

Михайлюк О. Ю., Шкледа Л. І., Ткачівська М. Р.

**DIPLOMACY AND MASS MEDIA
IN CONTEMPORARY WORLD**

ББК 66.4+76.0
М-609

Навчальний посібник призначений для вдосконалення навичок та вмінь перекладу громадсько-політичної літератури для студентів вищих навчальних закладів напрямку підготовки Міжнародні відносини.

Посібник складається з 4 розділів, які представляють участь України в міжнародних організаціях, мистецтво дипломатії, а також навчають роботі з мас-медіа. Система вправ забезпечує швидке і ефективне засвоєння студентами необхідної термінології, допомагає вдосконалювати навички та вміння перекладу оригінальних текстів, а також усної та письмової комунікації.

В посібнику подано словник політичних, історичних, дипломатичних термінів, а також політичні ідіоми.

Посібник можна використовувати для роботи на аудиторних та самостійних заняттях.

Друкується за ухвалою Вченої ради Інституту історії та політології Прикарпатського національного університету імені Василя Стефаника

(протокол № 8 від 25 квітня 2012 р.)

Укладачі: Михайлюк О.Ю., асистент кафедри іноземних мов і перекладу Інституту історії і політології Прикарпатського національного університету імені Василя Стефаника.

Шкледа Л.І., асистент кафедри іноземних мов Прикарпатського національного університету, Василя Стефаника.

Ткачівська М. Р., кандидат філологічних наук, доцент, завідувач кафедри іноземних мов і перекладу Інституту історії і політології Прикарпатського національного університету імені Василя Стефаника.

Рецензенти: Нагорняк М. М., професор, доктор політичних наук.

Ткачівський В. В., кандидат філологічних наук, доцент, завідувач кафедри іноземних мов Прикарпатського національного університету, Василя Стефаника.

М-609 **Diplomacy and Mass Media in Contemporary World.** Навчальний посібник/ Михайлюк О.Ю., Шкледа Л.І., Ткачівська М.Р.- Івано-Франківськ :В-во «НАІР», 2012. – 320с.
ISBN 978-966-2716-11-5

CONTENTS

CHAPTER I

UKRAINE IN THE INTERNATIONAL ORGANIZATIONS

UNIT I. UKRAINE'S FOREIGN POLICY PRIORITIES	4
UNIT II. NATIONAL SECURITY STRATEGY OF UKRAINE.....	13
UNIT III. UKRAINE IN THE UNITED NATIONS.....	21
UNIT IV. RELATIONS BETWEEN UKRAINE AND THE EUROPEAN UNION.....	27
UNIT V. COOPERATION BETWEEN UKRAINE AND THE COUNCIL OF EUROPE.....	33
UNIT VI. ORGANIZATION FOR SECURITY AND COOPERATION IN EUROPE.....	43
UNIT VII. COOPERATION OF UKRAINE IN THE FRAMEWORK OF THE WORLD TRADE ORGANIZATION (WTO).....	50
UNIT VIII. UKRAINE - UNESCO COOPERATION.....	54
UNIT IX. NATO – UKRAINE COOPERATION.....	61

CHAPTER II

THE ART OF DIPLOMACY

UNIT I. COMMUNICATION : AN ESSENTIAL ASPECT OF DIPLOMACY..	67
UNIT II. DIPLOMATIC PROTOCOL I.....	73
DIPLOMATIC PROTOCOL II.....	76
UNIT III. WHAT'S THE DIFFERENCE BETWEEN AN EMBASSY AND A CONSULATE?.....	81
UNIT IV. THE MAKINGS OF A GOOD AMBASSADOR.....	90
UNIT V. SOME HINTS FOR MASTERING THE ART OF PUBLIC SPEAKING.....	95

UNIT VI. SAMPLE PROJECTS OF THE UNDERGRADUATES Vasyl Stefanyk Precarpathian National University (International Relations Department).....	101
--	-----

UNIT VII. ADDITIONAL READING Information on the procedure of foreigners entry to (exit from)Ukraine.....	113
--	-----

CHAPTER III

DEALING WITH MASS MEDIA

UNIT I. I. NEWSPAPER STYLE.....	117
II. THE MAIN LANGUAGE FEATURES OF NEWSPAPERS.....	123
III. GRAMMATICAL PECULIARITIES OF NEWSPAPER STYLE.....	126
IV. STYLISTIC FEATURES OF NEWSPAPER ENGLISH.....	128
V. EXPLORING THE NEWSPAPER.....	130
UNIT II. I. NOTES ON PUBLICIST STYLE.....	133
II. DISCOVERING MAGAZINES.....	150
UNIT III. STUDENTS' ACTIVITIES.....	153
UNIT IV. I. RENDERING THE ARTICLE	
II. SUMMARIZING THE TEXT (COMPRESSING).....	
III. ANNOTATION	
IV. INTERVIEWING.....	
V. REPORTING ON A NEWS ITEM.....	

CHAPTER IV

DEVELOPING PRACTICAL SKILLS

STUDENTS' ACTIVITIES.....

ADDITIONAL READING.....

APPENDIX 1

KEY ANSWERS AND TRANSLATIONS

APPENDIX 2

POLITICS IDIOMS.....

APPENDIX 3

GLOSSARY OF HISTORICAL, POLITICAL, CONSTITUTIONAL
AND DIPLOMATIC TERMS.....

APPENDIX 4

GLOSSARY OF DIPLOMATIC TERMS.....

REFERENCES.....

CHAPTER I

UKRAINE IN THE INTERNATIONAL ORGANIZATIONS

UNIT I

UKRAINE'S FOREIGN POLICY PRIORITIES

The priorities of Ukraine's foreign policy serve the purpose of implementing the tasks envisaged by the President of Ukraine aimed at:

- protection of national interests;
- protection of the interests of each Ukrainian citizen.

The 2012 priorities are to be implemented under the motto: "Citizen. Prosperity. Security."

Citizen

Measures aimed at ensuring the rights, interests and cultural needs of Ukrainian citizens and ethnic Ukrainians living abroad.

Protection of the rights and interests of Ukrainian citizens abroad:

- Providing high quality consular assistance;
- Protection of the rights and interests of minors with Ukrainian citizenship who have been adopted by foreign citizens.

Freedom of movement:

- Transition to the second phase of the EU-Ukraine Action Plan on visa liberalization;
- Facilitation of introduction of electronic passports containing a chip with stored biometric information in accordance with EU standards;
- Further efforts on liberalization of the visa regime with EU member states as well as the US, Turkey, Iceland, China, Korea, Kuwait, Malaysia, Singapore, Uruguay, Chile, Croatia, Switzerland.

EURO - 2012:

- Assistance in organizing and hosting the UEFA EURO 2012;
- Providing a high-level international attendance to the opening and closing ceremonies of the championship (June-July, Warsaw / Kyiv).

Fighting piracy and human trafficking:

- Participation in the EU- and NATO-guided international effort to counter piracy and human trafficking;
- Cooperation with international partners in case of emergencies that require immediate response.

Prosperity

Measures aimed at improving the living standard of Ukraine's citizens and the well-being of the society as a whole.

- Enhancing the economic component in Ukraine's foreign policy,

- Protecting and promoting the interests of Ukrainian companies abroad,
- Supporting Ukrainian export,
- Inviting investments.

Continuation of systematic work in the field of European integration:

- Preparation for initialing and signing the Ukraine-EU Association Agreement;
- Preparation for the Agreement's ratification by the Verkhovna Rada of Ukraine, the European Parliament and the EU member states;
- Implementation of certain provisions of the Agreement, including the establishment of a deep and comprehensive free trade area.

Bilateral relations:

- Maintaining the strategic partnership between Ukraine and Russia, increasing the economic cooperation, signing road maps for implementation of infrastructural and industrial projects;
- Active dialogue with the United States aimed at promoting reforms and developing cooperation in the spheres of trade, economy and energy;
- Supporting the positive dynamic in the strategic dialogue with Poland, continuing active cooperation with other Visegrad Four countries, maintaining strategic partnership relations with Lithuania;
- Intensification of cooperation with other neighboring states and Black Sea countries;
- Developing the strategic partnership with Turkey and Azerbaijan;
- Strengthening the positive dynamics in relations with Romania.

International organizations:

- Presidency of Ukraine in the Central European Initiative: Using the presidency to enhance the investment attractiveness of Ukraine, the development of trade and economic cooperation with Central, Eastern and Southern Europe;
- Development of cooperation within GUAM, implementation of regional and cross-border cooperation projects;
- Further development of cooperation within the Commonwealth of Independent States (implementation of the free trade zone agreement, as well as of projects in the fields of transport, innovative development and food security).

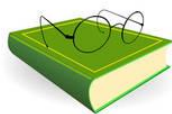
Strengthening the economic component of the Ukraine's foreign policy:

- Deepening cooperation with important and promising economic partners: countries of Latin America and the Caribbean, Asia-Pacific, Central and Southeast Asia, including China, Brazil, Korea, India, Japan, the Middle East and Africa;
- Facilitation of multilateral trade policy of Ukraine through the institutional mechanisms of the WTO;
- Strengthening the global market positions of Ukrainian manufacturers, attracting investments and facilitating the participation of Ukraine's enterprises in major infrastructure projects abroad.

Security

- Strengthening Ukraine's national security guarantees;
- Ensuring the security of Ukraine's borders;
- Creating beneficial environment outside Ukraine's borders;

- Strengthening Ukraine's contribution to international peace and security.
- Active promotion of the process of legal registration of Ukraine's state border;
- Conflict settlement: increasing efforts in the settlement of Transnistrian conflict, facilitating international efforts to resolve conflicts in the former USSR and in the Western Balkans;
- Arms control and non-proliferation: promoting Ukraine's interests at negotiations on renewal of the regimes of conventional arms control in Europe, compliance with international export control regimes, including via the working and political bodies.
- Peacekeeping actions: strengthening Ukraine's leadership in promoting the targets of the UN Charter, such as collective maintenance of international peace and security; expanding Ukraine's participation in the UN peacekeeping and security operations;
- Constructive and pragmatic partnership with the NATO: maintaining political dialogue, cooperating within frameworks of the Annual National Program, participating in the NATO-led peacekeeping and antiterrorist operations;
- Active participation in the OSCE as a Troika member (January 2012 through January 2013): implementing necessary preparation for the presidency Ukraine's OSCE presidency in 2013;
- Continuation of the efforts aimed at promoting Ukraine's candidacy for a non-permanent seat in the UN Security Council in 2016-2017.
- Strengthening Ukraine's energy security: proactive steps to promote Ukraine's national interests in relations with Russia on the issue of energy supply to Ukraine and other European countries;
- Strengthening the nuclear security: ensuring the transfer of the donor contributions to the Chernobyl Shelter Fund and the Nuclear Safety Account in order to implement international projects on transformation of the Shelter Object into an ecologically safe system, that have been declared at the 2011 Kyiv summit;
- Non-proliferation of Nuclear Weapons: implementation by Ukraine of the international obligations agreed at the 2010 Washington summit on nuclear security; ensuring implementation of the commitments undertaken by our international partners vis-à-vis facilitating the transition to low-enriched materials by Ukrainian research institutes for scientific purposes.



1. citizen – громадянин
2. prosperity – добробут
3. security – безпека
4. visa regime – візовий режим
5. bilateral relations – двосторонні відносини
6. strategic partnership - стратегічне партнерство
7. to develop partnership – розвивати співробітництво
8. conflict settlement – врегулювання конфліктів
9. national security guarantees – гарантії національної безпеки
10. European integration – європейська інтеграція
11. agreement ratification – ратифікація угоди



ASSIGNMENTS



I. Memorize the phrases below, match their Ukrainian equivalents

- protection of the rights and interests of citizens
- consular assistance
- freedom of movement
- visa liberalization
- intensification of cooperation
- arms control and non-proliferation
- peacekeeping actions
- constructive and pragmatic partnership
- non-proliferation of Nuclear Weapons
- лібералізація візового режиму
- нерозповсюдження ядерної зброї
- свобода пересування
- активізація співробітництва
- нерозповсюдження та контроль над озброєннями
- консульський захист/допомога
- конструктивне та прагматичне партнерство
- захист прав та інтересів громадян
- миротворча діяльність

II. Fill in each blank with the suitable word or expression from the text

1. Protection of of Ukrainian citizens abroad.
2. Providing a high-level to the opening and closing ceremonies of the championship.
3. Preparation for the by the Verkhovna Rada of Ukraine, the European Parliament and the EU member states.
4. Maintaining the between Ukraine and Russia.
5. Further efforts on with EU member states as well as the US, Turkey, Iceland, China, Korea, Kuwait, Malaysia, Singapore, Uruguay, Chile, Croatia, Switzerland.
6. partnership with the NATO.



III. Translate into English

Зовнішня політика нашої держави визначена Законом України «Про засади внутрішньої і зовнішньої політики України» (2010 р.), який позиціонує Україну як європейську позаблокову державу, що здійснює відкриту зовнішню політику і прагне співробітництва з усіма заінтересованими партнерами, уникаючи залежності від окремих держав, груп держав чи міжнародних структур.

Зорієнтована на виконання цих завдань зовнішня політика України має відповідати принципам послідовності та передбачуваності, а також бути достатньо гнучкою, тобто здатною адекватно змінюватись відповідно до глобальних процесів, або до загроз, що виникають.

У системі міжнародних відносин Україна повинна стверджувати свій статус як рівноправного суб'єкта, надійного партнера у вирішенні питань міжнародної політики та безпеки, особливо щодо країн близького оточення.

Стратегічна мета України – ввійти повноправним членом у світовий економічний та політичний простір, ефективно реалізувавши при цьому свої власні інтереси, до головних з яких слід віднести, зокрема, необхідність глибокої технологічної модернізації, масштабне залучення інвестицій, розвиток зовнішньоекономічних відносин та ін..

IV. Match the sentences in column A with their equivalents in column B.

A	B
1 Internal personal Harmony is impossible not only without harmony in relations between the human being and the state, but also without harmony in Ukraine's international relations.	a) Основою ефективної дипломатії, яка працює для людей, є висока кваліфікація працівників зовнішньополітичного відомства, їхня увага до кожного українського громадянина. Система прийому на дипломатичну службу буде максимально прозорою.
2 The essence of daily work of Ukraine's diplomatic service should be transparent and understandable for the Ukrainian society. Contacts with regions will be a leading component, and public awareness campaigns on the national foreign policy priorities will be held there regularly. Feedback with the Ukrainian diplomacy, which will be aware of real needs of the society and encourage	b) Що заважає нашому ширшому спілкуванню? Жорсткі візові режими, передусім з більшістю країн Європи. Міністерство закордонних справ буде активно працювати над тим, щоб лібералізувати для українців режим перетину кордонів.

<p>interregional business and human contacts with foreign partners, will be ensured through MFA regional representative offices, the number of which will grow and functions broaden.</p>	
<p>3 Immediate steps will be taken to realize the basic principle: accessibility of consular/legal services. Ukrainian nationals will obtain a possibility to establish contacts with their embassy or consulate and to obtain timely and proper protection, support and assistance.</p>	<p>с) Міністерство закордонних справ буде активним провідником політики максимального спрощення процедур прикордонного контролю для подорожуючих і перевізників. Це забезпечить сприятливий режим перетину кордону громадянами України, переміщення вітчизняних товарів, реалізацію транзитного потенціалу нашої держави, залучення в Україну міжнародного туризму. Водночас прозорість кордонів не повинна впливати на безпеку наших громадян. Кордони мають бути закриті для терористичних загроз, злочинності, наркотрафіку та торгівлі людьми.</p>
<p>4 High skills of diplomatic officers and their attention to each Ukrainian national form the basis of people-oriented efficient diplomacy. The system of recruitment to diplomatic service will be as transparent as possible.</p>	<p>d) Успіхи на шляху європейської і євроатлантичної інтеграції – це європейські стандарти добробуту, соціальних гарантій, медичного забезпечення, екології, трудового законодавства, а також безпеки і стабільності. Європейська інтеграція – це і нові можливості поглиблення співпраці з нашими сусідами, насамперед з Російською Федерацією. Успіх України на цьому шляху матиме своїм наслідком нові вигоди і позитиви для усіх наших регіональних партнерів.</p>

<p>5</p> <p>What prevents our broader communication? Strict visa regimes, primarily with most European countries. The Ministry of Foreign Affairs will work actively to liberalize border crossing regime for Ukrainians.</p>	<p>е)</p> <p>МЗС працюватиме над приєднанням України до Європейської Угоди про молодіжну картку, Угоди про Центр європейських мов та до Болонського процесу. Це саме той випадок, коли порівняно незначні бюджетні кошти сторицею компенсуються активним молодіжним обміном, входженням України до європейського освітнього і наукового простору.</p>
<p>6</p> <p>The MFA will work on Ukraine's accession to the European Agreement on the Youth Card, Agreement on the European Languages Centre, and the Bologna Process. That's exactly the case when comparatively small budget funds are more than compensated by youth exchange and Ukraine's accession to the European educational and scientific space.</p>	<p>ф)</p> <p>Внутрішня особиста Гармонія неможлива не тільки без гармонії у відносинах людини і держави, але й гармонії у міжнародних відносинах України.</p>
<p>7</p> <p>The Ministry of Foreign Affairs shall be an active conductor of the policy of the highest possible simplification of the border control procedures for travelers and carriers. This will provide for the favorable regime of border crossing by the citizens of Ukraine, handling of the domestic goods, realization of the transit potential of our state, attraction of the international tourism to Ukraine</p> <p>At the same time, the transparency of borders must not affect the security of our citizens. The borders must be closed for the terrorist threats, criminality, drug and human traffic</p>	<p>г)</p> <p>Будуть здійснені невідкладні кроки для реалізації основного принципу: доступності консульсько-правових послуг. Громадянин України має отримати можливість безперешкодно встановити контакт зі своїм посольством чи консульством та вчасно отримати належний захист, підтримку і допомогу</p>

<p>8</p> <p>The success on the path to the European and Euro-Atlantic integration means the European standards of welfare, social guaranties, medical care, ecology, labor legislation as well as security and stability.</p> <p>The European integration also means new opportunities to deepen cooperation with our neighbors, first and foremost with the Russian Federation. The success of Ukraine on this path shall result in the new benefits and positive matters for all our regional partners.</p>	<p>h)</p> <p>Суть щоденної праці дипломатичної служби України має стати прозорою і зрозумілою для українського суспільства. Чільним компонентом буде контакт з регіонами, де на сталій основі розпочнуться</p>
---	--

UNIT II

NATIONAL SECURITY STRATEGY OF UKRAINE

Ukraine is a sovereign, unitary, European state based on the rule of law, which has its own history of state-building and development of democratic institutions, ancient cultural and spiritual traditions. At the start of 21st century, Ukraine is developing within its existing borders on the basis of exercising, by the Ukrainian people, their inalienable right to self-determination.

The national security strategy of Ukraine (hereinafter referred to as the Strategy) determines the principles, priority objectives, as well as tasks and mechanisms of ensuring [protection of] vital interests of an individual, the society and the state from external and internal threats.

The legal framework for the development and implementation of the Strategy is comprised by the Constitution of Ukraine, the Law of Ukraine On Principles of National Security of Ukraine, other laws of Ukraine and international instruments ratified by the Verkhovna Rada of Ukraine, which in the aggregate determine the basic principles of the state policy in the sphere of national security.

The main objective of the Strategy is to ensure the level of national security that would guarantee progressive development of Ukraine, its competitiveness, respect for human and civil rights and freedoms, further strengthening of international positions and authoritativeness of the Ukrainian state in the modern world.

Achieving this objective is possible through implementing the national security policy of the state that envisages strengthening of the foundations of national unity for the sake of building a democratic, competitive state based on the rule of law, developing a socially oriented market economy, strengthening science and technology potential, ensuring innovation development, raising the living standards and well-being of the population, ensuring information security, and environment-friendly and technogenically safe conditions for vital functions of the society.

The strategic objective of the national security policy of Ukraine is to safeguard the state sovereignty and territorial integrity, national unity on the basis of democratic progression of the society and the state, observance of human and civil rights and freedoms, establishing conditions for a dynamic economic growth, ensuring the European social standards and well-being of the population.

The strategic priorities of the national security policy are:

1. Achieving the national unity and consolidation of the society through overcoming both the objective and induced contradictions of socio-cultural, confessional, ethnic, language-related, inter-regional and regional nature on the basis of strict observance of the constitutional safeguards of human and civil rights and freedoms.

2. Raising effectiveness of public administration and local self-government system. To that end, it is necessary to consolidate efforts of bodies of state power around improving the constitutional regulation of social relations in Ukraine, ensuring balance of all-national interests, establishing the strategic planning system, creating effective monitoring mechanisms to promptly adjust the security policy priorities.

3. Ensuring adequate economic security is impossible without structural readjustment and increased competitiveness of the national economy.

To that end, it is necessary, first of all, to improve the investment climate, inter alia, by ensuring effective protection of property rights, amending the regulatory and corporate laws, restricting monopolism, developing financial and stock markets.

4. Ensuring the energy security of the country, first of all by radically increasing the effectiveness of consumption of fuel and energy resources. It is critically important to address urgently the issues of reducing Ukraine's dependence on energy supplies, diversification of energy supply routes, materialization of the state's transit potential, modernization of energy infrastructure on the basis of modern technologies.

5. Resolving Urgent Demographic Issues through Achieving High Social Standards.

This [task] envisages realization of comprehensive measures as regards promoting augmentation of the middle class and elimination of poverty, harmonizing the national life quality standards with those of the European countries, establishing conditions for strengthening health of the nation and reducing mortality rate, ensuring access of all strata of the population to high-quality medical services, providing housing to citizens requiring assistance from the state, implementing the social security reform, in particular the pension reform, etc.

6. Creation of Safe Conditions for Vital Activities of Population

Reform of housing and communal services, modernization of capital assets of that sector, and increasing the quality of housing and communal services, primarily through sectoral competition, should be identified as a critical condition for establishing safe and secure environment for vital activities of Ukraine's population.

7. Reform of the security sector institutions – the Armed Forces of Ukraine and other military formations and law-enforcement agencies to ensure their readiness to perform tasks pertaining to the national defense, to increase effectiveness of activities as regards human and civil rights protection, ensuring the national security, prevention of corruption and crime, especially in organized forms.

8. Expedited implementation of the judicial reform towards establishing a system of judicial organization and legal procedure functioning on the basis of the rule of law pursuant to the European standards, and safeguarding the right of an individual to a fair trial.

9. Developing the system of democratic civil control over the Military Organization and law-enforcement agencies of the state.

10. Ensuring favorable external conditions for development and security of the state that envisages in establishing a secure international environment around Ukraine, strengthening collective security systems in the European and trans-Atlantic areas, developing cooperation in the global and regional dimensions. Protection of and support for Ukrainian citizens and their interests abroad. Finalizing the legal framework (delimitation and demarcation) of the frontier of Ukraine, in particular, resolving, together with the Russian Federation. Expanding active interaction with the United States and Canada, EU member-states, other European countries and leading regional states, etc.

Pursuant to the Law of Ukraine On Principles of National Security of Ukraine, the National Security Strategy of Ukraine is a document subject to mandatory implementation.

Control over implementation of the National Security Strategy of Ukraine shall be executed by the President of Ukraine, the Verkhovna Rada of Ukraine, the Cabinet of Ministers of Ukraine, the National Security and Defense Council of Ukraine within the framework of their authority specified by the Constitution and laws of Ukraine.

The President of Ukraine, as Head of State, Commander-in-Chief of the Armed Forces of Ukraine and Head of the National Security and Defense Council of Ukraine, shall administer the Strategy implementation process and submit.

The Verkhovna Rada of Ukraine shall develop the legal framework aimed at the Strategy implementation, and exercise the appropriate parliamentary control.

The Cabinet of Ministers of Ukraine, as the highest body in the system of state executive authorities, being guided by the Constitution and laws of Ukraine, acts of the President of Ukraine and resolutions of the National Security and Defense Council of Ukraine, shall ensure implementation of the Strategy and approve, on the annual basis, the Strategy implementation action plans.

The National Security and Defense Council of Ukraine shall coordinate and control the activities of the executive authorities on implementation of the Strategy, and, with due account of modifications of the external or internal environment, submit proposals to the President of Ukraine as regards its specification and backing with resources to be taken into consideration while drafting the Law on State Budget of Ukraine for the following year.

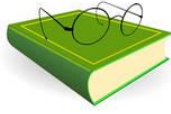
The Secretary of the National Security and Defense Council of Ukraine shall inform the President of Ukraine, on the annual basis or immediately – as required, about the course of the Strategy implementation, and submit relevant conclusions and proposals.

Essential role in the national security policy implementation should be played by civil society institutions. Vigorous activities of civil society institutions will promote strengthening the safeguards of observation of law, human and civil rights and freedoms, ensuring adequateness of the national security system to threats to national interests and economic potentialities of the state.

The Strategy is a basis for development of specific programs, projects and action plans on components of the national security policy of the state and mechanisms of realization thereof, and is timed for the period of accomplishment of the objectives specified therein.



ASSIGNMENTS



I. Read the text and answer the questions.

1. What does the national security strategy of Ukraine determine?
2. What is the main objective of the Strategy?
3. What are the strategic priorities of the national security policy?
4. Who is responsible for implementation of the National Security Strategy?
5. Do the society institutions play the essential role in the national security policy implementation ?



II. Learn the vocabulary

The legal framework – нормативно-правова база

Ensure – забезпечувати

national security policy – національна політика безпеки

territorial integrity – територіальна цілісність

readjustment – санація

Urgent Demographic Issues – термінові демографічні питання

Augmentation – збільшення

Implementation – реалізація

law-enforcement agencies – правоохоронні органи

drafting the Law – розробка закону

III. Fill in each blank with the suitable word or expression from the text

1. The national strategy of Ukraine the principles, priority objectives, as well as tasks and mechanisms of ensuring vital interests of an individual, the society and the state from external and internal threats.
2. Control over of the National Security Strategy of Ukraine shall be executed by the President of Ukraine.
3. The is a basis for development of specific , projects and action plans on components of the national of the state and mechanisms of realization thereof, and is timed for the period of accomplishment of the objectives specified therein.
4. Developing the Of democratic civil control over the and law-enforcement agencies of the state.

5. The main of the Strategy is to the level of national security that would guarantee progressive of Ukraine, its competitiveness, respect for human and civil rights and freedoms, further strengthening of international positions and authoritativeness of the Ukrainian in the modern world.

IV. Match the sentences in column A with their equivalents in column B.

A	B
<p>1. Ukraine is a sovereign, unitary, European state based on the rule of law, which has its own history of state-building and development of democratic institutions, ancient cultural and spiritual traditions. At the start of 21st century, Ukraine is developing within its existing borders on the basis of exercising, by the Ukrainian people, their inalienable right to self-determination.</p>	<p>a) Правовою основою розробки та реалізації Стратегії є Конституція України, Закон України «Про основи національної безпеки України», інші закони України та міжнародні угоди, ратифіковані Верховною Радою України, які в сукупності визначають засади політики держави у сфері національної безпеки.</p>
<p>2. The national security strategy of Ukraine (hereinafter referred to as the Strategy) determines the principles, priority objectives, as well as tasks and mechanisms of ensuring [protection of] vital interests of an individual, the society and the state from external and internal threats.</p>	<p>b) Стратегічною метою політики національної безпеки України є забезпечення державного суверенітету та територіальної цілісності, національної єдності на основі демократичного поступу суспільства і держави, додержання прав і свобод людини і громадянина, створення умов для динамічного зростання економіки, забезпечення європейських соціальних стандартів і добробуту населення.</p>
<p>3. The legal framework for the development and implementation of the Strategy is comprised by the Constitution of Ukraine, the Law of Ukraine On Principles of National Security of Ukraine, other laws of Ukraine and international instruments ratified by the Verkhovna Rada of Ukraine, which in the aggregate determine the basic principles of the state policy in the sphere of national security.</p>	<p>c) Україна – суверенна, унітарна, правова європейська держава, яка має власну історію державотворення та розвитку демократичних інститутів, прадавні національні культурні та духовні традиції, на початку ХХІ століття розвивається в існуючих кордонах на основі здійснення Українським народом свого невід'ємного права на самовизначення.</p>
<p>4. The main objective of the Strategy is to ensure the level of national security that would guarantee progressive development of Ukraine, its competitiveness, respect for human and civil rights and freedoms,</p>	<p>d) Забезпечення прийняттого рівня економічної безпеки, що неможливе без здійснення структурної перебудови і підвищення конкурентоспроможності</p>

<p>further strengthening of international positions and authoritativeness of the Ukrainian state in the modern world.</p>	<p>національної економіки. Для цього необхідно насамперед поліпшити інвестиційний клімат, зокрема, шляхом забезпечення дієвого захисту права власності, удосконалення регуляторного і корпоративного законодавства, обмеження монополізму, розвитку фінансового і фондового ринків</p>
<p>5. The strategic objective of the national security policy of Ukraine is to safeguard the state sovereignty and territorial integrity, national unity on the basis of democratic progression of the society and the state, observance of human and civil rights and freedoms, establishing conditions for a dynamic economic growth, ensuring the European social standards and well-being of the population.</p>	<p>е) Забезпечення енергетичної безпеки країни, насамперед шляхом докорінного підвищення ефективності використання паливно-енергетичних ресурсів. Потребують нагального вирішення питання зменшення енергетичної залежності України та диверсифікації джерел енергопостачання, реалізації транзитного потенціалу держави, модернізації енергетичної інфраструктури на основі впровадження новітніх технологій.</p>
<p>6. Ensuring adequate economic security is impossible without structural readjustment and increased competitiveness of the national economy. To that end, it is necessary, first of all, to improve the investment climate, inter alia, by ensuring effective protection of property rights, amending the regulatory and corporate laws, restricting monopolism, developing financial and stock markets.</p>	<p>ф) Стратегія національної безпеки України (далі – Стратегія) визначає принципи, пріоритетні цілі, завдання та механізми забезпечення життєво важливих інтересів особи, суспільства і держави від зовнішніх і внутрішніх загроз.</p>
<p>7. Ensuring the energy security of the country, first of all by radically increasing the effectiveness of consumption of fuel and energy resources. It is critically important to address urgently the issues of reducing Ukraine’s dependence on energy supplies, diversification of energy supply routes, materialization of the state’s transit potential, modernization of energy infrastructure on the basis of modern technologies.</p>	<p>г) Головна мета Стратегії – забезпечити такий рівень національної безпеки, який би гарантував поступальний розвиток України, її конкурентоспроможність, забезпечення прав і свобод людини і громадянина, подальше зміцнення міжнародних позицій та авторитету Української держави у сучасному світі.</p>



V. Translate into English.

Контроль за реалізацією Стратегії національної безпеки України здійснюють Президент України, Верховна Рада України, Кабінет Міністрів України, Рада національної безпеки і оборони України в межах їхніх повноважень, визначених Конституцією і законами України.

Президент України як глава держави, Верховний Головнокомандувач Збройних Сил України і Голова Ради національної безпеки і оборони України здійснює керівництво процесом реалізації Стратегії.

Верховна Рада України формує законодавчу базу, спрямовану на реалізацію Стратегії, здійснює відповідний парламентський контроль.

Кабінет Міністрів України як вищий орган у системі органів виконавчої влади, керуючись Конституцією і законами України, актами Президента України та рішеннями Ради національної безпеки і оборони України, забезпечує реалізацію Стратегії, щорічно затверджує плани заходів на її виконання.

Рада національної безпеки і оборони України координує та контролює діяльність органів виконавчої влади із реалізації Стратегії та, з урахуванням змін у зовнішньому або внутрішньому середовищі, вносить Президентові України пропозиції щодо її уточнення та ресурсного забезпечення для врахування при підготовці проекту закону про Державний бюджет України на наступний рік.



IV. Translate into Ukrainian

Essential role in the national security policy implementation should be played by civil society institutions. Vigorous activities of civil society institutions will promote strengthening the safeguards of observation of law, human and civil rights and freedoms, ensuring adequateness of the national security system to threats to national interests and economic potentialities of the state.

The Strategy is a basis for development of specific programs, projects and action plans on components of the national security policy of the state and mechanisms of realization thereof, and is timed for the period of accomplishment of the objectives specified therein.

UNIT III

UKRAINE IN THE UNITED NATIONS

The United Nations was founded in 1945. The purposes of the Organization are: to maintain international peace and security, to develop friendly relations among nations, to achieve international cooperation in solving international problems of an economic, social, cultural or humanitarian character, and to promote and encourage respect for human rights and fundamental freedoms.

The Charter of the United Nations was signed on 26 June 1945 and came into force on 24 October 1945 – the day that is annually marked as the United Nations Day.

Ukraine was among the first nations to put its signature under the United Nations Charter, entering thus the group of the UN founding states of 51 nations. Today the UN membership stands at 192 nations.

Delegation of Ukraine took an active part in drawing up of the United Nations Charter. Dmytro Manuilskyi, then People's Commissar for International Affairs of the Ukrainian Soviet Socialist Republic and the Head of the Ukrainian delegation at the United Nations Conference on International Organization, held in April-June 1945 in San Francisco, was elected Chairman of the First Committee, which elaborated the Preamble and Chapter 1 (Purposes and Principles) of the United Nations Charter.

Since the declaration of its independence in August 1991, Ukraine determined membership in the United Nations as one of its foreign policy priorities. Ukraine firmly adheres to the purposes and principles of the UN Charter, substantially contributing to the Organization's activity in fields of maintenance of international peace and security, disarmament, economic and social development, protection of human rights, strengthening of international law etc.

In 1997 Hennadiy Udoenko, then Minister for Foreign Affairs of Ukraine was elected President of the 52nd UN General Assembly session – one of the top governing offices in the UN system. Ukraine is especially proud of the fact that it was the 52nd session of the UN General Assembly, which entered the history as the "session of reforms", to endorse a comprehensive Program of the Organization's reform, proposed by the UN Secretary General Kofi Annan.

At present Ukraine is a member of several principal and subsidiary UN organs, including the Human Rights Council, Committee on Contributions, Commission on Social Development, Commission on Crime Prevention and Criminal Justice, Commission on Narcotic Drugs, Statistical Commission, Commission on Population and Development, Executive Board of the World Food Programme (WFP), Executive Board of the United Nations Children's Fund (UNICEF) and Executive Boards of the United Nations Development Programme (UNDP)/United Nations Population Fund (UNFPA).

During its membership in the UN Ukraine was elected non-permanent member of the Security Council for three times (1948-1949, 1984-1985, 2000-2001). Ukraine was elected also to the UN Economic and Social Council for five times. Representatives of

Ukraine served as chairmen of a number of main committees of the UN General Assembly sessions.

Ukraine has been committed to the UN peacekeeping since the first years of its independence. We regard our participation in these activities as an important aspect of our foreign policy, supporting them not only politically, but, more important, in terms of practical contribution of personnel. More than 28 thousand military and civilian personnel of Ukraine have discharged their noble mission under the UN flag in 20 UN peacekeeping operations and missions around the globe. Ukraine is currently contributing 558 military and civilian personnel to 7 ongoing UN peacekeeping operations and missions.

Among long-standing issues that have particular importance for Ukraine in the UN, there is problem of the 1986 Chernobyl Nuclear Power Station accident. Ukraine together with other two affected states, Belarus and the Russian Federation, continues to pay special attention to maintaining those issues in the close of view of the United Nations.

Among global issues on the current United Nations agenda, Ukraine attaches significant importance to countering terrorism as a major threat to international peace and security. Being a party to all counterterrorism international instruments of universal character, Ukraine believes that UN constitutes a unique foundation for universal collective efforts in eradicating this cruel phenomenon and should further play its leading role along that way.

Ukraine believes that multilateral diplomacy is one of the most efficient tools in realization of its national interests. Today Ukrainian diplomacy channels its main efforts into further consolidation of functioning of international organizations as mechanisms of mobilization, harmonization and coordination of international community's efforts aimed at solving global economic and environmental problems.



ASSIGNMENTS

Give synchronous translation of the text working in pairs and suggesting bilingual variants of translation

УКРАЇНА В ООН

Організація Об'єднаних Націй була заснована в 1945 році. Цілями Організації є: підтримка міжнародного миру і безпеки, розвитку дружніх відносин між націями, здійснення міжнародного співробітництва у вирішенні міжнародних проблем економічного, соціального, культурного і гуманітарного характеру, а також заохочення і розвиток поваги до прав людини і основних свобод.

Статут Організації Об'єднаних Націй був підписаний 26 червня 1945 року і вступила в чинності 24 жовтня 1945 року - день, який щорічно відзначається як День Організації Об'єднаних Націй.

Україна була однією з перших країн, щоб поставити свій підпис під Статутом Організації Об'єднаних Націй, входячи таким чином до групи держав-засновників ООН з 51 країн. На сьогоднішній день членами ООН є 192 країни.

Делегація України взяла активну участь у створенні Статуту Організації Об'єднаних Націй. Дмитро Мануїльський, потім народний комісар з міжнародних питань Української Радянської Соціалістичної Республіки і глава української делегації на Конференції Організації Об'єднаних Націй по створенню міжнародної організації, що відбулася в квітні-червні 1945 року в Сан-Франциско, був обраний головою Першого комітету, який розробляв Преамбулу та Главу 1 (цілі та принципи) Статуту Організації Об'єднаних Націй.

Після проголошення незалежності в серпні 1991 р. Україну визначає членство в Організації Об'єднаних Націй в якості одного з пріоритетів зовнішньої політики. Україна твердо дотримується цілей та принципів Статуту ООН, в значній мірі сприяє діяльності Організації в галузі підтримання міжнародного миру та безпеки, роззброєння, економічного і соціального розвитку, захисту прав людини, зміцнення міжнародного права і т.д.

У 1997 році Геннадій Удовенко, тодішній міністр закордонних справ України був обраний головою 52-ї сесії Генеральної Асамблеї ООН - одина з кращих керівних посад в системі ООН. Україна особливо пишається тим, що це була 52-а сесія Генеральної Асамблеї ООН, яка увійшла в історію як "сесія реформ", підтримала всеосяжну програму реформ Організації, запропоновану Генеральним секретарем ООН Кофі Аннаном.

В даний час Україна є членом ряду основних і допоміжних органів ООН, включаючи Раду з прав людини, Комітету по внесках, Комісії з соціального розвитку, Комісії з попередження злочинності та кримінального правосуддя, Комісією з наркотичних засобів, Статистична комісія, Комісія з народонаселення та розвитку, Виконавчої ради Всесвітньої продовольчої програми (МПП), Виконавчої ради Дитячого фонду Організації Об'єднаних Націй (ЮНІСЕФ) і виконавчих рад Програми розвитку Організації Об'єднаних Націй (ПРООН) / Фонду ООН з народонаселення (ЮНФПА).

Під час свого членства в ООН Україна була обрана непостійним членом Ради Безпеки, три рази (1948-1949, 1984-1985, 2000-2001). Україна була обрана також в Економічну і соціальну раду п'ять разів. Представники України були головами низки головних комітетів сесій Генеральної Асамблеї ООН.

Україна приєдналася до миротворчої діяльності ООН з перших років своєї незалежності. Ми розглядаємо нашу участь у цій діяльності як важливий аспект нашої зовнішньої політики, підтримуючи її не тільки політично, але, що більш важливо, з точки зору практичного внеску персоналу. Більше 28 000 військовослужбовців і цивільного персоналу України завершили свою благородну місію під прапором ООН в 20 операціях ООН з підтримання миру і місії по всьому світу. Україна в даний час направляє 558 військовослужбовців і цивільного персоналу до 7 поточних операцій ООН з підтримання миру і безпеки.

Серед давніх проблем, які мають особливе значення для України в ООН, є проблеми 1986 року аварії на Чорнобильській АЕС. Україна разом з двома іншими постраждалими державами, Білорусі та Росії, як і раніше приділяють особливу увагу збереженню цих питань у колі зору Організації Об'єднаних Націй.

Серед глобальних питань поточного порядку денного Організації Об'єднаних Націй, України надає великого значення боротьбі з тероризмом як одній з

основних загроз для міжнародного миру та безпеки. Будучи учасником всіх контртерористичних міжнародних документів універсального характеру, України вважає, що ООН являє собою унікальний фундамент для універсальних колективних зусиль з викорінення цього явища.

Україна вважає, що багатостороння дипломатія є одним з найбільш ефективних інструментів у реалізації своїх національних інтересів. Сьогодні українські канали дипломатії спрямовують свої основні зусилля на подальше зміцнення функціонування міжнародних організацій, механізми мобілізації, гармонізації та координації зусиль міжнародного співтовариства, спрямованих на вирішення глобальних економічних та екологічних проблем.



