting, and someone with whom you share a bond of trust and loyalty.

Focus on the way a friendship feels, not what it looks like

The most important quality in a friendship is the way the relationship makes you feel—not how it looks on paper, how many things you have in common, or what others think. Ask yourself:

Do I feel better after spending time with this person?

Am I myself around this person?

Do I feel secure, or do I feel like I have to watch what I say and do?

Is the person supportive and treat me with respect?

Is this a person I can trust?

The bottom line: if the friendship feels good, it is good. But if a person tries to control you, criticizes you, abuses your generosity, or brings unwanted drama or negative influences into your life, it's time to re-evaluate the friendship. A good friend does not require you to compromise your values, always agree with them, or disregard your own needs.

Tips for being more friendly and social (even if you're shy)

If you are introverted or shy, it can feel uncomfortable to put yourself out there socially. But you don't have to be naturally outgoing or the life of the party to make new friends.

Focus on others, not yourself. The key to connecting to other people is by showing interest in them. When you're truly interested in someone else's thoughts, feelings, experiences, and opinions, it shows—and they'll like you for it. You'll make far more friends by showing your interest rather than trying to get people interested in you. If you're not genuinely interested in the other person, then stop trying to connect.

Self-disclosure: the key to turning acquaintances into friends

We all have acquaintances—people we exchange small talk with as we go about our day or trade jokes or insights with online. These relationships can be fulfilling in their own right, but what if you want to turn a casual acquaintance into a true friend?

Friendship is characterized by intimacy. True friends know things about each other: their values, struggles, goals, and interests. If you'd like to transition from acquaintances to friends, open up to the other person.

You don't have to reveal your most closely-held secret. Start small with something a little bit more personal than normal and see how the other person responds. Do they seem interested? Do they reciprocate by disclosing something about themselves?

Text 5

What is friendship?

Friendship takes two, so it's important to evaluate whether the other person is looking for new friends.

Do they ask you questions about you, as if they'd like to get to know you better?

Do they tell you things about themselves beyond surface small talk?

Do they give you their full attention when you see them?

Does the other person seem interested in exchanging contact information or making specific plans to get together?

If you can't answer "yes" to these questions, the person may not be the best candidate for friendship now, even if they genuinely like you. There are many possible reasons, so don't take it personally!

We tend to make friends with people we cross paths with regularly: people we go to school with, work with, or live close to. The more we see someone, the more likely the chance is of a friendship developing. So look at the places you frequent as you start your search for potential friends.

Another big factor in friendship is common interests. We tend to be drawn to people we share things with: a hobby, the same cultural background, a shared career path, kids the same age. Think about activities you enjoy or the causes you care about. Where can you meet people who share the same interests?

Making new friends: Where to start

When looking to meet new people, try to open yourself up to new experiences. Not everything you try will lead to success but you can always learn from the experience and hopefully have some fun.

Volunteering can be a great way to help others while also meeting new people. Volunteering also gives you the opportunity to regularly practice and develop your social skills.

Take a class or join a club to meet people with common interests, such as a book group, dinner club, or sports team. Websites such as Meetup.com can help you find local groups or start your own and connect with others who share similar interests.

Walk a dog. Dog owners often stop and chat while their dogs sniff or play with each other. If dog ownership isn't right for you, volunteer to walk dogs from a shelter or a local rescue group.

Attend art gallery openings, book readings, lectures, music recitals, or other community events where you can meet people with similar interests. Check with your library or local paper for events near you.

Behave like someone new to the area. Even if you've lived in the same place all your life, take the time to re-explore your neighborhood attractions. New arrivals to any town or city tend to visit these places first—and they're often keen to meet new people and establish friendships, too.

Cheer on your team. Going to a bar alone can be intimidating, but if you support a sports team, find where other fans go to watch the games. You automatically have a shared interest—your team—so it can be easy to start up a conversation.

Unplug. It's difficult to meet new people in any social situation if you're more interested in your phone than the people around you. Remove your headphones and put your smartphone away while you're in the checkout line or waiting for a bus, for example. Making eye contact and exchanging small talk with strangers is great practice for making connections—and you never know where it may lead!

Tips for strengthening acquaintances

Invite a neighbor or work colleague out for a drink or to a movie. Lots of other people feel just as uncomfortable about reaching out and making new friends as you do. Be the one to break the ice. Your neighbor or colleague will thank you later.

Connect with your alumni association. Many colleges have alumni associations that meet regularly. You already have the college experience in common; talking about old times can be an easy conversation starter. Some associations also sponsor community service events or workshops where you can meet more people.

Track down old friends via social media sites. Make the effort to reconnect and then turn your “online” friends into “real-world” friends by meeting up for coffee instead of chatting on Facebook or Twitter.

Carpool to work. Many companies offer carpool programs. If your employer doesn't, simply ask your colleagues if they would like to share rides. It's a good conversation starter and will help you connect with people who live near you.

Overcoming obstacles to making friends

Is something stopping you from building the friendships you'd like to have? Here are some common obstacles—and how you can overcome them.

If you're too busy...

Developing and maintaining friendships takes time and effort, but even with a packed schedule, you can find ways to make the time for friends.

Put it on your calendar. Schedule time for your friends just as you would for errands. Make it automatic with a weekly or monthly standing appointment. Or simply make sure that you never leave a get-together without setting the next date.

Mix business and pleasure. Figure out a way to combine your socializing with activities that you have to do anyway. It could be going to the gym, getting a pedicure, or shopping. It's an easy way to spend time together while still being productive.

Group it. If you truly don't have time for multiple one-on-one sessions with friends, set up a group get-together. It's a good way to introduce your friends to each other. Of course, you'll need to make sure everyone's compatible.

If you're afraid of rejection...

Making new friends means putting yourself out there, and that can be scary. It's especially intimidating if you're someone who's been betrayed, traumatized, or abused in the past, or someone with an insecure attachment bond. But by working with the right therapist, you can explore ways to build trust in existing and future friendships.

For more general insecurities or a fear of rejection, it helps to evaluate your attitude. Do you feel as if any rejection will haunt you forever or prove that you're unlikeable or destined to be friendless? These fears get in the way of making satisfying connections and become a self-fulfilling prophecy. Nobody likes to be rejected, but there are healthier ways to look at it:

Just because someone isn't interested in talking or hanging out doesn't automatically mean they're rejecting you as a person. They may be busy, distracted, or have other things going on.

If someone does reject you, that doesn't mean that you're worthless or unlovable. Maybe they're having a bad day. Maybe they misread you or misinterpreted what you said. Or maybe they're just not a nice person!

You're not going to like everyone you meet, and vice versa. Like dating, building a solid network of friends can be a numbers game. If you're in the habit of regularly exchanging a few words with strangers you meet, any rejections are less likely to hurt. There's always the next person. Focus on the long-term goal of making quality connections, rather than getting hung up on any connections that didn't pan out.

Keep rejection in perspective. It never feels good, but it's rarely as bad as you imagine it will be. It's unlikely that others are sitting around talking about it. Instead of beating yourself up, give yourself credit for trying and see what you can learn from the experience.

For better friendships, be a better friend yourself

Making a new friend is just the beginning of the journey. Friendships take time to form and even more time to deepen, so you need to nurture that new connection.

Be the friend that you would like to have. Treat your friend just as you want them to treat you. Be reliable, thoughtful, trustworthy, and willing to share yourself and your time.

Be a good listener. Be prepared to listen and support friends just as you want them to listen and support you.

Give your friend space. Don't be too clingy or needy. Everyone needs space to be alone or spend time with other people as well.

Don't set too many rules and expectations. Instead, allow your friendship to evolve naturally. You're both unique individuals so your friendship probably won't develop exactly as you expect.

Be forgiving. No one is perfect and every friend will make mistakes. No friendship develops smoothly so when there's a bump in the road, try to find a way to overcome the problem and move on. It will often deepen the bond between you.

Text 6

This article investigates the meaning of friendship during the transition to adulthood. In depth interviews were conducted with a small sample of primarily white young adults from middle-class backgrounds. Friendship was a source of support for respondents during relationship, education, and residential transitions. Respondents described how friendship externally supported marriage and family relationships and could develop into a distinct relationship bond within marriage and

family relationships. Respondents experienced instability in their personal communities and pursued friendship for its individualized social support and value in addition to marriage and family relationships. Respondents' descriptions of friendship in their personal communities reflected a culture of individualism, which helped them to develop adult, middle-class identities.

Text 7

The prevalence of social networking platforms and communications technology might suggest that young adults have unlimited access to social support over time and distance. However, based on socioeconomic position, these types of connections are used differently due to accessibility and affordability. They are also limited in their ability to provide meaningful social relationships and support when people have immediate and physically situated needs.

There are certain contexts during this young adult life stage, like the college environment, being married, and having children that strongly influence the structure of people's relationships and the formation of adult identities. For people who are not in these contexts, how do they develop adult identities? How are their social relationships organized? How does an individualistic culture matter for the way that people respond to instability in their personal communities?

I analyze respondents' relationships using the community of personal relationships framework. I build on a personal community framework by exploring a specific relationship between culture and class. I ask how the varying use of culture on the individual-level within a homogenous group may shape the way that class differences manifest in personal communities on the collective-level. In this study, I interview a fairly homogenous group of middle-class, young adults to understand how they engage an individualistic culture to respond to instability in their personal communities.

Text 8

Friendship in Personal Communities

A personal community refers to the relationships a person considers important at a particular time and can include family, friends, co-workers, neighbors, as well as people who represent multiple relationship types. This framework offers a typology of seven personal communities differentiated by: amount and types of relationships included, their relative importance to the focal person, the kinds of friendships included, the changing nature of those friendships, the degree of fusion between family and friends, and the pattern of reliance on given or chosen ties. Relationships are not necessarily dyadic and there is no assumed dichotomy of “given” (kinship) and “chosen” (friendship) relationships. Instead of analyzing relationship types separately, this framework assumes there is a “suffusion” of friend-like and family-like relationships that produces a highly variable and individualized personal community.

Friendship is crucial to the management of marital and familial relationships. It influences how people conceive of relationships and intimacy. Friendship is a source of feedback, information, comparison, and reflection. Friendship can help people to understand the disjuncture between romantic ideals and the realities of long-term, intimate relationships.

Yet marriage weakens ties to relatives, neighbors, and friends because married couples think that they should be self-sufficient. They are more likely to depend on each other for shared financial and emotional needs and are less likely to have spontaneous interactions with friends and neighbors. Marriage changes intimate ties in personal communities, more than having children, moving residences, or changing employment status. Married parents are more likely to interact with friends, neighbors, and extended kin more than childless, married couples. However, their reason

for interaction is usually in relation to child rearing . Single and married parents spend less time in informal leisure settings, “hanging out” with friends and neighbors .