Vocabulary

- To maintain international peace and security - підтримка міжнародного миру і безпеки;
- to develop friendly relations among nations - розвиток дружніх відносин між націями;
- to achieve international cooperation in solving international problems of an economic, social, cultural or humanitarian character - здійснення міжнародного співробітництва у вирішенні міжнародних проблем економічного, соціального, культурного і гуманітарного характеру;
- to promote and encourage respect for human rights and fundamental freedoms - заохочення і розвиток поваги до прав людини і основних свобод;
- to come into force – вступати у дію;
- drawing up – створення, складання;
- to determine – визначити;
- principal and subsidiary UN organs - основні і допоміжні органи ООН;
- peacekeeping operations and missions – операції та місії з підтримання миру;
- long-standing issues – давні проблеми;
- global issues – глобальні проблеми;
- all counterterrorism international instruments – усі антитерористичні міжнародні документи;
- multilateral diplomacy – багатостороння дипломатія;
- the most efficient tools in realization of its national interests - найбільш ефективні інструменти у реалізації своїх національних інтересів.

I. Match the English lexical units with their Ukrainian equivalents

- A) to come into force;
- B) peacekeeping operations and missions;
- C) long-standing issues;
- D) multilateral diplomacy;

E) principal and subsidiary UN organs;

F) to achieve international cooperation in solving international problems of an economic, social, cultural or humanitarian character;

1. багатостороння дипломатія;
2. давні проблеми;
3. вступати у дію;
4. основні і допоміжні органи ООН;
5. здійснення міжнародного співробітництва у вирішенні міжнародних проблем економічного, соціального, культурного і гуманітарного характеру;
6. операції та місії з підтримання миру.

II. Fill in the gaps:

1. Ukraine attaches _____ as a major threat to international peace and security.

2. Since the declaration of its independence in August 1991, Ukraine _____ as one of its foreign policy priorities.

3. We regard our participation in these activities as an important aspect of our foreign policy, _____, but, more important, in terms of practical contribution of personnel.

4. Ukraine has been _____ the UN peacekeeping since the first years of its independence.

5. During its membership in the UN Ukraine was _____ the Security Council for three times (1948-1949, 1984-1985, 2000-2001).

6. Today Ukrainian _____ its main efforts into further consolidation of functioning of international organizations as _____ of international community's efforts aimed at _____ global economic and environmental problems.



III. Translate into English:

Основні принципи зовнішньої політики України були оголошені у зверненні Верховної Ради "До парламентів і народів світу" від 5 грудня 1991 р.: "Україна, одна з держав - засновниць Організації Об'єднаних Націй, відповідно до цілей і принципів Статуту ООН повністю спрямовуватиме свою зовнішню політику на зміцнення миру і безпеки у світі, на активізацію міжнародного співробітництва...".

IV. Match the sentences in column A with their equivalents in column B

A	B
1. The United Nations was founded in 1945. The purposes of the Organization are: to maintain international peace and	а) Україна була однією з перших країн, щоб поставити свій підпис під Статутом Організації Об'єднаних

<p>security, to develop friendly relations among nations, to achieve international cooperation in solving international problems of an economic, social, cultural or humanitarian character, and to promote and encourage respect for human rights and fundamental freedoms.</p>	<p>Націй, входячи таким чином до групи держав-засновників ООН з 51 країн. На сьогоднішній день членами ООН є 192 країни.</p>
<p>2. Ukraine was among the first nations to put its signature under the United Nations Charter, entering thus the group of the UN founding states of 51 nations. Today the UN membership stands at 192 nations.</p>	<p>b) Україна вважає, що багатостороння дипломатія є одним з найбільш ефективних інструментів у реалізації своїх національних інтересів. Сьогодні українські канали дипломатії спрямовують свої основні зусилля на подальше зміцнення функціонування міжнародних організацій, механізми мобілізації, гармонізації та координації зусиль міжнародного співтовариства, спрямованих на вирішення глобальних економічних та екологічних проблем.</p>
<p>3. Since the declaration of its independence in August 1991, Ukraine determined membership in the United Nations as one of its foreign policy priorities.</p>	<p>c) Організація Об'єднаних Націй була заснована в 1945 році. Цілями Організації є: підтримка міжнародного миру і безпеки, розвитку дружніх відносин між націями, здійснення міжнародного співробітництва у вирішенні міжнародних проблем економічного, соціального, культурного і гуманітарного характеру, а також заохочення і розвиток поваги до прав людини і основних свобод.</p>
<p>4. Ukraine believes that multilateral diplomacy is one of the most efficient tools in realization of its national interests. Today Ukrainian diplomacy channels its main efforts into further consolidation of functioning of international organizations as mechanisms of mobilization, harmonization and coordination of international community's efforts aimed at solving global economic and environmental problems.</p>	<p>d) Після проголошення незалежності в серпні 1991 р. Україну визначає членство в Організації Об'єднаних Націй в якості одного з пріоритетів зовнішньої політики.</p>

UNIT IV

RELATIONS BETWEEN UKRAINE AND THE EUROPEAN UNION

Relations between Ukraine and the European Union were first established in December 1991, when Minister of Foreign Affairs of the Netherlands, holding the presidency of the EU at that time, officially recognized Ukrainian independence on behalf of the European Union.

The intention of Ukraine to develop the relations with the EU based on the principles of integration was announced long time before. In the Decision of the Verkhovna Rada of Ukraine adopted on the 2nd of July 1993 “On the Key Directions of the Foreign Policy of Ukraine”, Ukraine declared its European integration aspirations for the first time.

The Ukrainian strategic policy as to the European integration was confirmed and developed in the Strategy of Ukrainian Integration to the EU, approved by the Decree of the President of Ukraine on the 11th of June 1998, and in the Programme of Ukrainian Integration to the EU, approved by the Decree of the President of Ukraine on the 14th of September 2000. In particular, the Strategy announced that full membership in the EU was a long-term strategic aim of the European integration of Ukraine.

Current legal basis of the Ukraine-EU relations is laid down by the Partnership and Cooperation Agreement (PCA) from the 14th of June 1994 (came into force on the 1st of March 1998), which initiated the cooperation on broad range of political, economic, trade, and humanitarian issues. The conclusion of the PCA allowed to establish a regular bilateral dialogue between Ukraine and the EU on political and sectoral levels, to introduce trade regulations based on the principles of GATT/WTO, to determine the priorities of Ukrainian legislation adaptation to the European norms and standards (*acquis communautaire*) in main sectors of the Ukrainian economy.

Based on the PCA, the political dialogue between Ukraine and the EU is developing into annual meetings (Ukraine-EU Summits) with the participation of the President of Ukraine, the President of the European Council and the President of the European Commission.

The European Union is the biggest donor of Ukraine. Since 1991 the overall amount of financial aid granted to Ukraine in the framework of TACIS program, in macro-financial assistance and humanitarian aid has exceeded EUR 1 billion. With the beginning of the Eastern Partnership in 2009, the EU technical assistance for Ukraine and other partner countries is set to grow.

A few months ago, there were passionate discussions concerning Ukraine’s possible entry of the Customs Union of Russia, Kazakhstan and Belarus. This would have made it impossible to sign the Free Trade Agreement with the EU, while the EU Association Agreement would have lost its significance.

Russia, Belarus and Kazakhstan are wrapped up in their own problems concerning the further political and economic development and modernization of their societies. It would be strategically unwise for Ukraine to join a Customs Union in which two member states are currently, at a crossroads of their development.

The EU too has problems, for example, concerning the future of the Euro-zone. Yet it is possible to envisage already now the ways in which the Union will eventually solve them – even if only on a long-term basis. The situation concerning the EU is, altogether, more predictable than that within the Customs Union.

When Ukrainian President, Victor Yanukovich, came to power in 2010 by barely winning the elections from his main opponent, Yulia Tymoshenko, EU officials believed that this will finally finish permanent political chaos. They were proven right, but only to a very limited extent. Yanukovich obviously did deliver short-term political stability, but in the only way he understood it - consolidating power in his hands.

It seemed that politically consolidated authority would be if not fully legitimate, then at least effective in the reformation of the country. However, no other reform of Yanukovich and his team was as successful as the process of power consolidation. Pension, tax and education reforms have even led to the open protests by the affected sectors of society.

Such unsuccessful and unpopular reforms have further endangered the reign of Yanukovich's Party of the Regions, with the regional elections held in 2010 and parliamentary to be held in 2012. For this reason it may be argued that the decision was made to disrupt opposition by imprisoning several highly ranked opposition executives and politicians.

Crucial in this process was the case against Yulia Tymoshenko, one of the Ukrainian opposition leaders and former prime minister.

This imprisonment had also hard consequences to the EU-Ukraine relations, which were, rather unexpectedly, rapidly developing up to that time. The EU-Ukraine summit of 19th December only confirmed the end of the negotiations, which in current situation means freezing the Agreement until there is a positive change in Ukraine.

The EU and Ukraine are never actually alone in their bilateral relations. All their contacts are influenced by the other important geopolitical player – Russian Federation. Russia, considering Ukraine as belonging to the “sphere of its privileged interests” has never given up attempts for forcing Ukraine into its regional integration projects.

Three main factors that will shape EU-Ukraine relations in the near future are changes of the domestic situation in Ukraine, Ukraine-Russia negotiations and the development of the crisis in the Eurozone. These factors will not only influence the implementation of the DCFTA agreement, but also other spheres of cooperation, such as the Ukraine's Energy Community membership and the EU-Ukraine visa free regime negotiations.

Currently there is no indication of the solution of the democracy and human rights problems in Ukraine.

The case against Yulia Tymoshenko and other opposition politicians will also influence the main turning point of the EU-Ukraine relations in 2012 – Ukrainian parliamentary elections, which are to be held in the end of October. Democratic standards of these elections will be the last factor that will determine possibility for the change of the current EU stance towards Ukraine.

The future of these elections is not to be taken for granted, however. The ruling Party of the Regions, having failed all of the major reforms, highly advertised during the

2010 presidential elections, is not in a position to expect high support from people in the approaching 2012 elections. The election law, traditionally changed just before the elections, puts the ruling team in favourable conditions by increasing the election barrier for the political parties, reversing to the mixed electoral system and banning blocks of political parties. This indicates that the Party of Regions is not ready to surrender its powers easily. It remains to be seen, however, what measures it is ready to use to achieve this goal.

It could seem that the most promising event in the EU-Ukraine relations is the gradual implementation of the Ukraine's membership in the Energy Community, highly praised by the EU representatives. However, cooperation here is also not indubitable.

On accepting membership, Ukraine agreed to adopt the part of the *acquis communautaire* in the energy sphere, namely 14 EU directives, which have both positive and negative sides for Ukraine.

Even though the progress in the EU-Ukraine relations is frozen, there are other issues that should be further developed this year. One of the key is the visa liberalisation talks between the EU and Ukraine. Indubitable, the free movement of persons is a necessary step towards further integration.

A change is possible only if at least one of the parties, either the EU or Ukraine, will start to adapt its policies. Ukraine seems unlikely to change its course, as the consolidated machine is in hands of Yanukovich, who has clearly proven his reluctance to change the situation. Ukrainian society, disillusioned by the aftermath of the Orange Revolution, does not believe in the capacity of the current opposition to change the country and thus is unlikely to go out to streets to protest against the actions of the authorities.

In this situation active actions by the EU are required to unblock the ratification of the DCFTA agreement, with its implementation subject to harsh monitoring by the EU, while developing cooperation in the other spheres. However, it looks like the EU, contrary to Russia, has again lost any interest in Ukraine. Deepening economic crisis, disputes over the possible solutions and the need to support Southern Neighbourhood make the Ukrainian issue far beyond the scope of the EU's interests at the moment.

The wait-and-see position of the EU, with increasing isolation of the Ukrainian authorities, proven by the developments during the recent Davos Summit, will not be effective and may be even dangerous for the EU interests in the Eastern Neighbourhood. While such stance may be praised for defending the European values and democracy principles, it will in the end deliver the result opposite to that expected— further decline of human rights and rise of authoritarianism in increasingly isolated Ukraine.

Concluding, the EU should act decisively in order to change the situation both in Ukraine and in the EU-Ukraine relations. Otherwise, further decline of both economic and political situation will lead to the gradual increase of Russia's already substantial presence and influence in Ukraine.



ASSIGNMENTS

I. Find Ukrainian correspondences to the given lexical units.

1. A passionate discussion
2. To be wrapped up in own problems
3. Altogether
4. To consolidate power in hands
5. The sphere of privileged interests
6. The implementation of the agreement
7. The main turning point
8. To be taken for granted
9. To achieve the goal
10. Reluctance
11. A capacity of the opposition
12. The wait-and-see position
13. An authoritarianism
14. To hold the presidency
15. A membership
16. To harm national interests
17. The principles of integration
18. To declare aspirations
19. An implementation
20. The cooperation on broad range of political, economic, trade and humanitarian issues

II. Find English correspondences to the given lexical units.

1. Інтеграційні принципи
2. Реалізація угоди
3. Зашкодити національним інтересам
4. Поворотний момент
5. Сфера привілейованих інтересів
6. Бути заклопотаним власними проблемами
7. Палка дискусія
8. В цілому
9. Зосередити владу в руках
10. Членство
11. Досягнути мети
12. Авторитаризм
13. Реалізація
14. Небажання
15. Займати пост президента

16. Дієва опозиція
17. Оголосити устремління
18. Співпраця з широкого кола політичних, економічних та соціальних питань
19. Взяти за гарантію
20. Двосторонній діалог

III Complete the following sentences.

1. Russia, Belarus and Kazakhstan are wrapped up in their own problems concerning ...
2. The conclusion of the PCA allowed to...
3. The wait-and-see position of the EU, with increasing isolation of the Ukrainian authorities, proven by...
4. Ukrainian society, disillusioned by the aftermath of the Orange Revolution, does not believe in...
5. The Ukrainian strategic policy as to the European integration was confirmed and developed in...
6. On accepting membership, Ukraine agreed to adopt the part of...
7. The EU too has problems...
8. Yanukovich obviously did deliver short-term political stability, but...
9. Since 1991 the overall amount of financial aid granted to Ukraine in...
10. Deepening economic crisis, disputes over the possible solutions and the need to support Southern Neighbourhood make...



IV. Translate into Ukrainian.

1. Current legal basis of the Ukraine-EU relations is laid down by the Partnership and Cooperation Agreement (PCA) from the 14th of June 1994 (came into force on the 1st of March 1998), which initiated the cooperation on broad range of political, economic, trade, and humanitarian issues.
2. Since 1991 the overall amount of financial aid granted to Ukraine in the framework of TACIS program, in macro-financial assistance and humanitarian aid has exceeded EUR 1 billion.
3. The EU and Ukraine are never actually alone in their bilateral relations.
4. The case against Yulia Tymoshenko and other opposition politicians will also influence the main turning point of the EU-Ukraine relations in 2012 – Ukrainian parliamentary elections, which are to be held in the end of October
5. Ukraine seems unlikely to change its course, as the consolidated machine is in hands of Yanukovich, who has clearly proven his reluctance to change the situation.
6. The wait-and-see position of the EU, with increasing isolation of the Ukrainian authorities, proven by the developments during the recent Davos Summit, will not be effective and may be even dangerous for the EU interests in the Eastern Neighbourhood.

7. Otherwise, further decline of both economic and political situation will lead to the gradual increase of Russia's already substantial presence and influence in Ukraine.

V. Match the following words with their meanings.

To reverse, a reluctance, indubitably, to adopt, an implementation.

1. Taking action or making changes that you have officially decided should happen.
2. When someone is unwilling to do something, or when they do something slowly to show that they are not very willing.
3. To formally approve a proposal.
4. To change something, such as a decision, judgment, or process so that it is the opposite of what it was before.
5. Certainly or without doubt.

VI. Put sentences in the right order to form the text.

That document was focused on economic and social issues as well as on the necessity of improving public government and guaranteeing free press and civil rights.

Ukraine's desire to join the European institutions dates back to 1994 when the government declared that integration to the EU is the main foreign policy objective.

The Partnership and Cooperation Agreement of 1994 entered into force in 1998 and expired in 2008. None of top level meetings brought major changes to a reserved EU approach. Leaders focused chiefly on economic transition and human rights records as well as on issues connected to the Chernobyl nuclear power plant and its containment.

According to observers this is due to such factors as unwillingness of the EU to expand to the post-Soviet space, poor performance of Ukrainian economy, lack of democracy (during the 1990s) or internal instability (following the Orange revolution).

In 2002, EU Enlargement Commissioner Günter Verheugen said that "a European perspective" for Ukraine does not necessarily mean membership within 10 to 20 years; however, it is a possibility.

Ukraine has always been seen as an important but uneasy to deal with political partner of the European Union.

In reality, little was done since Kiev had to take into account Russia, which remained its major trade partner and natural gas and fossil energy supplier.

The framework set for political discussions was modest: yearly meeting between EU Troika and Ukrainian leadership and some inter ministerial consultations.

Also, some experts notice the importance of the Russian factor in Ukraine-EU relations.

The political dialogue between the EU and Ukraine started in 1994 when the Partnership and Cooperation Agreement (PCA) was signed.

UNIT V

COOPERATION BETWEEN UKRAINE AND THE COUNCIL OF EUROPE

On November 9, 1995 Ukraine joined the Council of Europe and became the 37th member of Organization.

In accordance with the Statute of the Council of Europe Ukraine is represented in all three main bodies of the Council of Europe (CoE).

Currently, Minister for Foreign Affairs of Ukraine Kostyantyn Gryshchenko defends the state interests in the Committee of Ministers of the Council of Europe - the CoE principal body.

In May-November 2011 Ukraine will assume Chairmanship in the Committee of Ministers of the Council of Europe with the following priorities: protection of children's rights, promotion of the rule of law and local democracy. This Chairmanship is a great honor that also imposes a great responsibility on our country.

In the Parliamentary Assembly of the Council of Europe which specifies the main directions of Organization's activity and has a consultative status, our country is represented by the Permanent delegation of the Verkhovna Rada of Ukraine consisting of 24 national delegates (12 main members and 12 their deputies). The Ukrainian delegation in the Assembly is headed by Mr.Ivan Popescu.

24 representatives of Ukraine headed by Dnipropetrovs'k mayor Mr.Ivan Kulichenko also represent Ukraine in the Congress of Local and Regional Authorities of the Council of Europe, the main task of which is to improve local governing in the CoE member-states.

Owing to the membership in the Council of Europe and under the assigned quota, Ukraine has the right to elect a person for the post of a Judge of the European Court of Human Rights (ECHR). In April 2010 Mrs G.Yudkivska was elected on behalf of Ukraine as the Judge of the ECHR. The main task of the ECHR is to provide absolute observance and fulfilment of the standards and norms set forth in the European Convention for the Protection of Human Rights and Fundamental Freedoms. Its competence also includes consideration of the cases handling the individual claims of natural persons, groups of persons or non-governmental organisations, respondent for which are countries.

The main outlines of Ukraine's present activity in the Council of Europe are the following:

- reform of national legislation in compliance with the standards of the Council of Europe;
- cooperation in the field of freedom of the media;
- development of tolerant democratic society;
- protection of rights of national minorities;
- gender equality;
- protection of children;
- fight against terrorism, corruption and organised crime.

The main areas of Ukraine's cooperation in the framework of the Council of Europe are:

- implementation of the Council of Europe Action Plan for Ukraine (the overall budget – € 25.3 million) aimed at strengthening the democratic stability in Ukraine;
- implementation of the programmes of cooperation between the Council of Europe and the Central and Eastern European countries to guarantee the human rights and the rule of law;
- implementation of the CoE programmes aimed at preparing the countries to join the European Union;
- continued efforts of the Ukrainian state authorities to fulfil Ukraine's commitments and obligations under the Opinion of the Parliamentary Assembly №190 (1995);
- joint efforts with the Council of Europe and the European Union to solve such important problems as providing freedom of travel on the continent, regulation of the migratory flows, fight against trafficking of human beings;
- involvement of Ukrainian professionals as the experts of the Council of Europe into elaboration and implementation of actions performed within the above mentioned programs;
- active participation of Ukrainian representatives in the working groups of the CoE Committee of Ministers.

Being an active participant of the CoE activities, Ukraine makes a significant contribution in organizing of the pan-European events under the CoE auspices. In particular, among the most important CoE recent events which took place in Ukraine were the 8th Conference of Ministers for Migration (September 2008), the 8th Conference of Ministers for Youth (October 2008) and the Forum for the Future of Democracy (October 2009).

Permanent Representative of Ukraine to the Council of Europe Mykola Tochytskyi is a member of the Bureau of the Ministers' Deputies. Since November 2010 the Permanent Representative of Ukraine to the Council of Europe has been chairing the CM meetings (DH). The main feature of Ukrainian Chairmanship in the CM (DH) is an elaboration of details of a new supervision system for execution of judgments passed by the European Court of Human Rights under the Interlaken Declaration on the ECHR reform.

Ukraine in the Council of Europe: An overview

Ukraine's cooperation with the Council of Europe (CoE) began in 1992 when a membership perspective for Ukraine was first mooted. Following presidential and parliamentary elections in Ukraine in 1994 that were judged by the CoE to be free and fair and after making considerable progress with constitution building, the CoE invited Ukraine to join. At the end of 1995, Ukraine became the 37th member of the CoE. Ukraine entered the CoE one year after the country had signed a Partnership and Cooperation Agreement with the EU and joined NATO's Partnership for Peace programme for post-communist countries.

When Ukraine joined the CoE, it made commitments to reform its judicial system and judiciary, its human rights record (including banning the death penalty), its law enforcement agencies and penitential system, to adopt a number of legislative acts (including Criminal and Civil codes) within one year of accession and to ratify a number of European conventions. Fifteen years on, Ukraine still has not fulfilled some of these obligations, for example, reform of the judiciary, treatment of prisoners and the full implementation of the European Convention on Human Rights. The most difficult period of relations between the Council of Europe and Ukraine occurred between 2000 and 2004, when the CoE criticised the authoritarian tendencies of President Kuchma's regime. 'European institutions' were particularly demonised during the electoral campaigns in 2002 and 2004.

After 2005, relations between Ukraine and the CoE improved. The CoE recognised Ukraine's progress towards democracy, but continued to monitor its accession commitments, although the Ukrainian government was keen for this to cease. The new president of Ukraine Viktor Yanukovich has expressed his ambition that Ukraine should comply with all the obligations it made when it joined the CoE before its first presidency of the CoE (from May to November 2011)

Ukraine's presidency of the Council of Europe

What role therefore can cooperation between the Council of Europe and Ukraine play in promoting Ukraine's European integration agenda? The Council of Europe is lacking in unified political leadership and does not benefit from the strong administrative capacity and coordinating role that the European Union can draw upon in the European Commission. The Council of Europe may not play a key part for Ukraine's European integration, in the same way that it has not played a crucial role in the European integration of its other member states. However, there are a few areas where the Council of Europe can make a small difference – not least because Ukraine is a member of the organisation rather than a candidate or aspirant member. For this to be the case, Ukraine has to fully understand and exploit the strengths of the COE as they stand.

First, the Council of Europe's (with the exception of the ECHR) approach to European integration and harmonization is very much of the 'menu Europe' or 'Europe { la carte' variety – member states are free to pick and choose which parts of integration they want, and which parts they do not. Therefore, it could be said that the intelligent strategy for Ukraine to pursue in this regard would be to choose reforms that it wants to carry out anyway (judicial reform here is the obvious example for the Yanukovich

government) and not only draw on the support available from the COE but also make sure that it draws the attention of the other COE members to its achievements every time it does meet its commitments. The freedom to choose what to do and what not to do has the bonus of removing the temptation not to comply with obligations to be met or to block agreements between the member states.

Second, the Council of Europe has established itself as a forum for discussion of awkward issues that the governments of European states find difficult to tackle at the domestic level – bioethics was an example of this in the recent past. Dealing with some issues at ‘arms-length’ or perhaps out of the public eye can be very convenient. For this reason, it would be sensible of the Ukrainian state to try to foster more discussion on what kind of European Union (or what kind of European integration project) is best suited to the demands of the 21st century in a way that includes nearly all European states, including Russia – a strength of the Council of Europe is its inclusivity. This project could be launched during the Ukrainian Presidency of the COE as a way of showing that Ukraine is not simply a ‘receiver’ of European integration but a state committed to playing an active role in a very necessary and wider debate about the future limits of European integration. Ukraine could also make better use of the PACE to lobby EU member states’ parliamentarians directly in favour of an eventual EU membership perspective for Ukraine.

Ukraine will hold the Presidency of the COE from May to November 2011, which will provide it with an opportunity to promote and publicize the work that has been carried out in recent years to further its integration with the European Union. There are a number of actions that Ukraine needs to carry out before then. Most importantly, it needs to ensure that it can be seen to have made substantial progress in the implementation of the outstanding commitments that it made to the COE on joining in 1997. Ukraine’s new government has committed itself already to a thorough reform of the Ukrainian judiciary; it would be beneficial to ensure that meeting the commitments it has made to the COE (such as setting up an independent Bar Association, training judges in the implications of the ECHR for Ukrainian law or improving the living conditions of Ukrainian prisoners) form a core part of the reform agenda.

By Nathaniel Copsey and Natalia Shapovalova

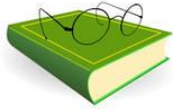


ASSIGNMENTS

I. Read the text and answer the questions.

- 1). What are the 3 main bodies of the Council of Europe Ukraine is represented in?
- 2). What is the main task of ECHR?
- 3). What do the main outlines of Ukraine’s present activity in the Council of Europe include?

- 4). What were the first steps of Ukraine's cooperation with CoE?
- 5). What commitments were made by CoE after Ukraine had joined it?
- 6). Why the period of relations between Ukraine and CoE from 2000 to 2004 was the most difficult?
- 7). What is to be done by Ukraine to further its integration in the European Union?



II. Suggest the Ukrainian equivalents

three main bodies of the Council of Europe
 promotion of the rule of law and local democracy
 owing to the membership
 under the assigned quota

to provide absolute observance and fulfillment of the standards and norms set forth
 in ...

tolerant democratic society
 strengthening the democratic stability
 programmes aimed at sth
 trafficking of human beings
 details of a new supervision system for execution of judgments
 considerable progress with constitution building
 reform of the judiciary
 banning the death penalty
 penitential system
 to adopt a number of legislative acts
 electoral campaign
 the authoritarian tendencies
 to be keen for sth to cease
 administrative capacity
 to exploit the strength
 a forum for discussion of awkward issues
 to tackle sth at the domestic level
 out of the public eye
 dealing with some issues at 'arm's-length'

Committee of Ministers of the Council of Europe
 Congress of Local and Regional Authorities of the Council of Europe
 the European Court of Human Rights
 the European Convention for the Protection of Human Rights and Fundamental
 Freedoms
 the Parliamentary Assembly of the Council of Europe



III. Memorize the phrases below, suggest their Ukrainian equivalents

1. to assume chairmanship
2. to impose a responsibility
3. in compliance with the standards of
4. elaboration and implementation of actions
5. to fulfil one's commitments and obligations
6. under the auspices
7. to make commitments
8. law enforcement agencies
9. to fulfill an obligation
10. to comply with the obligations
11. an integration agenda
12. to play a crucial role

IV. Suggest the English equivalents

1. покладати відповідальність
2. в межах призначеної квоти
3. реформа судової влади
4. відігравати вирішальну роль
5. під егідою
6. заборона смертної кари
7. розробка та реалізація заходів
8. порядок денний інтеграції
9. виконувати зобов'язання
10. правоохоронні органи
11. зміцнення стабільності демократії
12. відповідно до стандартів

V. Fill in each blank with the suitable word or expression from the text

1. In ... with the Statute of the Council of Europe Ukraine is ... in all three main bodies of the Council of Europe (CoE).

2. This Chairmanship is a great honor that also imposes a great ... on our country.

3. The main task of the ECHR is to provide absolute ... and ... of the standards and norms set forth in the European Convention for the Protection of Human Rights and Fundamental Freedoms.

4. Its competence also includes ... of the ... handling the individual claims of natural persons, groups of persons or non-governmental organisations, respondent for which are countries.

5. Being an active ... of the CoE activities, Ukraine makes a ... in organizing of the pan-European events under the CoE auspices.

6. Following presidential and parliamentary elections in Ukraine in 1994 that were ... by the CoE to be free and fair and after making ... with constitution building, the CoE invited Ukraine to join.

7. Fifteen years on, Ukraine still has not ... some of these obligations, for example, ... of the judiciary, treatment of prisoners and the full ... of the European Convention on Human Rights.

8. After 2005, relations between Ukraine and the CoE improved. The CoE recognised Ukraine's progress towards democracy, but continued to ... its accession ..., although the Ukrainian government was keen for this to cease.

9. The Council of Europe may not play a ... for Ukraine's European integration, in the same way that it has not played a ... in the European integration of its other member states.

10. Most importantly, it needs to ... that it can be seen to have made ... in the implementation of the outstanding commitments that it made to the COE on joining in 1997.

VI. Define the following terms in English

electoral campaign

integration agenda

to have a consultative status

tolerant democratic society

national minorities

judicial system

legislative act

law enforcement agencies



VII. Translate into English making use of the suggested words and phrases

1. Демократичний шлях розвитку в подальшому передбачає посилення вимог (to strengthen the criteria) як до держав-членів Ради Європи, так і до Європейського союзу.

2. Асамблея повинна була розробити (was required to elaborate) процедури для здійснення моніторингу виконання обов'язків та дотримання вимог державами-членами без їх безпосередньої згоди (explicit authorisation).

3. Суд підтвердив (to reiterate), що Асамблея підкреслила важливість (to stress the importance) введення мораторія де-факто (de facto moratorium) і твердо (firmly) заявив, що, якщо подальші страти матимуть місце, повноваження української парламентської делегації буде відмінено (to be annulled) на наступній сесії Асамблеї.

4. Асамблея надає великого значення своїй ролі в якості моделі політичної організації, діяльність якої базується на принципах демократичної відповідальності (democratic accountability), прозорості і демократичного представництва.

5. Зміна назви в 1974 році збігається з початком найбільш відомої кампанії з прав людини (launch the most prominent human rights campaign) Асамблеєю та радою Європи того ж року, що призвело до поступового прояву (gradual emergence) Європи як першого в світі регіону, вільного від смертної кари (death penalty).



VIII. Translate into Ukrainian.

On Ukraine's obligations and commitments to the Council of Europe

In connection with updating the current Law of Ukraine "On Freedom of Conscience and Religious Organizations," it is worth remembering Ukraine's commitments in the sphere of religious freedom.

Ukraine joined the Council of Europe in November 1995. On entering the council, Ukraine agreed to fulfill commitments according to PACE Opinion no. 190 (1995). In the sphere of religious freedom, according to paragraph 11.xi. Ukraine agreed to the following commitments:

- a peaceful solution to the disputes among the Orthodox churches will be facilitated while respecting the Church's independence vis-à-vis the state;
- a new non-discriminatory system of church registration and a legal solution for the restitution of church property will be introduced.

In PACE Resolution No. 1466 (2005) On the Honoring of Obligations and Commitments by Ukraine, subparagraph 13.18 reads "to introduce clear rules on the restitution of church property as required by Opinion No. 190 (1995) (paragraph 11.xi)." Point 269 of paragraph F Freedom of Conscience and Religion, in the Human Rights section, the report, on which the above-mentioned resolution was adopted, attention is paid to the present Law of Ukraine on Freedom of Conscience and Religious Organizations and stresses that "the quite progressive law for the time of its adoption now requires significant rewording."

It is necessary to note that when Ukraine joined the Council of Europe it was not obliged – neither by the requirement to establish a new nondiscriminatory system for registering churches nor by the PACE Monitoring Committee's statement "the quite progressive law for the time of its adoption now requires significant rewording" – to adopt a new version of the Law of Ukraine on the Freedom of Conscience and Religious Organizations.

This article was published as "Urgent Issues in Developing Ukraine's Legislation in Religious Freedom" in the Collection of Academic Articles on the theme "Freedom of Religion and the Interreligious Dialogue: Global Dimensions and Local Manifestations" and presented by the author at a conference of the same name in Kyiv on May 20-21, 2011.

IX. Match the sentences in column A with their equivalents in column B

A	B
<p>1. In the Parliamentary Assembly of the Council of Europe which specifies the main directions of Organization's activity and has a consultative status, our country is represented by the Permanent delegation of the Verkhovna Rada of Ukraine consisting of 24 delegates (12 main members and 12 their deputies).</p>	<p>a) Головним завданням Європейського суду з прав людини є забезпечення повного дотримання та виконання стандартів і норм, викладених у Європейській Конвенції про захист прав людини і основоположних свобод.</p>
<p>2. The main task of the ECHR is to provide absolute observance and fulfilment of the standards and norms set forth in the European Convention for the Protection of Human Rights and Fundamental Freedoms.</p>	<p>b) Рада Європи може не відігравати ключової ролі в європейській інтеграції України, так само, як і не зіграла вирішальну роль в європейській інтеграції інших своїх держав-членів.</p>
<p>3. Being an active participant of the CoE activities, Ukraine makes a significant contribution in organizing of the pan-European events under the CoE auspices.</p>	<p>c) У Парламентській Асамблеї Ради Європи, яка визначає основні напрямки діяльності організації і має консультативний статус, наша держава представлена Постійною делегацією Верховної Ради України, що складається з 24 делегатів (12 основних членів та 12 їх заступників)</p>
<p>4. The Council of Europe may not play a key part for Ukraine's European integration, in the same way that it has not played a crucial role in the European integration of its other member states.</p>	<p>d) Будучи активним учасником заходів Ради Європи, Україна робить значний внесок в організацію загальноєвропейських заходів під егідою Ради Європи.</p>

Ukraine and the ECHR

As of January 2010, the Court has delivered 608 judgements to Ukraine, of which 602 state that Ukraine has violated the Convention. Among the delivered judgements there are widely known political cases such as *Gongadze vs. Ukraine* (2005).¹⁴

Ukraine is in the top-five countries with the highest number of applications (about 30,000 as of January 2010). The number of applications coming from Ukraine is steadily growing. In 2009, 4693 applications were allocated to a judicial formation, while in 1999 there were only 431 such applications. Taking into account the workload of the Court, Ukraine also belongs to the countries with the highest number of pending applications (10,000 as for January 2010) ahead of only Russia and Turkey. Notwithstanding, Ukraine does not belong to the group of countries with the highest number of application per population (the Balkans states lead).

On confirmed violations, Ukrainians have suffered mostly from violation of the Convention articles concerned right to fair trials, the protection of property, length of proceedings, the right to an effective remedy and inhuman or degrading treatment. The Court's reports serve as evidence concerning the problems with human rights and the rule of law encountered in Ukraine. For example, in one of its latest reports, the ECHR stated that there is chronic non-enforcement of domestic judicial decisions delivered against the state. The problems were communicated to Ukrainian authorities by other bodies of the CoE and the CoE bodies continue to monitor Ukraine's adjustment.

Ukraine also has a high number of inadmissible applications (2,044 in 2008). This is mainly due to the fact that they were poorly filled out. However, some Ukrainian human rights defenders assumed this was also due to the position of the national judge from Ukraine in 1996-2008 Volodymyr Butkevych who had been the judge for three subsequent terms. A national judge is in position to influence the Court's decision at the preliminary phase in a given case as he or she is an expert in his/her country's legal system.

With respect to a new national judge to replace Mr. Butkevych, Ukraine appeared under the threat of having the credentials of its parliamentary delegation to PACE annulled. Since 2007 Ukraine has failed to present to the PACE its list of three candidates for the national judge. Allegedly, this happened due to political influences of different political parties on the selection process (e.g. former president Yushchenko and the Party of Regions) and personal ambitions of some Ukrainians having a strong influence in the PACE (e.g. the desire of Serhiy Holovatyi, a deputy from PR who was a Vice-Chairman of PACE and Chairman of PACE Monitoring Committee and the Committee on Legal Affairs and Human Rights to be the national judge from Ukraine).

A new national judge from Ukraine was eventually elected on 27 April 2010. An attorney and human rights defender Hanna Yudkivska was chosen by PACE for a six year term as the ECHR judge from Ukraine. She beat Serhiy Holovatyi who also was on the list. This election was viewed positively by Ukrainian human rights NGOs since a non-political candidate was elected.

By Nathaniel Copsey and Natalia Shapovalova

UNIT VI

ORGANIZATION FOR SECURITY AND COOPERATION IN EUROPE

The Organization for Security and Cooperation in Europe (OSCE) is the world's largest security-oriented intergovernmental organization. Its mandate includes issues such as arms control, human rights, freedom of the press and fair elections. The OSCE is an ad hoc organization under the United Nations Charter (Chap. VIII), and is concerned with early warning, conflict prevention, crisis management and post-conflict rehabilitation. Its 56 participating states are in Europe, former Soviet Union and Northern America. It was created during the Cold War era as an East-West forum.

Established in 1975, today the OSCE is the only Trans-Atlantic Security Organization of which Ukraine is a full participating state. Ukraine is a member-state of the OSCE from January 30, 1992. 56 participating states share comprehensive approach to security in such dimensions: the political, the military, the humanistic, the economic and the environmental. Another comparative advantage of this Organization is its field operations acting directly in some participating States and providing them with all requested assistance. Decisions in the OSCE are being adopted by consensus.

Active and comprehensive cooperation between Ukraine and the OSCE is considered to be one of the crucial elements of its European and Euro-Atlantic integration (along with cooperation with the EU, NATO and CoE). Ukraine's participation in the OSCE ensures its involvement on an equal footing in considering and managing topical issues of international security and cooperation in the area of the OSCE. It also serves the purpose of advancing the principle national interests of Ukraine – securing its territorial integrity and inviolability of borders, maintaining its stable international position, promoting Ukraine's development as a democratic state, based on the rule of law and market economy.

The main areas of cooperation between Ukraine and the OSCE are:

1. Settlement of the so called “frozen conflicts” in Transnistria (Moldova), South Ossetia (Georgia), Nagorno Karabakh (Azerbaijan) and Kosovo.
2. Strengthening the effectiveness of the OSCE. In this regard, Ukraine stands for balancing all dimensions of the OSCE activities, strengthening its field operations and peacekeeping activities, enhancing its analytical potential and ensuring compliance with the principle of geographic balance in its staff policy.
3. Development of the energy security dialogue in the OSCE.
4. Engagement of international assistance and exchange of experience with the aim of resettlement and social integration of the Crimean Tatars and representatives of other deported nations as well as for implementation of the bilateral initiative on monitoring of the situation of Ukrainian and Romanian national minorities respectively in Romania and Ukraine.
5. Monitoring of elections in Ukraine and other OSCE participating States. It is worth mentioning the OSCE conclusion that 2006 Parliamentary elections in Ukraine were conducted largely in line with OSCE, Council of Europe commitments and other international standards for democratic elections.

6. Ensuring freedom of the speech.
7. Combating trafficking in human beings, anti-Semitism and other forms of discrimination.

Another important dimension of Ukraine's activities in the OSCE is deepening cooperation with the member-states of the Organization for Democracy and Economic Development – GUAM (Azerbaijan, Georgia, Moldova). This form of cooperation is widely used for presenting joint initiatives and proposals on the settlement of “frozen conflicts”, on energy security, on transport issues as well as on other priority issues for GUAM.

Ukraine hosts an OSCE field operation. The former OSCE Mission in Ukraine was established in August 1994. Its main purpose was to underpin the stabilization processes in Crimea. In 1999 the Mission was closed after full implementation of the mandate. This was the first ever case when an OSCE field operation was closed after successful fulfillment of its tasks.

In June 1999, with the adoption of the mandate of the OSCE Project Coordinator in Ukraine, a new form of cooperation between Ukraine and the OSCE was created. The normative basis of the Coordinator's activities consists of its mandate, adopted by the Decision of the OSCE Permanent Council and being extended every six months, and the Memorandum of Understanding between Ukraine and the OSCE signed on 13 July 1999 and ratified by the Verkhovna Rada of Ukraine on 10 January 2000. At present the Coordinator is working on implementation of projects in the following fields:

Democratization and Good Governance:

- Assisting development of the civil society;
- Enhancing election process in Ukraine (voters registry, drafting Electoral Code of Ukraine);
- Improving legislative and institutional framework of the activities of the media;
- Raising awareness of the gender issues;
- Facilitating public access to State information.