Text 9

Middle-Class Friendship and Culture

In a study of middle-class Americans, found that people integrated culture with their personal experiences when they were actively developing their sense of self in relation to the world and when they were socially isolated. In other words, respondents used culture to engage with their experiences more when they were attempting to change themselves or maintain a changed self. During the transition to adulthood, when family, close friends, and marriage may be distant in their own ways, how do people use culture to develop adult identities and personal communities? Marriage and parenthood may be relationships when people do not actively try to develop themselves in relation to the world and when they are more socially isolated than in previous life stages.

Friendship in personal communities is distinct for young adults in the middle-class compared to young adults from less-privileged class backgrounds. Middle-class friendship may include friends from different parts of their lives who do not live near to each other. Middle-class friendship emphasizes shared leisure activities, emotional support, and intellectual development. Middle-class friends rarely ask each other for material help or an instrumental exchange of services. In difficult times, middle-class friendship can leave people feeling isolated and alone because their friendships are focused on shared interests and leisure. Why does friendship operate this way in the personal communities of the middle-class?

Culture teaches a person how to think and feel in certain ways. Culture teaches skills, styles, and habits that a person uses to live in the world. Culture also teaches a worldview to support the self and the use of skills, styles, and habits. Strategies of action are the routines that people use to accomplish their goals. Culture coordinates ac-

tion by supporting or limiting the strategies of action that people can use to reach their goals. This study investigates how young adults from a middle-class background use a culture of individualism to respond to relationship instability in their personal communities and how they use their personal communities to develop adult identities.

Friendship and Kinship during the Transition to Adulthood

Emerging adulthood, young adulthood, and the transition to adulthood are all terms that have been used to refer to the years between eighteen and the early forties . The young adult years are a time of “demographic density” because of multiple transitional events. Young adults may transition between student to worker, single to married, non-parent to parent, and employed to unemployed. These transitions occur at different times in diverse sequences, in different quantities and duration, and with diverse qualities.

Residential transitions that position young adults as self-sufficient and allow them to live separately from their parents and siblings offer the chance to establish friend-like relationships with these family members. Friends are especially important for the health and well-being of adults who live alone. In the absence of close, healthy, or supportive kin-relationships, people may use friendship to substitute for marital or family relationships. Friends become “chosen family,” especially for women, older adults, and sexual minorities.

Research is inconclusive about the importance of friendship in young adulthood. If frequency measures the importance of friendship during this life stage, the frequency of making new friends and seeing old ones is less than in earlier life stages, particularly due to immersion in work and family. If the way people feel about their friends or rely on friendship measures importance, friendship is extremely important to young adults with friend-based communities.

Friendship can provide emotional support, small services, and companionship. In a study of relationship profiles and well-being, best friends were able to provide supplementary support, but did not compensate for low-quality family and spousal relationships. For people who had a best friend, having at least two high quality rela-

tionships, which did not necessarily include a spouse, was associated with higher well-being. For people without best friends, well-being was especially dependent on the quality of spousal relations.

Delaying marriage allows a longer period of time for people to date and experience more turnover in their dating relationships. How do people respond to relationship instability during the transition to adulthood? People use culture differently depending on whether they have “settled” and “unsettled” lives. In settled lives, culture provides a “tool kit” of habits, skills, and styles that people use to construct strategies of action. These strategies are well-established, so that culture does not seem to have a unique or particularly influential effect on action. In unsettled lives, culture appears to be more “visible” because people actively use culture to reorganize strategies of action and to create new strategies of action. How do young adults use culture to organize their personal communities? Turnover in dating and marital relationships may affect the quality of friendships in a personal community and may motivate an individual to revise their strategies of action.

Text 10

I conducted qualitative research using in-depth, semi-structured, open-ended interviews. Interviews were one to two hours long with eight men and eight women, aged 24-38 years, residing in the Boston area. I chose this age group because I wanted to talk to participants that would be in emerging adulthood and young adulthood.

I mostly interviewed non-Hispanic, white, middle-class, heterosexual, U.S.-born citizens because this population would be most likely to feel or be expected to feel the shock of having to adjust to diverse transitions in emerging and young adulthood. Their parents would belong to the baby-boomer generation who were socialized to expect or idealize a normative middle-class sequence of transitions from school, to work, to marriage, culminating in a “traditional” nuclear family structure.

This structure is centered on the married, heterosexual couple and their immediate children and was representative of a small portion of the population, for a short period of time, namely white, suburban, middle-class families from 1940 to 1960. This structure does not represent the life course of racial and ethnic minorities, poor or working-class families, or demographic trends in family structure over time

All of the eight male participants in my interview sample were in their twenties. One man had Canadian citizenship. One African-American man identified as Nigerian. One Latin American man identified as Chilean. One man came from a working-class background. One man was married and had two children. Two men were in exclusive couple relationships, meaning that they were dating or having a romantic relationship with only one other person. Two men were in non-exclusive dating relationships. Three men were single and not in couple relationships. There were four female participants in my interview sample in their early thirties. One woman was married and had two children. Two women were engaged. Three women were in exclusive couple relationships. Two of those three women had been previously divorced. Two women identified as single and were not in couple relationships.

I used convenience, snowball, purposive, non-random sampling to recruit my interview sample. I did initial outreach sending e-mails and a flyer to organizations on campus and to personal contacts who had connections to participants falling within the demographics I had selected for the study. Seven participants were graduate students. Six participants were undergraduate students, and five of those six participants were from an adult education program at the university. There were three participants that were not students and had full-time jobs. All participation was voluntary and uncompensated. I use pseudonyms to protect participant identity.

Individual interviews took place in private rooms at the university campus center or nearby. I gave each participant a consent form to sign and a sheet for background information. I used an interview guide and I audio-recorded the interviews with participant permission. For the first half of the interview, I asked participants about what their friendships were like, why their friendships were meaningful to them,

and for descriptions of specific instances where the respondent had to deal with conflict in their friendships or navigate the flexible definition of friendship.

For the second half of the interview, I asked participants about how their friendships compared and related to marital, familial, and dating relationships. I asked participants to describe what makes a good marriage and their favorite family relationship. I also asked participants to prioritize their relationships. I asked participants to describe the people that they felt closest to, and to describe the relationships that they felt were the most important to them and had lasted the longest. I asked questions informed by a personal community framework; I did not want to assume which types of relationships would be most important to participants and I wanted to understand why participants had chosen to talk about those relationships.

In-depth interviews allow interviewers to connect cultural beliefs about what is good and honorable to individual narratives through different levels of emotions. The first level reveals what culture tells people they should feel about something. The second level reveals how they actually feel about that thing. The third level reveals meta-feelings (how people feel about the way that they should feel about a thing). Meta-feelings reveal the relationship between collective and individual, and how culture continues through an iterative process on the level of individual aberration from a cultural norm.

Limited research about young adult friendship motivated me to do inductive research instead of hypothesis-testing deductive research I followed a “grounded approach” and issue-focused analysis, including coding, sorting, local integration, and inclusive integration. Analytic categories emerged from systematic analysis of the transcripts and were used to construct theory in response to my research questions.

As I transcribed audio recordings, I did open coding, where I generated a running list of terms, concepts, and themes linking the content in interview transcripts to a literature review on marriage, family, and friendship. After transcription, I summarized recurring open codes into concepts that became the codes that I used in my second round of focused coding. I used a color system to mark the presence of focused

codes in transcripts and then compiled relevant transcript quotes into separate code documents in Microsoft Word. These were some of the relevant open codes from the first review of transcripts: age cohort, disrupting move, individual affirmation, close friend, physical proximity, significant sharing, need of a friend, personal biography, technology, safe space, vulnerability, time spent, equal exchange, prioritizing relationships, durability, dealing with conflict, flexibility, obligation, perspective, stability, reliability.

Next, I sorted the previous codes into code clusters and locally integrated these open codes by writing about how the open codes were related to each other in code cluster documents. These were some of the relevant code clusters: external support, internal support, individual growth, cross over relationships, friend in kinship, personal community. Finally, I did inclusive integration by writing about code clusters in analytic memos about the social value of friendship, and friendship and kinship in personal communities.

Text 11

The Need for Friendship During the Transition to Adulthood

Young adults have high residential mobility rates, especially in their twenties. Participants talked about their need for friends during changes in residence, employment and educational contexts, and relationship status, including transitions between dating, marital, and parenting statuses. Participants struggled to find friends who met their specific needs for friendship. Reflecting the diversity of personal communities during the transition to adulthood, even when people were of similar ages or shared work and educational contexts, these shared experiences were not reliable indicators of compatible friendship needs. Needing friendship seemed more urgent for participants that had recently moved to the area than for married participants or long-time residents of the area.

Unmarried participants without children were particularly aware of the need for friends, recognizing their cultural value by referring to making friends as if they were investing effort to cultivate them. Respondents recognized the value of less intimate ties like friendly acquaintances for social interaction and support. Dan was a 27-year-old white male and graduate student. He was in an exclusive couple. Dan explained:

My best days are days when I'm interacting with...friends and even classmates, who I'm friendly with them but they're not necessarily friends...when I see a number of people on campus that I'm friendly with even if it's just for a quick 'Howsit going? What are you up to? Grab a quick coffee?'... That kind of stuff's really important to me. I'm pretty prone to feeling lonely if I have a number of days in a row or a week where I'm not interacting with people.

Dan described the flexible nature of friendship and the benefits of friendship in its varying intensities. He felt the best on the days when he spent time with friends and acquaintances (people he is "friendly" with).

Many participants wished they still had access to a unique environment, like college, where they could easily establish social networks and long-lasting friendships. Mary was a 26-year-old, white, graduate student in an exclusive couple. Mary had recently moved to the area and talked about multiple ways that she was trying to make friends after moving away from her established social networks. She realized that she had to find places in Boston that were similar to a college environment, where community was supported and encouraged. She joined a yoga studio and was trying to be more honest about her need for a friend in her graduate classes. Mary said:

What I look for in a friend is someone who's equally in need of a friend... not just an acquaintance or like a friend in class but an actual outside of class friend...There's this girl...that I ride on the bus with every time. We don't ever go past talking about school... I like that she's there but it's been clear that I don't think we're gonna have each other over for dinner...there's another girl in my program that I ask her a question about school and I end up hearing about her mom. I'm like, 'oh maybe

we should go have coffee’...Based on what they give you, you see what kinda space they have...for you...

Participants carefully crafted their personal communities. They were strategic about how and with whom they spent their limited time and resources. They described making strategic choices about whom they would befriend and how. Unmarried participants wanted friends who would have time and space for a new leisure-based friendship in their life. Married participants wanted friends who could get along with their partner. Parents wanted friends in a similar life-stage who would be able to accommodate their parenting obligations.