Rule of Law:

- Combating trafficking in human beings and domestic violence;
- Promoting tolerance and combating anti-Semitism;
- Improving the adoption system;
- Development of Administrative law and Administrative justice;
- Enhancement of human rights protection and Rule of Law in legislative and judicial practice;
- Implementing the mechanism of monitoring detention facilities.

Economic, Environmental and Political-Military Projects:

- Assistance to State institutions in improving the business climate and to the regions in attracting foreign direct investments;
- Assistance to the Government in eliminating risks from environmentally hazardous military and industrial legacies (rocket fuel “mélange”, military base in Novobohdanivka, etc.);
- Assistance in the Process of social adaptation of discharged military personnel of the Armed Forces of Ukraine.



I. Memorize the following vocabulary:

- 1). Comprehensive - including all the necessary facts, details, or problems that need to be dealt; комплексний, всеосяжний, всебічний.
- 2). Dimension - a part of a situation or a quality involved in it; вимір, величина, розмах, міра, сфера.
- 3). Assistance - help or support; допомога, сприяння, поміч, підмога.
- 4). Consensus - an opinion that everyone in a group agrees with or accepts; консенсус, згода, погодженість.
- 5). Crucial - something that is crucial is extremely important, because everything else depends on it; вирішальний, критичний, поворотний.
- 6). Integration – 1. the combining of two or more things so that they work together effectively; 2. when people become part of a group or society and are accepted by them; 3. the process of getting people of different races to live and work together instead of separately; інтеграція, об'єднання, укрупнення.
- 7). Inviolability - an inviolable right, law, principle etc. is extremely important and should be treated with respect and not broken or removed; непорушність, ненарушимість, непохитність.
- 8). To enhance - to improve something; покращувати, підвищувати, збільшувати.
- 9). Compliance - when someone obeys a rule, agreement, or demand; дотримання, згода, піддатливість, догідливість, поступливість.
- 10). Implementation - to take action or make changes that you have officially decided should happen; виконання, здійснення, забезпечення, реалізація.
- 11). Bilateral - involving two groups or nations; двосторонній.
- 12). Election - when people vote to choose someone for an official position; вибори, обрання, відбір, призначення.
- 13). To underpin - to give strength or support to something and to help it succeed; підтримувати.
- 14). Framework - a set of ideas, rules, or beliefs from which something is developed, or on which decisions are based; структура, каркас, лаштування.

15). Violence - behaviour that is intended to hurt other people physically or extreme force;

насильство, насилля, несамовитість, розправа, нападсть, нестямність.

16). Detention – when the police take someone away and guard them because they may have done something illegal;

утримання під вартою, затримання, залишення понад строк, вимушена затримка.

17). Hazardous - dangerous, especially to people's health or safety;

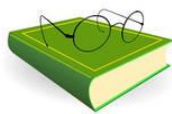
небезпечний, ризикований.

18). Legacies - money or property that you receive from someone after they die;

спадщина.

19). Military personnel - is a blanket term used to refer to members of any armed force;

військовослужбовець.



II. Answer the following questions:

- 1). What is the OSCE?
- 2). When was the OSCE established?
- 3). Is the cooperation with the OSCE important for Ukraine? Why?
- 4). What are the main areas of cooperation between Ukraine and OSCE?
- 5). Is there any legitimate basis for cooperation between Ukraine and OSCE?
- 6). Are there any projects which are going to be implemented? In what fields will they be implemented?

III. Suggest the Ukrainian equivalents:

- 1). Intergovernmental organization
- 2). The United Nations Charter
- 3). To be concerned with
- 4). The «Cold War»
- 5). A participating state, member-state
- 6). To stand for
- 7). To serve the purpose
- 8). Inviolability of borders
- 9). Peacekeeping activities
- 10). Analytical potential
- 11). To adopt
- 12). Legislative and institutional framework
- 13). Awareness
- 14). To facilitate
- 15). Violence
- 16). To promote tolerance
- 17). Law and justice
- 18). Detention

- 19). To attract foreign direct investments
- 20). Military personnel

IV. Suggest the English equivalents:

- 1). Допомога, сприяння
- 2). Недоторканість, непорушність
- 3). Міжнародна інтеграція
- 4). Спадщина
- 5). Статут ООН
- 6). ОБСЄ
- 7). Реалізація, виконання, здійснення
- 8). Насильство
- 9). Утримання під вартою, затримання
- 10). Військовослужбовець
- 11). Дотримання
- 12). Законодавча та інституційна база
- 13). Заохочення до толерантності
- 14). Обізнаність
- 15). Залучати прямих іноземних інвестицій
- 16). Холодна війна
- 17). Держава-учасниця
- 18). Двостороння згода
- 19). Незаконні вибори
- 20). Підтримувати

V. Fill in each blank with the suitable word or expression from the text:

- 1). ... in Europe (OSCE) is the world's largest ... organization.
- 2). Assistance to state institutions in improving ... and to the regions in attracting
....
- 3). ... mentioning the OSCE conclusion that 2006 Parliamentary elections in Ukraine ... largely in line with OSCE, Council of Europe commitments and other ... for democratic elections.
- 4). Active and comprehensive ... between Ukraine and the OSCE ... one of the ... of its European and Euro-Atlantic integration (along with cooperation with the EU, NATO and CoE).
- 5). It also serves the purpose of advancing the principle national interests of Ukraine – securing its ... and ..., maintaining its stable ..., promoting Ukraine's development as a democratic state, based on
- 6). Established in 1975, today the OSCE is the only ... of which Ukraine is a full participating state.
- 7). Assistance in the Process of social adaptation of discharged ... of the Armed Forces of Ukraine.
- 8). Engagement of ... and exchange of experience with the aim of resettlement and ...of the Crimean Tatars and representatives of other ... as well as for... on monitoring of the situation of Ukrainian and Romanian ... respectively in Romania and Ukraine.

9). Ukraine's participation in the OSCE ensures its ... on an equal footing in considering and managing topical issues of ... in the area of the OSCE.

10). The OSCE is an ad hoc organization under



VI. Translate into English making use of the suggested words and phrases:

1). Рішення в ОБСЄ приймаються (to be adopted) на основі консенсусу (consensus).

2). Активне та всебічне (comprehensive) співробітництво між Україною та ОБСЄ вважається одним з найважливіших (crucial) елементів своєї європейської і євроатлантичної інтеграції (поряд із співпрацею з ЄС, НАТО і Рада Європи).

3). Допомога державним установам в поліпшенні бізнес-клімату і регіонів в залученні (to attract) прямих іноземних інвестицій.

4). Сьогодні ОБСЄ є найбільшою регіональною організацією, яка об'єднує 56 держав Європи, Центральної Азії та Північної Америки для розвитку політичного діалогу (development of political dialogue) та співробітництва у сфері безпеки (security cooperation) в усіх її вимірах (dimension) - військово-політичному, економіко-довкільному та гуманітарному.

5). ОБСЄ є спеціальною організацією відповідно до Статуту Організації Об'єднаних Націй (гл. VIII) і стосується (to be concerned with) раннього попередження, запобігання конфліктам (conflict prevention), регулювання (management) криз і постконфліктного відновлення (rehabilitation).

VII. Match the sentences in column A with their equivalents in column B

A	B
<p>1. Ukraine's participation in the OSCE ensures its involvement on an equal footing in considering and managing topical issues of international security and cooperation in the area of the OSCE. It also serves the purpose of advancing the principle national interests of Ukraine – securing its territorial integrity and inviolability of borders, maintaining its stable international position, promoting Ukraine's development as a democratic state, based on the rule of law and market economy.</p>	<p>a. Організація з безпеки і співробітництва в Європі (ОБСЄ) є найбільшою безпековою в світі міжурядовою організацією. Її мандат включає в себе такі питання, як контроль над озброєннями, права людини, свобода преси та чесні вибори.</p>
<p>2. Active and comprehensive cooperation between Ukraine and the OSCE is considered to be one of the crucial elements of its European and Euro-Atlantic integration (along with cooperation with the EU, NATO and</p>	<p>b. Україна є державою-членом ОБСЄ з 30 січня 1992 року. 56 країн поділяють всеосяжний підхід до безпеки в таких сферах: політичній, військовій, гуманістичній, економічній та екологічній. Іншою</p>

CoE).	порівняльною перевагою цієї організації є її польових операцій, що діють безпосередньо в деяких державах-учасниках та надання їм всієї необхідної допомоги. Рішення в ОБСЄ приймаються на основі консенсусу.
<p>3. The Organization for Security and Cooperation in Europe (OSCE) is the world's largest security-oriented intergovernmental organization. Its mandate includes issues such as arms control, human rights, freedom of the press and fair elections.</p>	<p>с. Підвищення ефективності ОБСЄ. У зв'язку з цим Україні виступає за збалансованість всіх аспектів діяльності ОБСЄ, зміцнення її польових операцій і миротворчої діяльності, підвищення аналітичного потенціалу та забезпечення дотримання принципу географічного балансу в своїй кадровій політиці.</p>
<p>4. Ukraine is a member-state of the OSCE from January 30, 1992. 56 participating states share comprehensive approach to security in such dimensions: the political, the military, the humanistic, the economic and the environmental. Another comparative advantage of this Organization is its field operations acting directly in some participating States and providing them with all requested assistance. Decisions in the OSCE are being adopted by consensus.</p>	<p>d. Активне та всебічне співробітництво між Україною та ОБСЄ вважається одним з найважливіших елементів європейської і євроатлантичної інтеграції (поряд із співпрацею з ЄС, НАТО і Рада Європи).</p>
<p>5. Strengthening the effectiveness of the OSCE. In this regard, Ukraine stands for balancing all dimensions of the OSCE activities, strengthening its field operations and peacekeeping activities, enhancing its analytical potential and ensuring compliance with the principle of geographic balance in its staff policy.</p>	<p>е. Участь України в ОБСЄ забезпечує участь на рівних умовах при розгляді та управлінні актуальних питань міжнародної безпеки та співпраці в області ОБСЄ. Вона також служить для просування принципу національних інтересів України - забезпечення територіальної цілісності та непорушності кордонів, підтримання стабільного міжнародного становища, сприяння розвитку України як демократичної держави, заснованого на верховенстві закону і ринкової економіки.</p>

UNIT VII

COOPERATION OF UKRAINE IN THE FRAMEWORK OF THE WORLD TRADE ORGANIZATION (WTO)

The Path of Ukraine into the WTO.

In accordance with Article XII of the Marrakesh Agreement Establishing the World Trade Organization, an accession to the WTO is being carried out on terms to be agreed upon between the government of an applying country and the WTO.

The process of Ukraine's accession to the WTO started on 30th of November 1993 with forwarding the official application of the Government of Ukraine on its intention to join the Organization to the GATT Secretariat.

There had been 17 formal meetings and a succession of informal meetings of the Working Party for consideration of the application of Ukraine for the accession to the WTO. At the last meeting, held on January 25, 2008, members of the Working Party adopted the "accession package" of Ukraine: the Report of the Working Party, the schedules of specific market access commitments of Ukraine in goods and services, a draft decision of the WTO General Council and a draft Protocol of Accession.

On February 5, 2008, the accession package was considered and approved by the WTO General Council. The President of Ukraine and Director General of the WTO signed the Protocol of Accession of Ukraine to the WTO.

On April 10, 2008, the Verkhovna Rada (Parliament) of Ukraine approved the Law of Ukraine No. 250-VI "On Ratification of the Protocol of Accession of Ukraine to the World Trade Organization".

On April 16, 2008, the President of Ukraine signed the Law on the ratification of the Protocol and at the same day the Ministry of Foreign Affairs of Ukraine sent an official notification about this to the WTO. Starting from that day, the countdown of the 30 days, i.e. the official period from the notification to the membership in the WTO, started.

On May 16, 2008, Ukraine became the 152nd member of the World Trade Organization.

Ukraine's WTO accession is a significant achievement, which is expected to have a positive impact on the country's economic development in the future and result in further liberalization of the foreign trade, creation of transparent business environment for foreign investments.

Ukraine implements all its accession commitments, as contained in the Protocol on Ukraine's accession to the WTO, as well as takes an active part in the current Doha Development Agenda negotiations aiming at facilitating integration of other countries into the world economy.



ASSIGNMENTS



I: Answer the questions.

1. What do you know about this international organization? What are the main functions of the WTO?
2. Why was the WTO established? How does it work?
3. When did the process of Ukraine's accession to the WTO start?
4. When did Ukraine sign the Protocol of Accession to the WTO?
5. What impact can the accession to the WTO have on the country's economy?



II. Suggest the Ukrainian equivalents.

In accordance with

An accession to

The official application of the Government

Intention to join the organization

The accession package

Creation of transparent business environment

Facilitating integration of

Cooperation in the framework of

To be agreed upon

To carry out on

Liberalization of the foreign trade

To implement all the accession commitments

III. Suggest the English for:

Процес вступу до

Світова економіка

Переговорний процес

Набувати повноправного членства

Повинні бути узгоджені

Офіційна заява уряду

Відповідно до

Набуття членства здійснюється на основі

Робоча група

Створення прозорого ділового середовища
Виконувати усі зобов'язання щодо приєднання

IV. Define the following terms in English:

notification, ratification, membership, liberalization, integration, “accession package”.



V. Translate the given sentences from Ukrainian into English.

1. СОТ - це міжнародна організація, метою якої є розробка системи правових норм міжнародної торгівлі та контроль за їх дотриманням.

2. Головними цілями СОТ є забезпечення тривалого і стабільного функціонування системи міжнародних торговельних зв'язків, лібералізація міжнародної торгівлі, поступове скасування митних і торговельних обмежень, послідовне проведення справедливої торговельної політики; забезпечення прозорості торговельних процедур.

3. СОТ розпочала свою діяльність у січні 1995 року після підписання відповідної багатосторонньої угоди у м.Маракеш (Марокко) 15 квітня 1994 року.

4. СОТ стала правонаступницею Генеральної угоди з тарифів і торгівлі (ГАТТ) - організації, яка проіснувала з 1947 по 1994 рік і нараховувала 128 членів.

5. Набуття членства у СОТ забезпечило міжнародно-правову основу торговельних стосунків між Україною та країнами-членами Організації, створило позитивні передумови для соціально-економічного розвитку держави.

VI. Match the sentences in column A with their equivalents in column B.

A	B
1. The process of Ukraine's accession to the WTO started on 30th of November 1993 with forwarding the official application of the Government of Ukraine on its intention to join the Organisation to the GATT Secretariat.	а) 10 квітня 2008 року Верховна Рада України прийняла законопроект № 250 „Про ратифікацію Протоколу про вступ України до Світової Організації Торгівлі”.
2. There had been 17 formal meetings and a succession of informal meetings of the Working Party for consideration of the application of Ukraine for the accession to the WTO.	б) Приєднання України до СОТ є визначним досягненням, від якого очікують позитивного впливу на розвиток економіки країни в майбутньому і результатів щодо подальшої лібералізації зовнішньої торгівлі, створення прозорого

	ділового середовища для іноземних інвестицій.
3. On April 10, 2008, the Verkhovna Rada (Parliament) of Ukraine approved the Law of Ukraine No. 250-VI “On Ratification of the Protocol of Accession of Ukraine to the World Trade Organization”.	с) Процес вступу України до СОТ розпочався 30 листопада 1993 року, коли до Секретаріату ГАТТ (Генеральна угода з тарифів і торгівлі) було подано офіційну заявку Уряду України про намір приєднатися до ГАТТ.
4. Ukraine’s WTO accession is a significant achievement, which is expected to have a positive impact on the country’s economic development in the future and result in further liberalization of the foreign trade, creation of transparent business environment for foreign investments.	д) В ході переговорного процесу з приєднання України до СОТ було проведено 17 офіційних та низку неофіційних засідань Робочої групи з розгляду заявки України про вступ до цієї організації.

UNIT VIII

UKRAINE- UNESCO COOPERATION.

Ukraine became the member of the United Nations Educational, Scientific and Cultural Organization (UNESCO) on May 12, 1954. Ukraine's Permanent mission to UNESCO has started operating since December 1962 with its headquarters in Paris.

Strategic orientation of Ukraine as a member of this international organization is based on the country's activities aimed at intensifying international cooperation between Ukrainian scientific, educational and cultural institutions and appropriate UNESCO bodies.

Recent years have shown active engagement of Ukrainian institutions and experts into the work of UNESCO global projects that cover such spheres as development of information society, protection of the world information and digital heritage, democratization of the cyberspace, guaranteed sustainability of the world's development, securing material and non-material cultural heritage in the era of globalization.

As UNESCO member-state Ukraine frequently initiated numerous international programs and projects, in particular, those that are aimed at more aggressive use of communication means in the world peace, those that ban war propaganda, violence and ethnic hatred. Ukraine was also among the authors of UNESCO's Declaration on Races and Racial Prejudices. The country participated in the projects on enhancing UNESCO's role in establishing New International Economic Order and those that focus on studying and spreading Slavic culture in the world.

At the UN 27th session in 1993 Ukraine invoked the elaboration of the World Culture Program. This drive started the process of UNESCO activities' re-orientation with their concentration on enforcing the organization's ethic mission and its role in building the world culture psychology, the climate of trust and tolerance.

During the 29th UNESCO session held in 1997 Ukraine suggested that moves strengthening international mechanisms for protecting and preserving cultural heritage. Ukraine's initiative was approved at the United Nations GA 56th session and the year 2002 was proclaimed the International Year of Cultural Heritage Preservation.

One of the main aspects that determines Ukraine's role in UNESCO's activities is the country's participation in the work of this institution's leading organs.

During the years of Ukraine's membership in UNESCO the country has three times been elected a member to the Executive Board - one of the organization's governing bodies. It was in 1981-1985 and 1995-1999. The third membership term started in 2001 and will last till October 2005. Ukraine also participated in the work of the UNESCO's International Coordinating Council of the Man and the Biosphere Program (MAB), Intergovernmental Council for the Information for All Program (IFAP). Co-operation between Ukraine and UNESCO is fruitfully developing as two parties maintain their regular political dialogue.

At present Ukraine is a member of the Executive Council of the Intergovernmental Oceanographic Commission (IOC), the Intergovernmental Committee for the

Intergovernmental Informatics Program (IIP) and the Intergovernmental Council of the International Hydrological Program (IHP). Today, Ukraine is also a network of scientific, cultural and educational centers that provide participation in UNESCO's activities. To realize long-term international research programs are national committees and centers with programs such as "Man and Biosphere" Geological Correlation, scientific and technical information, computer science, bioethics, Hydrological Program, the Intergovernmental Oceanographic Commission.

Back in 1971, Ukraine joined the UNESCO Associated Schools Project. Now there are about thirty. November 3, 1990 we have a Ukrainian Association of UNESCO Clubs, which includes about 50 such clubs, mostly students.

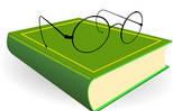
It should also be noted that Ukraine is a member of 11 international conventions of UNESCO. Participation in the program of UNESCO, allows local professionals to perform various projects in our jurisdiction, receive scholarships, grants, equipment, scientific and technical information, advice and support by the Organization to participate in international events. Over the past 5 years from UNESCO and other international financial sources that were involved in its programs, Ukraine received direct subsidies totaling about 4 million.

During 1991-1997 carried Program "UNESCO-Chernobyl" to attract international assistance to minimize the consequences of the Chernobyl accident within the competence of UNESCO. As part of the program received medical equipment for diagnosis of blood diseases and medicines worth 475,000 U.S. dollars.

Considerable value in terms of information about Ukraine, so deepening international cooperation and integration should make historical and architectural sites of Ukraine to UNESCO World Heritage (architectural ensemble "Sofia Kiev" Kiev-Pechersk Lavra, the historic city center), and Insert as Ukrainian biosphere reserves in the World Network of UNESCO ("Black Sea", "Askania Nova", "Carpathian", "Danube Delta").

Important to enhance of cooperation between Ukraine and UNESCO was signed during the visit to Ukraine of the Director-General Federico Mayor in November 1997 "Memorandum on cooperation between Ukraine and UNESCO," and also met the President of Ukraine Leonid Kuchma with UNESCO Director General K. Matsuura December 7, 1999 during working visit of President of France.

Cooperation between Ukraine and UNESCO promotes international humanitarian cooperation of the Ukrainian institutions, and thus, strengthening the national intellectual potential and integrate into regional and global scientific and technological, cultural and educational processes.



Vocabulary

1. aim – ціль, мета, спрямованість;
2. ban – заборона;
3. cyberspace – кібер простір;

4. enforce – примушувати;
5. enhance – збільшувати, підвищувати, посилювати;
6. engagement – участь;
7. elaboration – виступити з ініціативою;
8. heritage – спадщина;
9. intensifying – активізація;
10. invoke – закликати, звертатись;
11. preserving – збереження;
12. spread – поширювати, розповсюджувати;
13. strengthening – посилення, зміцнення (зв'язків);
14. sustainability – стійкість;
15. Declaration on Races – Декларація по боротьбі з расизмом;
16. Racial Prejudices – расові забобони;
17. Intergovernmental Oceanographic Commission (IOC) – Міжурядовча океанографічна комісія (МОК);
18. Intergovernmental Committee for the Intergovernmental Informatics Program - Міжурядового комітету Міжурядової програми з інформатики (МПІ)
19. Intergovernmental Council of the International Hydrological Program (IHP) - Міжурядової ради Міжнародної гідрологічної програми (МГП)



ASSIGNMENTS

I. Fill in the gaps with the suitable word or expression :

Masterpieces , participation , Importance , assemblies , enlisted

A lot of Ukrainian monuments of historical and architecturalhave beenas UNESCO world heritage..... . Among them there are architecturalof Sofia Cathedral, Kyiv-Pechersk Lavra and Lviv historical center. Under Ukraine's initiative several Biosphere National preserve parks have been included into the list of the world-known biosphere complexes under UNESCO's protection. Among them there are Black Sea National Biosphere park, 1982) (Chernomorskiy National Zapovednik, Chernomorskiy Biosphere reserve), Askania-Nova reserve (1982), Carpathian Biosphere preserve park (1992), Danube National park (1998), Uzhanskiy reserve (1999) and Shatskiy National preserve area (2002). For the first time in the global history and with directof the Ukrainian part the Danube Delta transborder reserve between Ukraine and Romania appeared in 1998. Next year under the same conditions tripartite National Biosphere preserve park spreading on to the territories of three countries – Poland, Slovakia and Ukraine and called Eastern Carpathians, was created.

II. Give synchronous translation of the text working in pairs and suggesting bilingual variants of translation.

Співпраця України з ЮНЕСКО

Україна є членом ЮНЕСКО (Організації Об'єднаних націй з питань освіти, науки і культури) з 12 травня 1954 року. Постійне представництво нашої держави при ЮНЕСКО функціонує з грудня 1962 року у Парижі.

Стратегічна орієнтація України як члена цієї міжнародної організації базується на діяльності країни, спрямованої на активізацію міжнародного співробітництва між українськими науковими, освітніми та культурними установами та відповідними органами ЮНЕСКО.

Останні роки показали активну участь українських установ та експертів в роботі глобальних проектів ЮНЕСКО, які охоплюють такі сфери як: розвиток інформаційного суспільства, захист світової інформації і цифрової спадщини, демократизація кібер простору, який гарантує стійкий розвиток у світі, забезпечення матеріальної і нематеріальної культурної спадщини в епоху глобалізації.

Україна, як держава-член ЮНЕСКО часто ініціювала численні міжнародні програми і проекти, зокрема ті, які спрямовані на більш активне використання засобів зв'язку у всьому світі, заборона пропаганди війни, насильства і міжнародної ворожнечі. Україна також була в числі авторів декларації ЮНЕСКО по боротьбі з расизмом і расових забобонів. Країна взяла участь в проектах з підвищення ролі ЮНЕСКО у створенні нового міжнародного економічного порядку і проектах спрямованих на вивчення і поширення слов'янської культури у світі.

На 27-й сесії Генеральної конференції ЮНЕСКО (1993 року) Україна виступила з ініціативою розробки "Програми культури миру". Ця ініціатива лягла в основу переорієнтації діяльності ЮНЕСКО в напрямку зміцнення її етичної місії та ролі у формуванні психології миру, клімату довіри і толерантності.

Під час 29-ї сесії ЮНЕСКО, що відбулась в 1997 році Україна запропонувала рухатись у напрямку зміцнення міжнародних механізмів для захисту і збереження культурної спадщини. Ініціативи України були затвердженні на 56 сесії Генеральної Асамблеї ООН, а 2002 рік був проголошений Міжнародним роком збереження культурної спадщини. Одним з основних аспектів, які визначають роль України в діяльності ЮНЕСКО є участь країни в роботі керівних органів цієї організації.

За роки членства в ЮНЕСКО, Україна тричі обиралася членом Виконавчої Ради – один з керівних органів цієї організації. Це було в 1981-1985 і 1995-1999 рр.. Третій термін членства розпочався в 2001 році і тривав до жовтня 2005 року. Україна також взяла участь у роботі Міжнародної координаційної ради програми "Людина і біосфера", Міжурядової ради Загальної програми з інформації. Співпраця між Україною та ЮНЕСКО плідно розвивається так як обидві сторони підтримують регулярний політичний діалог.

На даний час Україна є членом Виконавчої ради Міжурядової океанографічної комісії (МОК), Міжурядового комітету Міжурядової програми з інформатики (МПП) та Міжурядової ради Міжнародної гідрологічної програми (МГП). На сьогодні в Україні також створена мережа наукових та культурно-освітніх осередків, що забезпечують участь в програмній діяльності ЮНЕСКО. Для реалізації довгострокових міжнародних наукових програм діють національні комітети та центри з таких програм, як "Людина і біосфера", геологічної кореляції, науково-технічної інформації, інформатики, біоетики, гідрологічної програми, Міжурядової океанографічної комісії.

Ще у 1971 році Україна приєдналася до проекту асоційованих шкіл ЮНЕСКО. Зараз їх налічується близько тридцяти. З листопада 1990 року у нас діє Українська асоціація клубів ЮНЕСКО, яка об'єднує біля 50 таких клубів, в основному студентської молоді.

Слід також зазначити, що Україна є членом 11-ти міжнародних конвенцій ЮНЕСКО. Її участь у програмній діяльності ЮНЕСКО, дає змогу вітчизняним фахівцям виконувати різного роду проекти у сфері нашої компетенції, отримувати стипендії, гранти, обладнання, науково-технічну інформацію, консультативну допомогу та забезпечення за рахунок Організації, брати участь у міжнародних заходах. За останні 5 років від ЮНЕСКО та інших міжнародних фінансових джерел, які були залучені нею до реалізації програм, Україною було отримано прямих субсидій загальною сумою близько 4 мільйонів доларів США.

Протягом 1991-1997 років здійснювалась Програма "ЮНЕСКО-Чорнобиль", спрямована на залучення міжнародної допомоги до мінімізації наслідків аварії на ЧАЕС в межах компетенції ЮНЕСКО. В межах зазначеної програми отримано медичне обладнання для діагностики захворювань крові та ліки вартістю 475 тисяч доларів США.

Неабияке значення як в плані поширення інформації про Україну, так і поглиблення міжнародного співробітництва та інтеграції має внесення історико-архітектурних об'єктів України до Списку всесвітньої спадщини людства (архітектурний ансамбль "Софія Київська", Києво-Печерська Лавра, історичний центр Львова), а також занесення українських біосферних заповідників до Всесвітньої мережі ЮНЕСКО ("Чорноморський", "Асканія-Нова", "Карпатський", "Дельта Дунаю").

Важливим у плані зміцнення співпраці України з ЮНЕСКО було підписання в ході візиту в Україну Генерального директора Федеріко Майора у листопаді 1997 року "Меморандуму про співробітництво між Урядом України і ЮНЕСКО", а також зустріч Президента України Леоніда Кучми з Генеральним директором ЮНЕСКО К. Мацуурою 7 грудня 1999 року під час робочого візиту Президента до Франції.

Співпраця України з ЮНЕСКО сприяє розвитку міжнародного гуманітарного співробітництва українських інституцій, а відтак, зміцненню національного інтелектуального потенціалу та його інтеграції в регіональні та світові науково-технічні і культурно-освітні процеси.

III. Match the sentences in column A with their equivalents in column B :

A	B
<p>1. Останні роки показали активну участь українських установ та експертів в роботі глобальних проектів ЮНЕСКО, які охоплюють такі сфери як: розвиток інформаційного суспільства, захист світової інформації і цифрової спадщини, демократизація кібер простору, який гарантує стійкий розвиток у світі, забезпечення матеріальної і нематеріальної культурної спадщини в епоху глобалізації.</p>	<p>A. Ukraine became the member of the United Nations Educational, Scientific and Cultural Organization (UNESCO) on May 12, 1954. Ukraine's Permanent mission to UNESCO has started operating since December 1962 with its headquarters in Paris.</p>
<p>2. На 27-й сесії Генеральної конференції ЮНЕСКО (1993 року) Україна виступила з ініціативою розробки "Програми культури миру". Ця ініціатива лягла в основу переорієнтації діяльності ЮНЕСКО в напрямку зміцнення її етичної місії та ролі у формуванні психології миру, клімату довіри і толерантності.</p>	<p>B. As UNESCO member–state Ukraine frequently initiated numerous international programs and projects, in particular, those that are aimed at more aggressive use of communication means in the world peace, those that ban war propaganda, violence and ethnic hatred. Ukraine was also among the authors of UNESCO's Declaration on Races and Racial Prejudices. The country participated in the projects on enhancing UNESCO's role in establishing New International Economic Order and those that focus on studying and spreading Slavic culture in the world.</p>
<p>3. Україна є членом ЮНЕСКО (Організації Об'єднаних націй з питань освіти, науки і культури) з 12 травня 1954 року. Постійне представництво нашої держави при ЮНЕСКО функціонує з грудня 1962 року у Парижі.</p>	<p>C. At the UN 27th session in 1993 Ukraine invoked the elaboration of the World Culture Program. This drive started the process of UNESCO activities' re-orientation with their concentration on enforcing the organization's ethic mission and its role in building the world culture psychology, the climate of trust and tolerance.</p>

<p>4. Україна, як держава-член ЮНЕСКО часто ініціювала численні міжнародні програми і проекти, зокрема ті, які спрямовані на більш активне використання засобів зв'язку у всьому світі, заборона пропаганди війни, насильства і міжнародної ворожнечі. Україна також була в числі авторів декларації ЮНЕСКО по боротьбі з расизмом і расових забобонів. Країна взяла участь в проектах з підвищення ролі ЮНЕСКО у створенні нового міжнародного економічного порядку і проектах спрямованих на вивчення і поширення слов'янської культури у світі.</p>	<p>D. Recent years have shown active engagement of Ukrainian institutions and experts into the work of UNESCO global projects that cover such spheres as development of information society, protection of the world information and digital heritage, democratization of the cyberspace, guaranteed sustainability of the world's development, securing material and non-material cultural heritage in the era of globalization.</p>
<p>5. Протягом 1991-1997 років здійснювалась Програма "ЮНЕСКО-Чорнобиль", спрямована на залучення міжнародної допомоги до мінімізації наслідків аварії на ЧАЕС в межах компетенції ЮНЕСКО. В межах зазначеної програми отримано медичне обладнання для діагностики захворювань крові та ліки вартістю 475 тисяч доларів США.</p>	<p>E. Important to enhance of cooperation between Ukraine and UNESCO was signed during the visit to Ukraine of the Director-General Federico Mayor in November 1997 "Memorandum on cooperation between Ukraine and UNESCO," and also met the President of Ukraine Leonid Kuchma with UNESCO Director General K. Matsuura December 7, 1999 during working visit of President of France.</p>
<p>6. Важливим у плані зміцнення співпраці України з ЮНЕСКО було підписання в ході візиту в Україну Генерального директора Федеріко Майора у листопаді 1997 року "Меморандуму про співробітництво між Урядом України і ЮНЕСКО", а також зустріч Президента України Леоніда Кучми з Генеральним директором ЮНЕСКО К. Мацуурою 7 грудня 1999 року під час робочого візиту Президента до Франції.</p>	<p>F. During 1991-1997 carried Program "UNESCO-Chernobyl" to attract international assistance to minimize the consequences of the Chernobyl accident within the competence of UNESCO. As part of the program received medical equipment for diagnosis of blood diseases and medicines worth 475,000 U.S. dollars.</p>

UNIT IX

NATO – UKRAINE COOPERATION .

The history of NATO-Ukraine cooperation dates back to January 1992 when Ukrainian representative participated for the first time in the meeting of the High Level Working Group of the North-Atlantic Cooperation Council.

The first visit of the NATO's Secretary General Manfred Wornier to Kyiv occurred on February 22-23, 1992. Then, on June 8, 1992 the Ukrainian President Leonid Kravchuk paid official visit to the NATO's headquarters.

The signing of the Charter on a Distinctive Partnership on July 9, 1997 at the time of the Summit Meeting of NATO Heads of State and Government in Madrid upgraded the cooperation between NATO and Ukraine, thus, confirming formal recognition of an independent Ukrainian state for the whole European community and showing the country's desire to become a stable and democratic nation.

The cooperation with NATO has enhanced widely when Ukraine joined the Partnership for Peace program in 1994.

The Charter set political commitments of both sides to continue developing on high level a "distinctive and effective" partnership, which will promote further stability and common democratic values in Central and Eastern Europe. Also it formed the basis on which NATO and Ukraine agree to consult in the context of Euro-Atlantic security and stability and in the areas such as conflict prevention, crisis management, peace support and humanitarian operations. The NATO-Ukraine Commission (NUC) has been created as a forum to ensure that NATO and Ukraine are developing their relationship and implementing the provisions of this Charter to the fullest extent possible.

On April 24, 1999 the Ukrainian President Leonid Kuchma took part in the first high level meeting of the NATO-Ukraine Commission during the NATO Washington Summit. This meeting gave a new powerful incentive to our partnership with NATO which has been reflected in the "Declaration of the Heads of State and Government participating in the NUC.

The NATO-Ukraine Action Plan and the NATO-Ukraine Annual Target Plan for 2003 were approved on November 22, 2002 during the next high level meeting of the NATO-Ukraine Commission during the NATO Prague Summit.

The last high level meeting of the NATO-Ukraine Commission during the NATO Istanbul Summit, which for the first time was held with the participation of seven new Alliance's members, confirmed that NATO is consistent in supporting Ukraine's course for the Euro-Atlantic integration. The statement was reiterated in the Chairman's final word with setting a task for the NUC to be accomplished at the Ambassadorial level. The goals drawn included reviewing NATO-Ukraine relations with their possible deepening (on condition that Ukraine could demonstrate concrete achievements in implementing NATO-Ukraine Action Plan objectives and, thus, creating the ground for working out future recommendations at the meeting of the NUC at the level of Foreign Ministers.

The national interests of Ukraine in the light of the country's cooperation with NATO are determined by the role the North-Atlantic Alliance plays supporting peace,

stability and security in the world, contributing to the improvement of the common climate of trust in the Euro-Atlantic region, creating a new system of regional security in Europe, elaborating new coordinated approaches in fostering disarmament, implementing arms control and WMD nonproliferation policy.

Nowadays the cooperation between the Alliance and Ukraine is really active and it covers a wide range of spheres. Ukraine participates in numerous projects held together with NATO member-states and its partner-countries.

NATO-Ukraine cooperation runs in political, military, technical, scientific, economic, ecological spheres and in the civil emergency situations area.

The dialogue and relations between our country and the Alliance are based on practical and constructive principles, and common wish to undertake joint efforts that would lead to productive and mutually beneficial results aimed at developing new, peaceful and stable Europe.

Taking into consideration the real role and potential of NATO, Ukraine realizes that the development of the stable cooperation with the Alliance opens the way to:

- strengthen the guaranties of the Ukraine's national security, in particular, the country's political independence, territorial integrity and inviolability of frontiers;

- actively contribute to developing cooperation of Ukraine with the European and Euro-Atlantic structures as it is an important factor in creating the new architecture of security on the Euro-Atlantic space;

- receive the updated information on the experience of NATO member-states and its partner-countries to use it during reform process of the national Armed Forces of Ukraine and the state military organization as a whole;

- use NATO's and its member-states' practical experience to provide appropriate level of civil control over the military units;

- contribute to the establishing and developing the compatibility with armed forces of NATO with the purpose of strengthening the capabilities and preparedness of Ukrainian Armed Forces to participate in the peacekeeping operations under the aegis of the UN, OSCE and NATO (in the limits set by the Constitution of Ukraine and its legal basis);

- undertake joint efforts using NATO's powerful potential in confronting the consequences of the civil emergency situations to protect population from the consequences of the man-caused accidents, catastrophes and the acts of God, and use NATO's and its member-countries' assistance therefore.

At present, the agenda of NATO-Ukraine relations includes the problems of further intensifying and upgrading the level of cooperation, stirring up mutual efforts and interaction aimed at consolidating peace and stability in Europe, improving the trust climate and strengthening European democratic and legal standards to meet the criteria of the new European community.



ASSIGNMENTS

I. Find the equivalents of the following words and phrases:

- | | |
|--|--|
| 1. Participated | 1. Відповідати критеріям |
| 2. The North-Atlantic Cooperation Council | 2. Хартія про особливе партнерство |
| 3. Paid official visit | 3. Рівне та ефективне партнерство |
| 4. Headquarters | 4. Інтенсифікація і модернізація |
| 5. Charter on a Distinctive Partnership | 5. Північно-Атлантична Рада зі співробітництва |
| 6. Confirming formal recognition | 6. Запобігання конфліктам |
| 7. Distinctive and effective partnership | 7. Склав офіційний візит |
| 8. Conflict prevention | 8. Здійснення положень |
| 9. Implementing the provisions | 9. Підтверджуючи офіційне визнання. |
| 10. The fullest extent | 10. Здійснювати на рівні послів |
| 11. Powerful incentive | 11. Брати до уваги |
| 12. The NATO-Ukraine Annual Target Plan | 12. Політика нерозповсюдження зброї масового знищення. |
| 13. The NATO-Ukraine Commission | 13. Внесок у покращення |
| 14. The Euro-Atlantic integration | 14. Розробляти нові скоординовані підходи у сприянні роззброєння |
| 15. To accomplish at the Ambassadorial level | 15. В повному обсязі |
| 16. Contributing to the improvement | 16. Комісії Україна-НАТО (КУН) |
| 17. To elaborate new coordinated approaches in fostering disarmament | 17. Євроатлантична інтеграція |
| 18. WMD nonproliferation policy | 18. Річний цільовий план Україна – НАТО |
| 19. To undertake joint efforts | 19. Територіальна цілісність |
| 20. To take into consideration | 20. Потужний стимул |
| 21. Strengthen the guaranties | 21. Непорушність кордонів |
| 22. National security | 22. Забезпечити належний рівень |
| 23. Territorial integrity | 23. Вживати спільні зусилля |
| 24. Inviolability of frontiers | 24. Зміцнення гарантій |
| 25. Mutually beneficial result | 25. Сприяти встановленню і розвитку сумісності |
| 26. Member-states' | 26. Під егідою |
| 27. To provide appropriate level | 27. Національна безпека |
| 28. Armed Forces of Ukraine | 28. Правові основи |
| 29. Contribute to the establishing and developing the compatibility | 29. Взаємовигідний результат |
| 30. Peacekeeping operations | 30. Техногенна аварія |

- | | |
|--|---|
| 31. Under the aegis | 31. Країни-члени |
| 32. Legal basis | 32. Збройні сили України |
| 33. The man-caused accident | 33. Миротворча операція |
| 34. Intensifying and upgrading | 34. Штаб-квартира |
| 35. Stirring up mutual efforts and interaction | 35. Прийняли участь |
| 36. To meet the criteria | 36. Активізація спільних зусиль і взаємодії |



II. Match the following words with their definition

- | | |
|-------------------|--|
| 1. To occur | 1. To say or to show that something is true |
| 2. To sign | 2. To encourage something, to help something to happen or to develop |
| 3. To upgrade | 3. To make sure that something happens or to define |
| 4. To enhance | 4. To take part or become involved in something |
| 5. To promote | 5. To show that you have written it or that you agree with |
| 6. To ensure | 6. To improve something |
| 7. To participate | 7. To decide something |
| 8. To confirm | 8. to put or invest something into deal |
| 9. To determinate | 9. To decide something officially |
| 10. To contribute | 10. to happen |

III. What do the following abbreviations stand for?

NATO, NUC, UN, OSCE, WMD

IV. Fill the gaps with the words and phrases that are given below

reflected, further stability, setting a task, agree to consult, accomplished, the cooperation, peace support, reiterated.

1. Nowadays ... between the Alliance and Ukraine is really active and it covers a wide range of spheres.

2. The Charter set political commitments of both sides to continue developing on high level a “distinctive and effective” partnership, which will promote ... and common democratic values in Central and Eastern Europe.

3. Also it formed the basis on which NATO and Ukraine ... in the context of Euro-Atlantic security and stability and in the areas such as conflict prevention, crisis management, ... and humanitarian operations.

4. This meeting gave a new powerful incentive to our partnership with NATO which has been ... in the "Declaration of the Heads of State and Government participating in the NUC.

5. The statement was ... in the Chairman's final word with ... for the NUC to be ... at the Ambassadorial level.

V. Choose the right variant:

1. The cooperation with NATO has enhanced widely when Ukraine joined the Partnership for Peace program in:

- a) 1990
- b) 1994
- c) 2003

2. The main document about partnership between NATO and Ukraine, signed on July 9, 1997, is:

- a) The NATO-Ukraine Annual Target Plan.
- b) Declaration of the Heads of State and Government.
- c) The Charter on a Distinctive Partnership.

3. The NATO-Ukraine Action Plan and the NATO-Ukraine Annual Target Plan for 2003 were approved on November 22, 2002 during:

- a) the NATO Washington Summit
- b) the NATO Prague Summit.
- c) the meeting of the NUC at the level of Foreign Ministers

4. The signing of the Charter on a Distinctive Partnership was on:

- a) the NATO Istanbul Summit
- b) the Summit Meeting of NATO Heads of State and Government in Madrid
- c) the NATO Prague Summit.

5. The Ukrainian President Leonid Kuchma took part in the first high level meeting of the NATO-Ukraine Commission on:

- a) November 22, 2002
- b) July 9, 1997
- c) April 24, 1999



VI. Translate into Ukrainian :

goals drawn, ground for working out future recommendations, implementing arms control, a wide range of spheres, the civil emergency situations area, actively contribute to developing cooperation, new architecture of security, updated information, partner-countries, the state military organization, the military units, strengthening the capabilities, confronting the consequences, consolidating peace and stability.



VII . Translate into English

У Законі України “Про засади внутрішньої і зовнішньої політики” від 1 липня 2010 р. зафіксовано намір України як європейської позаблокової держави продовжувати конструктивне партнерство з Організацією Північноатлантичного договору.

Готовність НАТО продовжувати та розвивати партнерство з Україною підтверджена у новій Стратегічній концепції Альянсу, прийнятій на Лісабонському самміті цієї організації 19-20 листопада 2010 р.

Координація розвитку конструктивного партнерства

Внутрішньодержавна координація розвитку конструктивного партнерства України з НАТО з усіх питань, які становлять взаємний інтерес, здійснюється Комісією з питань партнерства України з Організацією Північноатлантичного договору.

Комісія є допоміжним органом при Президенті України та очолюється Міністром закордонних справ України. За МЗС закріплено провідну роль у координації співробітництва з Альянсом. До Комісії входять п’ять національних координаторів з питань партнерства України з НАТО в таких сферах: зовнішня політика та економіка; оборона та військові питання; ресурсне (фінансове) забезпечення; безпека; правові питання.

Річні національні програми співробітництва Україна–НАТО

Ключовим практичним інструментом здійснення реформ в Україні за сприяння Альянсу є Річні національні програми співробітництва Україна–НАТО (РНП), рішення щодо запровадження яких було ухвалене на засіданні Північноатлантичної Ради на рівні міністрів закордонних справ 2-3 грудня 2008 р.

Річна національна програма затверджується Президентом України. Для її реалізації Урядом розробляється та схвалюється План заходів щодо виконання РНП. Річна національна програма та відповідно План заходів містять 5 розділів: політичні та економічні питання, оборонні та військові питання, ресурсні питання, питання безпеки та правові питання. До реалізації РНП і Плану заходів залучаються центральні органи виконавчої влади, інші органи державної влади, а також неурядові організації.

За підсумками виконання Річної національної програми стороною НАТО готується оцінка, яка враховується при підготовці РНП на наступний рік.

CHAPTER II

THE ART OF DIPLOMACY

UNIT I

COMMUNICATION : AN ESSENTIAL ASPECT OF DIPLOMACY

Communication is to diplomacy as blood is to the human body. Whenever communication ceases, the body of international politics, the process of diplomacy, is dead, and the result is violent conflict or atrophy.

Social communication, including diplomatic communication, involves the transmission of messages to which certain meanings are attached. These messages can be either verbal or nonverbal. Just as the verbal components in a normal person-to-person conversation have been estimated to carry little more than a third of the social meaning, so nonverbal messages or “body language” constitute important aspects of diplomatic communication. Diplomatic “body language” encompasses everything from personal gestures to the manipulation of military forces. A handshake, for example, is commonly used as a metaphor for the quality of inter-state relations, transferring the language of personal relations to the international arena. The venue and format of meetings as well as the shape of the negotiating table (symbolizing prestige and power) and the level of delegations (signaling interests and intentions of the parties) are other aspects that can be used for subtle “body language”

Nonverbal communication has certain advantages. It is often better able to capture the attention and interest of various audiences than is verbal communication. Another advantage of nonverbal signals, from the viewpoints of diplomats, is that they are inherently ambiguous and disclaimable and thus allow retained flexibility.

Today we commonly associate diplomacy with linguistic skills, a carefully calibrated language allowing cross-cultural communication with a minimum of unnecessary misunderstanding, along with protocol governing interstate “body language.”

As a system of communication between polities, diplomacy has been influenced by the development of available means of communication and transportation. Most importantly, the speed of diplomatic communication has varied greatly over time. In the Ancient Near East, diplomatic missions could take years to complete. In the Amarna Letters there is reference to a messenger being detained, and thus bilateral communication being interrupted, for six years. In the sixteenth century it took four months for a Hapsburg diplomat to travel to Moscow, and in the seventeenth century it took eleven days to send a courier from Paris to Madrid. The well-known expression that Napoleon did not travel faster than Caesar is not merely a figure of speech, but reflects the reality that still in the eighteenth century the Ancient Roman roads remained the best communication routes on land. Still by the end of the eighteenth century U.S. President could write a memorandum to his Secretary of State, lamenting the fact that

the ambassador in Spain had not been heard from for two years. “If we do not hear from him this year,” he added, “let us write him a letter”

It was only in the nineteenth and twentieth centuries that technological revolutions changed the premises of diplomatic communication. In the nineteenth century the advent of steamships and railways increased the mobility of diplomats significantly, at the same time as the invention of the telegraph permitted fast and direct communication between governments as well as between foreign ministries and embassies. The development of air travel and information technology (IT) in the twentieth century added to the ease and speed of movement and communication.

One of the obvious effects of the IT revolution is that diplomacy has lost its position as the main facilitator of contacts and communication across state boundaries. In the age of abundant and instant information combined with intrusive media, the moderate tempo of traditional diplomatic communication, which allowed for careful deliberations of signaling strategy and interpretation, seems irrevocably lost.

At the same time, diplomats are adjusting to, and learning to use, the new communication media. They become engaged in “media diplomacy,” exploiting the media for their purposes. Television, for example, provides ample opportunities for creative diplomatic stage managing, yet frequently requires instantaneous improvisation without the possibility of retakes. And foreign ministries have discovered the potential of the Internet as a powerful medium for the worldwide dissemination of information to an audience of highly educated and influential members of foreign societies.

If television has enhanced the significance of nonverbal signaling and body language, diplomacy still rests on the creative combination of verbal and nonverbal communication. The accelerating speed and abundance of information has, as we have seen, both facilitated and complicated the traditional information-gathering function of diplomacy. Whereas diplomatic signaling has traditionally been addressed to exclusive and clearly delineated audiences, with a high degree of control and possibilities to vary the message according to audience, the advent of new media has made the differentiation among audiences more difficult. On the other hand, the repertoire of signaling instruments has been expanded. And the ritualization of diplomatic communication is a continuous process, which may take different forms and be less conspicuous today than in earlier times yet is not likely to cease.

Diplomacy, in short, has proved to be a resilient and adaptable institution, and communication has been, and remains, an essential aspect of diplomacy.



Vocabulary

- diplomatic communication – дипломатичне спілкування;
- encompasses – включає у себе;
- inter-state relations – міждержавні відносини;
- venue – місце зустрічі;
- inherently ambiguous – неоднозначні за своєю суттю;

- carefully calibrated language – ретельно продумана промова;
- detained – затриманий;
- to be merely a figure of speech – бути просто метафорою мови;
- lamente – плакукувати;
- as the main facilitator of contacts and communication – в якості основного посередника контактів і зв'язку;
- to adjust to – адаптуватися до;
- instantaneous – миттєвий;
- worldwide dissemination of information – поширення інформації у всьому світі;
- enhanced the significance of nonverbal signaling and body language – підвищення значення невербальних сигналів і мови тіла;
- exclusive and clearly delineated audiences – виняткова і чітко окреслена аудиторія;
- be less conspicuous – бути менш помітним;
- to be a resilient and adaptable institution – бути стійкою та адаптивною інституцією;



I. Translate into Ukrainian:

- 1) Diplomatic “body language” encompasses everything from personal gestures to the manipulation of military forces.
- 2) The venue and format of meetings as well as the shape of the negotiating table (symbolizing prestige and power) and the level of delegations (signaling interests and intentions of the parties) are other aspects that can be used for subtle “body language”.
- 3) As a system of communication between polities, diplomacy has been influenced by the development of available means of communication and transportation.
- 4) It was only in the nineteenth and twentieth centuries that technological revolutions changed the premises of diplomatic communication.
- 5) And foreign ministries have discovered the potential of the Internet as a powerful medium for the worldwide dissemination of information to an audience of highly educated and influential members of foreign societies .
- 6) The accelerating speed and abundance of information has, as we have seen, both facilitated and complicated the traditional information-gathering function of diplomacy.



II. Translate into English:

1. Дипломатичний протокол передбачає правила реакцій, дій, учинків, поведінки, проте основну і найбільшу частину його складають морально-етичні правила поведіння і мовний етикет в різних ситуаціях дипломатичного спілкування.

2. Оскільки традиції і правила дипломатичного спілкування виформувалися як результат довготривалого досвіду міждержавної співпраці, то до сфери сучасної української дипломатичної термінології успадкувалося багато слів іншомовного походження.

3. Дипломатична мова включає у себе все, від особистих жестів до маніпуляції збройними силами.

4. Вони долучилися до «дипломатії ЗМІ», використовуючи масмедіа у своїх цілях.

5. З іншого боку різноманітність сигнальних інструментів була розширена.

III. Working in pairs give synchronous translation of the text :

Common Denominator of Good Ambassadors is Skill in Communication

(From the Selected Essays of on Diplomacy)

Karl Gruber, Austrian Foreign Minister and Austrian Ambassador to the United States, Spain, Switzerland, and West Germany

Having been both foreign minister and ambassador, I have seen the problem of ambassadorial appointments from the side of both those who make the appointments and those who receive them. I have been in a position to judge when and how ambassadors fall flat on their face, and why some distinguish themselves. I believe there is one common denominator for the performance of superior ambassadors, and that is skill in communication. It is communication of a very special kind, which must be learned, but without the basic aptitude for communication an ambassador cannot be successful in his manifold tasks. Contrary to the traditional image of an ambassador as a highly polished individual who is so circumspect in what he says that it requires a special talent (allegedly found only in other diplomats) to figure out what he is communicating, I have found that plain speaking is an essential ingredient for a diplomat's success. He must of course be tactful and sometimes artful in the way he communicates, but the message must come through clearly and precisely. Articulateness in explaining, reporting, defending, and discussing information on his country's position and other matters is, to my mind, essential.

I believe people for ambassadorial positions must have unusual stature in order to be successful, they must be well-read, well-spoken, they must have a thorough knowledge of international affairs, and they must be persons of cosmopolitan tastes and attitudes. Provincialism, ethnocentricity, inability to understand nuances in foreign

countries, and the belief that one's own country is the best in everything-these are handicaps which, after a certain age, no amount of training or experience can overcome.

The best ambassadors I have known have been people who, in addition to a thorough knowledge of their own country and the country of their assignment, also have a well-rounded view of the world (Weltbild) into which what was happening could be fitted. Without such a world picture it is virtually impossible to reach a firm conclusion about the significance of developments. Nowadays politics permeates every field of state activity. Any small war anywhere has the potential of leading to a world conflagration. The growing closeness and interdependence of nations and the interaction of their public opinions have had the result that the acid of ideological indoctrination seeps into every cleft of international and internal differences. No wonder that any cool assessment of the moving forces of our times requires increased knowledge, sound judgment, and the ability to attach the proper importance to what is happening in a large variety of fields. A good ambassador must understand the significance also of things that happen outside the area where he is accredited.

Communication, as I have used the term above, includes not only collecting and conveying information to and from one's government; it also means negotiating both in the sense of developing concrete agreements and in the sense of adjusting differences and lining up support outside of concrete agreements. While skillful reporting makes the reputation of the ambassador, negotiating is the real essence of his activity. Negotiating is not just sitting at a table where two or more countries more or less oppose one another. It begins a long time before a date is set for sitting down at the table. The process of softening up the other side is almost as important as the exchange of more or less brilliant arguments at the negotiating table.

The ambassador must convince the other government of the importance of the subject under negotiation, and of a compromise useful to his own country. But he must also convince his own government of the limits within which a compromise can be found (or even whether a compromise is necessary).

A good diplomat must be precise. Experience teaches us that the higher the summit the flimsier the agreements. Top-level politicians are much too impatient to watch details, important as they may be, and are always in a hurry to shake hands to mark a "rapprochement" or other agreement. As an American diplomat once said to me: On an icy summit there grows only what you have carried up there. So it is wise to send conscientious, publicity-shy individuals ahead to prepare the texts and give the top officials concise information about the points to be especially watched. For instance, the word "support" can mean anything from a timely smile to substantial military support. Specificity is therefore most important. Naturally there are exceptions when agreement for the sake of agreement, even at the cost of vagueness, is desirable or necessary - but such cases are very rare.

A good diplomat also needs a sense of humor. He should always have some remarks ready to ease tension once negotiations get near a breaking point.

Finally, like anyone who wishes to be successful in a competitive environment, an ambassador must have good judgment. This goes almost without saying, but good judgment today doesn't mean what good judgment meant at the time of sailing ships and horse-drawn carriages. When important things are happening, the ambassador's

interpretation of them must be prompt if it is going to do any good because the press will be doing its own interpreting and so will other governments. Therefore reporting and analysis must sometimes be not only timely but almost instantaneous. Good judgment today must come faster than it did a generation ago. And if an ambassador has in his mind a concept of the interrelationship between events around the world, he is more likely to be listened to and his judgments will carry greater weight. This applies both to his written communications to his capital and his oral exchanges with officials of the country to which he is accredited



Task:

Prepare the interview with *Karl Gruber*. Think of the questions you might ask the diplomat. Remember to use statements before asking any question. Use the information from the essay.

Student 1: the ambassador;

Student 2: an interviewer (a reporter for the University newspaper)



FOOD FOR THOUGHT:

Eleanor Roosevelt

American United Nations Diplomat, Humanitarian and First Lady (1933-45), wife of Franklin.D Roosevelt, 32nd US president. 1884-1962



★★★★★ 👍 🗨️ “Great minds discuss ideas; Average minds discuss events; Small minds discuss people”

“No one can make you feel inferior without your consent.”

“Do what you feel in your heart to be right, for you'll be criticized anyway. You'll be damned if you do and damned if you don't.”

“Never allow a person to tell you no who doesn't have the power to say yes.”

“Understanding is a two-way street.”

“People grow through experience if they meet life honestly and courageously. This is how character is built.”

“I think that somehow, we learn who we really are and then live with that decision.”

“We have to face the fact that either all of us are going to die together or we are

going to learn to live together and if we are to live together we have to talk.”

“Sometimes I wonder if we shall ever grow up in our politics and say definite things which mean something, or whether we shall always go on using generalities to which everyone can subscribe, and which mean very little.” 🌟🌟🌟🌟🌟 👍🗣️

UNIT II

DIPLOMATIC PROTOCOL I

Protocol is a set of rules, procedures, conventions and ceremonies that relate to relations between states. It represents the recognized and generally accepted system of international courtesy.

Diplomatic protocol dictates how politicians and representatives of various nations should behave during their official interactions, as a means to promote civility and convey their respect. Specific rules of protocol may differ somewhat depending on the nation or culture; however, there are certain acts, such as referring to a leader by a formal title, which are universally understood to be part of maintaining good international relations.

HISTORY

The term "protocol" comes from the Greek words that mean "the first glue".

This comes from the act of gluing a sheet of paper to the front of a document to preserve it when it was sealed, which imparted additional authenticity to it. In the beginning, the term protocol related to the various forms of interaction observed in official correspondence between states, which were often elaborate in nature. In course of time, however, it has come to cover a much wider range of international relations.

ETIQUETTE

There are various written and unwritten rules of diplomatic protocol, ranging from performing proper greetings, like shaking hands or bowing at formal meetings, to making sure that seating arrangements reflect the official hierarchy at social gatherings. Some other examples of diplomatic etiquette include ensuring that a nation's flag is properly presented and handled, and that correct names, pronunciations, and titles are always used.

DIPLOMATIC INSULTS

Tensions between nations can result when diplomatic protocol has been intentionally or unintentionally breached. Sometimes diplomatic protocol is ignored when one nation wishes to show its displeasure with another. Diplomats may refrain from shaking hands with their counterparts in the other nation, or they may cancel or postpone meetings indefinitely, or even walk out during formal occasions or negotiations.

The norms of courtesy in international dealings are not much different from the norms of courtesy and good behaviour for individuals. There is no upper limit to

politeness. But there is an irreducible minimum below which bad manners become obvious.

Etiquette has existed for thousands of years and strict rules have evolved in different societies regulating proper conduct: who will sit where, when will you bow, how do you address your superiors or the sovereign ruler, what will be the order of processions, what dress will be worn on which occasion, what ceremonies will mark happy as well as sad occasions - in short what is right and proper, what would be acceptable and what would not be acceptable, what is done and what is not done - this is protocol.

Protocol will vary from one society to another. It changes as times change. As diplomatic life has generally become more informal and modern travel has led to more comings and goings protocol too has become less formal and the panoply and fanfare of bygone years has yielded to pragmatism. However there are some fundamental principles which have not changed such as precedence, the forms of correspondence between states, the nature of diplomatic privileges and immunities, and formal state ceremonies. A diplomat learns by experience to avoid giving offense or inadvertently making mistakes, and thereby fosters goodwill among nations.

Memorize the meaning of the word

protocol

noun

1. code of behaviour, manners, courtesies, conventions, customs, formalities, good form, etiquette, propriety, decorum, rules of conduct, politesse, p's and q's He is a stickler for royal protocol.

2. agreement, contract, treaty, convention, pact, compact, covenant, concordat the Montreal Protocol to phase out use and production of CFCs

(Collins Thesaurus of the English Language – Complete and Unabridged 2nd Edition. 2002 © HarperCollins Publishers 1995, 2002)



Translate into English

Активна участь України, як і будь-якої іншої держави, у міжнародному спілкуванні вимагає дотримання певних загальновизнаних правил, традицій і умовностей, сукупність яких називається *дипломатичним протоколом*.

Положення про Державний протокол та Церемоніал України, затверджене Указом Президента України від 22 серпня 2002 р., визначає Державний протокол та Церемоніал України як "сукупність вимог щодо забезпечення єдиного порядку проведення офіційних заходів за участю Президента України, Голови Верховної Ради України, Прем'єр-міністра України, Міністра закордонних справ України, інших вищих посадових осіб України з урахуванням загальноприйнятих міжнародних норм, правил і традицій, а також національних традицій України". Таким чином, норми протоколу стосуються виключно офіційного спілкування

між країнами, міжнародними організаціями, тоді як зовнішні форми міжнародного спілкування неурядових організацій та представників ділових кіл визначають правила міжнародної ввічливості та етикету.

Міждержавні норми спілкування, у тому числі протокольні, почали складатись з появою державних утворень, оскільки існувала потреба у виробленні правил, умовностей поведінки, які б забезпечували можливості ефективного міждержавного спілкування. У наш час у міждержавному спілкуванні бере участь близько 200 країн, які мають власні національні, культурно-історичні, релігійні, мовні особливості.

Можна стверджувати, що жодна із форм діяльності в міждержавному спілкуванні не обходиться без дотримання правил протоколу. Чітке дотримання протокольних норм обов'язкове при визнанні нових держав, встановленні дипломатичних відносин, під час призначення глав дипломатичних представництв, вручення вірчих і відкличних грамот. Згідно із нормами дипломатичного протоколу здійснюються дипломатичні візити, проводяться бесіди, переговори, підписуються міжнародні договори, організуються зустрічі та проводи офіційних делегацій, скликаються міжнародні наради, конференції, здійснюється реагування на різного роду святкові, а також траурні події в іноземних державах. Відповідно до вимог протоколу проводяться дипломатичні прийоми, ведеться дипломатичне листування, представницька робота з дипломатичним корпусом. *Складовими дипломатичного протоколу є:*

- порядок встановлення дипломатичних відносин, початку і завершення місії дипломатичних представників;
- порядок встановлення консульських відносин, початку і завершення консульської місії;
- порядок дотримання державного, службового і протокольного старшинства;
- організаційно-протокольне забезпечення візитів офіційних іноземних делегацій;
- офіційне й дипломатичне листування;
- державні церемонії;
- етикет державної символіки;
- офіційні та неофіційні прийоми;
- привілеї та імунітети дипломатів.

DIPLOMATIC PROTOCOL II

Communicating

Addressing Others

Although guidelines exist, proper forms of address vary greatly from culture to culture. Be sure to check local customs, but a few general rules follow.

Ambassadors are addressed as Mr./Madam Ambassador or Ambassador Jones. Only by special invitation or long friendship should one address an ambassador by first name and then only when not in the public eye. In indirect address, refer to the ambassador as "the ambassador", with his/her spouse as "the ambassador and Mr./Mrs. Jones", or if the ambassador's spouse is a woman who kept her maiden name after marriage, "the ambassador and his wife, Ms. Smith." An ambassador of the United States may continue to be addressed as "Mr./Madam Ambassador" after retirement or after returning from his/her duties abroad. In some French-speaking countries, the wife of the ambassador may be referred to as Madam Ambassador. Therefore, in those countries, refer to a female ambassador by her last name (Ambassador Jones) to avoid confusion and ensure that she receives her due respect.

Those of rank below Ambassador are addressed as Mr., Ms. or Mrs., if marital status is known.

Introductions

The purpose of making introductions is to exchange names between people so that a conversation can follow. For a formal occasion, the traditional "Mrs. Smith, may I present Mr. Jones?" is used internationally. For less formal occasions simply stating the two names, "Mrs. Smith, Mr. Jones," is acceptable. Making personal introductions (i.e., introducing oneself) is perfectly acceptable and encouraged. Adding context about yourself and your role is helpful. For example, "Hello, I'm Jane Smith, Vice Consul at the United States Embassy." In English, the accepted, formal response to any introduction is, "How do you do?" Informally, a smile, "Hello," or, "It's nice to meet you," are fine. Other languages have very particular phrases, so be sure to learn them upon arriving at post.

When making introductions, honor is recognized by the name spoken first. Courtesy gives honor to those who are older, higher in rank, titled, have a professional status, or are female. However, women are introduced to ambassadors, heads of state, royalty, and dignitaries of the church. To make the introductions more pleasant, tell each individual a bit of information about the other. This encourages the conversation to continue.

As they do when a woman enters the room, men should rise when being introduced to a woman. In some countries, a man kisses a married woman's hand. Men also rise when being introduced to another man. Women should rise when being introduced to another woman for whom she wishes to show great respect, such as the hostess, a very distinguished woman, or much older woman. In some countries, women rise when introduced to all others.

Throughout the world, greeting and leave-taking customs may include handshakes, salutatory gestures or other specific expressions. If there is such a tradition, use it with

host country nationals, foreigners and fellow staff members. Failure to abide with tradition may be interpreted as rudeness or a lack of respect for colleagues.

The best and most courteous way to handle recognizing someone without recalling his or her name is to mention your name again. For example, "Good evening, I'm Jim Smith. We met recently at the ambassador's home. I'm pleased to see you again." More than likely, he/she will reintroduce himself/herself. Starting from the assumption that he/she may also not remember your name could save both of you potential embarrassment.

Diplomatic Titles

Chiefs of Mission

- Mr./Madam Ambassador (this also applies to an ambassador with a military title), or Ambassador Reed.

- Sir Richard - British ambassador who is a knight (Sir Richard's wife would be addressed as "Lady Smith".)

- Lord Montgomery - British ambassador who is a baron

- Mr./Mrs. Douglas or Ms. Williams - the ambassador's spouse

Chargé d. Affaires

- Mr./Ms/Mrs./Madam Randal

Ministers and Others

- Mr./Madam Taylor

Task:

Working in pairs give synchronous translation of the text :

A Short List of Key Qualities

(From the Essays on Diplomacy)

 Lord MacLehose of Beoch, British Ambassador to Vietnam and Denmark, and British Governor and Commander-in-Chief at Hong Kong

"Don't let it occur again." This concluded my first contretemps with a British ambassador, on the morning after my first dinner in his residence in my capacity as his newest first secretary. "Continental don't like being nudged towards the lavatory after dinner; it is a purely English custom; why didn't you know?" Clearly my upbringing had been neglected, but I tried to fight back. "But Sir, what about me?" "Well you mustn't and that's all there is to it." The reaction carried me continent through thirty years of diplomatic dinners. He was an excellent ambassador and did not confine himself to such trivia, but the anecdote illustrates one side of an ambassador's life: whether his embassy is large or small, he is the head of a family consisting of his staff, and he and its senior members must train, drill, direct, rebuke and encourage them so as to make the embassy a smooth-running machine that can be relied on to handle efficiently any situation, however important or however trivial. Consequently a good ambassador must have personality and be a leader, be someone whom it is natural for his staff to look up to, and someone also for whom looking down at his staff in friendship and in collaboration is natural.

In this essay describing some of the key qualities I have seen in successful ambassadors, the list is necessarily short. I have taken for granted the essential minima expected of someone who must work in close contact with national political and commercial leaders and national media, such as experience, grasp of affairs, and facility in the spoken and written word.

The best embassy I served in was in Paris under an ambassador who was a towering personality and natural leader as well as a master of diplomacy. Those of us in charge of sections met him at 9:30 a.m. every morning. We discussed the morning papers, and he told us anything of interest said to him the previous day. On any matter within our province we were expected to give an immediate explanation of what it was all about, or say whom we knew who could tell us, or whom we knew who would not tell us but might tell him, the ambassador. Not to have the facts by 9:30 was bad; but not to have the contacts that would have them was a cardinal sin. Some ambassadors or their wives treat invitations to their staff like Royal Commands, and prior engagements have to go by the board. However, in that embassy a prior engagement to someone of the country was always an acceptable excuse. The ambassador knew that without those contacts his embassy could not function.

This brings out another aspect of a good ambassador. He must make his staff feel part of a team in which each knows what is expected of him; and to get the best out of the team, he must not only lead it but be part of it himself and not above and remote from it. There is great satisfaction in being part of such a team, knowing that it is equipped to deal with anything that comes.

Apropos of an embassy team having to be ready to cover all issues of interest and to be clear about who covers what, when I was ambassador to Denmark the British press made a great to-do about the prevalence of sex shops and the degeneracy of youth. Visitors invariably asked about it. "Is something rotten in the State of Denmark?" the bigger bores would enquire. The whole thing struck me as ridiculous, but to keep the visitors at bay I suggested to a young second secretary that the subject should be his. Subsequently, an earnest and humorless mission from the U.K. came to observe this allegedly permissive society, which they were either for or against - I forget which. But at their final press conference they complimented the young second secretary by name on his help and expert knowledge. He took years to live down this kiss of death.

Of course it is ruinous to the work of the team and the effectiveness of the embassy if the ambassador cannot use its products. He is equipped with entree to the highest political, commercial and intellectual circles, with a house and servants and allowances to ensure he has easy relations with all who can influence his country's interests; so his staff have the right to expect he will use this paraphernalia, as well as his greater experience, to give point and substance to their work and to discuss with them how this should be done. He must be prepared to go out front and do and say what is necessary whether to minister, tycoon or editor, and indeed to relish it. He must be robust. Diffidence never got an ambassador anywhere.

And as he must be robust with the leaders of the country to which he is accredited, so also must he be with leaders of his own country. Ultimately it is his Minister who is master, but the ambassador has and must use to the full, his duty to warn, argue and protest in the light of his local knowledge, as well as to inform, advise and ultimately to

act on instructions, But there is no more unpleasant task for an ambassador than to argue on his country's behalf a policy which he believes is unfair or misguided, and nothing is so destructive to an embassy's morale.

So in addition to officials in his Foreign Ministry, an ambassador must get to know the Ministers and the Members of Parliament and businessmen and journalists of his own country who are interested in the country to which he is accredited. To the leaders of that country he carries Letters of Credence asking that he be believed, but it is often just as important to his country's interests that he be believed at home. So it is helpful if in addition he cultivates his personal credibility and even something approaching a power base in interested circles in his own country. Once a Secretary of State went so far as strongly to encourage me to do such essentially domestic political work so as to take some of the pressure off him and his Ministers on a then unpopular cause. So here is another facet of an ambassador: he must be able to operate in the area where bureaucracy, public relations and politics all meet.

When accused of an undiplomatically blunt riposte to President de Gaulle, a British ambassador (and an outstanding one) is credited with replying "Do you want me to be man or mouse, politician or diplomat?" To be good in a hot embassy an ambassador must be prepared to act the politician and publicist at his own discretion and take the consequences. Of course to do this he must have the confidence of his own government and represent their policy accurately, but the method and timing must often be his own. If relations between countries can be dealt with in confidence in quiet rooms, so much the better, but often they cannot be, and the ambassador must be ready to get movement by going public.

In all these activities the ambassador must retain the confidence of the government to which he is accredited. When the policies and interests of the sending and receiving states diverge in important respects, it is the ambassador's duty to warn against it and explain the consequences. This usually involves the speaking or writing of disagreeable truths. It is not enough, however, to be truthful - the ambassador must also be believable. He may have to be clear at the expense of being tactful, since he must above all make sure that each government doesn't misunderstand what the other's intentions are, and the ambassador must see that the dialogue is maintained in a way in which it can continue. This task can be appallingly difficult, but personal integrity can carry an ambassador through. Ellsworth Bunker's embassy in Vietnam, and Henry Kissinger's negotiations with both China and the Middle East states are examples of how this problem can be surmounted.

So we have a further facet of a good ambassador-integrity. One who attempts to persuade by overstating his case - or who seeks to please by understating problems will eventually lose all credibility, and how often has one seen this happen with the self-appointed unofficial intermediaries who too often muddy international relations!

In conclusion, what about the merits of political as opposed to career ambassadors? Though not infrequent, political appointments are not in the British tradition, but with some notable exceptions they have usually been a great success. But as this essay suggests, to be an ambassador requires special disciplines and a knowledge of dos and don'ts most easily acquired by the long experience that goes with career. Moreover it is difficult for an outside appointee to perform the leadership-of-a-team function that gets

the best out of an embassy - though some political appointees have done it with marked success simply because they were that sort of person. And this is the crux of the matter: appointments to important embassies should be made because appointees have the right characteristics to fill the job, either through career experience or other qualifications, but not because they are either career diplomats or politicians.



Task:

Prepare the interview with *Lord MacLehose of Beoch*. Think of the questions you might ask the diplomat. Remember to use statements before asking any question. Use the information from the essay. Student 1: the ambassador; Student 2: an interviewer (a reporter for the University newspaper)

UNIT III

WHAT'S THE DIFFERENCE BETWEEN AN EMBASSY AND A CONSULATE?

A diplomatic mission is a group of people from one state present in another state to represent the sending state in the receiving state. A permanent diplomatic mission is typically known as an embassy. And the person in the head of the mission is known as an ambassador. A consulate is similar to (but not the same as) an embassy, but with focus on dealing with individual persons and businesses ,as defined by the Vienna Convention on Consular Relations. They also issue visas. A consulate is like a junior embassy. Embassies are much bigger deals. The word embassy comes from the French *ambassade* ,or office of the ambassador. Ambassadors are high-ranking diplomatic representatives who serve as spokespersons for their national governments. If one country recognizes the sovereignty of another country, they generally establish an embassy there. Embassies take care of the same administrative duties as consulates ,but they also represent their government abroad. This can be tricky business. For example, the United States doesn't maintain an embassy in Taiwan(in order to maintain diplomatic relations with China),but it does operates a consulate there to take care of its overseas citizens.

Contrary to popular belief ,diplomatic mission do not enjoy full extraterritorial status and are not sovereign territory of the represented state, but they have immunity from most local laws. Diplomats themselves still retain full diplomatic immunity ,and (as to the Vienna Convention)the host country may not enter the premises of the mission without permission of the represented country.

The role of a diplomatic mission is to protect in the receiving State the interests of the sending state and of its nationals, within the limits permitted by international law; negotiating with the Government of the receiving State as directed by the sending State; promoting friendly relations between the sending state and the receiving state, and developing their economic, cultural and scientific relations.

Ukraine has diplomatic missions in 85 countries, and diplomatic relations with 159 countries.

CONSULAR COMMISSION AND EXEQUATUR

Consuls are appointed by the sending state and are admitted to the exercise of their functions by the receiving state. In most states the appointment of consular representatives as well as admission of foreign consuls fall within the competence of the departments concerned with foreign affairs.

The head of a consular post is provided by the sending state with a document ,in the form of a commission or similar instrument ,made out for each appointment ,certifying his capacity and showing,as a general rule ,his full name ,category and lass, his consular district and the seat of the consular post. A consular commission is sometimes referred to as *letters patent* or *letters de provision*.

The sending state transmits the consul's commission or similar instrument through the diplomatic or other appropriate channel to the government of the state in whose territory the head of the consular post is to exercise his functions.

The official recognition of a consul by the Head of State of the country to which he is assigned is called the „*exequatur*”. This term also applies to the formal instrument evidencing such recognition ,literary, „let him perform”.

Sometimes the recognition is given by means of the word „*exequatur*”,written across the consul's commission.

Article 12 of the Vienna Convention on Consular Relations provides:

1. The head of a consular post is admitted to the exercise of his functions by an authorization from the receiving State termed an *exequatur*, whatever the form of his authorization.

2. A State which refuses to grant an *exequatur* is not obliged to give to the sending State reasons for such refusal .

If a sending state refuses or fails within a reasonable time to carry out its obligations, the receiving state may, as the case may be, either withdraw the *exequatur* from the person concerned or cease to consider him as a member of consular staff.

A person appointed as a member of a consular post may be declared unacceptable before arriving in the territory of the receiving state ,or, if already in the receiving state ,before entering on his duties with the consular post. In any such case , the sending state shall withdraw his appointment.

The right of a receiving state to refuse to issue the *exequatur* or to revoke it after it has been issued is undisputed.

Sample CONSULAR EXEQUATUR

The Department of Foreign Affairs and Trade presents its compliments to the Ministry of Foreign affairs of (name of the country) and has the honour to refer to the Ministry's Note №__of 15 November 20__which nominates the head of a consular post in accordance with Article 11 of the Vienna Convention on Consular Relations,

.....
(name)

Is by this *Exequatur* admitted to the exercise of his functions as Honorary Consul of (name of the country) at (city) with jurisdiction throughout (name of the country).

The Department of the Foreign Affairs and trade avails itself this opportunity to renew to the Ministry of Foreign Affairs of (name of the country) the assurances of its highest consideration.

(city)

24 November 20__

(signed)



I.Read the text and answer the questions.

1. Within whose competence is the appointment of consuls and consular representatives?
2. What is necessary for the head of a consular post to be admitted to the exercise of his functions in the receiving state?
3. What is the name of the instrument certifying a person's capacity and showing his full name , category and class ,as well as his consular district and the seat of the consular post?
4. What is the name of the official recognition of a consul by the head of State?
5. In which case can exequatur be withdrawn from the person concerned?

II.Suggest the Ukrainian equivalents.

The issue of an exequatur

Before obtaining the exequatur

Pending delivery of an exequatur

To issue (grant) an exequatur

To obtain (receive) an exequatur

To revoke (withdraw) an exequatur

To refuse to grant an exequatur

Consular agent

Archives consular

Consular bag

Consular charges

Consular commission
Consular corps
Consular functions
Consular identity card
Consular immunity
Consular pouch
Consular premises
Consular staff

III.Memorize the phrases below , suggest their Ukrainian equivalents

1. the appointment of a consular representative
2. a consular district
3. the head of consular post
4. the local authorities
5. the official recognition of a consul
6. the seat of the consular post
7. before arriving in the territory of the receiving state
8. within one's competence
9. within a reasonable time
10. to carry out one's obligations
11. to cease to consider smb as a member of the consular staff
12. to declare smb unacceptable

IV.Suggest the English equivalents for:

1. голова консульського закладу
- 2.Документ, який має форму патента чи подібного йому акта
3. документ ,який підтверджує посаду особи
- 4.призначення консульського представника
5. офіційне визнання консула
6. бути допущеним до виконання своїх функцій
7. надати екзекватуру
8. виконувати свої обов'язки
- 9.направити дипломатичним чи іншим відповідним шляхом
10. приступити до виконання своїх обов'язків

V.Fill in each blank with the suitable word or expression from the text

1. Consuls are.....by the sending state and are admitted to theof their functions by the receiving state.
2. Thewas revoked on the ground that the consular officer had published a letter that was objectionable to the receiving state.
3. The head of a consular post is provided by the sending state with a document ,in the form of aor similar.....,certifying his..... .

4. The right of a receiving state to refuse to..... the exequatur or toit after it has beenis undisputed.

5. The official recognition of a consul by the Head of State of the country to which he is assigned is called the “....”.

6. A state which refuses to....an exequatur is not obliged to give the sending state reasons for such refusal.

VI. Define the following terms in English consulting the Glossary of Diplomatic Terms if necessary.

Exequatur

Full powers

Laissez-passer

Letters of credence

Persona non grata

Vice-consul

Visa



VII. Translate into English making use of the suggested words and phrases

1. Голова консульського закладу не може приступити до виконання своїх обов'язків (to enter upon one's duties) до отримання ним екзекватури.

2. До надання (pending delivery of) екзекватури голова консульського закладу може бути тимчасово (on a provisional basis) допущеним до (to be admitted) виконання своїх функцій.

3. Як тільки голова консульського закладу допущений ,навіть тимчасово (even provisionally), до виконання своїх функцій , держава перебування негайно повідомляє про це (to notify of) компетентні органи (the competent authorities) консульського округу.

4. Окрім того ,вона забезпечує (ensure) вживання заходів, необхідних для того, щоб голова консульського закладу міг виконувати обов'язки щодо своєї посади (the duties of one's office) і користуватись перевагами (to benefit from),згідно з діючою Конвенцією.

5. Якщо голова консульського закладу не може виконувати своїх функцій, або посада голови консульського закладу вакантна, функції голови консульського закладу можуть тимчасово виконуватись (to act provisionally as) виконуючим обов'язки голови консульського закладу (an acting head of).



VIII. Translate into Ukrainian.

Persona Non Grata

The receiving State may at any time ,and without having to explain its decision, notify the sending State through diplomatic channels that the exequatur or other authorization to the head of a consulate was recalled or that any consular officer or consular employee is a person non grata. In such a case the sending State shall accordingly recall such consular officer or employee of the consulate if he has already started to carry out his work. If the sending State fails within a reasonable time to carry out his obligation, the receiving State may refuse to recognize such a person as consular officer or employee of the consulate.