When participants sought friends, they compared themselves to people who had established networks from high school and college and did not seem to have time or emotional space for more friends. Younger participants who recently graduated from college in the area had larger friend groups than older participants that had moved away after graduating. For participants experiencing the interruption of social network stability by moving away from established networks making friends became a challenge. Mary explained:

It’s a conscious effort. It feels like work. It feels like listening for cues of people who might wanna be friends...I’ve moved enough to realize that eventually it probably will happen but I’m only here for two years so I don’t wanna have to wait for a long time...Now it becomes much more of a proactive, “I know I’m tired but I should meet this girl and have social time cause I know that’s something I need as a person.”

In the previous quote, Mary described her efforts to make friends and felt exasperated because it was a process she had to struggle with during other moves. Even though she had to go through the frustrating process multiple times, she invests in it because she believed the social interaction, even with only a potential friend, was culturally valuable enough to name it as a need that is required in order to be a person.

Participants observed the difference from the college lifestyle of many easy and casual connections. After college, their social networks revolved around careers.

They felt that it required more time, effort, and planning to spend time with friends and that it was more difficult to meet new friends that were in similar life situations. Participants that moved a lot, did not attend college, had divorced, or in other ways experienced instability in their support networks, felt that making friends was particularly difficult. Kylie reflected:

Being on campus, especially with the girls, they're not necessarily even close, but they go out and they do a lot together. I'm envious of that to a certain extent, I just don't know how to get it. I've passed that phase in my life where you can just grab a bunch of people and go out. Once you get to be in your thirties, people have their groups of friends and they're not taking applications anymore.

Text 12

Family relationship

Kylie dropped out of a prestigious college to marry her now ex-husband. They moved to Santa Barbara and her ex-husband kept her from having friends or talking to her family. She left him and moved into her parents' basement in Illinois. She cried, recounting the "drought of friendship" and intense loneliness she experienced for those ten years. Kylie had moved a few times during emerging adulthood. By missing a life stage with her cohort, going through a divorce, and an extended period of isolation, Kylie was especially sensitive to the absence of a social support network that her peers possessed.

The negative case for friendship: married with children

Married participants with children wanted to make friends but were aware that many of their peers did not have children. They recognized that they faced different barriers to making friends than their peers and prioritized their commitment to their marriage and their kids over attempts to make or spend time with friends. For these participants, friendship may not have been as important for development of adult

identities because the companionate marriages they described and marital childbearing are symbols of adulthood for the middle-class.

Emma was a 33-year-old white graduate student. She was married and had two children. Married participants had greater demands on their time, especially if they had children. They also expressed a desire for more time to spend with friends or to spend making friends. These respondents were more aware about the costs and benefits of making and maintaining friendships than their childless peers. Emma said:

My husband and I have made family a priority for ourselves and I don't make friend time as much of a priority...The people where I do prioritize their friendship are people that understand that about my life. I do make time to see them and often they will want to see my kids. The graduate program went out for karaoke on Thursday night and I would have loved to go but I couldn't go because of family stuff.

Emma talked about how people in her graduate program would go for drinks after class, but that she could not participate in such spontaneous activities. She sounded tired as she listed out the pre-planning and coordination that would have to happen with her partner in order for her to get drinks on a weekday evening.

Logan was a married 26-year-old white male, undergraduate student, and father of two children. Logan said:

One reason that I don't have many close friends in my day-to-day life is that I've never met anybody who's in the remotely similar situation to me. Things that really define my life right now are my family, kids, academics and my intellectual pursuits...There are people who are as smart as I am, who have as many kids as I do (laughs) but there aren't any who I've found that are under thirty and similarly for all the other combinations.

Married parents needed friends that would be invested in their families and would understand that family was a top priority. These participants wanted potential friends to meet and get along with their families, or at the very least they had to be willing to talk about them. For married parents, their family and particularly their spouse were critical components of their social identities. These participants often

said that their spouse was their most intimate relationship because spouses were heavily involved in day-to-day logistics, financial commitments, and children.

Participants talked about a shift in friendships from youth to adulthood by describing their younger selves as less likely to care about social consequences of their behavior. Conflict was described as less significant and more ephemeral during childhood and adolescence. Logan said:

It's a small campus...I have a fairly limited number of people with whom I interact regularly. I not only consciously worry but implicit in the ways that I interact with people worry of saying the wrong thing or getting the wrong reputation and then having that snowball and cause problems in my life that are more than social...When I was younger I was much more open...I was able to form close friendships relatively soon after meeting people. But also I had a lot of... people who really didn't like me because they found me offensive. I've managed to become less offensive to people. When I was younger...I didn't mind offending people and I didn't have concern for my future.

This quote showed that even though Logan had experienced the transitions of marriage and fatherhood, he still struggled with intimacy in his relationships. It even seems to suggest that he may have been better at establishing intimacy when he was younger, despite having also offended many people. People who are socially isolated have less support and less conflict, while people who are socially engaged have more of both. Conflict and friendship were depicted as more abundant and less meaningful in youth. Conversely, negotiating conflict in friendship seemed more significant in adulthood because participants had more to lose; they did not have as many friends, could not make them as easily, and engaging in conflict required resources of time and effort that many participants did not have.

Text 13

Friendship in Personal Communities

Family was always considered the most durable of relationships because most participants did not think they could end a family relationship. However, intimate friends were often considered as durable as kinship relations. When participants were asked to assess how important their different relationships were to them, the marital or romantic couple came out on top. Yet, participant accounts described relationship types as being unique with distinct strengths and weaknesses. Confirming the empirical generation of the personal community framework, it seemed that all relationship types had the potential to provide valuable support to respondents. Friendship strengthened personal communities by providing external support to the marital couple and by becoming a unique relationship bond within family relationships. Friends provided multiple perspectives, opportunities for individual growth, access to resources, social capital, and diverse compatibilities to meet the individual needs of respondents.

Support external to the family: Friends supporting kin relationships

Gina was a 32-year-old, previously divorced white, female, undergraduate student, in an exclusive couple relationship. Gina said:

People need various people for different reasons...Kathy [best friend] brings stability and reliability and Amanda [other best friend] brings the party. Brian, my fiancée, he's always nurturing ... A couple years ago I got pregnant and it was two months before I was supposed to come back to campus...and that was not something that I could talk to my parents about... I talked to my friend Kathy... 'cause I think Mike [brother], he would have been more supportive, but you need a girl sometimes to talk to about those things.

In this quote, Gina described how she was able to use different relationships for different needs. Having a balanced and cohesive support system seemed important to participants. When participants felt that they were missing or seeing problems in their

relationships, they focused on the weak link of their personal community as something that they wanted to fix. Participants believed that they could and should craft personal communities to fit the needs of their developing adult identity.

Friendship could also provide support to a marital relationship by providing another perspective on the couple's conflict and another source of support during stressful moments. Clara was a 29-year-old white female and graduate student. She said:

...when Nelson [fiancée] is really upset; he's stressed about work, feels like he's a failure, he's having trouble with his family. My anxiety level raises along with his, but I can't possibly ask him to be calming me down (laughs)... I try to remember to go to them [my friends]... Then I have somebody who's really just worried about me... My support system supports our relationship because it allows me these outlets to deal with things that aren't appropriate to deal with in the relationship... As much as your romantic partner might be somebody who is also a friend, it's good to have other friends too... you're not so invested in this one person to be everything for you all the time.

Clara needed friends to support her so that she could support her partner. The idea that she needed other people so that she could have a high-quality relationship with her romantic partner speaks to the importance and effort invested in companionate marriage often attributed to and valued by the middle-class.

As peers started to have children, participants said they had fewer close friends and more of their close friends did not know each other. Participants were also concerned for their parents who seemed to become more isolated by turning inward to their marriage for primary companionship and social interaction, especially after retirement. Clara said:

I would never want my life to be such that my support system or my emotional supports and my day to day activities were all built around one person because you never know what's gonna happen both in terms of relationships failing and in terms of people dying... I wanna have a fluid relationship with who's providing me with

both logistical real-world tangible and emotional supports. That's the all-eggs-in-one-basket thing, never do it, bad, bad (laughs).

Shrinking social networks meant that the loss of any relationship—for example, a marital divorce or death of a friend—had severe repercussions for an individual's social support system.

Internal support: friendship in kin relationships

Participants talked about friendship appearing in many relationships types. Participants described friend-like acquaintances and friendship as a bond in marital, dating, and family relationships. Suffusion of friendship into other relationship types demonstrated the potential of friendship to strengthen all types of relationships and demonstrated the fluidity of relationship boundaries. Duncan was a 24-year-old male Latin American graduate student, in a non-exclusive couple. I asked him to describe the ideal intimate relationship. Duncan replied:

You're not stuck up on your appearances...or if what I say right now...matters in the next ten minutes... [My sister] she's also a really good friend that's almost more important to me than we have the same mom. We'll be teeth and nail fighting each other about the most ridiculous thing... In the same car ride by the next red light we'll have forgotten it... it's kinda this release but we know from experience that it doesn't change a thing. We're forever close maybe by virtue of being family—who knows—we're stuck there but she's cool people.

When Duncan described the rest of his family, he said that his most intimate familial relationship was with his sister. He had siblings, two parents, and an extended family that he stayed in contact with on a regular basis. However, the fact that he considered his sister to be a friend even more than a sister strengthened this relationship and enhanced its supportive benefits for him in contrast to other comparable kinship relations.

When friendship was a recognized bond that emerged in family relationships, the respondent prioritized that relationship above others in their personal community because the respondent benefitted from the strengths and weaknesses of different re-

lationship types. For example, family relationships existed regardless of the quality of the relationship itself. When respondents voluntarily chose to invest in a friendship with their family member, a family relationship was reliable, enduring, and enjoyable. Moreover, unlike marital relationships, unmarried respondents could usually choose when and how to activate the different benefits of family relationships because respondents did not usually live with family members. Gina said:

My brother and I have periods of time where we don't talk for months...But things happen, and we'll drop everything to deal with that. Like my brother, his son was born premature...He called, I flew down the next day...When I separated from my ex-husband... I called my brother and said, "I need to leave here now" (starts crying). He drove up that night in his truck, drove 12 hours and packed up my apartment with me (sobs while laughing). My brother is an ideal intimate relationship... He came up here a couple months ago and we went to a patio bar. We spent seven hours just sitting out on the patio chatting, laughing, enjoying the sun and each other.

In her interview, Gina stressed her dislike for "drama" in relationships, which seemed to have been a problem not only in her previous marriage, but also in numerous potential friendships that became too dramatic for her to continue investing into them. It seemed that the characteristics of a kinship relation with her brother and the benefits of friendship with him produced an enduring, low-maintenance, and supportive relationship that seemed tailored to her individual needs.

When I asked Gina to rank her most intimate relationships for me, she replied:

My romantic relationships are the most intimate, my friends would be the second, and my family would be the least, with the exception of my brother. My brother would fall with my friends. You have family members that aren't your friends. I actually have two brothers (laughs) one of 'em I'm very close with and the other, we just don't get each other...My family ranks third because there are topics that I can't talk to my parents about because of their religious status that doesn't agree with mine and because you can't pick your family and you pick your friends.

Although she ranks her family last out of the relationship types, her brother is the exception because she “picks” him as a friend, which enhances the benefits she gets from the relationship. Notably, Gina talks about why she does not get along with her parents and her other brother, which reinforces how friendship as an individualized relationship gives her the opportunity to receive social value from her relationships with one brother that she does not get from her other family members. Like Duncan’s preference for his sister because of their intimate friendship, Gina and other participants felt most close to family members that they had also deemed friends or where the relationship had assumed friendship characteristics (if not the label). Specifically, for family members there were intimate relationships between siblings that were distinct from relationships with other siblings and relationships with parents because of the presence or lack of friendship in kinship relations.

The negative case for friendly kin relationships

The individualized marriage that helps individuals to develop and grow is a marker of middle-class status. Respondents wanted their spouse to be a best friend and they recognized friendship as a distinct bond that should exist in their marital relationships. However, the pressure of being best friends with a spouse could make a relationship more stressful. Clara explained:

The reality of living together with somebody who’s also your best friend who you’re also sleeping with... Who’s gonna do the dishes? How much money do we have? Are we gonna have kids someday? We’re both part of each other’s families...Then we’re sexually involved...There’s that many pieces sometimes that feels like it creates a lot of pressure on this one unit. Plus, expectations about young couples in love as we get married and everybody’s like, “You must be so blissfully happy all the time.”

Respondents wanted friends to bring perspective to the marital relationship and to spend time with friends outside of their marital relationship. The belief that anything can be learned, and that learning helps an individual to grow into adult maturity

is a middle-class value. Friends helped to solidify a middle-class adult identity by helping respondents to learn how to process conflict and emotions in adult friendships, and how to be adults in their romantic and marital relationships.

Friendship in a parental relationship could also be negative for respondents and did not always strengthen a personal community. However, recognizing friendship in a parental relationship could help respondents to solidify their own adult identities. Evan was a 28-year-old white male and undergraduate student in a non-exclusive couple at the time of the interview. He seemed to come from a working-class background. Evan said:

I don't have a relationship with my parents or my family. Dad—sometimes we talk, but it's like friends. We grew up gettin' high together...So it wasn't like a fa- so I never had like a family...Even when I got in trouble when I was a kid, my dad would be like, 'alright we gotta hide you from the cops.' My dad took care of me with a lotta legal stuff as far as—not getting me a lawyer but, 'shut your fuckin' mouth don't say nu'in we'll take – you know, this will get handled... I don't despise 'em. [Breath in] yeah, we're friends but that doesn't mean that I would ask him for help...

Evan viewed his relationship with his father on the level of equal peers—someone to hang out with (and probably not the preferred choice). Even though he uses the term friend when compared to his description of friendship and his interactions with his other friends, Evan did not actually consider his father a friend. He also did not think that he fulfilled the role of a father.

Kendra also viewed her relationship with her mother as peer-like. She often felt that she parented her mother and her brother. She said:

I definitely take the caretaker motherly role in my own family. That's what my relationship with my mother is. I'm the mother and she's the sort of mother. I don't resent it... I also talk about relationship stuff with my mom, but I use that as a teaching tool cause my mother needs guidance...I am his [younger brother] mother...I am big time mothering him.

Kendra and Evan felt that their respective parents were not fulfilling their parental roles. However, Kendra applied more characteristics of friendship, true of her other friendships, to her relationship with her mother. Other participants also had intimate relationships with their parents that shared characteristics of friendship and stood out against the description of parent-child relationships from the majority of the study.

Unlike Kendra, the majority of participants did not feel comfortable talking about partying, drinking, sex, or romantic relationships with their parents. There were a few exceptions, but even then none of those parents were considered friends. The parental role in the cultural structure of the American family meant that first and foremost, parents were expected to be parents. Friendship was beneficial to the relationship, but it was also secondary to the parental role. Participants were conscious of intimacy with their parents and changing dynamics of this intimacy over time. Cindy observed, “You don’t choose your family but at some point, you do choose to accept them. So there is this weird exchange that does happen with choice.” The social expectation that people should care for their family seemed to detract from the significance of caring for family. Recognizing friendship in a family relationship made the act of caring for a family member a voluntary choice and added value to that decision.

Text 14

For emerging adults, the quality of friendship during this life stage may reinforce the development of class-based identities. Respondents wanted friendship because they believed that they should. They believed that friends they carefully chose (or did not choose) reflected their personal identities and needs as adults. They were aware that friendship provided economic benefits, like social networks and that it was good for them as healthy adults to be socially engaged. They also knew that it was important for the quality of their romantic and marital relationships that they had

friends to confide in and process relationship conflict. Respondents were aware that transitions in romantic relationships, parental status, and residence would probably affect their personal communities. Establishing friendship as prevention against pervasive insecurity was an ongoing concern, but a worthy investment of limited time and resources. Friendship was a necessary addition to carefully crafted personal communities that would help respondents become well-adjusted adults who embraced middle-class values and reflect individual personalities, interests, and needs.

While friendship in the working-class tends to be context-specific, the middle-class extends the frame of friendship to include a wider range of relationships and to actively participate in the “making” of friends, whose commitment to the social relationship can be abstracted into a variety of contexts. Establishing and maintaining this kind of friendship requires time, money, energy, and emotional resources, during a life-stage where most people are not in positions of power and have limited financial resources that they can leverage toward relationships

The way people respond to pervasive economic and relationship insecurity in their lives differs by class and gender. Middle-class women used their friendships for emotional support and identity construction that they did not have access to in their marital relationships but were able to engage in because they had the time and resources. People may be more or less aware of systemic risks, more or less able to prepare for them, and more or less willing to accept insecurity in their employment and their relationships.

Future research should study how culture facilitates social mobility, using the personal community framework. The transition to adulthood can be a defining moment for upward or downward mobility. Middle-class investment in the developing individual during the transition to adulthood may not necessarily lead to upward mobility. For people who get lost in the transition to adulthood, prioritizing the individual and investing in the friendships of a middle-class identity may keep people isolated from potential social supports.

Class, status, and power not only determine the type of friends that people make, but also how and why people control the kind of personal community they have. It may be that certain types of personal communities do not map onto class differences but rather that people with power are able to choose the kind of personal community they want when they want it. This study begins this conversation by showing how and why emerging adults perceive a threat to their individualized middle-class identities and actively invest in the creation of their personal communities in response to instability.

Topics for discussion

- 1) How does friendship play into your daily life?
- 2) How did your best friends become your closest friends?
- 3) Can you give an example of a time when a friend disappointed or hurt you?
- 4) Can you describe a time when you resolved a conflict or a misunderstanding in a friendship?
- 5) Was there ever a time when you ended a friendship or became less invested in it?
- 6) Can you describe a time when you were really glad that you had a friend?
- 7) How has the way you approach friendship changed over time?
- 8) What is the ideal intimate personal relationship?
- 9) Who are the people that are the closest to you in your life?
- 10) Which of your relationships have lasted the longest/is most durable?
- 11) What do you look for in a friendship compared to a romantic relationship or marriage?
- 12) Are friendships important to marital and romantic relationships? How?
- 13) Are friendships important to family relationships? How?
- 14) Which of your relationships is most important to you? Why?
- 15) Which is your favorite relationship that you have in your family? Why?

16) What makes a good marriage?

17) Can you describe time when you have had to sacrifice resources or time in other interests to attend to marriage or family needs?

For children, making friends is a vital part of growing up and an essential part of their social and emotional development. Attributes such as social competence, altruism, self-esteem, and self-confidence have all been found to be positively correlated to having friends. Studies have found that friendships enable children to learn more about themselves and develop their own identity. And, as children mature, friends are able to help reduce stress and navigate challenging developmental experiences, especially during teenage years.

But it is not only the social and emotional benefits; friends can positively influence children's health. Studies have shown that children who played frequently with active friends were far less likely to mention barriers for not exercising, such as low self-esteem, feeling self-conscious or lack of enjoyment.

However, it is not always easy for children to know how to manage friendships and learning how to keep and make new friends involves a number of skills young children need to learn and develop. For some children these skills come very naturally, easily moving to and from friendship groups, sharing their experiences and opening up to new people.

For others, the world of friendships can be much harder to navigate.

It is beneficial for children to manage and build their own relationships, even though as parents and carers we may want to take responsibility or interfere. But there are ways we can help our children navigate friendships, become more confident and help to build and develop their social skills.

Help your child to develop positive social skills from an early age. Help them to understand the importance of sharing, taking someone else's feelings into account and listening to each other. These can be supported by organising plenty of opportunities for your child to meet lots of different people

Demonstrate to your child how friendships work by letting them see how you behave with your friends

-

Help your child find other children with similar interests, such as through a swimming club, dance class, footy team or theatre group – children choose friends based on similar and shared hobbies

-

For older children who may be feeling shy or anxious offer them some ice-breakers to start conversations with others and role-play what they may say to someone

-

Help them to find new areas of interest or help to boost their confidence in everyday situations.

Childhood friendships are full of ups and downs. Sometimes you might be faced with your child falling out with their friend. Arguments are a natural part of friendships, however, sometimes it can be hard for children and young people to manage and understand them. Sometimes these conflicts may seem small and trivial to us, but can knock a child's confidence and they blame themselves.

If your child has fallen out with a friend take some time to have a conversation with them about how they feel and how their friend might be feeling. Share some advice and help them to understand that there are always ups and downs in friendships. Offer some next steps and follow up when they get back from school.

Topics for discussion

Relations with friends take one of the most part of teenagers life. Friends make a great influence on character, self esteem, they make and enrich us.

Friends are people who can always support us, we can share problems that we not always can share with parents. In difficult life situations you can rely on your friends.

That is why the choice of friends is very important, your personal development, security and social skills will depend on it. Teenagers should not make friends with people who want to make bad influence.

Friendship is usually stronger if teenagers are connected by the same activity, like study, hobby, and common interests.

What is necessary for successful relations?

The basis of friendship is trust. Friends share secrets with each other and when one tells them to others, relations can break up. People will hardly want to have you as a friend if you can not keep secrets.

Friends should be good listeners. Sometimes being heard can help a person more than anything else.

Conflicts should be avoided. But in conflict situation teenagers should try to find constructive solution. It is harmful for relations to start blaming each other and remembering all previous faults.

True friends are not afraid to criticize each other but they do it in friendly manner, they tell truth. Be afraid of friends who always flatter and tell only pleasant things, in this case you should think why have they become your friends.