IX. Match the sentences in column A with their equivalents in column B

A	B
1. Prior to the appointment of the head of a consulate, the sending State shall obtain the approval of the receiving State to such an appointment through diplomatic channels	а)Після надання патента чи іншого документа про призначення голови консульства держава перебування надає можливо короткий термін і безкоштовну екзекватуручи інший дозвіл
2. After the approval is obtained, the diplomatic mission of the sending state shall transmit to the foreign affairs ministry of the receiving State a consular commission or another document about the appointment of the head of the consulate .The commission or another document shall contain the full name of the head of the consulate ,his citizenship ,his rank ,the consular district assigned to him, and the seat of the consulate.	б)Голова консульства може приступити до виконання своїх обов'язків після того, як держава перебування надасть йому екзекватуру чи інший дозвіл.
3. After the presentation of the	с)Після того, як отримано такий дозвіл ,дипломатичне представництво

<p>commission or another document about the appointment of the head of the consulate the receiving State shall give him within the shortest possible time and free of charge an exequatur or other authorization.</p>	<p>держави ,яка посилає свого представника ,направляє міністерству закордонних справ державі перебування консульський патент чи інший документ про призначення голови консульства. В патенті чи іншому документі вказується повне ім'я і фамілія голови консульства, його громадянство, ранг ,консульський округ, в якому він буде виконувати свої обов'язки ,і місце знаходження консульства.</p>
<p>4. The head of the consulate may enter upon the exercise of his duties after the receiving state issues him an exequatur or other authorization.</p>	<p>d) Попередньо до призначення голови консульства акредитуюча держава запитує дипломатичним шляхом дозволу держави перебування на таке призначення.</p>

X. Working in pairs give synchronous translation of the text :

Qualifications of an Ambassador

(from the selected essays on diplomacy)

 *Francis de Laboulaye, French Ambassador to Brazil, Japan, and the United States*

The first reaction of most professional diplomats, when they are asked about the criteria to be used in choosing ambassadors, is to describe their own qualifications. This is a very natural reaction, but if anything useful is to come from such an inquiry it is necessary to step back and look at the essential elements of the position of chief of mission, i.e., of ambassador. One simple definition of diplomacy is that it is the oral aspect of international relations. There is an essential difference between what is written and what is spoken, not only because spoken words are essentially more ephemeral (*verba volant*), but because the spoken language has infinitely more nuances, being both richer and more subtle than written texts.

Consequently, in an oral exchange one can suggest more than one could in writing, and if one knows how to listen can also understand the other side better. It is in the oral domain that not only "interests" can be adjusted or comprehended, but also viewpoints, plans and intentions.

It seems to us that even with the most rigorous selection a corps of the highest ranking diplomats will not consist only of superb performers. Let us be honest - nobody has to the same degree all the qualities necessary to be a perfect ambassador. The distribution among them is likely to be the same as elsewhere: ten percent who are very good and the rest less good, some of them still less so. It would be a great mistake to

seek only one type of personality. Yet there are certain qualifications which strike us as essential.

One qualification is what a French colleague, who is now a well-reputed author, called "the specialty of the general." The ambassador must always have his eye on the most general aspects of what he does, namely on the overriding interests. These of course today cover fields which are more and more specialized: not only strategy and tactics, economics, technology, but also social relations, pure science and, finally philosophy, culture, and religion.

What, then, is to be done? One has to supply the ambassador with attaches or special advisors. What then will be his relationship with them? Either he has confidence in them and delegates his authority, in which case he may rapidly lose control of the operations, or else he will not rely on them but will not be able to tell what is to be done. It is, therefore, highly desirable that he should have his own judgment which comes from experience. What kind of experience? Experience that comes from success in previous operations. In other words, it is not a bad idea that the ambassador should have had in his private life occasion to come to grips with the "real world" and that he should know, in any case, the colossal inertia of social structures and of individuals. In this manner he should be able to judge the quality of his advisors and experts and draw profit from their advice. It is true that he must also have a certain amount of technical knowledge in order to properly appreciate the quality of that advice. We believe that frankness requires us to state that there is no neat solution to this dilemma. There is no perfect way out. And there is no perfect ambassador. If there were such a person he would be highly inconvenient and bothersome.

There was a time when it was enough to defend the "national interest," which was defined as everything that contributes to the prosperity, autonomy and prestige of the society and the state which is represented by an ambassador. There was no problem; it was understood that the purpose was to maintain the equilibrium between the five or six leading powers and at the same time to obtain commercial advantages, obtain respect for the rights of one's nationals, for one's flag, etc. Everyone's horizon was limited to his own nation. "Wer von Europa spricht," said Bismarck, "hat unrecht" - whoever speaks of Europe goes beyond what is his business. Put in simple words, whoever used themes that spoke of Europe was doing so only for selfish national reasons. That was perhaps true in 1878; it certainly is not true in 1983.

Today the horizon of diplomacy has widened under the influence of the threat of universal destruction, the growing interconnection of economic interests, the vast movements of populations, the diffusion of technical knowledge, the influence of the media, etc. Today, therefore, one has to take account both of national and of collective interests, which means that an ambassador must be alert to the effects that the policies of his government may have on others. Unless he is able to encompass both the national and the collective dimension, he is not doing his job properly. In a sense he cannot intelligently defend his nation's interests, for these encounter the interests of others everywhere. There are of course ambassadors who maintain a narrow perspective, but they are not really effective and thus do not belong to the minority of good ones.

His position, being situated at a high level of responsibility without himself having the power to make political decisions, allows the ambassador to weigh the national

interest against the universal interest and to throw his weight into the scales of the latter if that is necessary. Of course this entails the risk of making himself odious to his own government or to the host government or to an international organization to which he may be accredited - or to all three at the same time.

Here, again, one must not expect a perfect solution; there can never be a stable equilibrium. What is essential is that the two concerns, the national and the collective one, be clearly understood and recognized at all times. In this the character - the strength of character - of the chief of mission plays an important role. He must not be narrowly centered on his own country. He must always seek to understand the reasons that dictated policies of his own government as well as those of the government of the host country.

It happens occasionally that an ambassador is accused of representing the interests of his own country less effectively than he represents those of the country to which he is accredited. Of course an ambassador does not like to hear this. And yet, without indulging excessively in paradox, it might be said that the accusation constitutes, at least in part, also a tribute to the intellectual and moral qualities of the diplomat in question.

It should go without saying that there are strict limits, dictated by common sense and the realities of the situation, to how far an ambassador can go in opposing a position of his own government. If a compromise is not possible and once the final decision has been made, he must of course loyally and scrupulously implement it even if it goes against what he had recommended. But until the final decision is made an ambassador owes his government the frankest and most unvarnished advice. In some cases, if he finds it incompatible with his conscience to implement what he believes to be a wrong decision he can of course resign - but such cases should be rare.

There remains the question where one should look for good ambassadors, whether they should be professionals or persons drawn into diplomacy from outside. It is difficult to be categorical: some professionals have turned in amateurish performances, and there are cases where amateurs rather quickly became good professionals. Yet one should not underrate the existence of a "diplomatic technique" which may seem esoteric to outsiders but really bases itself on long experience. There are real problems if one seeks to enrich the diplomatic establishment with talented outsiders from the world of business or finance or education; but those problems would be greatly diminished if the movement went in both directions - if there were a system of rotation whereby career diplomats go out periodically into that world to do practical work at a high level of responsibility and thus to enrich their own experience and the diplomatic service - with a better knowledge of the problems of the nongovernmental world. In this manner there would be a greater likelihood of coming up with the desired type: not "specialist of the general" but specialist and generalist at the same time, which is not so simple.



Task:

Prepare the interview with *Francis de Laboulaye*. Think of the questions you might ask the diplomat. Remember to use statements before asking any question. Use the information from the essay. Student 1: the ambassador; Student 2: an interviewer (a reporter for the University newspaper)

UNIT IV

THE MAKINGS OF A GOOD AMBASSADOR

From the Essays on Diplomacy

<p>🇯🇵 <i>Hideo Kitahara, Japanese Ambassador to Vietnam and France, and Representative to the United Nations agencies in Geneva</i></p> <p>When I started my career as a diplomat before the second world war, it was under an ambassador who, to this day, seems to me to typify the accomplished classical diplomat. In addition to Japanese, he knew Greek and Latin and spoke English, French and German. He used to say that in order to perform a diplomat's duties satisfactorily, one always had to be in a position to answer three questions: Who? When? What? The meaning of these three questions is that a diplomat facing any given political move must, under all circumstances, be able to tell his government who made a decision, on what date, and what it was about.</p> <p>First and foremost, he had to inform his government about the political life in his country of residence so as to ensure proper handling of relations and negotiations between states.</p> <p>There are many more independent states, and the number of diplomatic missions has grown exponentially. Understandably enough, an ambassador will not do exactly the same work when</p>	<p>Задатки гарного посла</p> <p>Хідео Кітахара, японський посол у В'єтнамі й Франції, представник ООН в Женеві.</p> <p>Коли я починав свою кар'єру в якості дипломата, до Другої світової війни, існував посол, який, до цього дня, як мені здається, уособлює класичного досвідченого дипломата. На додаток до японської, він знав грецьку і латину і до того ж говорив англійською, французькою та німецькою мовами. Він говорив, що для того, щоб виконувати свої обов'язки дипломата задовільно, він завжди повинен бути в змозі відповісти на три питання: Хто? Коли? Що? Сенса цих трьох питань у тому, що дипломат, що стоїть перед будь-яким політичним кроком повинен за всіх обставин, мати можливість сказати своєму уряду, хто прийняв рішення, на який термін, і про що йде мова.</p> <p>Перш за все, він повинен повідомити своєму уряду про політичне життя в країні його проживання, з тим щоб забезпечити належне регулювання відносин і переговорів між державами.</p> <p>Є багато незалежних держав, і число дипломатичних місій значно виросло. Зрозуміло, посол не буде робити точно таку ж роботу, як і за часи наддержав, коли він</p>
--	---

<p>posted to a superpower as when he is in a country with virtually no land, population or resources.</p>	<p>знаходиться в країні, практично без землі, населення і ресурсів.</p>
<p>An entirely new complex of issues has arisen, involving such issues as the environment, population, science and technology, economic and social development, narcotics, the law of the sea, or nuclear energy - issues of great importance which did not even exist a generation ago and with which a diplomat today must be conversant.</p>	<p>Виник абсолютно новий комплекс питань, включаючи такі питання, як охорона навколишнього середовища, населення, науки і технологій, економічного і соціального розвитку, наркотиків, морського права, або ядерної енергії - питання, що мають велике значення, яких ще покоління назад навіть не існувало, і з якими дипломат сьогодні повинен бути знайомий.</p>
<p>Ambassadors accredited to international bodies no longer engage in state-to-state relations but deal with collectivities specializing in economics, international trade, culture, etc. The number of international meetings of heads of states and governments and of ministers has multiplied since the second world war. The trend, sometimes called direct diplomacy, has also substantially changed the role of ambassadors - changed it but not lessened its utility and importance.</p>	<p>Послів, акредитованих в міжнародні органи більше не залучаються в міждержавні відносини, але співпрацюють з колективами, що спеціалізуються в області економіки, міжнародної торгівлі, культури тощо. Число міжнародних зустрічей глав держав, урядів і міністрів збільшилася з другої світової війни. Тенденція, яку іноді називають прямою дипломатією, також істотно змінила роль послів - змінила, але не зменшила корисність і важливість.</p>
<p>The qualifications of a modern ambassador are implicit in this brief description of his duties. First, he must have in-depth knowledge and understanding of major world problems. Superhuman capabilities would be necessary for one to be familiar with all the details of these global issues. So ambassadors should try to form a clear picture of the international situation, to analyze it properly and to evolve their own judgment.</p>	<p>Якості сучасного посла є повними в цьому короткому описі його обов'язків. По-перше, він повинен мати глибокі знання і розуміння основних світових проблем. Надлюдські можливості є необхідними для того, щоб ознайомитися з усіма подробицями цих глобальних проблем. Таким чином, послы повинні спробувати сформулювати чітке уявлення про міжнародної ситуації, проаналізувати її належним чином і розвивати свої власні судження.</p>
<p>Thanks to the information that</p>	<p>Завдяки інформації, яку</p>

<p>embassies collect and synthesize, ambassadors, thus prepare the ground for and sometimes influence the initiatives of their governments, and are then in the best position to explain these moves in terms that the host country will best understand. This new role of ambassadors requires them to make many new kinds of contacts, not only in official circles but also in all social groups and more particularly in the media.</p> <p>As regards the human qualities an ambassador should have, it seems to me that the principal one is broadmindedness. Ambassadors should be open to cultural diversity and be able to understand it. They must certainly strive to promote their country's national interests, but should not follow narrowly nationalistic impulses.</p>	<p>посольства збирають і узагальнюють, послы підготовлюють ґрунт, а іноді і впливають на рішення свого уряду, а потім з кращої позиції пояснюють ці дії з точки зору, яка буде найбільш зрозумілою для приймаючої країни. Ця нова роль послів вимагає від них, встановлення нових видів зв'язку, не тільки в офіційних колах, а й у всіх соціальних групах і зокрема в засобах масової інформації.</p> <p>Що стосується людських якостей, якими посол повинен володіти, на мій погляд, головним є широта поглядів. Послы повинні бути відкриті для культурного розмаїття і бути в змозі зрозуміти це. Вони, безумовно, повинні прагнути сприяти національним інтересам своєї країни, але вони не повинні дотримуватися вузьких націоналістичних імпульсів,</p>
--	--



ASSIGNMENTS

I. Memorize the following words:

1. accomplished – досвідчений;
2. satisfactorily – задовільно;
3. circumstances – обставини;
4. posted – розміщені;
5. Superpower – наддержава;
6. to be conversant – бути знайомим;
7. superhuman – надлюдський;
8. Judgment – судження;
9. broadmindedness – широта поглядів;
10. to strive – намагатися.

II. Find the English equivalents to following lexical units:

1. виконувати обов'язки дипломата задовільно
2. за будь-яких обставин
3. забезпечити належне регулювання переговорів
4. залучати в міждержавні відносини
5. мати глибокі знання

6. розвивати власні судження.
7. прагнути сприяти
8. Надлюдські можливості
9. посольства збирають і узагальнюють інформацію
10. культурне розмаїття.

III. Fill in the blanks with the suitable word given below:

An entirely, particularly, to perform, exponentially, to exist, to ensure, substantially, to require.

1. He used to say that in order a diplomat's duties satisfactorily, one always had to be in a position to answer three questions: Who? When? What?
2. First and foremost, he had to inform his government about the political life in his country of residence so as proper handling of relations and negotiations between states.
3. There are many more independent states, and the number of diplomatic missions has grown.....
4.new complex of issues has arisen, involving such issues as the environment, population, science and technology, economic and social development, narcotics, the law of the sea, or nuclear energy - issues of great importance which did not even a generation ago and with which a diplomat today must be conversant.
5. The trend, sometimes called direct diplomacy, has also changed the role of ambassadors - changed it but not lessened its utility and importance.
6. This new role of ambassadors them to make many new kinds of contacts, not only in official circles but also in all social groups and more in the media.

IV. Conduct an interview with *Hideo Kitahara*(use the information from the essay.)

Work in pairs: Student 1: Hideo Kitahara; Student 2 : an interviewer (a reporter for the University newspaper)



FOOD FOR THOUGHT:

James Bryce

British politician, diplomat, and historian, 1838-1922



★★★★★ 🗣️💬 “Our country is not the only thing to which we owe our allegiance. It is also owed to justice and to humanity. Patriotism consists not in waving the flag, but in

striving that our country shall be righteous as well as strong.”

“A political career brings out the basest qualities in human nature”

Henry Kissinger

American Political scientist. b.1923



★★★★★ 👍🗨️ “Accept everything about yourself--I mean everything. You are you and that is the beginning and the end--no apologies, no regrets.”

“If you do not know where you are going, every road will get you nowhere.”

“To be absolutely certain about something, one must know everything or nothing about it.”

UNIT V

SOME HINTS FOR MASTERING THE ART OF PUBLIC SPEAKING

Training in public speaking is not a matter of externals—primarily; it is not a matter of imitation—fundamentally; it is not a matter of conformity to standards—at all. Public speaking is public utterance, public issuance, of the man himself; therefore the first thing both in time and in importance is that the man should be and think and feel things that are worthy of being given forth. Unless there be something of value within, no tricks of training can ever make of the talker anything more than a machine—albeit a highly perfected machine—for the delivery of other men’s goods. So self-development is fundamental .

The second principle lies close to the first: The man must enthrone his will to rule over his thought, his feelings, and all his physical powers, so that the outer self may give perfect, unhampered expression to the inner. It is futile to lay down systems of rules for voice culture, intonation, gesture, and what not, unless these two principles of having something to say and making the will sovereign have at least begun to make themselves felt in the life.

Students of public speaking continually ask, “How can I overcome self-consciousness and the fear that paralyzes me before an audience?”

Did you ever notice in looking from a train window that some horses feed near the track and never even pause to look up at the thundering cars, while just ahead at the next railroad crossing a farmer’s wife will be nervously trying to quiet her scared horse as the train goes by?

How would you cure a horse that is afraid of cars—graze him in a back-woods lot where he would never see steam-engines or automobiles, or drive or pasture him where he would frequently see the machines?

Apply horse-sense to ridding yourself of self-consciousness and fear: face an audience as frequently as you can, and you will soon stop shying. You can never attain freedom from stage-fright by reading a treatise. A book may give you excellent suggestions on how best to conduct yourself in the water, but sooner or later you must get wet, perhaps even strangle and be “half scared to death.” There are a great many “wetless” bathing suits worn at the seashore, but no one ever learns to swim in them. To plunge is the only way.

Practise, practise, PRACTISE in speaking before an audience will tend to remove all fear of audiences, just as practise in swimming will lead to confidence and facility in the water. You must learn to speak by speaking.

The Apostle Paul tells us that every man must work out his own salvation. All we can do here is to offer you suggestions as to how best to prepare for your plunge. The real plunge no one can take for you. A doctor may prescribe, but you must take the medicine.

Do not be disheartened if at first you suffer from stage-fright. For one reason or another, some master-speakers never entirely overcome stage-fright, but it will pay you to spare no pains to conquer it.

Be Absorbed by Your Subject.

If you feel deeply about your subject you will be able to think of little else. Concentration is a process of distraction from less important matters. It is too late to think about the cut of your coat when once you are upon the platform, so centre your interest on what you are about to say—fill your mind with your speech-material and, like the infilling water in the glass, it will drive out your unsubstantial fears.

Self-consciousness is undue consciousness of self, and, for the purpose of delivery, self is secondary to your subject, not only in the opinion of the audience, but, if you are wise, in your own. To hold any other view is to regard yourself as an exhibit instead of as a messenger with a message worth delivering.

Far worse than self-consciousness through fear of doing poorly is self-consciousness through assumption of doing well. The first sign of greatness is when a man does not attempt to look and act great. Before you can call yourself a man at all, Kipling assures us, you must “not look too good nor talk too wise.”

Nothing advertises itself so thoroughly as conceit. One may be so full of self as to be empty. Voltaire said, “We must conceal self-love.” But that can not be done. You know this to be true, for you have recognized overweening self-love in others. If you have it, others are seeing it in you. There are things in this world bigger than self, and in working for them self will be forgotten, or—what is better—remembered only so as to help us win toward higher things.

Have Something to Say

The trouble with many speakers is that they go before an audience with their minds a blank. It is no wonder that nature, abhorring a vacuum, fills them with the nearest thing handy, which generally happens to be, “I wonder if I am doing this right! How does my hair look? I know I shall fail.” Their prophetic souls are sure to be right.

It is not enough to be absorbed by your subject—to acquire self-confidence you must have something in which to be confident. If you go before an audience without any preparation, or previous knowledge of your subject, you ought to be self-conscious—you ought to be ashamed to steal the time of your audience. Prepare yourself. Know what you are going to talk about, and, in general, how you are going to say it. Have the first few sentences worked out completely so that you may not be troubled in the beginning to find words. Know your subject better than your hearers know it, and you have nothing to fear.

If you believe you will fail, there is no hope for you. You will. Rid yourself of this I-am-a-poor-worm-in-the-dust idea. You are a god, with infinite capabilities. “All things are ready if the mind be so.” The eagle looks the cloudless sun in the face.

Assume Mastery Over Your Audience

In public speech, as in electricity, there is a positive and a negative force. Either you or your audience are going to possess the positive factor. If you assume it you can almost invariably make it yours. If you assume the negative you are sure to be negative. Assuming a virtue or a vice vitalizes it. Summon all your power of self-

direction, and remember that though your audience is infinitely more important than you, the truth is more important than both of you, because it is eternal. If your mind falters in its leadership the sword will drop from your hands. Your assumption of being able to instruct or lead or inspire a multitude or even a small group of people may appall you as being colossal impudence—as indeed it may be; but having once essayed to speak, be courageous. BE courageous—it lies within you to be what you will. MAKE yourself be calm and confident.

In facing your audience, pause a moment and look them over—a hundred chances to one they want you to succeed, for what man is so foolish as to spend his time, perhaps his money, in the hope that you will waste his investment by talking dully?

Concluding Hints

Do not make haste to begin—haste shows lack of control.

Do not apologize. It ought not to be necessary; and if it is, it will not help. Go straight ahead.

Take a deep breath, relax, and begin in a quiet conversational tone as though you were speaking to one large friend. You will not find it half so bad as you imagined; really, it is like taking a cold plunge: after you are in, the water is fine. In fact, having spoken a few times you will even anticipate the plunge with exhilaration. To stand before an audience and make them think your thoughts after you is one of the greatest pleasures you can ever know. Instead of fearing it, you ought to be as anxious as the fox hounds straining at their leashes, or the race horses tugging at their reins.

So cast out fear, for fear is cowardly—when it is not mastered. The bravest know fear, but they do not yield to it! The world owes its progress to the men who have dared, and you must dare to speak the effective word that is in your heart to speak—for often it requires courage to utter a single sentence. But remember that men erect no monuments and weave no laurels for those who fear to do what they can.



QUESTIONS


1. What is the cause of self-consciousness?
2. Why are animals free from it?
3. What is your observation regarding self-consciousness in children?
4. Why are you free from it under the stress of unusual excitement?
5. How does moderate excitement affect you?
6. What are the two fundamental requisites for the acquiring of self-confidence? Which is the more important?
7. What effect does confidence on the part of the speaker have on the audience?
8. Write out a two-minute speech on “Confidence and Cowardice.”
9. Give a three-minute talk on “Stage-Fright”
10. How do you understand the following statement by J. BERG ESENWEIN
“...methods are secondary matters; that the full mind, the warm heart, the dominant will are primary—and not only primary but paramount; for unless it be a full

being that uses the methods it will be like dressing a wooden image in the clothes of a man.”

(J. BERG ESENWEIN.
NARBERTH, PA.,
JANUARY 1, 1915.)

Working in pairs give synchronous translation of the text :

The Indispensable Catalyst
(From the Selected Essays on Diplomacy)

 *Egidio Ortona, Italian Permanent Representative to the United Nations, Secretary General of the Ministry of Foreign Affairs, and Italian Ambassador to the United States*

It has been observed that in the history of diplomacy the most prominent and effective early manifestations were the reports of the Venetian Ambassadors to the Republic at the threshold of the modern era. A recent thorough study of the state archives of the Republic of Venice show that already in the sixteenth and seventeenth centuries the accurate presentation of political situations was not the main purpose of those reports. The ambassadors used to inform the Doge not only about the political environment and events, but also about concrete and practical economic and social developments like the crop of cereals, the price of gold, the fiscal system, or pauperism in the South of Italy. If assessments in those fields were already the aim of diplomacy centuries ago, how much more is to be expected of diplomats in this day and age! Today the number of problems which have to be solved by international negotiations is of such magnitude that unavoidably they have to be entrusted to the work of eclectic individuals who must be acquainted more than in the past with finance, banking, trade, energy, armaments, computer technology, etc. The subjects to be dealt with under these headings, long before reaching the stage in which they are debated in negotiations, have to be the object of constant, thorough, exhaustive search and learning. The heads or members of government, in other words the individuals devoted to political activity in their own countries, can intervene only to give the final touch or the political consensus to what has been previously worked out through negotiations. In fact, the increase in commercial and cultural exchange throughout the world, and the ever more frequent meetings between chiefs of governments and other top government officials, do not outdate or diminish the role of a diplomat, but to the contrary, demand of him vaster, more articulate specializations, as well as a deeper application of public relations techniques.

With the multiplication of summit-level meetings (including minister-to-minister meetings), the work of diplomacy certainly has acquired new and augmented responsibilities. Meetings at those levels require meticulous preparation which can be successfully achieved only through the work of technicians in foreign relations. Suffice it to say that a notable part of the work done before such meetings concentrates just on preparation of the "final communique," and the agreements and disagreements on that document determine to a great extent how the meeting itself will go. Although the diplomat cannot substitute for the political leaders, he often has to provide for them the

knowledge of specific problems that they cannot easily acquire, pressed as they are by their internal political worries or influenced by the demands of press coverage. One hears the opinion from time to time that even if ambassadors were done away with, this would not affect the free and full development of political relations, trade and cultural exchanges, because these would be carried on by means of meetings of chiefs of government, of ministers of foreign affairs, of finance, of commerce, of governors of central banks, of representatives of the arts, all of whom could supply periodically the fabric of the necessary contacts. I hope that this can now be seen to be no more than a brilliant paradox. Even if it is true that the margins of action and power of a diplomat are reduced because of the facility with which instructions reach him through telephone or telex, he still has to act very often without instructions, or with incomplete or contradictory ones, and in any case must adapt his instructions to what will be effective with the local government.

Too often when instructions are written at home they are reflective of the domestic political temper and need to be "translated" into something that will yield useful results in the sometimes tricky foreign environment. And when his prime minister or minister of foreign affairs appears in person to deal with the foreign government, the ambassador has the difficult task of "piloting" the visitors in the foreign environment of which they do not have great knowledge or expertise. The most difficult work that a diplomat must perform is to induce the visitor to act both in line with the interests of his own country and, as far as possible, not in contrast with what the host country can accept. Too often even a well-traveled top politician is blinded by national affairs and motivated by party politics at home. The ambassador is there to check, channel, patch up, temporize, catalyze, buffer.

All of what has been said applies to both bilateral and multilateral diplomacy. In the international organizations a deep knowledge of procedural rules provides the means essential to successful activity in that context. According to my own experience, having been both Ambassador to the United States and to the United Nations, the fundamental endowment of the diplomat must be the same in both cases, except for the obvious need in the second case of greater consciousness of international interactions and of the growing needs and collective strength of Third World countries. In both cases an ambassador's task is to harmonize the positions, ideas, approaches of the experts in various sectors of activity, whether they operate in his own mission or come from departments of the central government: He must constantly avoid discrepancies between these various elements so as to produce effective common positions.

While the main elements, characteristics and problems of modern diplomacy are common to all diplomats, there are important differences in the levels of responsibilities, duties and risks between American diplomats and diplomats from other countries. All American diplomats abroad carry a higher degree of responsibility than others, simply because toward every country, friendly or adverse, they project the position of a superpower. A gesture by an American representative can possess more importance, either in encouraging friends or in deterring potential or actual enemies, than a similar move by a diplomat of another country.

At this critical time for the balance of power and alliance systems, an American ambassador should be knowledgeable and steeped in an understanding of past events in

other areas in order to integrate a full understanding of the requirements of the present. A deep knowledge of the history, culture, and economy which motivate other countries whatever their size, must become the baggage of American diplomats. Such knowledge manifests itself in the form of respect and objective interest, rather than an attitude of potential interference, the misinterpretation of which is always a risk for a superpower. In other words the American diplomat should be conditioned to avoid any expression of "arrogance of power" and try on the contrary with a deep insight in other countries' complexities to penetrate into their needs and expectations. I would add that the importance of such feelings and attitudes should also be conveyed by American diplomats abroad to the members of congressional committees which often visit foreign countries. In the rigid separation of powers prevailing under the American constitution, I consider essential that representatives of both the executive and legislative branches speak the same language and operate under the same assumptions and with the same approach in dealing with foreign representatives.

Task: Prepare the interview with *Egidio Ortona*. Think of the questions you might ask the diplomat. Remember to use statements before asking any question. Use the information from the essay. *Student 1: the ambassador; Student 2: an interviewer (a reporter for the University newspaper)*



FOOD FOR THOUGHTS

Antonio Vieira

Portuguese Missionary, Orator and Diplomat who played an active role in both Portuguese and Brazilian history, 1608-1697



★★★★★ 👍💬 “Don't you know, priests, why our sermons do not touch the people's heart? Because we do not preach to the eyes, only to the ears.”

James Russell Lowell

American Poet, Critic, Essayist, Editor and Diplomat, 1819-1891



★★★★★ 👍💬 “True scholarship consists in knowing not what things exist, but what they mean; it is not memory but judgment.”



listening to them.”

“The best way to persuade people is with your ears - by

Dean Rusk

UNIT VI

SAMPLE PROJECTS OF THE UNDERGRADUATES

**Vasyl Stefanyk Precarpathian National University
(International Relations Department)**

I



Translate the following information and the interview with Professor Sardarchuk P.D. into English . Make the list of keywords. Then work in pairs suggesting bilingual variants of translation.

Сардачук Петро Данилович.

Народився 11 липня 1938 .Волинська область. Діяльність: Дипломат .

Alma mater: Закінчив Львівський державний університет (1960), історичний факультет, Дипломатичну академію МЗС СРСР (1986). Кандидат історичних наук (1970)..Посада: Надзвичайний та Повноважний Посол України.

З 1984 по 1985 — радник Управління соціалістичних країн Європи МЗС СРСР. З 1986 по 1991 — генеральний консул СРСР в Кракові. У 1991 — завідувач відділу Третього європейського управління МЗС СРСР. З 1991 по 1993 — начальник Консульського відділу МЗС України. З 09.1993 по 12.1994 — Надзвичайний та Повноважний Посол України в Словаччині. З 12.1994 по 12.1998 — Надзвичайний та Повноважний Посол України в Польщі. З 02.1999 по 10.2001 — заступник міністра закордонних справ України. З 10.2001 по 07.2003 — Надзвичайний та Повноважний Посол України в Фінляндії. З 04.2002 по 07.2003 — Надзвичайний та Повноважний Посол України в Ісландії за сумісництвом. Завідувач кафедри, Професор Прикарпатського Національного університету ім. Василя Стефаника.

Автор публікацій з питань діяльності Дипломатичної Служби України, зовнішньої політики України

Нагороди

• Почесна відзнака Президента України (1996), орден «За заслуги» II ст. (2000 р.). Командорським Хрестом із Зіркою ордену «За заслуги Республіки Польща» (1997).

Interview

(Conducted by Vitalia Sarabin)

- Петро Даниловичу, скажіть будь-ласка, з чого почалась ваша дипломатична служба вже в незалежній Україні?

Дипломатична служба почалась в 1991р., практично після проголошення незалежності, зразу після того як був проведений референдум, почалась моя робота в МЗС (я повернувся з МЗС Радянського Союзу, бо я працював там). Першою моєю посадою була начальником консульського управління. Як на той час, так і сьогодні робота в консульському управлінні дуже активна і об'ємна, а тоді працювало зовсім небагато людей, буквально до 20 (сьогодні вже 400). Працювали багато, найбільша ділянка роботи – видача паспортів, візові проблеми (за візами треба було їздити до Москви, тому що у нас візи ніхто не видавав, всі дипломатичні представництва були в Москві). Після того я працював в посольстві України в Словаччині, потім був переведений на посаду посла до Польщі, де працював більше чотирьох років. Після Польщі повернувся до МЗС, перебував на посаді заступника міністра закордонних справ, займався питаннями організації роботи, господарства МЗС. Потім працював послом у Фінляндії і Ісландії. Крім того, обіймав посаду радника міністра закордонних справ, впродовж чотирьох років.

- З якими найбільшими труднощами ви зустрілись під час своєї дипломатичної служби?

В перші роки існування МЗС України основною проблемою була відсутність підготовлених кадрів. Ми набирали на роботу буквально всіх, хто хоч трохи знав іноземну мову, не було особливих вимог. Ті, хто закінчили факультет міжнародних відносин в Києві, не могли працювати в МЗС, оскільки вони не були готові працювати у форматі двосторонніх відносин. Це була найбільша проблема, але з часом все в нормувалось і сьогодні ми маємо добре підготовлені кадри, які готує Київ, Львів, Харків – в основному з цих ВНЗ набираємо спеціалістів.

- Ви працювали на дипломатичних посадах в багатьох країнах. Скажіть, перебування в якій з них було найяскравішим?

Однозначно, найбільше запам'яталась Польща, оскільки ми мали тісні, активні зв'язки. Буквально сотні тисяч людей щодня перебували на території Польщі, з ними виникали різні, в тому числі і курйозні ситуації. Крім того це була середина 90-х, тоді всі рвались на Захід, до того ж виїзд був дуже простий. Наші люди виїжджали в Польщу і проблем було дуже багато, в тому числі пов'язаних і з життям, і з безпекою, було надзвичайно складно. Польща запам'яталась найбільше. З іншого боку відбувалось розширення економічних контактів з Польщею, тоді ми вже вийшли на рівень 2-х млрд доларів товарообігу за рік.

- Яка основна проблематика сучасної української дипломатичної служби?

Сьогодні немає таких проблем з кадрами, як колись. Сьогодні проблемою є відносини між окремими країнами. Дуже складно іде розвиток відносини з Росією, тут є і політичний мотив, є і економічні проблеми, пов'язані з енергетичними питаннями і так далі. Так і в цілому світі. Сьогодні ми маємо посольства у 80-ти країнах світу, а дипломатичні відносини маємо з 120-ма країнами світу. В нас є широкі контакти. Це не так, як було в часи УНР на початку 20 ст., тоді коли нас просто не знали у світі, і через це ми багато втратили. Сьогодні ми більш активно розвиваємось, так само збільшується кількість посольств на території України. Ми знаємо світ і світ нас знає. Звичайно є проблеми, що стосуються глобальних процесів, до економіки в першу чергу, до питань безпеки, тероризму. Сьогодні треба готувати людей, щоб вони могли відповідати на ці питання.

- Ви працювали з різними міністрами закордонних справ.

Так. Працював практично зі всіма.

- Чи носить українська дипломатична служба особистісний характер. Чи суттєво залежить структура і сама суть МЗС від того, хто очолює відомство?

Звичайно, в цьому відношенні залежить від того, хто очолює міністерство, так і формується структура. Після 2004 була одна структура, сьогодні вона вже трохи змінилась, оскільки загальні напрямки у відносинах з країнами змінилися. Не стільки навіть особистісно, оскільки напрямки формуються відносно загальної політики. Ви знаєте, в нас був документ за яким розвивалась зовнішня політика практично з 1992 р по 2010р. Зараз змінилась і законодавча база, змінилися напрямки. Звичайно, міняються і акценти, міняється і сама робота.

- Що треба знати щоб бути успішним дипломатом?

Дипломатія – це мистецтво. Треба знати основи дипломатії. На нашій спеціальності ми читаємо і історію дипломатії, історію міжнародних відносин. Треба володіти знаннями в галузі спеціальних дисциплін, таких як дипломатична консульська служба, дипломатичний консульський протокол. Звичайно навички набуваються вже без посередньо в роботі, але необхідно мати базові знання. Ну і безумовно – вільне володіння іноземною мовою.

Разом з тим треба мати бажання працювати. Хоч бажуючих є багато, але ж не кожен витримує режим роботи і службу. Безумовно, нема такого потоку кадрів як, можливо, в інших структурах, але все рівно треба мати людей, які хотіли б працювати в МЗС. По-друге необхідно володіти врівноваженим, спокійним характером, бо інколи перебуваючи на дипломатичній службі доводиться говорити не те що ти хочеш, а те, що мусиш, бо це потрібно або нашій стороні, або стороні, з якою ведеш бесіду. Треба дуже багато працювати в цьому відношенні. І дуже багато залежить від характеру, потрібно мати аналітичний склад розуму з глибоким знанням історії країни, в якій перебуваєш, і так далі. Це мистецтво, це велике мистецтво.

II.

(Conducted by Ilona Zhernokleeva and Vitalij Savchuk.)

Tsependa I.E.

Tsependa Igor E. - Doctor of Political Sciences, Full Professor.

- born October 18, 1964 , Ivano-Frankivsk.

1986 -- graduated from Ivano-Frankivsk V. Stefanyk State Pedagogical Institute (Faculty of History, degree with honour) .

1993 -- presented the thesis on "The Ukrainian National Education in Western Ukraine. 1919-1939 . (political aspect) " (Taras Shevchenko State University).

1993-1996--worked as an assistant, Assistant Professor at the Department of History of Ukraine, Deputy Dean of the Faculty of Law,.

1996-1999 – II., I .Secretary of the Embassy of Ukraine to Poland

2002-2006, - The First Secretary, Counselor on Political Affairs at the Embassy of Ukraine to Poland.


2006 – 2012--Vice-Rector on International Cooperation at V. Stefanik Precarpathian National University

May 2009 –presented his doctoral thesis "Ukrainian-Polish ethnopolitical relations in 40s-50s of the twentieth century."

April 2012 ----the Rector of V.Stefanyk. Precarpathian National University .

Interview

We'd like to have a talk with you about your experience in diplomatic activity and about specific characteristics of such a responsible profession.

 *Diplomat is a versatile profession. What do you think its indisputably positive and negative features are?*

Diplomat is a really special profession. Any state sends its diplomat to a foreign country with the main aim: to extend the bilateral relationship as the direction of its development closely depends on the activities of the diplomatic mission. The nature of this profession is that the diplomat should be someone who has very extensive knowledge. And it's not limited to political affairs: he must know the economic and cultural issues, and, which is most important, the mentality of the people among whom he works. This is what the success of his work depends on. Regarding the negative aspects of diplomat's activities there always arise problems related to family matters: children study in different schools which has also certain impact on them. On the one hand, they come to know the language of the host country; on the other hand, they change their system of education which is extremely difficult in such conditions. Wives

have to quit or to change their job. Therefore, this aspect of diplomatic work is always difficult to some extent.

✚ *There is a popular opinion that foreign policy should be the continuation of internal one. However, there exists a contrary view: internal policy should go in line with international interests. Which standpoint is closer to you?*

Those are interrelated things. Under current circumstances many countries in the European Union and outside this organization are paying attention to the direction their neighbors move in. Internal policy largely determines the foreign policy priorities faced by the government. And if we consider this problem in a broader context it should be noted that the whole Ukrainian political elite understands the need to extend relations with the EU. In this situation we always find ourselves on some sort of a civilization border and this is the main problem. On the one hand, we have a very powerful neighbor, Russian Federation; on the other hand we have the EU, and this, of course, sets conditions for Ukraine's foreign policy priorities. To intensify relations with the EU is definitely a priority for Ukraine since all current processes both in political and economic life of the EU, despite of a certain crisis within EU, indicate that the main goal is to create good conditions first of all for its citizens. To my mind the first and foremost task of any country's government is to create positive conditions for the welfare of its citizens. An example of the EU shows us the necessity to move in this direction. Besides, an important factor is that the EU has actually created a very good legal framework for economic and cultural life processes that are associated with much deeper development of society in all areas related to social aspects. So, we have a good example to put into life taking into account the specifics of our country, and thus to create the environment that has actually been formed in the EU.


✚ *As an outstanding representative of this profession what traits do you consider indispensable and required in this area?*

First of all, one must be a professional. Without deep knowledge a diplomat won't be able to negotiate, to assess a particular political situation and, which is of prime importance, to make the conclusions the state leaders require to take a final decision. A diplomat should be first of all self-controlled and calm and should keep in mind that negative emotions always harm the case. And the most important thing is patriotism as it is the feature that will remind you that whatever you do it should benefit your country.


✚ *Could you tell us whether there were any difficulties and challenges on your way? What sort of them did you face?*

I used to work in Poland. This is one of our biggest neighbours with whom we've got extraordinary historical and political ties. Accordingly, the formation of bilateral relations was rather a complicated and laborious process. In fact, at the beginning of the state's revival Ukraine also faced the problem of diplomatic personnel formation and of establishing relations with other countries. Of course, I remember some unpleasant diplomatic situations but it should be noted that if there are partners on the other side who want to find a consensus solution to a problem there is always a chance of a successful solution to this problem. Our history is rather intricate but to the honour of

Polish and our diplomats they have managed to find a compromise that made it possible by today to have reached the level at which the political elite of both Ukraine and Poland actually adopted very important declarations related to the historical reconciliation which opens the way to overcome the stereotypes accumulated over decades. This proves the fact that wise and balanced approach always leads to success. And if you have a look at the current relations between Ukraine and Poland you will see we've got a reliable partner in the EU who defends Ukrainian interests at all international forums stressing with the colleagues the need to maximize and intensify the integration process of Ukraine into the European community.