Real friends always help each other and do not wait to be asked to help. Some people are too shy to ask for help. But never insist if your friend refuses your help, he might have his own personal reasons for this, only assure him that you are here if he changes his mind.

True friends are always devoted to each other, no matter what happens.

Text 15

Friends

We asked students to give the definition of the word "friendship". Here what they tell us.

Everyone needs friends, and you probably have always had at least one. A friend is defined as a person you know well and regard with affection, trust, and respect.

As you get older, some of your friendships will start to change, and some may grow deeper. You might also begin to know many more people, although not all of them will be your close friends.

Chances are, you will also start to spend more time with your friends, and maybe talk on the phone more. Changes in relationships are natural but not always easy. Making and keeping friends can be particularly tough if you are shy or unsure of yourself. The best way to make new friends is to be involved in activities at school and in the community where there are other people your age.

Another way to make friends is to be friendly and helpful to other people. Talk to people, get to know them, and find out if you have something in common with them. Peer pressure can play a major role in friendships. If someone is vulnerable to peer pressure, the relationship is not balanced.

Remember that you have the right and duty to stand up for what you believe is right. Express yourself with your friends. You have the freedom to say "no" if you disagree. If you are scared of losing a friendship by standing up for what you believe is right, then you are in an unstable friendship.

True friends listen to and respect each other's opinions.

Standing up for yourself may cause tension in a friendship, but it is OK as long as you have the skills to handle the situation. Remember to communicate your ideas

while respecting your friend's opinion. By mutually supporting each other, whether or not you agree, your friendship will be more stable.

Below are tips for keeping friends.

- Be supportive.
- Be encouraging.
- Do not tease or belittle.
- Cooperate.
- Compromise.
- Be considerate.
- Talk openly about disagreements.
- Apologize when you hurt them.

Text 16

Simple Ways to Improve Relationships with Friends and Family

“The better part of one’s life consists of his friendships.” – Abraham Lincoln
Relationships are a massive part of our lives, we can’t live without them. Of course sometimes it is very hard to live with them, but in the long run they are one of the most important things in life, and yet also one of the easiest things to neglect.

Dr George King described friendship as a flower that needs to be watered by two or more people in order to survive. I think this is a brilliant metaphor. Perhaps that flower could live for a little while being watered by only one person but in the long run it will just wither and die. Rather than waiting for the other person to start watering the flower before you do, why not take the initiative and start the watering first. You might just trigger them into watering it as well.

Relationships with friends and family always go through testing times and there will always be ups and downs. Some times they will let you down and some-

times you'll let them down. But by practicing the points below you can help strengthen those bonds so that the glitches along the way can be smoothed over more quickly.

It might be best not to try to do all of these at once. Perhaps just start by picking one or two ideas and work on them with one person and see what happens.

Keep in touch – Call/txt/email/write/meet more often. These days technology makes it so easy to keep in touch and yet we still find ourselves drifting apart. Technology can help you keep in touch but it can never replace being together in person. When I travelled overseas I emailed home regularly to friends and I was surprised at how well this managed to maintain those friendships, even over an extended period of time. This is important with the people you live with as well. Sometimes you can live in the same house yet not end up spending much time together. But whilst technology helps in many ways it can also hinder. A txt is no substitute for a face to face conversation.

Quality time – If you haven't had quality time with someone for a while then arrange to do so. There are some friendships where you might only catch up once a month, others a few times a week. Every relationship's different so figure out who you're neglecting and decide how you can correct this. It can help to pick a friend and think when the last time you had a decent conversation with them was.

Remember birthdays & other dates – This is important with friends and essential with family. Some people say they aren't fussed whether about people remembering their birthday but actually everyone appreciates it. How you remember people's birthdays varies. Depending on how close you are it might just be a text or a phone call, or a present. I'm not too hot at remembering dates so I programme them into my mobile phone. With the really important ones I programme a reminder in a week ahead of the birthday so I've got time to organise a gift. These days with Facebook, Bebo etc it's easier than ever to keep track of birthdays.

Listen more – The absolute number one way to improve a relationship is to listen more. And really listen. If you think people aren't listening to you then chances are you aren't listening to them either. Set the wheel in motion and listen to them first.

Really try to see things from their perspective. If you want people to listen to you then listen to them first.

Look for ways to help them or make their lives better – Do a chore they normally do, give them a lift somewhere, help them carry something.

Try not to take them for granted – It's easy to get a bit too comfortable in some relationships. We get caught up in other areas of our life and forget about some friendships then wonder why they aren't there for us anymore. Friendships need to be maintained or they will fade away.

Open up – Tell them how great they are and how much you love having them as a friend/partner etc. Be specific, tell them what it is that you love about them and why that is such a great thing.

Share more of yourself at meetings. One of the best ways to build relationships is to let others know who you are. This can come by sharing your expertise, knowledge and personality at meetings. Other people will either get to know you, like you or want to hear more from you. They will find you more approachable and thus the chance of building relationships begins to occur. If you are fearful to share at meetings, think ahead of time what you want to say so that you are more prepared.

Speak positively about the people you work with, especially to your boss. Get in the habit of speaking positively to others and providing quality feedback about the people who work with. Many times the information that gets shared (whether positive or negative) comes back to the person who is being discussed. People will enjoy hearing that you have said supportive things about them and will know that you are on their side. That will build trust. Be careful of the workplace gossip that is so prevalent and don't contribute to it.

Improve your interpersonal skills by supporting other people's work. Having a team attitude gives you a big competitive advantage. Ask how you can get involved with others. This will form a closer connection because you are working directly with someone else to help them meet their goals. They will appreciate your support and get to know you better which is vital to crea Ask others to become involved in your

projects or activities. Don't be afraid to ask others for help and bring them onto your projects. The more they can participate in the activities you are working on, the better you get to know each other. You'll enjoy working with others in getting more things done.

Write thank you notes. Write notes of appreciation to the people who are doing exemplary work, making positive contributions and going above the call of duty. These notes can be hard-written, sent via email or done by voice mail. Send them to people above you, below you or at the peer level. Colleagues like to be appreciated and will feel closer to you by having been noticed and thanked for their contributions.

Initiate conversations by asking questions. When we first meet someone it can be a bit intimidating. We often don't know what to say or how to say it. Asking questions is a great way for you to listen and let the other person share. They will feel closer to you when they have shared about themselves and you demonstrate you're interested in what they have to say. Then share something about yourself so the relationship becomes a two-way interaction that can help establish a bond.

Initiate repeated interactions and communications. An important part to building relationships is to continue interacting with the person you have gotten to know. As you get to know each other better, personally and professionally, you establish a closer connection that can greatly impact your satisfaction.

Participate in activities with others that don't involve work. As you get to know someone, you might find similar interests that may warrant an outside the work activity. This can greatly impact relationships because you are beginning the process toward friendship. Go out to lunch together during the work day or do things in the evenings or weekends. If you are married, you can visit with other couples to establish more connection at work.

Share information. The information you share can be directly related to their work or it can be about a subject you know they will enjoy reading. You are thinking of them and helping them with the right information or content.

Introduce yourself at social work events. Social events like luncheoning a more connected working relationship.

Ask others to become involved in your projects or activities. Don't be afraid to ask others for help and bring them onto your projects. The more they can participate in the activities you are working on, the better you get to know each other. You'll enjoy working with others in getting more things done.

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Share information. The information you share can be directly related to their work or it can be about a subject you know they will enjoy reading. You are thinking of them and helping them with the right information or content.

Introduce yourself at social work events. Social events like lunches/dinners with colleagues, retreats, conferences and holiday parties are good places to interact in an informal setting. If you can reach out and introduce yourself to some of the people who you work with or who you want to know better, you'll find they are more inclined to let down their guard. It will be easier for you to get to know them and for you to share about who you are. Colleagues like to be appreciated and will feel closer to you by having been noticed.

UNIT 2

MASS MEDIA

VOCABULARY STUDY

the press

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

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

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

radio and television

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

a TV aerial, a satellite dish, a remote control, a camcorder, a video tape / cassette, on/off button, a receiver,

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

Texts for discussion

Text 1

Different types of Mass Media

There are different types of mass media that we are accustomed to in this day and age. Whether it's children, young people, or adults, we've all had our share of media-related exposure every day. Learn more about what the media comprises in our modern-day world.

Mass media refers to communication devices, which can be used to communicate and interact with a large number of audiences in different languages. Be it the pictorial messages of the early ages, or the high-technology media that are available today, one thing that we all agree upon, is that mass media are an inseparable part of our lives. Entertainment and media always go hand in hand, but in addition to entertainment, mass media also remains to be an effective means of communication, spreading information, advertising, marketing, and in general, of expressing and sharing views, opinions, and ideas.

There are several types of Mass Media:

- *Print Media:*
 - Newspapers
 - Magazines
 - Booklets and Brochures
 - Billboards

- *Electronic Media:*
 - Television
 - Radio

- *New Age Media:*
 - Mobile Phones
 - Computers
 - Internet
 - Electronic Books

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

Newspapers: Newspapers enjoyed the position of the most preferred medium to reach a wider audience until electronic communication emerged on the media scene. In the early days, newspapers were the only medium that masses at large depended on, for daily news. A newspaper carries all kinds of communication related to a variety of topics like politics, current affairs, entertainment, finance, stocks, etc. Apart from this, it also includes topics which are in lighter vein like cartoons, crosswords, Sudoku, movie reviews, book reviews, puzzles, crosswords, etc. This captivates the imagination and interests of readers from all age groups. Newspapers are an important platform of mass communication as they reach every nook and corner of the world where electronic media fails to reach. It plays a pivotal role in providing authentic firsthand information, building opinions, updating the knowledge of the reader, and serves as a good platform for advertisers to promote their products. However, with the emergence of the Internet, which updates information every second and is just a click away, the popularity of newspapers has reduced.

Magazines: Magazines are another type of popular culture print media. They usually cater to a specific type of audience who are looking for information based on a particular subject. Magazines cover a plethora of topics like current affairs, business, finance, consumers, gadgets, self-help, luxury, lifestyle, beauty, fashion, entertainment, travel, etc. Magazines like TIME and Reader's Digest include information which is all-pervasive. The frequency of magazines can be weekly, fortnightly, bi-monthly, quarterly, half-yearly, or yearly. These magazines are the best forum for advertisers as they have a niche readership. The readers look for a specific type of information; say for example, a camera ad in a Gadget magazine will definitely have a direct brand impact on the reader who wants to buy a camera. Also, the shelf life and brand recall of magazines is far better than newspapers which have a short life span.

Booklets and Brochures: Booklets and brochures are part of the promotional literature of a product, or an organization.

There are two types of booklets and brochures:

- **Pre-buying promotion**: Usually in malls and stores, promotional literature is distributed free to all (with discount offers, or other schemes which seem profitable). For example, a free booklet about cosmetics will include information about the products, latest trends, contents, the benefits of using them, the available range, or colors, discount coupons, etc. This, will most likely, have a positive impact on your decision-making.

- **Post-buying promotion**: These booklets and brochures are usually given with a product for better customer experience and easy usage post purchasing. You must have observed when you buy any new item that it is usually accompanied with a small booklet giving details about the benefits of using the product, usage directions, cleaning and storage instructions. The guidelines are usually followed by a series of 'how to' images which facilitate easy information about the product. These booklets may also include 'Other offerings' section. Organizations also have their own profiles in the form of brochures which they give to their stakeholders to create a favorable image. It highlights the information about the company, its capacity and capability, services and solutions offered milestone achievements, sustainability, innovation, awards, etc. In this case people "do judge the book by its cover", and hence, these booklets and brochures are designed in an attractive format using colors and photos.

- *Billboards*: Billboards are huge advertisements that are put up at a height in strategic locations to draw more attention. They usually attract the target audience by their bold colors, attention-grabbing headlines, creativity, designs, special effects, etc. Initially, billboards started by hand painting huge boards, and eventually graduated to putting up printed sheets. Later came a trend for incorporating neon signs, videos, and cut-outs which extend out from the boards, 3D rub-

ber, or plastic balloon objects, etc. Such billboards are called bulletins. They command the best customer exposure. Communication in these types of billboards should be in minimum words. The images should speak louder than the words. They are a successful medium of communication as they are good at captivating and retaining customer's attention.

Electronic media is the kind of media which requires the user to utilize an electric connection to access it. It is also known as 'Broadcast Media'. It includes television, radio, and new-age media like the Internet, computers, telephones, etc.

Television: Television appeals to both the auditory and visual senses, and hence is an important communication device as it beholds the attention of the audience. For many people, it is impossible to imagine a life without their television sets, be it the daily news, or even the soap operas. Television has become an advertising hub where advertisers are ready to spend huge amounts of money for an ad of a few seconds, especially for programmes with high viewership. An apt example would be Super Bowl Season. It offers various programs to appeal to the masses of different age groups. It is a popular means of communication which provides both information and entertainment. This category also includes electronic media like movies, CDs and DVDs as well as the electronic gadgets.

Radio: Radio has a significant reach. A considerable number of Americans tune into radio every week while on their way to work. Advertising on the radio with catchy jingles and phrases is a tried and tested means of communication. Radio lost its popularity with the boom of television. But till day, radio remains one of the favorite means of electronic communication. Moreover, it is an interactive means of communication with all the dial-in programs which give the listeners an opportunity to feature on radio.

New age Media: With the advent of the Internet, we are now enjoying the benefits of high technology mass media, which is not only faster than the old school mass media, but also has a widespread range. Mobile phones, computers, and the Internet

are often referred to as the new-age media. The Internet has opened up several new opportunities for mass communication which include e-mail, websites, podcasts, e-forums, e-books, blogging, Internet TV and many others, which are booming today. The Internet has also started social networking sites which have redefined mass communication all together. Sites like Facebook, Twitter, and YouTube have made communication to the masses all the more entertaining, interesting, and easier!

Mobile Phones: Mobile phones have become a boon to mankind. It has made communication possible at any time, and from anywhere. Nowadays, a smart device like a mobile phone is not only used for interaction, but also for other technical utilities like operating pumps from remote locations, etc. You can also get alerts of your monetary transactions on a mobile phone. About a decade ago, who would have thought of having the Internet on mobiles? Today, we can stay in touch with the whole world via the Internet on our mobile phones.

Computers: With the invention of computers the impossible has become possible. We virtually get information about everything from pin to piano with the help of computers. It has added speed and multimedia to the information which was earlier available only in the print format. Also, anyone can voice their opinions through computers. Computers have added a new breakthrough in the mass media by combining human intelligence with the cutting edge technology.

The Internet: This is the most important device of the new age media. The discovery of the Internet can be called the biggest invention in mass media. In earlier days, news used to reach people only with the morning newspaper. But today, live updates reach us simultaneously as the events unfold. For example, the royal wedding of Kate Middleton and Prince William was watched live on the Internet by millions of people around the world. The Internet has inspired interaction and connectivity through its social networking medium. It has become one of the core means of mass communication. We cannot think of leading our lives without it. Let us see how the Internet impacts mass communication through the following mediums.

E-mails: e-mails or electronic mails have drastically reduced the time it took for drafting and sending letters, or mails. Electronic mails have also facilitated lesser usage of paper.

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

Podcasts: Podcasts are mediums of mass communication that include short video or audio files. They can be seen and heard on mobiles, computers, and portable media instruments. They are engaging devices of communication.

E-Forums: E-Forums are bulletin boards on websites where people start threads on topics. These are usually hosted on a website. These forums are open platforms to discuss a range of topics. People give their opinions and share their experiences on various topics.

E-Books: There are a number of websites which have hosted eBooks and online libraries. The main benefit of having eBooks is that you don't have to carry bulky books. You can read them on your eBook readers, mobiles, computer screens, or other devices. You can even adjust the font size to suit your requirements.

Blogging: A blog is a space on the Internet where a single person or a group of people record their information, opinions, photos, videos, etc. It is an interesting and free platform to talk about any topic. Interaction happens in the form of comments or feedback.

Internet TV: It is also known as online TV. It usually has an archive of programmes. You have to choose the programme, you wish to view from the list. You can either view the programs directly from the host server, or download the content on your computer. It is an effective means of communication.

Facebook: It is the most popular social networking website. Facebook has several applications which people utilize. It is the best platform to meet old friends, or

make new ones. Advertisers also like this forum for communicating about their products.

Twitter: It is also a famous social networking website. Twitter is a micro blogging site which allows interaction and feedback of different people. There was a time when it was very popular among celebrities and individuals. Today, the governments of various nations have understood the importance of "tweeting" information to the public, and regularly share information through Twitter.

YouTube: It is a website which uploads content in a video format. It houses a range of interesting videos that appeal to people of all generations. From films to educational videos, you will find everything on YouTube.

SPEECH EXERCISES

Exercise 1. Speak on the following topics:

1. Tell about your favourite social net and prove that it is really so.
2. Speak about advantages and disadvantages of different kinds of getting news.

Exercise 2. Write a composition commenting on the following statement.

“Many people believe that producing a faculty magazine or newspaper allows students to be creative and teaches them many skills. Others disagree and say that producing a magazine or a paper is a waste of time when students have important work to do for their successful studies.”

What can you say for and against this statement?

Follow the plan:

Make a general statement of the problem.

Give argument for this statement.

Give arguments against this statement. Make a conclusion.

PRINT MEDIA

Text2

A brief history of newspapers

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 to be 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 *Encountre Trewe* 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 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 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.

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.

Text 3

Newspapers and magazines

”Why should I read newspapers and magazines? I get news on TV and radio.” You may have heard people say that. They don’t know that there is much more fun than just news in a newspaper or a magazine. You enjoy reading special articles about hobbies, home, sport, and movie stars. Maybe you’ll like comics. You read where to buy what you need at a lowest price, what happened yesterday in your town and around the world. Newspapers also tell you where to go for fun. They also tell you about shows and sports. Lots of events happen to people, and newspapers tell you what happened, who did it, where it happened, why it happened and how it happened. No one can read everything in the newspaper every day. But if you read a part of your newspaper every day, you will know a lot. The first American newspaper was published in Boston in 1690. Now lots of magazines and newspapers are published in the USA. They keep up with all the new discoveries and events that are happening every day and bring the world of events into your home. Magazines and newspapers can be divided into two large groups - mass and

specialized. Mass magazines and newspapers are intended for large group of people, living in different places and having many different interests. Among them are newspapers and magazines for teachers, for cat lovers, for stamp collectors. In fact, there is a magazine and a newspaper to fit any interest. Most U.S. cities today have only one newspaper publisher. In more than 170 American cities, a single publisher produces both a morning and an evening newspaper. But some cities (fewer than 30) have different owners. The “New York Times,” “USA Today” and “Washington Post” can be read everywhere in the United States. Do you want to know the price? Today most sell for 45 cents or more a copy. Surprisingly, many people buy newspaper more for the advertising than for the news. Advertising accounts for 65 percent of newspaper revenues.

Here are some of the magazines you might read.

News magazines. “Time” and “Newsweek.” They come out once a week and give summaries of world and national news and background information on the news.

Digests. They are magazines that print articles that have already been published some- where else.

Fiction magazines. They print short stories. Two popular ones are “Ellery Queen’s Mystery Magazine” and “Fantasy and Science Fiction.”

Magazines for African Americans have articles about African Americans and news of interest to black persons. Some of them are “Sepia” and “Ebony.”

Women’s magazines deal with many subjects: family life, child care, health, home decorating, beauty, marriage, divorce, and do-it-yourself projects. There are also advice columns, short stories and articles about famous women. Other magazines specialize in beauty, or other tips on face make-up and hair-does.

There are magazines for brides and for teenage girls.

Sports. “Sport Illustrated” is one of the most popular sports magazines. It deals with amateur and professional sports. If you are interested in model trains,

antiques, sewing, cooking, crafts and magic, you can find some magazines for yourself. There are plenty of other magazines to choose from, too.

Text 4

British Newspapers

All newspapers in Britain can broadly be divided into *the quality press* (“*broadsheet*”) and *the popular press* (“*tabloid*”).

The quality newspapers/ *broadsheets* are also known as “*heavies*” and they usually deal with home and overseas news, with detailed and extensive coverage of sports and cultural events. Besides they also carry financial reports, travel news and book and film reviews.

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”.

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 among those readers 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 popular daily papers are also called *tabloids*. A *tabloid* is both a paper size and a term for the style of the newspapers that 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 enter-

tainment scenes and issues. In its traditional sense, tabloids tend to emphasize sensational stories and are reportedly prone to create their 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, 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 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, 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. Sunday papers devote much space to literature and the arts.

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.

The classification of British newspapers:

Daily Broadsheet: *The Times, The Daily Telegraph, The Guardian, The Independent, The Financial Times.*

Daily Tabloid: *Daily Mail, Daily Express, The Sun, The Mirror, The Star.*

Sunday Broadsheet: *Sunday Times, Sunday Telegraph, The Observer.*

Sunday Tabloid: *Mail on Sunday, Sunday Express, News of The World, Sunday Mirror, Sunday People.*

ELECTRONIC MEDIA

Text 5

The history of the BBC: the first TV era

The British Broadcasting Company started daily transmissions on November 14th 1922, by which time more than one million ten-shilling (50p) licences had been issued. In 1927 the company was restructured as a public corporation— the BBC that we know today— by its founding father, John (later Lord) Reith, but by this time an even newer technology was being developed —television.