 *During the period of 1996-1999 you were the first secretary of Ukraine's Embassy in the Republic of Poland, and from the year of 2002 till 2006 you held the position of the first secretary and counselor for Political Affairs of the Embassy. In view of this how would you evaluate the Ukrainian-Polish relations? What are their prospects?*

To date the Ukrainian-Polish relationship has reached the level of a strategic partnership. We often talk of strategic partnership forgetting its main content. Officially Ukraine is considered to be a strategic partner with more than 20 countries. A more detailed analysis shows however that not each country is our real strategic partner. But if you look at our bilateral relations with Poland you can see that this country is an active partner of Ukraine in all spheres covering political, economic and cultural aspects because we've got not just institutional cooperation but consensus at the level of political elites. Currently no one expresses any territorial claims; there are no problems that wouldn't be solved through negotiations, and that is an important thing. Any relationship though is based not only on the full understanding between the political elites. The proof of the formed relationships is the unity and partnership at the level of interpersonal relations. This is what has been happening in our relationships in recent years. If you look at the work of our university, wide partnership with universities in Poland, students exchange programs, joint projects between universities emphasize that we are rising up to the level of interpersonal relations. In terms of future development of Ukrainian-Polish relations this is a good sign.

 *Tell us please about the attitude of the local population to the Ukrainian Diaspora in Poland. What is the diplomat's role in case of conflicts?*

Ukrainian Diaspora has got a well-structured organization - the Union of Ukrainians in Poland which plays a special role not only in cultural and educational life of the Ukrainians in Poland but also in the Polish environment. As for Ukrainian labor migration it often integrates into this Ukrainian life which, like it usually happens abroad, is emerging around the church. It should be noted that in our history there were many complex issues and as a result some negative stereotypes have been formed. Instead, the past decades have witnessed a crucial break in this sphere. Ukraine has begun to be looked at differently in the Polish environment. Accordingly, Polish society started to treat the members of the Ukrainian national minority in a quite different way as well. The fact that the rector of our partner university Pomeranian Academy, ethnic Ukrainian, Professor Roman Drozd became rector for the second term proves these

processes. It emphasizes the fact that the ethnic factor currently does not play any role in the Polish environment. First and foremost individual rating, integrity and professionalism are considered. We're extremely pleased about that.

✚ *During their activity diplomats meet representatives of various cultures. Will you kindly share your experience: the delegations of which countries are easy to cooperate with and which are not?*

This is a very delicate matter which distinguishes the work of a diplomat. First of all, when arriving in the host country you must be aware of finding yourself in a completely different cultural environment. The power of the Ukrainians and Slavic nations in general is that we bear in mind the golden rule: "do not come with your own statutes to a foreign monastery". This is beneficial to us in many cases. We do our best to adapt and understand a mental environment that we are staying in. It has come to be the duty of every person, and ignorance of such things can even lead to serious diplomatic lapses. Therefore, the diplomat must remember, understand and know other countries' standards of culture and etiquette. At first glance this is a trifle but such nuances are forming personal relationships and even inter-state affairs. Therefore, deep knowledge of the mental environment of a nation is important. Nations can't be divided into good or bad, they are all equal. The question is that there are decent and not decent people and we should not attribute the features of a concrete person to the whole nation.

✚ *There is an assumption that knowledge of languages doesn't come in the first place in this sphere. Do you think it's possible to negotiate successfully just with the assistance of an interpreter?*

For a diplomat language is like a tool, a standard. If you arrive in the country for diplomatic service and want to feel comfortable, to have personal relationship, you must know the language of this country. Representatives of the country treat language ignorance from the perspective that you don't respect their country. Of course, there are situations when diplomats are sent from one country to another, and one can't learn the language immediately. But if you have been working for at least a year in this country and you haven't learnt the language yet, for local people that's a signal of your ignoring their country. Language is a very important factor in personal contacts. When it comes to international negotiations sometimes a specific mechanism is used when to have more time to get prepared with answers one pretends not to know the language; taking up the help of an interpreter you can double your time. But this is practiced during large-scale international negotiations, while in personal contacts knowledge of the language enables you to be more sincere than communicating via interpreter.

✚ *What do you think should be the diplomat's behavior if the negotiation guidelines have come to contradict the national interests?*

Well, this is related to the methods of diplomatic negotiations. There are plenty of diplomatic methods to convince your opponents in the reasonability of your idea. But a diplomat should always remember that there is such a term as "lower resistance point" below which one has no right to position himself. When you leave for negotiations you must have an action plan like that in chess. This may be the worst-scenario plan but it

should be. To hold negotiations without preparation is a failure. There is the ultimate goal in the negotiations, but there is also a point of resistance. If you are forced to lower the point of resistance which could mean a betrayal of national interests, in such cases the practice of international negotiations allows diplomat to stop the process. The ability to feel such moments is also an essential feature of a diplomat.


Many thanks for the valuable information and the time spent!

The Ukrainian variant

Цепенда Ігор Євгенович – доктор політичних наук, професор – народився 18 жовтня 1964 року в м. Івано-Франківську. У 1986 році з відзнакою закінчив історичний факультет Івано-Франківського державного педагогічного інституту ім. В. Стефаника. У 1993 році у Київському державному університеті імені Т.Шевченка захистив кандидатську дисертацію на тему «Українська національна освіта в Західній Україні. 1919-1939 рр. (політичний аспект)»; 1993-1996 рр. - працював на посадах асистента, доцента кафедри історії України, заступником декана юридичного факультету; 1996-1999 рр. – ІІ, а згодом І секретар посольства України в Республіці Польща; 1999-2002 рр. – докторант Інституту політичних і етнонаціональних досліджень НАН України; 2002-2006 рр. – І секретар, радник з політичних питань посольства України в Республіці Польща. З вересня 2006 р. – проректор з міжнародного співробітництва Прикарпатського національного університету імені Василя Стефаника. У травні 2009 року захистив докторську дисертацію на тему «Українсько-польські етнополітичні відносини 40-50-х років ХХ століття». З квітня 2012 - ректор Прикарпатського національного університету імені Василя Стефаника.


Інтерв'ю

Хотілося б поговорити з Вами про досвід дипломатичної діяльності та особливості такої відповідальної професії.


 *Дипломат – професія дуже різнобічна. Які, на Ваш погляд, є безперечні позитиви та негативи цієї професії?*

Дипломат - це дійсно особлива професія. Держава направляє дипломата в іншу країну з головною метою: щоб він поглибив двосторонні взаємини, оскільки саме від діяльності дипломатичного представництва залежить, в якому напрямку будуть розвиватися ці взаємини. Особливість цієї професії полягає в тому, що дипломат повинен бути людиною, яка має дуже широкі знання. І вони не обмежуються лише політичними справами: він має знати економічну та культурну проблематику, а саме головне - знати ментальність того народу, в середовищі якого він працює. Від цього буде залежати успіх його роботи. Що стосується негативних сторін його діяльності, то завжди виникають проблеми сімейного характеру: діти навчаються в різних школах, відповідно це впливає і на


них. З одного боку, вони беруть мову країни перебування, а з іншого боку, вони змінюють систему свого навчання, що надзвичайно складно в таких умовах. Дружини відриваються від роботи. Тому цей бік дипломатичної роботи завжди до певної міри є складним.

 *Відомою є думка, що зовнішня політика має бути продовженням внутрішньої. Проте, є і протилежний погляд: внутрішня політика повинна йти у руслі міжнародних інтересів держави. Яка точка зору Вам ближча?*


Це взаємопов'язані речі. В теперішніх умовах багато країн Європейського Союзу та за його межами звертають увагу на те, в якому напрямку розвиваються їхні сусіди. Внутрішня політика в значній мірі визначає, які зовнішньополітичні пріоритети стоять перед тобою. І якщо розглянути цю проблематику в більш ширшому контексті, то слід зазначити, що все ж таки політична еліта України розуміє потребу поглиблення взаємин з ЄС. В цих умовах ми завжди знаходимося на певній цивілізаційній межі, і це є основна проблема. З одного боку, ми маємо надзвичайно потужного сусіда - Російську Федерацію, а з іншого боку ми маємо ЄС, і це, звичайно, зумовлює пріоритети зовнішньої політики України. Однозначним є те, що для України поглиблення взаємин з ЄС є пріоритетним тому, що всі процеси, які на сьогоднішній день відбуваються в політичному та економічному житті країн ЄС, незважаючи на те, що зараз є певна криза в самому ЄС, свідчать про те, що головна мета - це створення добрих умов в першу чергу для свого громадянина. Я думаю, що завдання будь-якої влади будь-якої країни полягає в першу чергу в тому, щоб створити сприятливі умови добробуту для своїх громадян. Приклад ЄС засвідчує нам те, що в цьому напрямку потрібно просуватися. Окрім того, важливим є і той чинник, що ЄС фактично створив надзвичайно добре законодавче поле для економічного та культурного життя, процесів, які пов'язані зі значно глибшим розвитком суспільства у всіх галузях, що стосуються соціальних аспектів. Тому ми маємо добрий взірець, який нам потрібно реалізовувати, виходячи зі специфіки розвитку нашої держави, і таким чином формувати те середовище, яке фактично на сьогоднішній день сформоване в ЄС.

 *Як яскравий представник цієї професії, які риси характеру вважаєте незамінними та обов'язковими в цій сфері?*


В першу чергу, це має бути професіоналізм. Без добрих знань дипломат не зможе вести переговори, оцінити ту чи іншу політичну ситуацію, та, найважливіше, не зробить тих висновків, які потрібні для керівництва держави, щоб прийняти остаточне рішення. У дипломата насамперед повинна бути витримка, спокій, він повинен пам'ятати про те, що будь-які негативні емоції завжди шкодять справі. А найголовніше –патріотизм, бо це є та риса, яка дозволить пам'ятати про те, що все, що ти робиш, має йти на користь твоєї держави.

 *Скажіть, будь-ласка, чи траплялись на Вашому шляху труднощі та виклики? Які?*


Я працював у Республіці Польща. Це один з наших найбільших сусідів, з яким ми пов'язані надзвичайними історичними та політичними зв'язками. Відповідно формування двосторонніх взаємин було складним і кропітким процесом. Фактично Україна на початку відродження своєї державності зіткнулась також з проблемою формування дипломатичних кадрів, налагодження взаємин з іншими країнами. Звичайно можна загадувати і прикрі дипломатичні ситуації, але слід зазначити, що якщо на іншому боці є партнери, які прагнуть знайти консенсус вирішення будь-якої проблеми, то завжди є шлях до того, щоб цю проблему успішно вирішити. Ми мали надзвичайно складні історичні обставини, але до честі польських та наших дипломатів було знайдено певні компроміси, які дали змогу вийти на сьогоднішній день на рівень того, що політичними елітами України та Польщі фактично прийняті надзвичайно важливі декларації, пов'язані з історичним примиренням, які відкривають шлях до подолання тих стереотипів, які накопичувались протягом десятиліть. Це є свідченням того, що мудрий та зважений підхід завжди приводить до успіху. І якщо подивитись на сьогоднішні взаємини України і Польщі, то можна сказати, що ми маємо у ЄС надійного партнера, який на всіх міжнародних форумах відстоює інтереси України, підкреслюючи своїм колегам потребу максимального поглиблення інтеграційних процесів України з європейською спільнотою.

 У 1996-1999 роках Ви були Першим секретарем Посольства України в Республіці Польща, а у 2002-2006 – Першим секретарем та радником з політичних питань Посольства. З огляду на це, яку Ви могли б дати оцінку українсько-польським відносинам? Які їх перспективи?


На сьогоднішній день українсько-польські відносини вийшли на рівень стратегічного партнерства. Ми часто говоримо про стратегічне партнерство, забуваючи його головний зміст. Офіційно Україна є стратегічним партнером більш ніж 20 країн. Однак, глибший аналіз ситуації свідчить про те, що не кожна країна є нашим стратегічним партнером. Натомість, якщо подивитися на наші двосторонні взаємини з Польщею, то у всіх площинах-політичній, економічній, культурній- ми бачимо, що вона дійсно є партнером України, бо ми маємо окрім інституційної співпраці консенсус на рівні політичних еліт. На сьогоднішній день ніхто не висловлює якісь територіальні претензії, немає проблем, які б не можна було вирішити за столом перемовин, а це - важлива річ. Але будь-які взаємини базуються не лише на повному розумінні між політичними елітами. Підтвердженням сформованості таких відносин є єднання та партнерство на рівні міжлюдських взаємин. В останні роки саме це відбувається у наших взаєминах. Якщо оцінювати роботу нашого університету, то широкі партнерські взаємини з університетами Польщі, студентські обміни, та спільні проекти наших університетів, підкреслюють, що ми дійсно виходимо на рівень міжлюдських взаємин. Це є добрим сигналом майбутнього розвитку українсько-польських відносин.

 *Розкажіть, будь-ласка, про ставлення місцевого населення до української діаспори у Польщі. Якою є роль диппредставників у разі виникнення конфліктів?*

Українська діаспора має досить добре структуровану організацію - Об'єднання українців в Польщі, яке відіграє особливу роль не тільки в культурно-освітньому житті українців в Польщі, а й у самому польському середовищі. Щодо трудової української міграції, то вона досить часто інтегрується в це українське життя, яке, як зазвичай закордоном, формується навколо церкви. Слід зазначити, що в нашій історії було багато складних питань і були сформовані негативні стереотипи. Натомість останні десятиліття засвідчують кардинальний злам в цьому розумінні. На Україну почали дивитись іншими очима в польському середовищі. Відповідно польське суспільство зовсім по іншому почало ставитись до представників української національної меншини. Це підтверджує той факт, що ректор нашого партнерського університету Поморської академії, етнічний українець професор Роман Дрозд став ректором на другий термін. Це підкреслює те, що етнічний чинник на сьогоднішній день в польському середовищі не відіграє якоїсь ролі. В першу чергу йде оцінка особистості, порядності, професіоналізму. Це нас надзвичайно втішає.

 *В ході своєї діяльності дипломати стикаються з представниками найрізноманітніших культур. Поділіться досвідом: з делегаціями яких країн співпрацювати легко, а з якими - навпаки?*

Це надзвичайно делікатна справа, яка є особливістю роботи дипломата. В першу чергу коли ти приїздиш до країни перебування, ти повинен розуміти, що потрапив у зовсім інше культурне середовище. Силою українців і в цілому слов'ян є те, що ми знаємо золоте правило: «не варто йти зі своїм статутом в чужий монастир». Це в багатьох випадках є виграшним для нас. Намагаємось максимально адаптуватись та зрозуміти те ментальне середовище, в якому ми опинилися. Це є обов'язок кожної людини, а незнання таких речей можуть призводити навіть до серйозних дипломатичних ляпсусів. Тому дипломат повинен пам'ятати, розуміти і знати норми культури й етикету інших країн. На перший погляд, це дрібниця, але з таких нюансів можуть формуватись особисті взаємини та навіть міждержавні справи. Тому глибоке знання ментальнісних особливостей тієї чи іншої нації має велике значення. Нації не можна ділити на добрі та погані; всі є рівні. Питання завжди полягає в одному: є порядні та не порядні люди, і не слід переносити риси однієї людини на цілу націю .

 *Існує припущення, що знання мов – не на першому місці в цій галузі. Наскільки реально, на Ваш погляд, провести успішні переговори виключно з допомогою перекладача?*

Мова для дипломата – це інструмент, стандарт. Якщо ти прибуваєш в країну для дипломатичної служби і хочеш почувати себе комфортно, мати особисті взаємини, ти повинен знати мову цієї країни. Представники цієї країни розцінюють незнання мови з тої точки зору, що ти не поважаєш їхню країну. Звичайно, бувають ситуації, що дипломатів перекидають з однієї країни в іншу, і неможливо одразу вивчити мову. Але якщо проходить рік твоєї праці в цій країні і

ти не вивчив мови, для них це сигнал, що ти цю країну ігноруєш. Мова є дуже важливим чинником в особистих контактах. Що ж стосується міжнародних переговорів, то інколи навіть використовують такий механізм: для того, щоб мати більше часу на підготовку відповіді, створюється враження того, що ти не знаєш цієї мови; маючи перекладача, можна вдвічі збільшити свій час. Але це має місце на великих міжнародних переговорах, в особистих ж контактах, знаючи мову, ти зможеш бути відвертішим, аніж у розмові з допомогою перекладача.

✚ *Якою, на Вашу думку, має бути поведінка дипломата, якщо настанови щодо переговорів суперечать національним інтересам?*

Це вже відноситься до методики проведення дипломатичних переговорів. Є безліч дипломатичних прийомів для переконання своїх опонентів в доцільності реалізації твоєї ідеї. Але в дипломатії завжди потрібно пам'ятати, що є такий термін як «пункт нижнього опору», нижче якого ти не можеш опинитись. Коли ти приходиш на переговори, ти повинен мати план дій, як у шахах. Це може бути найгірший план дій, але він має бути. Проводити перемовини без підготовки – це програш. Є вища мета, яку ставиш в перемовинах, але є і пункт опору. Якщо тебе змушують перейти цей пункт опору, а це може означати зраду національних інтересів, то в таких випадках практика міжнародних переговорів дає змогу дипломату зупинити переговори. Вміння відчувати цей момент є теж важливою рисою дипломата.

Дуже дякую Вам за цінну інформацію та потрачений час!



ASSIGNMENTS

1.

Give synchronous translation of the interview working in pairs and suggesting bilingual variants of translation.

2.

Make a report or prepare an interview of a politician or a diplomat on urgent problems of society, acute global problems or personal experience in the diplomatic or political career.

UNIT VII

ADDITIONAL READING

Information on the procedure of foreigners entry to (exit from)Ukraine

At present, the Ukrainian legislation provides for both visa and visa-free entry procedure for foreigners (foreign citizens and non-citizens).

The rules of foreigners entry to (exit from) Ukraine are regulated by Ukrainian law On Legal Status of Foreigners, of February 4, 1994, by the Rules of foreigners entry to Ukraine, their exit from Ukraine and transit through its territory (under the Decree N 1074 by Ukraine's Cabinet of Ministers of December 29, 1995) and by the Rules of obtaining visa documents for entry to Ukraine(under the Decree N 227 by Ukraine's Cabinet of Ministers of February 20, 1999).

Foreigners shall enter/exit Ukraine through the crossing points on the State frontier, in case of presence of a national passport and a visa, if otherwise is not specified by the Ukrainian legislation.

All categories of visas are issued by Ukraine's diplomatic missions and consular offices abroad. The Department of Consular Service of the Ministry of Foreign Affairs of Ukraine issues diplomatic visas in the territory of Ukraine to diplomats for the term of their accreditation. Service visas are issuing to officers of foreign affairs institutions of foreign states in case of presence of a service passport, to foreign mass media staff as well as to the members of their families for the period of service card validity (Appendix 1).

At the territory of Ukraine the period of visas validity could be prolonged. Diplomatic and service visas, issued to diplomatic personal, officers of diplomatic institutions, consular institutions, international and other organizations, accredited in Ukraine are prolonged by the Department of Consular Service of the Ministry of Foreign Affairs of Ukraine.

Other visa types are prolonged by the organs of the Ministry of Internal Affairs of Ukraine.

In accordance with a Decree N 227 by Ukraine's Cabinet of Ministers of February 20, 1999, visas for foreigners are issued on the basis of their entry purpose, provided they have the appropriate documents (Appendix 2).

Depending on validity, there exist the following types of visas: short-term visas (issued for up to 6 months) and long-term visas (6-12 months); by frequency of use the visas are divided into single, multiple and collective.

At the time of temporary stay in Ukraine, foreigner has no right to change the status of residence for any other one and to apply for a permission for permanent residence in Ukraine.

Since July 1, 2001, in accordance with a Decree of the President of Ukraine N 435 of June 15, 2001 "About the Additional Measures Directed Towards the Realization of Right of Human for Freedom of Movement and Free Choice of the Place of Residence" the registration of foreigners, which are entering Ukraine according to the set rules, and their passport documents is carried out only at the crossing points on the State frontier by the organs of the State Committee for the Protection of the National Frontier of Ukraine. Further registration of foreigners, which are temporary staying in Ukraine according to the set rules, and their passport documents is not carried out by the internal affairs agencies.

In case of loss of national passports by the foreigner on the territory of Ukraine, the passport owner should inform their hosting organization and an internal affairs agency about this incident. The latter, upon the foreigner's request, issues a substitution document. On obtaining national passports by foreigners at the diplomatic mission or consular department of their country on the basis of the foreigner's application and a petition by their hosting organization, the internal affairs agency provides for issuing an exit visa or registration of the foreigner's national passport.

Exit of foreign citizens and non-citizens from Ukraine

Foreign citizens and non-citizens, which have temporary stayed in Ukraine, should exit the country in the course of the rules of entry to Ukraine.

In accordance with a Decree N 910 by Ukraine's Cabinet of Ministers of June 5, 2000 foreign citizens and non-citizens, which have the permanent residence in Ukraine or staying in Ukraine with the aim of job placement based on Centre of Employment confirmation or studying at the high school education institutions of Ukraine, exit Ukraine according to the passport documents with appropriate marks and certificates for residence.

Transit of foreigners through the territory of Ukraine is allowed, in case if the foreigner has a transit Ukrainian visa, a destination country visa and tickets or other documents proving that the intended trip is really a transit.

Citizens of the States which have concluded international agreements with Ukraine on visa-free travelling of citizens (Appendix 4) enter into Ukraine with a valid national passport, provided they have an insurance policy and a duly arranged invitation (original) by a legal or private person from Ukraine, if otherwise is not envisaged by an international agreement. There still exists a visa-free regime with the CIS countries (according to the Agreement on Visa-Free Migration of the CIS Countries Citizens of October 9, 1992), including Russia and Belarus (according to the concluded agreements).

APPENDIX 1

Diplomatic and service visas

Diplomatic visas are issued to the following categories of persons having diplomatic passports:

- *diplomatic members of foreign missions and consular posts in Ukraine and to members of their families;*
- *foreigners, entering Ukraine with diplomatic missions;*
- *diplomatic couriers;*
- *members of governments, parliaments, international organizations;*
- *prominent politicians whose entry into Ukraine is a diplomatic issue.*

Service visas are divided into three categories and are issued to:

- **C-1**
 - service staff of foreign diplomatic missions and consular offices in Ukraine and to members of their families;
 - members of Ukraine-based international organizations;
 - State power bodies officials of foreign countries who enter into Ukraine on business.
- **C-2**
 - members of military formations and institutions who enter into Ukraine on business by invitation of related State bodies.
- **C-3**
 - representatives of manufacturing, trade, financial and political circles who enter into Ukraine on business by invitation of State institutions registered in Ukraine in the established order.

APPENDIX 2

Grounds for issuing visas

- **P-1 (private visa)** - invitation of an established type duly arranged by the internal affairs agencies or an invitation of a Ukrainian medical institution and other documents proving the private nature of the trip.
- **P-2 (private visa)** - personal application, results of a personal interview with an employee of a Ukrainian diplomatic mission or consular post which is in charge of deciding whether a visa can be issued, and documents proving Ukrainian background of an foreigner or a non-citizen.
- **B (business visa)** - invitation of an established type duly arranged by the internal affairs agencies.
- **T (tourist visa)** - documents proving the tourist nature of the trip.
- **H (visa for members of humanitarian missions)** - approval by the Commission at the Cabinet of Ministers of Ukraine for coordination, acceptance, transportation, security and distribution of humanitarian aid rendered by foreign States.
- **E (visa for members of rescue services)** - approval by the Ministry of Emergency Issues of Ukraine.
- **O (student visa)** - invitation of an established type issued by the Ministry of Education of Ukraine.
- **M (visa for mass media staff)** - Instruction by the Ministry of Foreign Affairs of Ukraine on issuing the visa.

• **R (visa for members of religious missions)** - invitation by a religious organization, certified by the State Committee of Religions.

• **TP-1 (transit visa)** - document proving the transit nature of the trip, visa to a third country, ticket, etc.

• **TP-2 (transit visa)** - documents proving the transit nature of cargo transportation and public bus transportation through the territory of Ukraine.

• **EI-1 (immigration visa)** - work permit issued by the Ministry of Labour.

• **EI-2 (immigration visa)** - permit by a local executive body for permanent residence in Ukraine.

• **OI (visa for international transport service staff)** - license for international transportations issued by the corresponding agency of the host country.

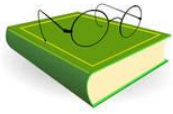
Visas of other types are issued on the request by the State authorities of foreign countries, international organizations, invitation cards issued by ministries, by other central executive power bodies, as well as invitation cards of the type established by the Cabinet of Ministers of Ukraine from Ukrainian legal and natural persons.

There is no need in invitation for issuing visas (types C, B, M, K, P) for the citizens of states - members of the European Union, Canada, Slovak Republic, United States, Turkey, Switzerland and Japan (in accordance with a Decrees by Ukraine's Cabinet of Ministers N 750 of May 5, 2000, N 1376 of September 01, 2000, N 192 of February 28, 2001).

In case of need, an employee of a Ukrainian diplomatic mission or a consular office may request additional documents which would in a better way specify the aim of the foreigner's/non-resident's trip or invite a certain person for an additional interview.

CHAPTER III

DEALING WITH MASS MEDIA



UNIT I

I. NEWSPAPER STYLE

English newspaper writing dates from the 17th century, when short news pamphlets began to appear, and though they couldn't be classed as newspapers, they were unquestionably the immediate forerunners of the British press. The first of any regular series of English newspapers was the *Weekly News* which first appeared on May 23, 1622. The first English daily newspaper - the *Daily Courant* - was brought out on March 11, 1702. The first newspapers carried only news without comments as commenting was considered to be against the principles of journalism. By the 19th century newspaper language was recognized as a particular variety of style, characterized by a specific communicative purpose and its own system of language media, forming a separate functional style.

Not all the printed matter found in newspapers comes under newspaper style. Stories and poems, crossword puzzles, chess problems and the like serve the purpose of entertaining the reader, thus they cannot be considered specimens of newspaper style.

English newspaper style may be defined as *a system of interrelated lexical, phraseological and grammatical means which is perceived by the community speaking the language as a separate unity that basically serves the purpose of informing and instructing the reader*. Since the primary function of newspaper style is to impart information, only printed matter serving this purpose comes under newspaper style proper. Information in the English newspaper is conveyed, in the first place, through the medium of:

- 1. brief news items and communiqués;**
- 2. press reports (parliamentary, of court proceedings, etc.);**
- 3. articles purely informational in character;**
- 4. advertisements and announcements.**

Newspaper language possesses a definite specification that distinguishes this language from fiction or scientific literature and conversation. Aspiration to report about the latest news in short period of time influences both the communicative tasks that the newspaper information is organized in the way that the report must be brief and concise in order to make a certain emotional impression on the reader. But the conditions of the newspaper issue – tight terms of the material preparation that don't allow to work it up stylistically in the proper way, repetition of the subjects and restriction themes lead to simplification and standardization of the style and it undergoes a certain lexical deterioration.

Newspaper style has its **specific vocabulary features** and is characterized by an extensive use of:

1. large amount of special political and economic terms;
2. non-term political vocabulary;
3. characteristic newspaper cliché;
4. high percentage of proper names;
5. abundance of numerals and dates;
6. often use of international words;
7. frequent appearance of neologisms;
8. abbreviations;

To understand the language peculiarities of English newspaper style it will be sufficient to analyse the following basic newspaper options:

- 1) Brief news items,
- 2) Advertisements and announcements,
- 3) The headline,
- 4) The editorial.

1. Brief news items.

Newspaper publicist writing bears the stamp of its own style. Though it seems natural to consider newspaper articles, editorials included, as coming within the system of English newspaper style, it is necessary to note that such articles are an intermediate phenomenon characterized by a combination of styles both the newspaper style and the publicist style. In other words, they may be considered hybrids.

The function of brief news items, communiqués and reports is to inform the reader. They state only facts without giving explicit commentary. This accounts for the total absence of any individuality of expression and the lack of emotional coloring. The vocabulary used here is stylistically neutral and common literary. The basic peculiarities of item news lie in their syntactic structure. As the reporter is obliged to be brief, he naturally tries to cram all his facts into the space allotted. This tendency predetermines the peculiar composition of brief items and the syntactical structure of the sentences. The size of brief items varies from one sentence to several short paragraphs. And generally, the shorter the news item is, the more complex its syntactical structure. It is essentially matter-of-fact, and stereotypical forms of expression prevail. The bulk of the vocabulary used in newspaper writing is neutral and literary.

2. Advertisements and announcements

Advertisements made their way into the British press at early age of its development, i.e. in the mid-17th century. The principal function of advertisements and announcements, like that of brief news items, is to inform the reader. There are two basic types of advertisements and announcements: **classified and non-classified**.

In **classified advertisements and announcements** various kinds of information are arranged according to subject-matter into sections, each bearing an appropriate name. In *The Times*, for example, advertisements and announcements classified into

groups, such as BIRTHS, MARRIAGES, DEATHS, IN MEMORIAM, BUSINESS OFFERS, PERSONAL, etc., for example

BIRTHS

CULHANE.-On November 1st, at St. Bartholomew's Hospital, to BARBARA and JOHN CULHANE- a son.

Thus we can single out the following tendencies with advertisements and announcements:

1. They are built on the elliptical pattern which means that all elements that can be done without tend to be eliminated from the sentence.

2. Brevity of expression which is realized in the absence of articles and some punctuation marks and which makes the statement telegram-like.

3. The vocabulary is on the whole essentially neutral with here and there a sprinkling of emotionally coloured words or phrases used to attract the reader's attention, especially in the PERSONAL section, for example

PERSONAL

ROBUST, friendly student, not entirely unintelligent, seeks Christmas vacation job. No wife, will travel, walk, ride or drive and undertake any domestic, agricultural or industrial activity. Will bid for this curiously normal chap, please write/UBox C. 552, (The Times, E.G. 4.)

As for the **non-classified advertisements and announcements**, the variety of language form and subject-matter is so great that hardly any essential features common to all may be pointed out. The reader's attention is attracted by every possible means: typographical, graphical and stylistic, both lexical and syntactical. Here there is no call for brevity, for example

WHAT WE WANT

A bank's business is with other people's money, so we want people whose integrity is beyond question. Money is a very personal business, so we want people who like people. Banking is work that calls for accuracy, so we want people who can work accurately. Our staff has to have integrity, personality, accuracy. We want them to have imagination too.

3. The headline.

The most concise form of newspaper information is **the headline**. The headlines of news items, apart from giving information about the subject-matter, also carry a considerable amount of appraisal (the size and arrangement of the headline, the use of emotionally colored words and elements of emotive syntax), thus indicating the interpretation of the facts in the news item that follows.

The headline is the title given to a news item of a newspaper article. The main function of the headline is to inform the reader briefly of what the news that follows is about. But apart from this, headlines often contain elements of appraisal, i.e. they show the reporter's or the paper's attitude to the facts reported or commented on, thus also performing the function of instructing the reader. English headlines are short and catching. In some English and American newspapers sensational headlines are quite common.

Syntactically headlines are very short sentences or phrases of a variety of patterns:

1. full declarative sentences;
2. interrogative sentences;
3. nominative sentences;
4. elliptical sentences;
5. sentences with articles omitted;
6. phrases with verbals;
7. questions in the forms of statements;
8. complex sentences;
9. headlines including direct speech.

*BRITAIN ALMOST "CUT IN HALF"
STATE AUDIT FINDS NEW CITY DEFICITS IN LAST*

There are also group headlines, which are almost a summary of the information contained in the news item or article.

*FIRE FORCES AIRLINER TO TURN BACK
Cabin Filled With Smoke
Safe Landing For 97 Passengers
Atlantic Drama In Super VC 10*

Though the vocabulary considered in the analysis of brief news items, headlines abound in emotionally coloured words and phrases, for example:

*End this Bloodbath (Morning Star)
Tax agent a cheat (Daily World)*

Furthermore, to attract the reader's attention, headline writers often resort to a deliberate breaking-up of set expressions, in particular fused set expressions, and deformation of special terms, a stylistic device capable of producing a strong emotional effect,

e.g. *Cakes and Bitter Ale (The Sunday Times)*
Commander-in-chief Still at Large (The Guardian)

Compare respectively the allusive set expression *cakes and ale*, and the term *commander-in-chief*.

Other stylistic devices are not infrequent in headlines, as for example the pun

e.g. 'And *what* about *Watt* -*The Observe*
alliteration

e.g. *Miller in Maniac Mood - The Observer*), etc.

Syntactically headlines are very short sentences or phrases of a variety of patterns:

1. Full declarative sentences,

e.g. *'They Threw Bombs on Gipsy Sites'* (*Morning Star*),
'Allies Now Look to London' (*The Times*)

2. Interrogative sentences,

e.g. *'Do you love war?'* (*Daily Wor/d*),
'Will Celtic confound pundits?' (*Morning Star*)

3. Nominative sentences,

e.g. *'Gloomy Sunday'* (*The Guardian*),
'Atlantic Sea Traffic' (*The Times*).

4. Elliptical sentences:

- With an auxiliary verb omitted,

e.g. *'Initial report not expected until June!'* (*The Guardian*),
'Yachtsman spotted' (*Morning Star*)

- With the subject omitted,

e.g. *'Will win'* (*Morning Star*),
'Will give Mrs. Onassis \$ 250,000 a year' (*The New York Times*);

- With the subject and part of the predicate omitted,

e.g. *'Off to the sun'* (*Morning Star*),
'Still in danger' (*The Guardian*)

- Sentences with articles omitted,

e.g. *'Step to Overall Settlement Cited in Text of Agreement'* (*International Herald Tribune*),

'Blaze kills 15 at Party' (*Morning Star*)

5. Phrases with verbal-infinitive, participial and gerundial,

e.g. *'To visit Faisal'* (*Morning Star*),
'Keeping Prices Down' (*The Times*),
'Preparing reply on cold war' (*Morning Star*),
'Speaking parts' (*The Sunday Times*)

6. Questions in the form of statements,

e.g. *'The worse the better?'* (*Daily World*),
'Growl now, smile later?' (*The Observer*)

7. Complex sentences,

e. g. *'Senate Panel Hears Board of Military Experts Who Favoured Losing Bidder'* (*The New York Times*).

8. Headlines including direct speech:

- Introduced by a full sentence,

e.g. *'Prince Richard says: "I was not in trouble"'* (*The Guardian*),
'What Oils the Wheels of Industry?'

- Introduced elliptically, e.g. *The Queen: "My deep distress"'*

4. The editorial.

The principle vehicle of interpretation and appraisal is the newspaper article, and the editorial, in particular. Editorials (leading articles) are characterized by a subjective handling of facts, political or otherwise, and therefore have more in common with

political essays or articles and should rather be classed as belonging to the publicist style than to the newspaper.

Editorials are an intermediate phenomenon bearing the stamp of both the newspaper style and the publicist style. The function of the editorial is *to influence the reader by giving an interpretation of certain facts*.

Editorials comment on the political and other events of the day. Their purpose is to give the editor's opinion and interpretation of the news published and suggests to the reader that it is the correct one. Like any evaluative writing, editorials appeal not only to the reader's mind but to his feelings as well. Hence the use of emotionally coloured language elements, both lexical and structural, for example:

"But since they came into power the trend has been up, up, up and the pace seems to be accelerating" (Daily Mail).

In addition to vocabulary typical of brief news items, writers of editorials make an extensive use of emotionally coloured vocabulary. Alongside political words and expressions, terms, clichés and abbreviations we can find colloquial words and expressions, slang and professionalisms.

e.g. THATCHER

MRS. THATCHER has now arrived back from her American jamboree (coll.) proudly boasting that she is now "totally established as a political leader in the international sphere."

This simply goes to show that the fawning (emotionally coloured) American audiences drawn from the top drawer (linguistic imagery) of US capitalist society to whom she spoke will buy (coll.) any farrago of trite and pious platitudes. (Morning Star)

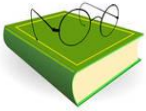
Emotional colouring in editorial articles is achieved with the help of various stylistic devices, both lexical and syntactical, the use of which is largely traditional. Editorials abound in trite stylistic means, especially metaphors and epithets, e.g. *international climate, a price explosion, a price spiral, a spectacular sight, an outrageous act, brutal rule, an astounding statement, crazy policies*. Traditional periphrases are also very common in newspaper editorials, such as *Downing Street* (the British Government), *Fleet Street* (the London press), *the Great Powers* (the six or seven biggest and strongest states), *the third world* (states other than socialist or capitalist), and so on. Most trite stylistic means commonly used in the newspaper have become clichés.

But genuine stylistic means are also sometimes used, which helps the writer of the editorial to bring his idea home to the reader. Two types of allusions can be distinguished in newspaper article writing:

- Allusions to political and other facts of the day which are indispensable and have no stylistic colouring;
- Value historical, literary and biblical allusions which are often used to create a specific stylistic effect, largely-satirical

Some editorials abound in parallel questions and other syntactical devices.

Yet, the role of expressive language means and stylistic devices in the editorial should not be over-estimated. Original forms of expression and fresh genuine stylistic means are comparatively rare in newspaper articles, editorials included.



II. THE MAIN LANGUAGE FEATURES OF NEWSPAPERS

1. Special political and economic terms,

e.g., *stability, elections, anti-terror war, military facilities, terrorist network, opinion polls, human rights, budget deficit, immigration, presidential vote, race, opponent, business, security, to devastate, blast, socialism, constitution, president, apartheid, by-election, General Assembly, gross output, per capita production.*

2. Non-term political vocabulary

e.g. *public, people, progressive, nation-wide, unity, peace, officials, hostages, kidnappers, protest, breakdown, regime, local terror cells, popularity rating, emergency anti-terror funding.*

A characteristic feature of political vocabulary is that the borderline between terms and non-terms is less distinct than in the vocabulary of other special fields. The semantic structure of some words comprises both terms and non-terms,

e.g. *crisis, agreement, progressive, nationwide, unity, member, representative, leader.*

3. Newspaper clichés,

i.e. stereotyped expressions, commonplace phrases familiar to the reader

e.g., *public opinion, free markets, long-term agreements, a melting pot, to cast a veto over, crucial/pressing problems, zero tolerance, political correctness, to go postal, extremely hostile, vital issue, informed sources, danger of war, to escalate a war, war hysteria, overwhelming majority, stormy applause.*

Clichés more than anything else reflect the traditional manner of expression in newspaper writing. They are commonly looked upon as a defect of style. Indeed, some clichés, especially those based on trite images are pompous and hackneyed:

e.g. *captains of industry, pillars of society, bulwark of civilization;*

Others are false and misleading:

e.g. *welfare state, affluent society,*

But nevertheless, clichés are indispensable in newspaper style: they prompt the necessary associations and prevent ambiguity and misunderstanding.

4. Abbreviations.

News items, press reports and headlines are full of abbreviations of various kinds. Among them abbreviated terms and names of organizations, public and state bodies, political associations, industrial and other companies, various offices, etc. known by their initials are very common;

e.g., *EU - European Union,*

UNO - United Nations Organization,

WTO - World Trade Organization,
TUC - Trades Union Congress,
NAT - North Atlantic Treaty Organization,
FO - Foreign Office),
PIB - Prices and Incomes Board,
EEC - European Economic Community,
CNN - Cable News Network,
BBC - British Broadcasting Corporation,
CEO - Chief Executive Officer,
MBA - Master of Business Administration,
DWI - Driving While Intoxicated,
BAC - Blood Alcohol Concentration.

The widespread use of initials in newspaper language has been expanded to the names of persons constantly in the public eye, and one can find references to:

e.g. *LBJ* - Lyndon Baines Johnson,
JFK - John Fitzgerald Kennedy,
W/Dubya - George W. Bush.

Sometimes the whole statements are referred to by their initials,
 e.g., *WYSIWYG*- *What you see is what you get*,
FAQ - *Frequently asked questions*,
BTW - *By the way*,
9/11 - *September 11, 2001*.

5. Neologisms.

More characteristic ways of neologism formation are world-building (affixation, conversion, abbreviations), change of meanings of the words and borrowings from other languages. They are very common in newspaper vocabulary. Each of them has its own peculiarities and should be studied separately. The newspaper is very quick to react to any new development in the life of society, in science and technology. Hence, neologisms make their way into the language of the newspaper very easily and often even spring up on newspaper pages. Now, in the early 21st century, neologisms relating to computers and the Internet outnumber all others.

e.g. *cybersickness* - a feeling of illness caused by using a computer for long periods of time;
keypal - someone with whom one regularly exchanges e-mail;
PDA - Personal digital assistant;
a splash-down- the act of bringing a spacecraft to a water surface;
white backlash- a violent reaction American racists to the Negroes' struggle for civil rights.