In 1923 the Scotsman John Logie Baird began developing a system by which television would be made possible. Baird wasn't the only one developing this new system at that time; indeed, Earl Ferdinand Braun had invented the first commercial cathode ray tube as early as 1897. But it was Baird who developed the disc-scanning equipment that made television possible. In 1926 Baird enlisted the aid of Selfridges in London to put on public demonstrations of his equipment.

In May of 1934 the British government appointed a committee, under the guidance of Lord Selsdon, to begin enquiries into the viability of setting up a public television service, with recommendations as to the conditions under which such a service could be offered. The results of the Selsdon's Report were issued as a single Government White Paper in January of the following year. The BBC was to be entrusted with the development of television, which had to transmit a definition of not less than 240 lines with a minimum of 25 pictures per second.

The committee proposed that the two new high definition systems (Baird's 240 line and Marconi-EMI's 405 line) would be chosen to alternate transmissions by the BBC over a set period, until it was decided which was the better. Looking for a suitable site for the new service, the BBC chose Alexandra Palace in Haringey, Greater London. Its position, high on a hill, made it the ideal place to place a transmitter that would cover all of London and many of its surrounding counties.

Sanctioned with the monumental task of bringing high-definition broadcasting to the British public as a regular service was Director of Radio Outside Broadcasting, Gerald Cox, now appointed the BBC's Director of Television. Cox's first task was to assemble a team of experts and then summon them to a meeting where a plan of strategy could be worked out. In front of camera was to be experienced Movietone News commentator, Leslie Mitchell, and female announcers Jasmine Bligh and Elizabeth Cowell were chosen from thousands of hopefuls who had applied for the job. According to popular legend Cox assembled his staff and told them that since none of them knew a thing about television broadcasting, he was going to give them ample time to find out. They were given four months to study the new medium and do all the experimenting they needed in order to get it "right on the night".

1. *"Good afternoon, ladies and gentlemen. It is with great pleasure that I introduce you to the magic of television..."* - with those words Leslie Mitchell introduced Britain's first high-definition public television programme from Radiolympia. The date was 26th August 1936.

On November 2nd 1936 the world's first regular high definition service began transmitting to the 100 or so TV sets available in Britain.

The BBC began transmitting from Alexandra Palace for two hours every day (except Sunday's). A copy of the Radio Times dated October 30th reveals the opening day line-up. According to the publication, on this particular week the Baird System was being used.

The range of the service offered by the BBC covered a radius of approximately 40 miles from Muswell Hill, although that was by no means a rigid limit. Some people reported picking up pictures from beyond that range although it seemed to depend on a mixture of freak conditions and which transmission system was being used at the time. On May 12th 1937 cameras were sent to cover the Coronation of King George VI. Following this, viewers got their first chance to witness a major sporting event when the Wimbledon Tennis Championships were first broadcast on June 21st, 1937, with a match between Bunny Austin and George Rogers. By 1939 programmes were being broadcast seven days a week.

Then on 1st September 1939 the screens went blank. Viewers waited for an announcement but none came. Britain and the BBC were about to go to war, and the first television era had come to an end.

Text 6

Live with the box

Today in Britain and the USA television is very popular. Ninety-nine per cent of all households own at least one TV set and over half of these also own video recorders. Television has an enormous effect on Americans. Politicians know all about this. They try to make their big public speeches at times when they can get the largest audiences on the evening news programmes. Advertisers, too, under-

stand the power of television. They are willing to spend billions of dollars a year on television.

In Britain the average adult watches twenty-six hours of television a week and children watch about twenty hours. Some Americans watch twice as much! People say too much television is bad for children because they just watch the pictures and don't think - but they can also learn a lot from TV.

At present there are four television channels in operation: BBC 1, BBC 2, ITV and Channel 4. BBC1 concentrates more on programmes of general interest, such as light entertainment, comedy, sport or children's programmes. BBC 2 provides serious programmes: drama, documentaries, classical music, including occasionally full-length operas. If we watch the news programmes, we can see what is happening all over the world.

The news about American television is not all bad. For one thing, Americans themselves are turning off the more violent shows and watching more comedy and news programmes.

For mother, the news programmes themselves are becoming more interesting. The most popular is "60 Minutes". If you haven't watched it on Sunday, you won't know what your friends are talking about on Monday, Tuesday, and Wednesday.

Text 7

Changing minds, lives and skills.

Read the article and fill in the missing sentences below.

There is one sentence which you don't need to use.

Studies have shown that television and its meteoric rise since the 1950s has had more effect than any other technological development in this century on changing the way many of us live. Used rightly, television can be a wonderful medium to inform, expand and broaden one's life. (1) It can open up important knowledge about news, events, of different people, of history, the arts and sciences.

Tragically, the typical channels mainly ignore such development. Their programmes are light and amusing. (2) They no longer realize, or care, that they may be neglecting to develop important personal abilities. Let's so easy to let ready-made entertainment take over, to just sit back and let someone entertain us.

One study in the US found that more than half of all elementary school children watched TV while their evening meal. An even larger percentage watched while doing homework. (3)

(4) Logic and putting ideas together are processes supported by regular reading and by having time to think about events. TV, by contrast, usually presents its messages in little, rapid clumps with little information as to how and why the events took shape. Heavy television viewing kills the initiative to take an active part in outdoor games, which is essential for a child's development. And, at its worst, television entertainment is filled with false deals, morals, ethics, relationships, role-models and, of course, violence.

(adapted from "The Plain Truth", July 1990)

- a) Many adults spend more hours passively before TV than in any other activity except sleep.
- b) It can enlarge our understanding of the world.
- c) Many people have become hooked on certain forms of commercial entertainment.
- d) Educators are also concerned with the steady decline in children's physical skills.
- e) Many authorities have noted a drop in students' ability to think clearly.

Text 8

TV reality shows are third-rate entertainment and not worth watching.

What do you think?

There is nothing new about reality TV. Confessional shows, where ordinary people make their private life public, have been around for a long time. However, over the last five years TV reality shows such as Big Brother and Survivor have become more popular. Obviously some of these programs have been the most successful shows in television history. Is it unfair to say they are third-rate entertainment?

In order to evaluate reality TV, we need to define exactly what a TV reality show is. Reality shows have several things in common with soap operas. Actually, they both involve a group of people who have to live together and get on with each other whilst solving various problems. The difference is that reality shows aren't scripted, so the dialogues are often quite tedious. In addition, problems contestants deal with are artificial and don't arise naturally from a "story". Apparently, in this sense they could be seen as third-rate entertainment. Why then do people watch them? Presumably, what holds the audience's attention is the "reality" or spontaneity of the shows. You never know what is going to happen next, and we are fascinated by people who will stop at nothing in their pursuit of fame. We are also fascinated by how the contestants cope in different situations, and to some extent measure their reactions against our own.

To conclude, it's probably true to say that reality shows are third-rate entertainment when compared with classical films or award-winning documentaries. However, as audience figures prove, they are strangely compelling because we are able to empathize with ordinary people in extraordinary situations. This ultimately is what makes TV reality shows worth watching.

Text 9
TV or not TV?

Television has become an everyday part of our lives. It's omnipresent, always on... But is this a good thing or a bad one? Don't we spend too much of our precious time in front of the "box"? Haven't we become lazier because of it? Is TV dangerous? Here's what different people say about television. Who do you agree with?

<ul style="list-style-type: none"> • Some people say that television is dangerous. I don't think so. After all, it keeps you informed about what's happening in the world. You can also see films and plays, and be entertained...or you can watch documentaries and learn something new. • In spite of all its defects, television can teach us a lot of things. The trick is to learn to control it and use it intelligently. The ideal is to turn on the TV only when there is a program which is really amusing and interesting. • A lot of rubbish has been written about television. I think it's a wonderful invention. It's a cheap form of entertainment, which gives pleasure to millions of people, especially those who live alone. It's also a wonderful way of escaping from our dull reality. 	<ul style="list-style-type: none"> • Television is a terrible waste of time. I know a lot of people who just sit down in front of the "box" and watch whatever's on. They spend hours watching silly soap operas and second-rate American films when perhaps they ought to be doing something else. • In my opinion, television makes us lazier. We stay at home instead of going out. We read less. We think less. We even talk less. It cuts us off from reality. But isn't real life better than this passive enjoyment? • There's too much violence on TV. We begin to believe that the world is an unfriendly place, filled with cruel people and risky circumstances. The violent, crime-filled world shown on TV may turn people
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	<p>into criminals.</p> <ul style="list-style-type: none"> • Television is like a drug: we get addicted to certain TV series and programmes.
<p>4. TV's just part of life really. It involves us in strong emotions: love, hate, passion. Even the silliest of "soaps" help me to solve my own problems by showing me what might happen if I do certain things. Sometimes they show me what not to do.</p>	<p>simply can't switch it off. Most programs are filled with silly commercials. What I hate most about TV is that it often uses strong language. It has a terrible influence on children and young people.</p>

NEW AGE MEDIA

Text 10 **Computers**

50 years ago people didn't even heard of computers, and today we cannot imagine life without them. Computer technology is the fastest-growing industry in the world. The first computer was the size of a minibus and weighed a ton. Today, its job can be done by a chip the size of a pin head. And the revolution is still going on. Very soon we'll have computers that we'll wear on our wrists or even in our glasses and earrings. The next generation of computers will be able to talk and even think for themselves. They will contain electronic "neural networks". Of course, they'll be still a lot simpler than human brains, but it will be a great step forward. Such computers will help to diagnose illnesses, find minerals, identify criminals and control space travel. Some people say that computers are dangerous, but I don't agree with them. They save a lot of time. They seldom make mistakes. It's much faster and easier to surf the Internet than to go to the library. On-line shopping makes it possible to find exactly what you want at the best price, saving both time and money. E-mail is a great invention, too. It's faster than sending a letter and cheaper than sending a telegram. All in all, I strongly believe that computers are a useful tool. They have changed our life for the better. So why shouldn't we make them work to our advantage?

A computer is really a very specific kind of counting machine. It can do arithmetic problems faster than any person alive. By means of electric processes it can find the answer to a very difficult and complicated problem in a few seconds. A computer can "remember" information you give it. It keeps the information in its "memory" until it is needed. There are different kinds of computers. Some can do only one job. These are special-purpose computers. Each specific problem requires a specific computer. One kind of computer can help us build a spaceship; another kind can help us navigate it. A special-purpose computer is built for this purpose

alone and cannot do anything else. But there are computers that can do different jobs. They are called the general-purpose computers. These are the big “brains” that solve the most difficult problems of science. We used to think of a computer as a large machine that took up a whole room. But today computers are becoming smaller and smaller. Although these small devices are called microcomputers or minicomputers, they are still true computers. The most important parts of a general-purpose computer are as follows: 1) memory, where information is kept; 2) an arithmetic unit for performing calculations; 3) a control unit for the correct order of operations; 4) input devices; 5) output devices for displaying the results of calculations. The input and output devices are called peripherals.

There are several advantages in making computers as small as one can. Sometimes weight is particularly important. A modern plane carries a great number of heavy electronic apparatuses. If it is possible to make any of them smaller, it could carry a bigger weight. But weight is not the only factor. The smaller the computer, the faster it can work. The signals go to and fro at a very high but almost constant speed.

Some of the first computers cost millions of dollars, but people quickly learned that it was cheaper to let a million dollar computer make the necessary calculations than to have a hundred clerks trying to do the same by hand. Scientists found that computers made fewer mistakes and could fulfill the tasks much faster than almost any number of people using traditional methods. The computers became popular. As their popularity grew, the number of companies producing them also grew.

Text 11

Internet

The Internet, a global computer network which embraces millions of users all over the world, began in the US in 1969 as a military experiment. It was designed to survive a nuclear war. Information sent over the Internet takes the shortest path available from one computer to another. Because of this, any two computers on the Internet will be able to stay in touch with each other as long as there is a single route between them. This technology is called packet switching. Due to this technology, if some computers on the network are knocked out, information will just route around them.

Most of the Internet host computers (about 50%) are in the United States, while the rest are located in more than 100 other countries. Although the number of host computers can be counted fairly accurately, nobody knows exactly how many people use the Internet.

The most popular Internet service is e-mail. Most of the people, who have access to the Internet, use the network only for sending and receiving e-mail messages.

In many developing countries the Internet may provide businessmen with a reliable alternative to the expensive and unreliable telecommunication systems of these countries. Commercial users can communicate cheaply over the Internet with the rest of the world. But people can not only save money, they can make money from the Internet. For example, some western architecture companies transmit their basic designs and concepts over the Internet into China, where they are reworked and refined by skilled and inexpensive Chinese specialists.

However, some problems remain. The most important is security. When you send an e-mail message to somebody, this message can travel through many different networks and computers. The data is constantly being directed towards its destination by special routers-computers. So, it is possible to get into any of the

computers along the route and intercept or change the data being sent over the Internet. But, if necessary, you can use some encoding programme.

Text 12

How is the Internet changing lives forever?

These days with inexpensive air travel, mobile phones, email and the Internet, teenagers see the world as a smaller place than it appeared to their grandparents. Of these innovations, the Internet appears to be the one with the most potential for global influence, and which will change lives the most.

For example, up until recently friendships developed over a lifetime but that has now changed. People often made friends locally at school and continued those friendships into adulthood, but many young people today find the majority of their friendships over the Internet. This is not restricted to teenagers. Paula Sen, who has just turned 30, says: "I've met most of my best friends over the Internet, through common interest forums. I couldn't live without the Internet. It's my lifeline."

The Internet has also greatly influenced how people buy and sell goods. International Internet shopping is now common, with people buying all sorts of goods, from sites such as amazon, the most successful online retail site. The international auction site eBay allows millions of participants to buy from and sell to strangers, setting their own prices. But beware – there are so many unscrupulous salespeople online as on the high street.

One of the Internet's greatest success stories is Wikipedia, the free online encyclopedia, which is compiled and updated by its users. It carries far more content than any other encyclopedia and it is a great starting point for research, but remember to double-check important facts as it does contain errors. If you don't have time to check your facts, consider purchasing a reliable online encyclopedia such as the Encyclopedia Britannica. The other major information resource on the

Internet is Google, a search engine which finds and ranks web pages according to the number of links made to them.

Probably the biggest impact that the Internet has had is the way in which it has influenced social networking. The most frequently “googled” word in the world recently was Bebo - the social networking site- followed by MySpace. People can meet new friends through sites like these, they can renew old acquaintances through different sites and they can also play games with each other in virtual worlds. This Internet-based, three-dimensional virtual world is “inhabited” by more than 6.6 million residents from around the world, and global companies even have outlets there. It’s now much easier to share experiences with others too. Sites such as YouTube allow people to upload and share videos, with unlikely clips becoming huge hits and a number of figures becoming Internet phenomena.

Much of the power of the Internet lies in the fact that people are developing new ways to be creative and innovative, combining ideas and skills without an organization or hierarchy. No one is in overall control. Collective creativity and collaboration are the key ideas. But even more powerful than this is its power to solve crimes, help change the world through giving to charities on sites like justgiving.com or find missing individuals.

SPEECH EXERCISES

Work with a partner to discuss the following.

- Do people indulge in fantasy virtual life because of the disappointments of their real lives?
- What are the advantages and disadvantages of:
 1. Buying and selling over the Internet?
 2. Social networking with people you have never met face-to-face?
- Should teenagers’ use of the Internet be limited?

Text 13

Email - a good thing or a bad thing?

In recent years email has become an increasingly important means of communication. However, like most things it has both advantages and disadvantages.

On the plus side:

- First of all, email is easy. All you need is the appropriate software on your computer. There are no stamps to stick and no trips in the freezing cold to post-boxes.

- The second point is that email is fast. No matter where you're sending your message, whether it's to the next street or to the other side of the planet it takes only seconds to reach its destination. Nowadays, whenever I send regular mail (or snail mail as email users call it), I can't believe that it's actually going to take days to reach its destination. How primitive!

1. Email is not only fast, it is also cheap. Unlike long distance telephone calls, you pay no more for messages.

- Also, email messages are easily stored. Because they're electronic, saving an email message you've received (and calling it back up again later) is a breeze.

- In addition to this, email is environ-

On the minus side:

- Firstly, email is impersonal. You can't see a person, face to face; it's difficult to get across subtle meanings in email prose with no visual or voice clues.

- Secondly, it can be argued that email is in fact too easy. You can write a message in a few seconds and send it off with one click. And once sent, you can't get back a message that may have been written in a fit of irritation or anger.

- Another point is that email security is lax. As your email message makes its way to its destination, it has to pass through other, public, systems. Anyone with the right technical know-how can intercept it without your knowing.

- although, as stated above, it's an advantage that email messages are easily stored, this can also be a disadvantage. If you say nasty things about your boss in a message, a saved copy can come back to haunt you in the future.

<p>mentally friendly because of being electronic. It saves natural resources such as paper.</p> <ul style="list-style-type: none"> •Last but not least, email is practically universal. More and more people use it every day. 	<p>A final and very important point is that email can take over your life. Because it is so easy to start getting more and more correspondence, and you end up spending most of your day reading and responding to floods of messages.</p>

Overall, however, the pros of email outweigh the cons. Email has transformed the world of communication in largely beneficial ways, and alongside text messaging, is now a major way of keeping in touch.

Text 14

Apple Macintosh

Are you a Mac user? For many, home computers have become synonymous with Windows and Bill Gates, but there has always been a loyal band of Apple Macintosh users, whose devotion to the Apple brand and its co-founder Steven Jobs is almost religious.

Steven Jobs and Steven Wozniak dropped out of college and got jobs in Silicon Valley, where they founded the Apple Computer company in 1976, the name based on Job's favourite fruit. They designed the Apple computer in Job's bedroom, having raised the capital by selling their most valued possessions – an old Volkswagen bus and a scientific calculator. The later model, the Apple Macintosh, introduced the public to point and click graphics. It was the first home computer to be truly user-friendly, or as the first advertising campaign put it, “the computer for the rest of us”.

When IBM released its first PC in 1981, Jobs realized that Apple would have to become a more grown-up company in order to compete effectively. He brought in John Sculley, the president of Pepsi-Cola, to do the job, asking him: “Do you want to just sell sugared water for the rest of your life, or do you want to change the world?” Sculley and Jobs began to argue bitterly, however, and after a power struggle, Jobs was reluctantly forced to resign.

By 1996 Apple was in trouble, due to the dominance of Windows software and the increasing number of PC clones which could use it. Jobs, having had great success with his animation studio Pixar, was brought back to the ailing firm for an annual salary of \$1, and the company gradually returned to profitability.

Apple's computers cost more than most PCs, and have a more limited range of software available for them, but their great appeal has been the attention to design, making Apple the cool computer company. The launch of the stunning multi-

coloured iMac in 1997, followed by the sleek new iMac in 2002, marked the end of the computer as an ugly, utilitarian machine, and brought the home computer out of the study and into the lounge. As Steve Jobs put it, “Other companies don’t care about design. We think it’s vitally important.”

Apple’s fortunes were transformed again with the development of the iPod in 2003, which soon became a must-have gadget and brought about a boom in Internet music sales. And of course, it was beautifully stylish.

SPEECH EXERCISES

1. How did Jobs and Wozniak design the Apple computer?
2. What characteristics of Apple’s computers can you name?
3. What is Ipod a must-have gadget?

Text 15

The book is reborn

You are about to leave for holiday. You have two long weeks on a beach ahead of you— a chance to read all those books you’ve been planning to read all year. So you decide to pack a selection of paperbacks. You know paperback books are incredibly light and convenient, so it comes as rather a shock when you put four or five in your suitcase and realize they are as heavy as a brick. Suddenly the thought that you will have to carry all that weight through the airport doesn’t seem quite so appealing.

Well, now there is a solution. Instead of carrying heavy books around you simply take an e-book. In the same way that MP3 players mean you don’t have to carry around dozens of CDs, the e-book contains all the books you might want to read in one small package. So, if you’re not sure whether you are going to feel like

a lightweight romance or a heavyweight biography, that's no problem. You simply load all the books you might want into memory and then make up your mind when you arrive.

So, how does it work? Electronics companies had been working on the e-book for years before they found the perfect combination of materials and technology. The magic ingredient was electronic paper, a US invention that is completely different from the liquid crystal display (LDC) technology used for most computer screens. Earlier versions of the e-book had suffered from the same problems as laptop computers and mobile phone screens—the screens were impossible to see in bright sunlight and people found that their eyes were getting tired after using them for any length of time. Manufacturers knew they had to invent a superior technology, and electronic paper was the result—it is flicker-free and looks exactly like real paper and ink.

And the e-book has many other advantages. The size of text can be changed at the flick of a switch, which means many people with poor eyesight will be able to read without needing glasses. As well as text, the e-book can display pictures and diagrams, and with an electronic pen the reader can make notes on the screen which the machine will remember, making it an ideal product for students. In fact, there are several internet companies that will be supplying medical and scientific e-book files in the near future. So the students of tomorrow won't have to spend a fortune on those expensive university textbooks—they'll simply log on the Internet and download everything they need to their e-book.

SPEECH EXERCISES

1. What sort of things do you read on a computer rather than on paper?
2. How does reading a computer screen compare with reading a book?
3. Name advantages and disadvantages of e-books.