Finance has also launched numerous new words, such as:

e.g. *dead cat bounce* - a situation in which the price of shares rises a small amount after a large fall, sometimes before falling further;

stealth tax - a tax that you pay on something that you buy rather than tax you pay directly to the government, and which you are less aware of paying than, for example, direct tax on your income;

dot-com - a person or a company whose business is done using the Internet;

e-cash - money that can be used to buy things on the Internet, but that does not exist in a physical form or belong to any particular country.

Many new words have come from medicine and biological science:

e.g. *biologically engineered, genetically modified*;

from the world of business:

e.g. *benchmark* - to use a company's good performance as a standard by which to judge the performance of other companies of the same type;

best practice - a description of the best way of performing a particular activity in business.

6. Foreign words.

These have come from different languages. Some are traditionally used in newspaper writing, others have recently come from the areas of new technology (computers, Internet, business, entertainment and changes in society).

e.g. *beaucoup* - a lot of money; (from French);

ad hoc - specialized; (from Latin);

bona fide - real, true and not intended to deceive somebody (from Latin): I wanted to prove my bona fides;

curriculum vitae (CV) - resume; (from Latin);

sine qua non - something that you must have; (from Latin);

carte blanche - complete freedom; (from French);

nouveau riche - someone who has only recently become rich and spends a lot of money; (from French);

tête-à-tête - a private conversation; (from French);

glitch - a small fault in working of something; (from German);

macho - a man who is always trying to show that he is strong, brave; (from Spanish);

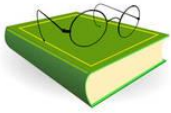
schlock - careless work / odd jobs, catchpenny job; (from Yiddish).

7. Lofty and bookish words

Lofty and bookish words including certain phrases based on metaphors and thus emotionally colored are frequently used in news items, essays and reports.

e.g. *war hysteria, escalation of war, overwhelming majority, a storm of applause, post attack cleanup, global hunt for terrorists, a shot of power.*

The above-listed peculiarities of brief news items are vocabulary parameters used in an English newspaper. These vocabulary groups are also commonly found in headlines and newspaper articles. They are generally devoid of any emotional colouring. But some popular papers tend to introduce emotionally coloured elements into the matter-of-fact, linguistically neutral news items.



III. GRAMMATICAL PECULIARITIES OF NEWSPAPER STYLE

Grammatical peculiarities of brief news items are of paramount importance, and may be regarded as their grammatical parameters.

1. Complex sentences with a developed system of clauses.

e.g. "Mr. Boyd-Carpenter, Chief Secretary to the Treasury and Paymaster-General (Kingston-upon-Thames), said *he had even asked what was meant by the statement in the Speech that the position of war pensioners and those receiving national insurance benefits would be kept under close review*" (*The Times*)

2. Verbal constructions (infinitive, participial, gerundial) and verbal noun constructions.

e.g. "Mr. Nobusuke Kishi, the former Prime Minister of Japan has sought to set an example to the faction-ridden Governing Liberal Democratic Party by *announcing the disbanding* of his own faction *numbering* 47 of the total of 295 conservative members of the Lower House of the Diet." (*The Times*)

"Since 9/11 Donald Rumsfeld has insisted on *personally signing off* on the harsher methods used *to squeeze* suspected terrorists held at the U.S. prison at Guantanamo Bay, Cuba." (*Newsweek*, 2004)

3. Syntactical complexes, especially the nominative with the infinitive. These constructions are largely used to avoid mentioning the source of information or to shun responsibility for the facts reported

e.g. "*The condition of Lord Samuel, aged 92, was said last night to be a 'little better.'*" (*The Guardian*)

4. Attributive noun groups are another powerful means of effecting brevity in news items,

e.g. *classic cold-war-style telephone diplomacy;*
government anti -terror policies;
a new patented smoking cessation program;
an exclusive worldwide assistance network;
the normally self-assured Pentagon chief;
the national income and expenditure figures;
heart swap patient;
the national income and expenditure figures;
Labour backbench decision;
Mr. Wilson's HMS Fearless package deal.

5. Specific word-order (inversion) in one-sentence news paragraphs and in what are called "Leads" (the initial sentences in longer news items) is more or less fixed. Journalistic practice has developed what is called the "five-w-and-h-pattern rule" (*who-*

what-why-how-where-when), i.e..Subject-Predicate-Object-Adverbial modifier of reason (manner) - Adverbial modifier of place-Adverbial modifier of time. The five-w-and-h-pattern structure long claimed to be the only right pattern to use in news reports is nowadays often violated. And it is obvious that the newspaper has developed new sentence patterns not typical of other styles. This observation refers, firstly, to the position of the adverbial modifier of time. Now, statistics show that there are approximately as many cases in which the traditional word order is violated as those in which it is observed. Compare other patterns typical of brief news sentence structure:

e.g. *President Pervez Musharraf says it was a destiny that saved him from an assassination attempt on the rainy evening of Dec. 14, when several bombs destroyed a bridge just moments after his motorcade sped across (Time, 2004).*

On November 5, The Matrix Revolutions were premiered simultaneously in every major city in the world (The World of English, 2004).

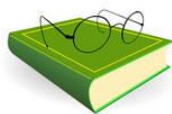
On the day after Super Tuesday, a ghost of politics past materialized in Los Angeles: George W. Bush the Candidate (Time, 2004).

6. Occasional disregard for grammar rules, especially the sequence of tenses rule and the rules for reporting speech.

There are some other, though less marked, tendencies in news item writing of modifying well-established grammatical norms. What is ordinarily looked upon as a gross violation of grammar rules in any other kind of writing is becoming increasingly common as a functional peculiarity of newspaper style.

e.g. "So when he (Saddam Hussein) surrendered without a single shot from the pistol at his side, Arab diplomats and journalists say the once-admiring Arab masses were dismayed and embarrassed by his meekness". (*Time, 2004*)

e.g. "The committee - which *was* investigating the working of the 1969 Children and Young Persons Act -said that some school children *are* getting only two hours lessons a day." (*Morning Star*)



IV. STYLISTIC FEATURES OF NEWSPAPER ENGLISH

- The chief characteristic of newspaper English is that it is both written and read by people who are in a hurry.
- The wording of a headline is affected by: the ideas to be expressed, the technology of printing and the kind of reader associated with a particular reader.
- There are 3 criteria for good headline writing: simplicity, informality and impact. It should be a clear signal, swiftly readable, economical in reading in time and space.
- Newspaper headlines have a familiar and conventional linguistic structure like telegrams in their brevity.
- All good headlines follow certain rules in what they say and how they say it.

- Sometimes there is a combination of main headline and overline (strapline):
e.g. *Police at Longbridge as anger mounts over 500 layoffs*
Trouble flares as BL workers demonstrate
- Headlines use nouns not verbs for actions.
Edwardes tells BL unions that strike would bring closure
- Two linguistic conventions that have grown up in headlines are: the use of the infinitive in place of the future and the use of the comma when there is no room for the conjunction "and":
film star to wed .
Netanyahu, Arafat to meet in Washington.
- Use of surname only is usual in headlines:
- Newspaper headlines use block language i.e., a language of their own:
bid = attempt
trek = journey
ban = to forbid
rap = to rebuke
probe = investigation
pact = treaty
Tory = Conservative
- Headlines can be ambiguous, having two possible meanings. A word can have more than one meaning and can function as more than one part of speech.
Students Plan Grants Cuts Protest March.
\$1,900,000 paid to attack victims.
Blind man expected to leave goal.
- Initials are used in headlines to describe companies:
U.M.B. = United Builders Merchants.
M.E.P.C. = Metropolitan Estate and Property Co.
- Use of passive clauses with no agent:
Imports influx feared as Post Office profits are creamed off
- 47
- Use of words with emotive associations (connotations of important lexical items):
mounting anger at silence.
tight-lipped
a bespectacled figure (if a man on trial wears spectacles
- Much of the subject matter of newspapers is repetitive material in which the journalist takes little interest. He has described similar events a hundred times before, and he therefore uses the phrases he has used a hundred times.
- Journalists often have to be vague because they are not free to specify the exact source of information or because they have very little real news with which to fill up the space.
a spokesman says
well-informed sources in Paris ...
- Journalist are fond of irrelevant detail, such as the ages of minor participants in an incident or the tonnage of large steamships.

said 50-year old ex-army captain

- The most excessive features of journalese are: excessive use of cliches, fondness for short paragraphs, inversion of normal word-order, fondness of irrelevant detail, sometimes expressed by the piling-up of adjectives and adjectival phrases, and occasional bad grammar.

- The article is usually deleted in openings:

Newsagent John Smith ...

- Certain parts of the newspaper such as the Sports page use a special language:

bulls bears stags

- The idiomatic use of words and phrases:

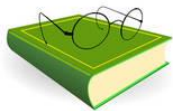
the stock went firmly ex-growth the same year.

- There is a certain monotony about the events described in sport journalism which the journalist is tempted to disguise by finding new synonyms for such words:

football = the leather

cricket-bat = the willow

goal-posts = uprights



V. EXPLORING THE NEWSPAPER

Benefiting from News and Views

When you pick up a newspaper, what do you look at first? Do you turn to the comics, the sports page, the advice column, or the news articles? How much time do you spend reading the newspaper? Do you spend five, fifteen, or thirty minutes .1 day?

If someone were to go to an amusement park, ride the ferry wheel and do nothing else, he would be missing out on a variety of thrills. His enjoyment of what is actually available in the park would be too limited. Similarly, anybody who reads only one section of a newspaper is depriving himself of much information and entertainment. If a person reads only the comics, for example, and never turns to the sports page or the news stories, he remains ignorant of many exciting and significant events. Even if he glances through a number of sections but spends only five minutes on them altogether, he is limiting himself too much. His lack of curiosity about what is going on in the world at large can make him a very dull person.

How can a newspaper help you to develop a wide range of interests and thereby be a more interesting person? This is best answered by exploring a newspaper. For the latest news on what is happening in the world or in your community, look at the headlines on the front page. Select the items on people, places, and events about which you are curious. After reading those articles, go on to the news stories on the inside pages.

If you are not satisfied, however, with simply reading the news reports, turn to the editorial page. There you will discover what the editors of the paper think about current events. On that page the columns give opinions about what the news should mean to you and what you should do about it. Thus a news story and an editorial are quite different. If a headline on the front page reads, **BIG TAX RISE PROPOSED**, the article under it will tell the news about who wants the tax increase and why, as well as who will pay it and when. On the editorial page, however, an editor will give his opinion of why people should vote for the increase or against it. Many people like to have editors help them to form their opinions on important matters, whereas others prefer to make up their own minds without such assistance. The choice is up to you as a newspaper reader.

The sports pages obviously give the scores and play-by-play accounts of recent games. However, sports writers do far more than that. They inform readers about sports personalities and their actions on and off the playing fields. They offer opinions on who is probably going to win or lose a game. Like most sports fans, too, the writers cannot always resist giving advice to teams and players. "The team is solid in all departments except pitching. The pitchers have been weak this season. But even with that weakness the team could do better if . . ."

Feature pages in newspapers also hold a wealth of information. Do you want to know what is on television this evening? Do you wonder which programs are worth watching and which are not? Would you like the weather prediction for the week ahead? Do you need information about hobby groups forming in your neighborhood? Do you like to work on a crossword puzzle? Do you want to know what flowers you can plant in a window box at this time of year? Do you enjoy reading what columnists write about the lives of television and movie stars or other celebrities? It is all there in the newspaper.

If you have earned a few dollars and are wondering what you could buy, you can turn to the newspaper as an ideal source on what merchants have to offer you. Throughout the paper appear advertisements suggesting possibilities for your purchases.

Do you have something you would like to sell? Do you want to buy a dog? Do you want to know the prices of used cars or the wages being paid for certain jobs? Look in the classified ads.

Are you interested in people's problems? Turn to an advice column. But beware! When a troubled person writes to an advice columnist, he may or may not get suggestions that will solve his problem. Other readers too may be able to solve their own problems by following the same advice. But of course everyone must weigh such advice carefully and decide for himself. The wisest adviser can be wrong. Even though his words are printed in a newspaper or other publication, he is not necessarily right.

As you grow older, you will increasingly depend on your newspaper. If you read widely in the paper every day, you will keep informed on what you should know. Besides, you will have something to talk about with others. Be interested in your newspaper—and you will be interesting.



Thinking It Over

1. Which part of the newspaper do you find most interesting? Why?
2. Which parts of the newspaper do your parents find most interesting? What would you suppose are the reasons for their preferences?
3. What is the benefit in knowing about sections of the newspaper that you have not read up to now?
4. What articles are usually found on the front page of a newspaper?
5. How are the articles on the editorial page different from those on the front page?
6. What kinds of information can you find on the sports pages?
7. (a) What features in the newspaper other than news, are directly helpful in your daily life? (b) Which features are enjoyable although not especially helpful? (c) Which features may be enjoyable or helpful to other readers although not to you?
8. To what extent should a person accept as fact or wisdom everything he reads in the newspaper?
9. How does your reading of a daily newspaper make you a more interesting person?



Taking Action

1. Since very few people read every page of a newspaper from front to last but instead look for their favorite sections, the editors usually put an index on the front page. The index lists features alphabetically.
2. Every student will have a copy of a newspaper, or each student will come forward in turn to look at a single copy of a newspaper on the front desk. As each person has his turn, he will be challenged to find and read the page number and the first few words of an item of a particular kind.
Thus a student may say, "I challenge you to find something about television." The person whose turn it is will say, "On Page 14 there is an article about tonight's program beginning with the words 'You will see an unusual travelogue on Channel 2 this evening.'" (A timekeeper will give each student no more than one minute for his turn.)
3. Bring to class each of the following clipped from a newspaper. Be prepared to show each one and to explain what it is about,
 - a) A headline
 - b) A news story
 - c) An editorial
 - d) A television review
 - e) An ad for a used car
 - f) A letter to the editor
 - g) A weather report

h) The index

i) A story about sports

j) An interesting story that is not news

4. Make a list of the entertainment activities mentioned in your newspaper.

5. Class activity: Write a class newspaper. Each member of the class will be responsible for one feature of the newspaper, or for sharing in the preparation of one feature. Such items as the following may be included.

a) The latest news about a student or teacher, with a suitable headline

b) News about sports activities of class members

c) A letter asking for advice on a problem and a reply giving that advice

d) The television guide for the evening complete with recommendations for the best programs to watch:

- A comic strip

- A crossword puzzle

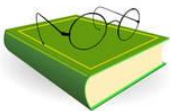
- An article about parties and events that students in the class say they plan to attend

- A column about the music most preferred by the class

- An editorial telling how conditions in the school might be improved

- An article on popular styles

UNIT II



I. NOTES ON PUBLICIST STYLE

The newspaper style is relative to **the publicist style**. The publicist style of language became discernible as a separate style in the middle of the 18th century. The general aim of publicist style is to exert constant and deep influence on public opinion, to convince the reader or the listener that the interpretation given by the writer or the speaker is the only correct one and to force him to accept the point of view expressed in the speech, essay or article not merely through logical argumentation but through emotional appeal as well. This brain-washing action is most effective in oratory, for the most powerful instrument of persuasion, the human voice, is brought into play.

Publicist style in general is characterized by the following **features**:

1. Coherent and logical syntactical structure of the text;
2. Expanded system of connectives;
3. Careful paragraphing;
4. Ample use of the words with emotive meaning;
5. Wide use of imagery;
6. Brevity of expression. In essays brevity sometimes becomes epigrammatic.

Publicist style comprises the following **substyles**:

1. the language style of oratory and speeches;
2. the style of essays;
3. journalistic articles;

4. radio and TV commentary;

1. Oratory and speeches

Persuasion is the most obvious purpose of oratory. Direct contact with the listeners permits a combination of the syntactical, lexical and phonetic peculiarities of both the written and spoken varieties of language, the oral form of the utterance and the use of gestures. It makes use of a great number of expressive means to arouse and keep the public's interest: repetition, gradation, antithesis, rhetorical questions, emotive words, elements of colloquial speech. Certain typical features of the spoken variety of the speech present in this style are:

1. Direct address to the audience (e.g.: *ladies and gentlemen, honorable member(s)*);
2. The use of the 2nd person pronoun (*you*, etc.);
3. Sometimes contractions are introduced (*I'll, won't, haven't, isn't* and others)
4. The use of colloquial words.
5. The use of ready-made phrases or clichés, especially in orations on solemn public occasions;
6. Stylistic devices (parallel constructions, antithesis, suspense, climax, rhetorical questions and questions-in-the-narrative) are closely interwoven and mutually complementary thus building up an intricate pattern;
7. the most typical stylistic device of English oratorical style is repetition which enables the listeners to follow the speaker and retain the main points of his speech; it is meant *to* convince the audience and *to* add weight to the speaker's opinion.
8. Similes and metaphors are generally traditional, as fresh and genuine stylistic devices may divert the attention of the listeners away from the main point of the speech;
9. Special obligatory, forms open up and end an oration, e.g. *My Lords; Mr. President; Mr. Chairman; Your Worship; Ladies and Gentlemen, etc.* At the end of his speech the speaker usually thanks the audience for their attention by saying: *Thank you* or *Thank you very much.*
10. Expressions of direct address, e.g. *dear friends, my friends, Mark you!, Mind!*

This style is evident in speeches on political and social problems of the day, in orations and addresses on solemn occasions, as public weddings, funerals and jubilees, in sermons and debates and also in the speeches of counsel and judges in courts of law.

2. Essays.

The essay is a literary composition of moderate length on philosophical, social, aesthetic or literary subjects. It never goes deep into the subject, but merely touches upon the surface. An essay is rather a series of personal and witty comments than a finished argument or a conclusive examination of any matter. The essay is very subjective and the most colloquial of the all substyles of the publicistic style. It makes use of expressive means and tropes. The most obvious characteristics of the essay are the following:

1. Personality in the treatment of theme;

2. Naturalness of expression;
3. Brevity of expression, reaching in *good* writers a degree of epigrammaticalness;
4. The use of the first person singular, which justifies a personal approach to the problems treated;
5. A rather expanded use of connectives, which facilitate the process of grasping the correlation of ideas;
6. The abundant use of emotive words;
7. The use of similes and sustained metaphors as one of the media for the cognitive process.

Some essays, depending on the writer's individuality, are written in a highly emotional manner resembling the style of emotive prose, others resemble scientific prose.

In comparison with oratorical style, the essay aims at a more lasting, hence, slower effect. Epigrams, paradoxes and aphorisms are comparatively rare in oratory as they require the concentrated attention of the listener. In the essay they are commoner for the reader has opportunity to make a careful and detailed study both of the content of the utterance and its form.

3. Journalistic articles.

Irrespective of the character of the magazine and the divergence of subject matter - whether it is political, literary, popular-scientific or satirical - all the already mentioned features of publicist style are to be found in any article. The character of the magazine as well as the subject chosen affects the choice and use of stylistic devices. Words of emotive meaning are few, if any, in popular scientific articles. Their exposition is more consistent and the system of connectives is more expanded than in a satirical article.

The language of political magazine articles differs little from that of newspaper articles. The journalistic articles are impersonal. But such elements of publicist style as rare, bookish and high-flown words (e.g. *ambivalent, exhilarated, appalled, etc*), neologisms (which sometimes require explanation in the text), traditional word-combinations and parenthesis are more frequent here than in newspaper articles. Its argumentation and emotional appeal is achieved by emphatic constructions of different kinds (e.g.: '*how dim the outlook for Victory was*', '*Stevenson is anything but an irresponsible man*', '*it could well have been, though*', 'he is at once exhilarated and appalled'. Humorous effect is produced by the use of words and phrases which normally are out of the range of this sort of article: *melancholy, gracious/y, extending his best wishes, and by periphrases*.

Literary reviews stand closer to essays, but more abstract words of logical meaning are used in them, they often resort to emotional language and less frequently to additional set expressions.

National Union of Journalists' Code of Professional Conduct

1. A journalist has a duty to maintain the highest professional and ethical standards.

2. A journalist shall at all times defend the principle of the freedom of the press and other media in relation to the collection of information and the expression of comment and criticism. He or she shall strive to eliminate distortion, news suppression and censorship. A journalist shall strive to ensure that the information he or she disseminates is fair and accurate, avoid the expression of comment and conjecture as established fact, and falsification by distortion, selection or misrepresentation.
3. A journalist shall rectify promptly any handful inaccuracies, ensure that correction and apologies receive due prominence and afford the right of reply to persons criticized when the issue is of sufficient importance.
4. A journalist shall obtain information, photographs and illustrations only by straightforward means. The use of other means can be justified only by overriding consideration of the public interest. The journalist is entitled to exercise a personal conscientious objection to the use of such means.
5. Subject to justification by overriding considerations of the public interest, a journalist shall do nothing which entails intrusion into private grief and distress.
6. A journalist shall protect confidential sources of information.
7. A journalist shall not accept bribes, nor shall he or she allow other inducements to influence the performance of his or her professional duties.
8. A journalist shall not lend himself/herself to the distortion or the suppression of the truth because of advertising or other considerations.
9. A journalist shall only mention a person's race, colour, creed, illegitimacy, disability, marital status, gender or sexual orientation if this information is strictly relevant. A journalist shall neither originate nor process material which encourages discrimination, ridicule, prejudice or hatred on any of the above-mentioned grounds.
10. No journalist shall knowingly cause or allow the publication or broadcast of a photograph that has been manipulated unless the photograph is clearly labelled as such. Manipulation does not include normal dodging, burning, colour balancing, spotting, contrast adjustment, cropping and obvious masking for legal or safety reasons.
11. A journalist shall not take private advantage of information gained in the course of his/her duties, before the information is public knowledge.
12. A journalist shall not by way of statement, voice, or appearance endorse by advertisement any commercial product or service, save for the promotion of his or her own work or of the medium by which he or she is employed.



STUDENTS' ACTIVITIES A

Exercise 1. Examine the Journalists' Code of Professional Conduct by answering the following questions:

1. What should a journalist either do or avoid, to adhere to the principle of the freedom of the press?
2. How may personal rights and freedoms of citizens come in conflict with the freedom of the press? How such a conflict can be avoided or resolved if it occurs?
3. What are the straightforward means of obtaining information? What is the other alternative?
4. How do you understand the phrase "overriding consideration of the public interest"? Give your own examples of when this may happen.
5. Why should a journalist protect confidential sources of information?
6. What do you understand by inducements that may influence the performance of a journalist's professional duties? Give examples.
7. What is a manipulated photograph? When and how may or may not it be used?
8. What is the difference between endorsement and advertisement of a commercial product? In what instances might a journalist be involved in it?

Exercise 2. Check your knowledge of the vocabulary of the section. Give Ukrainian equivalents to the following words and expressions.

To disseminate information, to think in terms of stereotypes, to file reports, to give an overall sense of, to distort, to be swamped with, to be confined to, to stir up controversy, to expose the points of contention, to be given the big news treatment, to stay tuned, to make headlines, intrusion into private grief, to affect the workforce and prosperity of the area, to adduce evidence, to pick up big audiences, to maintain the highest professional standards, to eliminate distortion, to take private advantage of, set-up job, shot in the dark, appalling news, to break the story, eyewitness story, truthful medium, collusion, to fix an atmosphere in the viewer's mind, broadsheet newspapers, alleviate the problem, tabloids, anecdotes, caveats, satellite report, rigorous honesty, vicious dictators, straightforward means, vicious circle, anchorman, live satellite slot, adjutant, backbone, donkey-work, clear-cut, the wit of the team, separatism and elitism, to endorse unpredictable source of news, bulletin, serious offences, appearance in court, newsworthy developments, trainee journalist, physical clashes, to rectify inaccuracies, in the public eye, to uncover the news, to splash the story, soft news, , visiting personalities, the first draft of history, audience loyalty, weather updates, car-oriented societies, news suppression, censorship, to earn a reputation, selection, misrepresentation, conjecture, by overriding consideration of the public interest, round-the-clock.

4. Radio and TV commentary

They are less impersonal and more expressive and emotional.

The radio newscast must be consumed sequentially; that is, the listener does not hear the second story in the newscast without hearing the first story. The eighth story waits on the first seven, which means in practice that all seven are chosen to be interesting to a significant number of listeners and are presented at a length, which maintains that interest.

Particularly important is the care needed in the presentation of the numbers sprinkled throughout economic news. Writing news of the economy requires a balance between precision and understanding. An additional difficulty in absorbing the information in a summary newscast is its demand on the listener's ability to keep up not only with a rapid delivery but also with the variety of news. The newscaster jumps from topic to topic, geographic location to location, as if the listener would have no difficulty in going from a flood in Bangladesh to a political crisis in Romania to a train accident north of town. Radio news is hard enough for anyone to follow but the confusion is greater for people who are not on top of events. The thoughtful newscaster takes these topical twists and turns into consideration in both writing and delivery; the newspaper editor need not give the matter a moment's thought. The radio news writing style that has developed includes the choice of simple words and short, declarative sentences. Attribution precedes statements as it does in normal conversation. Sentence structure is incomplete at times, such as verbless sentences. Purists may howl, but the reality is that understanding is more important than grammar to a radio news writer.

Television news style is much like radio news style, for a viewer can no more return to a group of facts than a listener can. The viewer, like the listener, does not always focus on what the newscaster says. Television news adds further complexities when pictures join the words; that is, anchors or reporters deliver what is called a "voice over."

Ideally the words that accompany a videotape story of an event are written, even under time pressure, only after the writer has viewed the unedited videotape and made editing decisions such that the pictures follow a logic of their own. In practice the ideal method of editing video first and writing text afterward is rarely followed in television newsrooms, but the better news writers at least keep the pictures in mind as they write, and the tape is edited to fit the words.

Besides all the other constraints which limit the writing of a news story — lead, chronology, clarity, etc. — the words should relate in some way to the pictures. If the words and the pictures do not support each other, they surely fight each other for the viewer's attention, a dissonance that detracts from understanding.

An examination of a random selection of television newscasts will demonstrate that nearly all of the fresh information is found in the words, but it is the pictures that carry the impact for the viewers. It is the pictures that will be remembered.

There are other types of videotape stories, such as news about the economy, which consist primarily of file tape chosen for the sole purpose of illustrating the words. Here, picture logic barely exists, yet care must be taken that the words are not overwhelmed by the helping picture.

Economic news presents an additional difficulty alluded to in considering radio, above. The difficulty lies in communicating numbers. Television has one advantage over radio here, because numbers can be presented visually while the newscaster reads them; the presentation can be enhanced by graphs, pie charts or other visual aids lacking in radio.



STUDENTS' ACTIVITIES B

Exercise 1. Read the text and try to understand the message. Comment on the style.

SELECTING THE BEST TELEVISION PROGRAMS

"Television can be better than it is. What is wrong with television? Give us your answer in one sentence." That was when the editors of a school newspaper asked the students to do.

These are some of the answers that were published in the paper:

"So many of the programs are alike that I know what will happen ahead of time."

• "Some of the comedies are too ridiculous to make me laugh."

• "The families on television don't seem natural like my family and my friends' families."

• "The stories on television should teach a lesson, but so few of them ever do."

• "The people who take part in contests are usually old and not interesting to teenagers."

• "If a person is in trouble, he should be let alone and should not have his picture shown in the news on television."

• "The actors on television are always beating one another up, and they give ideas to people about doing the same thing."

• "If people know that television cameras are going to be at a certain place, they will go there and make a scene so that they can rush home and see themselves on television."

• "There are so few new shows on television that are really exciting to me."

Television broadcasters claim that they give people exactly the kinds of programs that they want. The critics of the broadcasters argue that the public does not have much choice except to watch what is available. The harshest critics say that the top ten favorites are merely the top ten of a poor selection, not the top ten of the best selection that could be offered. Television is probably better than its worst critics contend, but like most good things it can be improved.

Part of the problem with television programming is that the audience is not selective enough in choosing its programs. Many people have fallen into a habit of turning on the same programs each week. They are in too much of a rut to ask themselves the questions involved in making a choice. *What else is on? What would be a better show at this time? Would I do better to shut the set off?* Habit, rather than intelligence, makes the decision.

When the television polls are taken, viewers are asked what they watch. Then the broadcasters decide that a particular program is "successful" merely because so many people are watching it. Yet many a viewer may be tuned in to a particular channel because he won't take the trouble to explore other possibilities. Even if he feels that he has chosen the best show available, he may not consider it especially worthwhile. Since

he has the television habit, he will look at anything on the screen rather than turn off the set. All in all, counting the number of people who watch a program is not an ideal measure of its quality.

Television will improve when viewers become selective rather than habitual in their choices of what to watch. You yourself can influence future broadcasting by choosing your programs thoughtfully and supporting the really worthwhile shows. You do not have to wait, either, for someone from the broadcasting industry to call you on the telephone or send you a form to fill out. Whenever you want to give your support to a really worthy program, you only have to sit down and write a letter to the broadcasting station.

On the other hand, the pleasure and benefit you get from television can grow even without the slightest change in the programs on the air waves. That depends on you.

The first step is to recognize that television can do various things for you. It can help you escape from your problems of everyday life to experiences of imagination, relaxation, and pleasure. It can inform you about the world, help you to be healthier, safer, and wiser, and enable you to deal with the needs and problems of everyday living. It can persuade you to become involved in important events, to vote for candidates for public office, to support your beliefs, and to act on your responsibilities as a citizen.

Television offers you more than one or two favorite shows and more than just a few types of programs. To take advantage of the possibilities, you have to know what is available. Look at the television guides in newspapers and magazines. Then explore what is on the screen at different times during the week, and get the others in your family to share your interest in trying out new programs.

The average person has much too limited a knowledge of what is on television. Ask almost anyone to name all the types of programs on the air. After only a few responses he will begin knitting his brow and trying to think of more. Yet, if he knew the wide variety available, he could mention: news programs, panel shows, children's shows, situation comedies, musicals, cartoons, sports broadcasts, quiz shows, dramatic programs, dance shows, serial stories, variety shows, comedy programs, detective programs, educational programs, documentaries, mysteries, and Westerns.

Even that long list does not exhaust the possibilities. Are you familiar with all the types of programs in the list? Do you know of any others?



Thinking It Over

1. (a) Look back at the students' comments on television published in the school newspaper. With which ones do you agree? Why? (b) With which ones do you disagree? Why?
2. What faults not already mentioned do you find in present programs?
3. In what way does the television audience itself determine what kinds of programs will be shown?

4. How will television's improvement in the future depend on what the audience does? Why?
5. What different things can television do for you?
6. How can the average person get more out of television than he probably does now?
7. If you were a programming director for a television station, what new programs or what changes would you set up?



Taking Action

1. Below is a list of kinds of television shows that are broadcast either frequently or occasionally. Copy the list, and next to each item write the name of a show of that type which you know about. If you cannot recall the exact title, or if the show has no specific title, identify it in some way. For example, next to "Wrestling" you might write "At Ridgewood Arena."

- | | |
|--------------------|------------------------|
| Panel shows | Mystery shows |
| News and weather | Detective shows |
| Cartoons | Variety |
| Musicals | Westerns |
| Situation comedies | Documentaries |
| Educational shows | Religious shows |
| Specials | Individual sports |
| Wrestling | General sports news |
| Children's shows | Comedy shows |
| Fishing shows | Travel and exploration |
| Dance shows | Puppets |
| Boxing | Game shows |
| Quiz shows | Advice shows |
| Movies | Dramas |

2. Make a list of your top ten favorite programs on television. For each one write a sentence or two explaining why you like it.

3. After all students have made the lists required in Number 2, the group will discuss them and work out a list of the top twenty enjoyed by the majority.

4. Make your own list of critical standards (rules) called, "When to Shut the Television Set Off." List at least ten standards for judging when a show is no longer worth watching.

e.g. Shut off the television set when the situation comedy uses jokes that everyone has heard too many times. Shut off the television set when machine-made laughter is turned on in the studio, and the laughter does not fit the situation.

5. After all students have made the lists called for in Number 4, the group will discuss them and work out one list together. The best standards from each paper will be included in a list for display on the bulletin board.

6. Clip the television schedule and the list of recommended programs from a daily newspaper. Give a talk to the group explaining which programs were recommended at a certain time period. Inform the group about which shows were not recommended at that hour. Tell why you think the reviewer chose the one program he did and omitted the others.

7. Write a television review of your favorite program. Include all of the following:

- a) The name of the program
- b) The day of the week, the time, and the channel number
- c) The names of the major people involved in the program
- d) What was shown on the screen?
- e) What you got out of viewing the program?

f) Follow the same procedures as in Number 7, but give your review in the form of a talk development, development by contrast is one of the most forceful.

Exercise 2. Comment on the views expressed in the model essay.

Exercise 3. Write an essay on one of the following subjects:

- a) The pros and cons of television.
- b) On not having a telephone (advantages and disadvantages).

Exercise 4. Translate the following Ukrainian sentences into English. Pay attention to using verbals.

1. Само собою зрозуміло, що соціальну рекламу на загальнонаціональному та комерційних каналах українського телебачення варто збільшувати та поліпшувати її якість. 2. Кореспондент почав готувати цікаву аналітичну статтю про фінансовий розвиток країни в наступному році. 3. З'ясувавши, що до Києва прибуває делегація США для проведення переговорів на найвищому рівні, репортери багатьох видань вирішили взяти інтерв'ю у керівника делегації прямо в аеропорту Бориспіль. 4. Головний редактор газети "Факти" продовжував займатися своїми справами, не звертаючи уваги на студента-журналіста, який проходив практику в цьому виданні. 5. Ми не заперечуємо проти того, що ви будете рекламувати продукцію спільної українсько-британської компанії, яка користується великим попитом в Україні, на телеканалі "Інтер". 6. Олена тільки що закінчила читати цікаву статтю у тижневику "Дзеркало тижня", написану відомим українським журналістом-міжнародником, добре обізнаним з останніми подіями, які відбуваються у світі. 7. Підписавши вигідний контракт із керівництвом телевізійного каналу "1 + 1", журналіст-міжнародник поїхав у відрядження до Лондона. 8. Ви можете розраховувати на те, що представник тижневику "Кореспондент" надасть вам вичерпну інформацію з цього актуального питання. 9. У прес-конференції, присвяченій сучасній економічній ситуації в Україні, взяли участь представники засобів масової інформації, обговоривши шляхи подальшого розвитку держави. 10. Переговори між українською та польською урядовими делегаціями про проведення Євро-2012 велися за зачиненими дверима, але кореспондентам багатьох видань вдалося отримати останню інформацію щодо цього питання, яке, безперечно, цікавить багатьох уболівальників у всьому світі. 11. Отримавши останні повідомлення про офіційні

результати парламентських виборів, відомий політичний оглядач погодився дати інтерв'ю про подальші перспективи політичного та економічного розвитку країни. 12. Подумавши, що головний редактор дуже зайнятий, власний кореспондент, який повернувся із закордонного відрядження, вирішив зайти до нього трохи пізніше. 13. Безперечно, промова, виголошена президентом США під час його інаугурації, не залишила байдужими як його палких прихильників, так і політичних опонентів. 14. Досвідчений журналіст, який консультував репортера-початківця, дав йому декілька дуже важливих професійних порад щодо його майбутньої роботи у програмі "Підсумки". 15. Розглянувши питання про вступ України до Світової організації торгівлі на засіданні Кабінету Міністрів, члени уряду прийняли зважене і узгоджене рішення про прискорення цього важливого для країни процесу, про що широко повідомлялося у пресі та по телебаченню. 16. "Я повинна дуже ретельно обдумати вашу пропозицію, перед тим як погодитися працювати на вашому каналі", - відповіла молода журналістка головному продюсеру каналу "Україна". 17. Перебуваючи у відрядженні в Лондоні, телеведучий каналу "Інтер" скористався чудовою можливістю відвідати визначні історичні місця, зробити фоторепортажі та взяти цікаві інтерв'ю у відомих людей. 18. Помітивши, що дівчина не цікавиться політичними подіями, які відбуваються в Україні та за кордоном, він вирішив змінити тему розмови і почав говорити про сучасний живопис. 19. Проблеми, які детально обговорювалися на засіданні редакційної колегії, варто вирішувати якомога швидше, незважаючи на недостатнє фінансове забезпечення цієї газети. 20. Телеведучий пропустив важливу інформацію про перспективи розвитку 5-го інформаційного телеканалу.

Exercise 5.

1. What style-related difficulties do you expect to appear in translation? How can they be handled? Analyze the vocabulary of the excerpt and answer the questions.
2. What lexical stratum prevails in the excerpt?
3. Find instances of media vocabulary and specify their function in the text.

Exercise 6. Translate the following words and expressions.

A foreign correspondent, a specialist correspondent, round-the-clock reporting, a BBC outlet, a trouble spot, a close shave, a news event, to subscribe to, television documentaries, to suit the political slant, find it hard to do something, to reach total accuracy, the full course of events, to come to mind, appalling drought, to build up, an eyewitness story, strong stuff, the stick-like limbs, to make up, to be rendered acceptable, a broadsheet newspaper, to satellite a report, to break the story, a showman, a live satellite slot, a team-work, a sound recordist, a lighting man, outright insanity, permanent absurdity, to be passed around with admiration, to turn up, to think in terms of stereotypes, to get the atmosphere right, look-at-me television, for good, the wit of the team.

Exercise 7. Translate the following sentences into Ukrainian. Pay attention to the words and word combination in italics.

1. Numerous examples to the contrary might be *adduced* from the history of Catholic Church. 2. You have a wrong *slant* on the problem. 3. He is alleged to have been involved in this *set-up* from the beginning.

4. His technique was *faulty* and his taste was even worse. 5. Your guess seems to be far too wild, *a shot in the dark*. 6. Perhaps it was merely that this *pathetic* look of hers no longer tugged at his heartstrings. 7. You give us just something to go by and we'll *splash the story*. 8. International Aid Agencies focus on *alleviating* poverty. 9. The *mass media* entertain the public by providing an emotional escape from boredom and the realities of life. 10. The judge ruled that the alleged *collusion* by the industrial giants did not constitute a cartel. 11. The media is feeding its *tabloid* appetites with even more local horror. 12. The teacher is not supposed to waste precious lecture time telling personal *anecdotes*. 13. That was a *caveat* in the contract that tried to avoid responsibility for failure. 14. Medicine is a *rigorous* disciple that has no room for error. 15. Libel has become a *vicious* political tool. 16. The rival answered with *vengeful* blows. 17. You should not blame your manager for delegating all the *donkey work* to his subordinates. 18. Even without examining the painting *at close quarters*, the antique dealer could see it was a *flawed* imitation. 19. We are used to the facts being *distorted* in order to conform to the prejudices and values of a certain group. 20. How could he possibly know about the *quirk* of fate in store for him? 21. This job description includes *unrivalled* travelling opportunities. 22. Her novels are simple in plot, *clear-cut* in characterization, concise and lucid in language. 23. The creative team are the *backbone* of any advertising business; its intangible assets. 24. She is known for her shrewd and mischievous *wit*. 25. What a strange *medium* time is: transparent when you look back... opaque when you look forward.

Exercise 8. Read about the BBC news categories and compare them with the ones broadcast in Ukraine. Which of them are relevant, important, unusual? Prepare a news story to illustrate each category.

BBC NEWS CATEGORIES

Whether a news story is local, national, or international, it will usually fall into one or more of the following categories.

Emergencies. The emergency services deal with the high points of human drama - fires, sea or mountain rescues - whenever human life is at risk there is a story. Accidents are a steady but unpredictable source of news, but the larger the area covered by the news service, the more serious these would have to be to warrant coverage, otherwise the bulletins would be full of little else, so reporting of accidents is usually confined to death or serious injury.

Crime. Rising crime rates offer a steady source of news. The larger the area, the more crime there will be, so only more serious offences are likely to be reported. Crime

stories have many phases, from the actual incident, to the police raid, arrest, and eventual appearance in court.

Local and national government. Every action of government - locally or nationally - has a bearing on a potential audience, and whatever affects an audience is news. To prevent bulletins from becoming swamped with items from city hall, news policy is usually to report only the stories that have the greatest effect on the largest number of people.

Planning and developments. Building developments are news which is emerging before your eyes. Big plans make big news, and new projects, leisure complexes, shopping malls and housing schemes which impact on an area are certain to be given the big news treatment in any local newsroom. Nationally the difference is one of scale. Newsworthy developments would include major road-building schemes, new townships, dams and other large projects.

Conflict and controversy. News is about change - events that shape our society and alter the way we live. Conflict is the essence of drama, and the dramatic makes news. This can be physical clashes in the streets or a conflict of ideas - a row at the local council or in Parliament. Where actions or ideas mean upheavals in society, then that conflict is news. Every issue in the public eye has those who are for it and those who are against it. Broadcast journalism can cover what is happening, stimulate debate, and bring important issues into sharper focus.

Pressure groups. Pressure groups are people who have organized themselves to stir up controversy. They either want change or are opposed to it, so their demand usually makes news. Reaction to government policy, events or developments can make an effective follow-up to a story. The reporters seek out the players in the underlying conflict, expose the points of contention and so uncover the news.

Industry. Employment is a major factor in most people's lives, so developments in industry make big news. Be they layoffs or job recruitment - either way they will affect the workforce and prosperity of the area.

Health. Health make news, from outbreaks of mad cow disease to a shortage of blood donors.

Human interest. A human interest story may be defined as an extraordinary thing that has happened to an ordinary person. Soft news is lightweight material that people like to gossip about, such as who has won a contest or discovered a Ming vase in their shed. It is the unusual, ironic, or offbeat; the sort of story that people like to swap in pubs and bars.

Personalities. Visiting personalities, royalty or politicians are usually good for local news items, especially if their visit is linked to a local event or occasion. Nationally, the bigger the name, the more likely it is to make news. The more entertainment a station mixes with its news, the more prominently personalities - especially from show business - are likely to feature.

Sport. Many in the audience tolerate the news only because they know if they stay tuned they will get the latest football, cricket, or rugby results. Local teams and clubs often feature strongly in regional news, especially if they are doing well or badly in their leagues, and this is reflected at a national level.

Seasonal news. Seasonal news includes Christmas shopping, January sales, the first cuckoo, the tourist season, seasonal unemployment.

Special local interest. No two news areas are the same. Each will throw up stories peculiar to its own geography and make-up. Distinguished features give an area its identity. Audience loyalty is built when a station is seen to be providing a truly local news service.

Weather. Regular weather updates are one of the main features in the local news. TV companies spend a great deal of money providing a high- quality weather service. On the national news satellite pictures are often combined with detailed graphics' and elaborate weather maps.

Weather normally follows the news, but at times of extreme conditions, the weather itself will make headlines. Radio comes into its own when there are floods, droughts or serious snowfalls.

Traffic. Next to the weather, the first thing many people want to know in the morning is whether the roads will be clear for getting to work. In car- oriented societies where large numbers commute to work, traffic and travel news can pick up big audiences. These periods are known as drive-time. Radio-stations can give up-to-minute information on which roads are blocked and where there are traffic jams.

Animals. Few items prompt greater reaction from the legions of British pet lovers than shaggy dog stories. Men, women and babies may die in fires but fail to provoke a murmur, but if anyone tries to poison a poodle, the switchboards are likely to be jammed with calls.

Exercise 9. Find in the text words and phrases meaning the following:

an unforeseen or sudden occurrence; the amount and quality of reporting or analysis given to a particular subject or event; a broadcast summary of the news/a periodical publication of an association; to overburden or overwhelm or be overburdened or overwhelmed; dispute, argument, or debate; striking; effective; a strong, sudden, or violent disturbance, as in politics, social conditions; to reveal or disclose, of news coverage; concentrating on trivial stories or those with human interest; not serious; trivial; unusual, unconventional, or eccentric; to trade or exchange (something or someone) for another; the act of updating.

Exercise 10. Find in the text above words and expressions that correspond to the following Ukrainian ones:

свобода преси, збір інформації, висловлювання критики, викривлення новин, замовчування новин, цензура, розповсюджувати інформацію, фабрикувати інформацію, необ'єктивне подання інформації, фальсифікація інформації, виправити неточності, звичайні засоби збору інформації, добросовісний протест, втручання в особисте життя людини в горі, конфіденційні джерела інформації, виконання професійних обов'язків, заохочення, осміяння, упередження, підроблений фотознімок, підтримувати комерційний продукт.

Exercise 11. Give English equivalents for the following words and phrases.

Здобути репутацію, відмовитися від виконання небезпечного завдання, зникати, виганяти, наводити докази, сприймати серйозно, бути на заваді, підписуватися під, скасувати рейс, полегшувати, сенсаційно подати матеріал, вигадувати, не схвалювати, транслювати через супутник, зображати традиційно, мислити стереотипами, закарбуватися у пам'яті глядачів, справляти враження, поводитися брутально, робити репортаж про, миритися з, повідомляти, не дратуватися, не ображатися, обмежуватися, викликати полеміку, формувати суспільство, пліткувати, показувати на екрані, не перемикає канал, збирати широку аудиторію, розповсюджувати інформацію, фабрикувати інформацію, виправляти неточності, спотворювати/перекручувати, дотримуватись правил, підтримувати комерційний продукт.

Авторитетний журналіст, власник, таємна змова, заколотник, жахлива посуха, застереження/протест, старший ад'ютант, зверхність у ставленні, кар'єра, що триває більше... років, стажер, маленька група, цілковите божевілля, відверта брехня, політична позиція (вподобання), точність, брак часу, заплутаність подій, повний перебіг подій, чернетка історії, наступний номер, редактор, розповідь очевидця, сильний матеріал, обкладинка журналу, порядні люди, попадання пальцем у небо, шахрайство/підробка, недоліки, незнання, околиці, оператор, освітлювач, невинні жертви, трактування/підхід, загальний настрої того, що відбувається, протигаз, телеведучий, холоднокровність, чиста совість, командна робота, марудна робота, виверт, кістяк, дотепник, історія з приватного життя, капрал, звукооператор, справжні митці, надзвичайний стан, рятувальні заходи на морі та в горах; постійне, але непередбачуване джерело новин, періодичне видання, правопорушення, облава, проекти будівництва нових доріг, ділянка відведена під міську забудову, дамба, зіткнення/сутічка, орган місцевого самоврядування, продовження історії, предмет суперечки, скорочення робочої сили, добробут, спалах захворюваності, відомі особистості, члени королівської родини, глядацькі симпатії, оновлена інформація/зведення, ретельно розроблені синоптичні карти, час автоновин, чесні методи збору інформації, свобода преси, висловлювання критики, замовчування, цензура, догадка, необ'єктивне подання інформації, фальсифікація інформації, втручання в особисте життя людини, конфіденційні джерела інформації, виконання професійних обов'язків, заохочення, осміяння, упередження.

Доречний, ображений, недосконалий, неблаганний, жорстокий, мстивий, такий, що не має рівних, жалісний, визначений/зрозумілий, підступно спланований, ієрархічний, занепокоєний, прикритий позірною серйозністю, побудований за класовим принципом, самодостатній, переповнений, вартий бути висвітленим у новинах, несерйозний/поверховий матеріал, незвичайний.

Цілодобово, назавжди

Exercise 12. Translate the following sentences into English using your active vocabulary.

1. Коли б наведені вами докази були більш переконливими, вони справили б належне враження на журналістів. 2. Свободу слова нерідко обмежують політичні вподобання власника газети. 3. Усвідомивши, що революція, на яку покладалося стільки надій, була спланованим заходом, народ не буде вірити своїм політикам. 4. Законопроект було визнано недосконалим і тому відхилено. 5. Його зворушлива промова не могла залишити байдужим нікого. 6. У нашого головного редактора хист сенсаційно подавати матеріал. 7. Усі зусилля лікарів були спрямовані на те, щоб полегшити страждання хворого. 8. Перебуваючи у безпосередній близькості до місця подій, інколи важко охопити всю ситуацію і залишатися неупередженим. 9. Ніхто не дивувався, що лідери різних фракцій перебувають у таємній змові проти спікера. 10. Для того щоб зробити атмосферу невимушеною, промовець жартував та розповідав історії з власного життя. 11. Жовта преса - це попкорн для мозку, і тому вона аж ніяк не витіснить серйозні видання. 12. Спотворення фактів у засобах масової інформації може завдати значної шкоди його кар'єрі. 13. Марк - кістяк нашої команди, знаний дотепник, чудовий ведучий, і у красномовстві йому немає рівних. 14. Терористам неважко переконати мстивих вдів підірвати себе у натовпі мирного населення. 15. Для того, щоб вийти з кризової ситуації, ми повинні бути невблаганні як до своїх підлеглих, так і до самих себе. 16. Нерон залишився в історії як один із найжорстокіших правителів Риму. 17. Пісенний конкурс «Євробачення» транслювався через супутник наживо, і тисячі глядачів віддавали свої голоси за конкурсантів. 18. Нас часто звинувачують у зверхньому ставленні до інших видань, та попри все ми першими сповіщаємо глядачам світові новини. 19. Припущення коментаторів щодо перемоги цього кандидата на виборах - попадання пальцем у небо, адже на початку перегонів було цілком зрозуміло, кому вдасться вибороти право стати лідером Лейбористської партії. 20. Попри всі наші застереження, він ніколи не дотримується правил, і ніхто не в змозі примусити його виконувати нудну, марудну роботу. 21. Дивацтво це чи затятість, пам'ятайте, що клієнт завжди правий.

Exercise 13. Cover the column on the right and do the translation into Ukrainian in writing. Uncover the column on the right and compare your translation with the Ukrainian original. Dwell upon the transformations employed.

<p>The National Council is the constitutional, permanent, external agency of State authority accountable to the Supreme Council of Ukraine and the President of Ukraine. The National Council takes part in the implementation of National Policy in licensing television and radio broadcasting, ensures the efficient use of radio frequencies as a national,</p>	<p>Національна рада є конституційним, постійно діючим позавідомчим державним органом, підзвітним Верховній Раді України та Президентові України. Національна рада створюється з метою (...) здійснення державної політики ліцензування телерадіомовлення, раціонального використання природно обмеженого радіочастотного ресурсу держави, реалізації та контролю за</p>
---	---

limited resource and ensures adherence to licensing conditions by the television/radio organizations. The National Council is independent under the authority specified by the Constitution of Ukraine and Ukraine legislation, and acts in the interests of society.	додержанням законодавства України у сфері телебачення і радіомовлення. Національна рада діє в інтересах суспільства і є самостійною в межах повноважень, визначених Конституцією України та законами України.
---	---

Exercise 14. Translate the following text.

Свобода слова належить до базових понять правової держави, а тому потребує конкретних правових та економічних передумов і наявності відповідної національної політичної традиції. З такого погляду класичним прикладом існування незалежних мас-медіа можна вважати Велику Британію - зокрема з професійними стандартами Бі-Бі-Сі, вільними як від диктату держави, так і від сваволі власника. Це не статична ситуація, а постійна динаміка боротьби за свободу слова і професійну незалежність. І (є безупинне громадське обговорення всіх без винятку проблем, які \ вилюють людей. Тому що діяльність британської системи ЗМІ базується на принципах суспільного інтересу, який є головним - писаним і неписаним - законом, головною потребою суспільства. В Україні мас-медіа керуються протилежними принципами, а саме - агітацією, пропагандою і PR.

У повоєнний період, приблизно одночасно в СРСР та у Великій Британії, відбувається усвідомлення необхідності спеціальної журналістської освіти. Якщо у післярадянській Україні основою для цього була надзвичайно ґрунтовна ідеологічна база, то Британія виходила з потреби постійного притоку журналістських кадрів до редакцій ЗМІ, у

першу чергу до Бі-Бі-Сі. Відповідно стандарти освіти в першому випадку диктувалися тоталітарною державою, в другому - потребою редакцій, які до того готували собі кадри самі.

У пострадянський період спекулятивна риторика навколо свободи слова набула нечуваного розмаху, у зворотній пропорції до реального стану справ. Тобто є видимий прогрес, але немає якісних позитивних змін. Скажімо, не можна заперечити наявність свободи слова як такої. В принципі кожен громадянин України може знайти собі такий засіб масової інформації, який погодиться оприлюднити ту чи іншу точку зору. Проте ми не маємо належних мас-медіа, які б принципово вміщували різні, у тому числі протилежні точки зору на своїх сторінках чи у власному ефірі. Свобода слова перетворилася на суспільну профанацію з боку державної влади та великих приватних власників ЗМІ.

(Телерадіокур'єр)

Exercise 15. Debates. Split into two groups and debate your positions in class.

Pros:

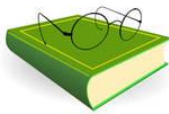
- Television is very entertaining and relaxing.
- Watching television means that you always have something to talk about. You can always say "So, did you see Timoshenko on the telly last night?" This is always a good conversation starter. Television may often be intellectually stimulating.
- People with televisions are usually up-to-date with world issues. To own a TV is to have easy access to the news, which can be helpful if you don't feel like reading a newspaper or using the internet.
- Digital television allows programmes to be seen in different languages.

Cons:

- TV can be very addictive.
- TV distorts your sense of reality.
- TV is unhealthy as it is very easy to become a couch potato.
- TV deprives you of many of the personal communication skills we need.
- TV is a poor substitute for books and leaves no time for them. Too much false information is fed by politicians who own many of the TV stations.

Exercise 16. Round-table discussions. The following topics may be used but your discussions need not be limited to them:

1. Investigative journalism - why is there so little of this in Ukraine?
2. The freedom of the press - should everyone be allowed to say exactly what they think, irrespective of political approval?
3. Censorship - should racism, sexism, swearing and such elements of people's conversations be removed from the air?
4. What place does satire and humour have in political analysis?



II. DISCOVERING MAGAZINES

How can you build a radio for very little money? When will the first man land on Mars? Which singers are the current top ten in the country? Where can you see the life of the gorilla in twenty-two lifelike photographs? How does a peaceful town react when a mob takes it over? How do Mexicans celebrate holidays? What are the new hair and clothing styles? Who holds the record in the pole vault? What are the chances for peace in the world next year? What are the new dance steps? Who is the most important person in the world?

These were topics in a variety of magazines sampled 011 a single day. Such questions, and hundreds more like them, are answered in the many magazines that you

can find in your library or neighborhood store. Pause for a few moments before a rack of magazines. You will probably find it difficult to resist the temptation to look inside one or two that capture your attention. If you are devoted to a hobby, you are likely to come across a magazine written with your interest in mind. If you have become interested in current events, you will discover several magazines on the latest world and local news, each competing for your attention. If you prefer more pictures and fewer words, or more words and fewer pictures, you have the choice. No matter what your interests or your age, you will find a magazine in the rack that will appeal to you.

Notice the variety of magazines listed in this section. As you read the list, keep in mind that these are only a few of the many magazines available to you in the USA:

<i>American Modeler</i>	<i>Aircraft</i>	<i>National Wildlife</i>
<i>American Girl</i>		<i>Newsweek</i>
<i>Aquarium</i>		<i>Numismatist</i>
<i>Audubon</i>		<i>Outdoor Life</i>
<i>Baseball Digest</i>		<i>Popular Electronics</i>
<i>Boys' Life</i>		<i>Popular Mechanics</i>
<i>Co-Ed</i>		<i>Popular Photography</i>
<i>Dance Magazine</i>		<i>Popular Science</i>
<i>Downbeat</i>		<i>Reader's Digest</i>
<i>Ebony</i>		<i>Review of Popular</i>
<i>Electronic World</i>		<i>Astronomy</i>
<i>Field and Stream</i>		<i>Rudder</i>
<i>Flying</i>		<i>Science Digest</i>
<i>Good Housekeeping</i>		<i>Selecciones del Reader's</i>
<i>Holiday</i>		<i>Digest</i>
<i>Horse Lover's Magazine</i>		<i>Seventeen</i>
<i>Hot Rod</i>		<i>Skin Diver</i>
<i>Ingenue</i>		<i>Space World</i>
<i>Life</i>		<i>Sports Afield</i>
<i>Life en Espahol</i>		<i>Sports Illustrated</i>
<i>Mechanix Illustrated</i>		<i>TV Guide</i>
<i>National Geographic</i>		<i>'Teen</i>
<i>Magazine</i>		<i>Time</i>
<i>National Parks</i>		<i>Young Miss: Fun, Fashion and Good Looks</i>

Magazines such as *Popular Photography* offer ideas on things you can do. Others such as *Holiday* point out places you can go, and still others such as *Time* and *Newsweek* tell about the world you live in. Magazines are designed to inform and entertain you at the same time. They can make your life more enjoyable and help you to be a better person.

Magazines usually have two prices. One is the newsstand rate. The other is the subscription rate, which is usually lower since the subscriber orders the magazine for a

year or more. People who are deeply interested in a subject favor subscriptions. But others prefer to scan the magazines in the racks each week and buy those which seem appealing at that time. They would rather pay more to have the freedom of choosing from a variety of competing magazines.

How do you know which magazine is the right one for you? Is there, perhaps, more than one? How many could you become interested in? To find out, go to your school or public library and look at what is available. Be particular as you examine the magazines. The photograph or the words on the cover may attract you and make you curious. Open the magazine and look at the table of contents to get a general impression of the kinds of articles included. Leaf through the pages, and skim through a paragraph here and there. Check out the size of the print. Is it comfortable to read? Glance at the illustrations. Do they get a message across to you? Look at the price. Is it reasonable and within the range of what you can spend? Then, compare the magazine with others of the same kind, and decide whether the competitors offer more or less. Whether you plan to buy or just read a library copy, choose the best.



Thinking It Over

1. (a) If you have read any magazine listed in this section, give its name and tell what it usually contains, (b) Explain why you would or would not recommend the magazine.
2. Some of the listed magazines have titles that hint at their contents. For magazines that you have not read, tell what you would guess each one to contain.
3. (a) What magazines not listed in this section have you read? (b) Why would you or would you not recommend each one?
4. (a) What advantage do some people find in getting subscriptions to magazines? (b) Why do other people prefer to buy magazines from newsstands?
5. Some magazines publish articles with ideas on how to make a stout person thin, a plain woman beautiful, or a weak man muscular in practically no time at all. What is your opinion of a magazine that makes a practice of publishing many such articles?
6. What do you think is the difference between a magazine that is worthwhile and one that is a waste of time and money?



Taking Action

1. Visit your school or public library, and examine the magazines there. Make a list of the ten magazines you like best, putting them in order of your preference. Under the list write a paragraph telling why you prefer the top magazine of your ten. Take into consideration the following:
 - a. The appeal of its reading material

- b. The style in which its articles are written
- c. The number of articles and pages in an issue
- d. The number and quality of the pictures
- e. The size of the print and the type of paper used
- f. The price

2. Prepare a sales talk to be given to the class on a magazine. When you come before the class, act as if you were a salesman selling subscriptions to that magazine. Include in your talk such items as *a* to *f* from Number 1. Perhaps you will want to read a few sentences or show a few pictures from an issue of the magazine to give the class a sample or two of the contents. Make your listeners feel that they really must sign up for subscriptions right away because the magazine is so good. You may wish to start off by introducing yourself and stating your purpose.

3. Quite a few magazines, covering the same subjects, compete with one another. For example, a number of magazines are all about cars; others are about sports; still others are about fashions. Prepare a talk comparing two such magazines that deal with the same subject. Tell the ways in which they are similar and different. If you wish, include such points, as *a* to *f* from Number 1.

UNIT III



STUDENTS' ACTIVITIES C

Exercise 1. Answer the following questions:

1. What is the primary function of a newspaper?
2. How does a newspaper influence public opinion on political matters?
3. What linguistic means are used to indicate a lack of security on the part of the reporter as to the correctness of the facts reported?
4. What are the principles of interpretation and appraisal of the events described in a newspaper?
5. List the basic newspaper language features.
6. Describe the specific features of vocabulary in newspaper writing. Give examples.
7. Comment on the five-w-and-h pattern of sentence structure. Give examples.
8. Describe the grammatical parameters of the newspaper style. Give examples.
9. Comment on the violation of grammar rules in newspaper writing. Can it be considered as a functional peculiarity of the style?
10. What accounts for the lack of emotional coloring and individuality of expression in brief news items?

Exercise 2. Answer the following questions.

1. What is the function of the headline?
2. How are the group headlines different from brief news items?
3. What stylistic devices are peculiar only to headlines?
4. Describe syntactic parameters of headlines.
5. What are the two basic types of advertisements and announcements?
6. Describe the accepted patterns of classified advertisements and announcements in newspaper advertising.
7. Characterize the peculiarities of non-classified advertisements and announcements.
8. What is the editorial characterized by? How are its linguistic parameters different from brief news items?
9. What is the editorial aimed at?
10. What are the essential forms of presenting information to the public in the printed matter?

Exercise 3. Read and translate a report from *The Daily Telegraph*. Comment on the vocabulary peculiarities and syntactical patterns used in the text.

BUSH IS JUST AS BAD AS SADDAM

While President George W. Bush drew applause in America for his plans to destroy the notorious Abu Ghraib prison, in Baghdad yesterday there were only jeers and scoffs. These are just gestures that mean nothing, said Zaineb Hamid, a 30-year-old typist. Anyway, they can just build another jail if they want. Saddam and Bush: they are one and the same.

Bayan Kubeyssi, a professor of Arab literature, said: Abu Ghraib is not the issue. The issue is the way the Americans treat us Iraqis. They must leave at once. Anything is better than this.

If six months ago many educated Iraqis still wanted the American troops to stay, today that support has withered to almost nil. Dhaher Sadoon, 35, who runs a furniture shop in the smart Mansour suburb of Baghdad, is typical of the middle-class

Baghdadi who has turned against them. The situation here is ground zero, he said. There is no security, no life. The Americans simply look after themselves. If they leave, there will be chaos but there is chaos anyway. I would prefer to take my chances as a citizen of a free country. Saddam humiliated us but he never went this far.

In his speech to the US Army War College, Mr. Bush said the destruction of Abu Ghraib would be lifting symbol of Iraqis new beginning. But Hamid al-Bayati, the deputy foreign Minister, said the decision was not one for Mr. Bush to take. It should be left to the new interim government which takes over on June 30, he said.

The reasons for the growing hatred of the Americans are not difficult to fathom. Since they took over, Baghdad has become a virtual war zone. Explosions rock the city day and night.

There are shootings, roadside bombs and banditry is rife. The military reply has been to erect miles of barbed wire and concrete barricades, block major bridges and close dozens of important roads. Many Iraqis are forced to spend hours queuing at US-manned checkpoints in the baking sun. The main motorway to Basra has been requisitioned for sole US military use, forcing locals to make a long detour through bandit-infested towns.

With each attack against westerners, new security measures are enforced. The so-called Green Zone where ordinary Iraqis are not allowed is now far larger than any of the restricted areas Saddam Hussein inflicted on his people.

Meanwhile stories are legion of undisciplined shooting and bullying of

locals. Scores of cars have been crushed by US army.

Falah Jassan Hassim, 37, a co-owner of an outside billiard bar favored by students, said: "If we don't move our cars quickly enough, they smash our windscreens".

Ahmed Hussein, 27, was selling petrol in dirty plastic canisters near Freedom Square, where the Americans famously toppled Saddam Hussein statue. They helped us to get rid of Saddam, he said. But now they must go. Every action they take provokes people further. If they leave, things will be more peaceful.

A restaurant manager in central Baghdad said: "We have got to the end of the movie only to find out that Saddam was the son of the Americans all along."

By Julius Strauss,
May 26, 2004

Exercise 4. Read the following brief news items. What accounts for the matter-of-fact vocabulary and the lack of emotional coloring in these newspaper features?

a) ENGLISH LANGUAGE BELONGS TO EVERYONE, SAYS HOWARD

Michael Howard yesterday called for all immigrants to learn English and to contribute new words from their cultures to make the language even richer.

The Tory leader said the English language was a part of British culture that should be open to all people who chose to live in this country. It belongs to all of us wherever we came from absorption of new words from around the world. But the core of the language remains constant and enables

originally, he told an audience in Birmingham. Spelling out his belief in a form of multiculturalism that has Britishness at its heart, he said language was the most obvious element in society.

It is important that people who come here to live and to work learn the language of the notion, he said. The English language has never been fixed. Its richness springs from its communities to have a dialogue with each other rather than put up barriers.

b) EXPORT OF OLD MASTER HALTED

The Government has temporarily banned the export of an \$8.1 million Old Master bought by a Dutch museum. The ban gives British buyers two months to raise the money for *The Burgher of Delft* and *His Daughter* by the 17th-century Dutch painter Jan Steen. The

painting, which hung in a Welsh castle for 150 years, was bought by the Rijksmuseum in Amsterdam. It is believed to be the most expensive purchase the Dutch museum has ever made.

Exercise 5. Read the article. Comment on its vocabulary and syntactical patterns. Identify its status in accord with the basic newspaper features.

TWO REPORTERS KILLED IN IRAQ

Dominic Timms, *The Guardian*,
Friday, May 7, 2004

The death toll among journalists working in Iraq reached another grim landmark today after gunmen opened fire on reporters, killing two and injuring a third, bringing the number of media fatalities in the Gulf conflict to 30.

The two journalists, who worked for Polish state television, were killed after a car they were driving in ran over a mine and was fired upon by unidentified gunmen, according to Lt Col Robert Strzelecki, a spokesman for Polish forces in Iraq. Waldemar Milewicz was killed together with an Algerian journalist

travelling with him, who has yet to be identified.

The third journalist, cameraman Jerzy Ernst, was wounded in the arm and airlifted to an American hospital. All three worked for the Polish TVP station.

The two men were killed near the town of Mahmoudiyah, 20 miles south of Baghdad, local police said. They were travelling on a highway linking the Iraqi capital with Najaf and Karbala, scenes of fighting between local militias loyal to Shiite cleric Muqtada al-Sadr.

Two CNN journalists were killed in the area in January. Translator and producer

Duraid Isa Mohammed and driver Yasser Khatab died of multiple gunshot wounds after the convoy they were travelling in came under attack.

The latest killings come just hours after US president George Bush appeared on Iraqi TV in a damage limitation exercise, after pictures of US soldiers torturing Iraqi prisoners were broadcast around the Arab world. The PR exercise was widely scorned across the region after Mr. Bush stopped short of making a public apology. When the President of the United States of America comes to Arab TV and tries to talk about this issue, people

are expecting an apology. If he did the apology yesterday, that would be something very, very helpful, said Ilukman Ahmed, a journalist for al-Arabiya TV, who interviewed the president.

Today's deaths bring the number of journalists killed around the world in the last year

to 44, the highest level in nearly a decade, according to figures published by press freedom campaigners Reporters Sans Frontieres.

The majority of the deaths occurred in Iraq, which has turned into one of the most dangerous wars ever for the media. Among them

was Terry Lloyd, the ITN journalist killed at the start of the war in Iraq in March 2003, when his convoy came under fire from American troops.

The president of RSF, Pierre Veilletet, described the last 12 months as a black year.

Exercise 6. Read the article. Analyze the peculiarities of its style pointing out the stylistic devices used. Comment on the headline. Translate the article.

MAJOR BLAIR KEEPS A STIFF UPPER LIP

Andrew Gimson, *The Daily Guardian*,
Wednesday, May 26, 2004

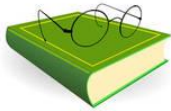
There is an uneasy look in Tony Blair's eyes. Like so many things about our Prime Minister, it is hard to pin down, but when he allows his careworn charm to lapse, he looks disconcertingly vulnerable.

Viewed for an hour from a distance of a few yards at the press conference he gave yesterday, his eyes seemed sad and lonely, while also steely and aggressive. His manner was that of an officer who is far too intelligent to imagine that the war is going well, but who feels obliged to keep his end up and to make the best of the situation, as he remarked at one point.

This is not Dunkirk, but perhaps one of the early engagements

before Dunkirk, when Major Blair's sangfroid and his ability to cheer up even the bolshie men under his command with an amusing remark have been undermined by lack of sleep and by a debilitating sense of strategic confusion.

It is not that Major Blair has lost faith in the strategy himself, more that he is losing faith in other people's ability to see through the fog of battle what an excellent strategy it is. The questions at the press conference were devoted almost exclusively to Iraq, and the Prime Minister's answers often seemed directed more to the Iraqis than to the British people.



UNIT IV

I. RENDERING THE ARTICLE (TEXT ANALYSIS)

Rendering- the way an expression, piece of writing, newspaper article, story etc. is translated or explained, or the way an event, situation, accident etc. is described in essential points and some important details.

1. What is the title of the article?

- The article is headlined (entitled)
- This article (passage) is taken from ...
- The headline (title) of the article is..
- The given extract is a fragment from ...

2. Who is the author of the article?

What is he /she?

Where does(did) he/she work?

What newspaper (magazine, journal) does the writer work for?

- The author of the article is ...
- The article is written by ...
- He/She is known (famous) for ...
- He/She works (worked) as ...
- The journalist always reveals ...

3. Where and when was the article published?

- The article is (was) published in ...
 - It is (was) printed in ... by ...
 - The text (article) is taken from the Internet site / a daily (annual, yearly, monthly, quarterly, weekly) country-wide (foreign, local, national, provincial, regional) issue (digest, magazine, newspaper) (the “name”) .
- e.g. The text is taken from the Internet site <http://www.sciencedaily.com>

4. What is the main idea of the article?

- The main idea of the article is ...
- The author draws reader’s attention to...
- The key problem of the article is ...
- The article is devoted to ...
- The article deals with ...
- The article touches upon the problems (questions) of ...
- The purpose of the article is to give the reader some information on ...
- The aim of the article is to provide the reader with some material (data, facts) on

5. What are the contents of the article? (topics, problems, questions, some facts, names, figures)

- The author starts by telling (reporting,informing) the reader of (about) the events
- The author writes (states, stresses) that ...

- The reporter reveals the lacks (drawbacks, shortcomings, faults, problems, evils) of ...
- The article treats the wide range of topics:...
- The passage is about ...
- According to the text the author describes (portrays, shows, analyses) ...
- The article goes on to say that ...
- In conclusion the writer exposes (approves, condemns) the achievements (results, deeds, activity, sayings, one's speech, claim, etc.)

e.g. The author of the article describes the exhibition of watercolours paintings. Many rare exhibits were displayed, some of them had never been exhibited anywhere else. The paintings of different artists were hung in such close proximity to each other, which was, to the author's conclusion, so exciting.

6. What is your opinion of the article?

- I found the article interesting (dull) because...
- It is of no value to my mind.
- In my opinion the article contains some important (incredible, strange) facts.
- As for me it is too hard to understand
- To my mind the language of the article is very (a bit, somewhat) complicated.
- It is readable and easy to understand because ...

e.g. I've found the article interesting, because it shows the events, which are not visible now. Unfortunately, exhibitions of such kind are not popular nowadays. Our life is in a hurry to do our career or business. Sometimes we think, that TV or the Internet can give us enough information. But it is necessary to stop, see and watch the beautiful moments of our being.

SAMPLES OF NEWSPAPER ARTICLE RENDERING

Death Sentence Carried out in Belarus

The execution of convicts by firing squad in the heart of Europe, in the 21st century, is an act of barbarism

By Ihor SAMOKYSH, The Day.

Europe condemns Belarus for executing the "Minsk terrorists." It is echoed by the Ukrainian Foreign Ministry's statement: "Ukraine is known to have consistently supported the ban on capital punishment in Belarus, in accordance with the generally accepted European criteria." How did the

Belarusian public respond to the execution? More on this in the following interview with Andrei POLUDA, coordinator of the Human Rights Watchdog Against the Death Penalty in Belarus, representative of the Viasna Human Rights Center.

“Interestingly, Belarusian society showed a different attitude to capital punishment than 1.5-2 years back. Two convicts were shot by firing squad in July 2011, after two who had been shot in 2010. No such painful public response previously. Today this issue is on everyone’s mind. Representatives of [what is supposed to be] Belarusian civil society say they don’t trust the existing judicial system.”

Belarus is the only country in Europe with capital punishment. How do Belarusians feel about this?

“Our political leadership could have used political will to suspend or ban capital punishment. Well, it is still there. Those ‘upstairs’ often refer to the 1996 referendum when death penalty was on the agenda. Another reason is that every individual is exposed to emotions. However, the state has no right to act on an emotional basis; its every decision should be well-considered and unbiased.”

Does your society believe that the convicts were actually responsible for that act of terrorism?

“I attended the trial which left me and others with more questions than answers. My position doesn’t allow me to assess the performance of the people

who ruled that the two be shot by firing squad. All I can say is that we are against capital punishment, and that the shooting of convicts by firing squad in the heart of Europe, in the 21st century, is an act of barbarism. Such actions on the part of law enforcement agencies cause problems for the victims’ relatives. Our law doesn’t say where and when a convict is executed. There is also the ‘death corridor’ which means the period of time between the verdict and execution, with the convict waiting for the prison guards to lead him to his death every day, every night.”

How are you faring as a human rights activist?

“Death penalty is a complicated issue. The relatives of Dmitri Konoval and VladislavKovaliov were on our long cooperation list. Every such contact is a shocking experience. Every such case is a serious challenge because you know you’re trying to save someone’s life. If they are guilty, let them serve their prison terms, so long as they stay alive. What made this situation shocking was the fact that those ‘upstairs’ seemed to keep the intrigue. The whole issue was exposed to public debate and we hoped VladislavKovaliov stood a good chance of receiving pardon.”



Vocabulary:

- convict –каторжник, засуджений;
- sentence –вирок, судові рішення;
- barbarism – варварство, дикунство, некультурність, варваризм;
- condemn– засуджувати, присуджувати, визнавати виним;
- capital punishment — найвищамірапокарання;
- ban – накладати заборону; забороняти;
- response –відповідь, реакція;
- suspend– тимчасово припиняти; відкладати;

- penalty– покарання, кара;
- unbiased – безсторонній, неупереджений, безпристрасний;
- verdict– вердикт, рішенняприсяжних

RENDERING

The information comes from “The Day” newspaper.

The article is entitled “Death sentence carried out in Belarus”. The author of the article is Ihor Samokysh. The number of the issue is 19. The issue dates back to March 27, 2012.

The article deals with the issue of capital punishment in Belarus.

The journalist draws the reader’s attention to Belarus, the only country in Europe with capital punishment. The author states that the representatives of Belarusian civil society say they don’t trust the existing judicial system. The attitude of Belarusian society to capital punishment has changed over the last few years. According to the text Andrei Poluda, coordinator of the Human Rights Watchdog against the Death Penalty in Belarus, representative of the Viasna Human Rights Center, says that Belarusians are against capital punishment, and that the shooting of convicts by firing squad in the heart of Europe, in the 21st century, is an act of barbarism.

In conclusion I would like to say that capital punishment is the practice unacceptable to the civilized society. Nobody has the right to decide whether a person should live or die. In my opinion people who have been found guilty of a felony should be given a life sentence.

SAMPLE TEXT RENDERING (ANALYSIS)

The given text is taken from the Internet site www.day.kiev.ua. The title of the article is “Standards for ‘green’ tourism raised”. It is written by Lesya Shapoval.

The text is about the campaign introducing and popularizing the ecological certification in Ukraine. The author of the text explains the importance of ecological certification for Ukrainian hotels and restaurants. She finds green tourism an interesting form of recreation, harmony with nature and suggests that the presence of ecological certification should be a sign testifying to the ecological commitments of a certain site that helps Ukraine to comply with European ecological standards and to be capable to accept European tourists, in particular, on the eve of the Euro-12.

I’ve found the article interesting and quite topical because after visiting the beautiful places in Ukraine, seeing its endless steppes, fields of sunflowers and golden wheat, admiring its natural amenities, you will be sure that green tourism in Ukraine has all the preconditions for an increase. It plays an important role in the development of small business in agrarian regions, helps villagers to improve their financial position as it attracts foreign tourists greatly. It is of great importance and the Ukrainians should do their best to promote its development in Ukraine



II. SUMMARIZING THE TEXT (COMPRESSING)

Summarizing- *shortening of texts that give the main facts or information about something without giving any of the details or explanations. Summary is a short version of the original text, a brief account giving the main points of a matter.*

Summarizing, or making a summary, is necessary in a variety of everyday situations. You will need the ability to summarize when you answer an examination question, when you make notes at a lecture or write a business letter, prepare a paper based on collected material or write down a recipe for a honey cake. In written practice, is training in style, its ultimate aim being the ability to present ideas, clearly and concisely expressed, in a logical and readable form.

There are two types of summarizing: **I. free summarizing, and II. precis-writing.**

I. The free summary *is an outline of some broad topic containing only the essential points and expressed in the minimum number of words.*

One of its varieties is **the synopsis**, i.e., *the summary of a book usually standing at the beginning of the book to tell the reader what it is about.*

Below is a very brief outline of the plot of the film *Things to Come* (1936) based on H. G. Wells' book *The Shape of Things to Come: The Ultimate Revolution*.

"The film depicts a ghastly world war, beginning in 1940 and lasting for a quarter of a century — by which time the Dark Ages have returned. Ultimately humanity is saved by a group of technocrats who succeed in restoring order and paving the way for progress. By the 21st century, the world is a technical paradise—but there is trouble in this paradise. The trashy, ever-romantic populace craves excitement, having found progress incompatible with happiness. In the end, the first moon shot is carried out as a means of reminding mankind that its real task is not flabby self-satisfaction, but rather the disciplined conquest of the unknown."(107words)

Read carefully the following synopsis:

H. G. Wells. The Invisible Man.

The fanatical, ghoulish and triumphant researches of a student of chemistry obsessed with the idea that it is possible for human beings to be made invisible. (26 words)

II. Precis-writing, *a more formal type of exercise, consists of "summarizing the contents of a paragraph, a passage, a chapter, or of a letter, a document, but not of a full-length book. It involves a close study of a piece of prose and setting forth of everything of importance in it in a third or a quarter of the existing length.*

It should be understood from the outset that a precis does not express the "thought" of a passage, for the "thought" cannot be divorced from the words and, consequently,

the passage cannot be expressed more concisely than its original length. The precis involves the summarizing of the gist of a passage and the exclusion of minor points. It is essential, therefore, that you should understand completely every shade of meaning in the passage to be dealt with. The finished summary effectively shows any vagueness in the understanding of the passage. Conversely, a good precis is a sign of a good brain.

Another important point to note at once is that you should use only the information taken from the passage.

When you summarize a text, you need to select the key point in each paragraph. The main point is usually made in the **topic sentence**. This is generally the first sentence of the paragraph, though it may appear in other places, including at the end. You must identify one important **idea that supports** the topic sentence. To write a summary, you must understand the original text. You should use your own words when summarizing. You must not include any quotations from the text or change the order of the ideas in the original text. You also need to **paraphrase** the important points to express them in a shorter way.

e.g.

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.

Topic sentence: *teenagers see the world as a smaller place than it appeared to their grandparents.*

Supporting idea: *this is because of cheap air travel, email, mobile phones ...*

Paraphrasing. *For young people, the world is now much smaller because of new technology and cheap air travel. The most influential innovation is probably the Internet.*

One of the most important aspects of summary writing is being able to shorten text, including shortening your own text. There are the following ways of shortening:

a) **removing examples;** e.g.

... global companies such as Adidas and Toyota even have outlets there.

→ *There are even outlets of global companies.*

b) **ellipsis** (cutting out repeated words); e.g.

People can meet new friends through sites like ~~these~~, they can renew old acquaintances through sites like Friends Reunited and they can also play games with each other in virtual worlds such as Second Life. People can meet new friends, renew each acquaintances and play games with each other.

c) **joining clauses;** e.g.

Many people watching 'sabre boy' wielding an imaginary light-sabre, and laughing out loud at his antics. Many people remember laughing at 'sabre boy' wielding an imaginary light-sabre.

eg. Do not include ideas you would yourself have expressed on the same subject.

e.g. The passages offered as a first step are provided with questions. The answers, if given correctly, will bring out the main points of the text. You are advised to observe the following rules:

- (1) the answers must be written within the number of words indicated. (Remember that articles and prepositions are also words!)
- (2) no introductions or conclusions are to be made;
- (3) express your answers in your own words as far as possible, but if the words of the original, carefully selected, come more easily, by all means use them;
- (4) there is no room in a summary for repetition and circumlocutions; avoid wordy phrases containing colourless words like *character, nature, case, manner, kind, sort*, for example, *of a courageous character* for *courageous* or *brave*, *of various kinds* for *various*, *different*, *in many instances/cases* for *often*, *in spite of the fact that* for *although* and *so on*.

The passage that follows can serve as a model.

The National Trust

The National Trust really means what it says. It is an association of men and women who seek to preserve places of historic interest and natural beauty; it is not a Government department, sustained by compulsory taxes, but a charity in the legal sense, depending for its existence on the voluntary support of the public. How it grew up is a story that throws a revealing sidelight on how things get done in Britain. Although it started as long ago as the mid-nineties and has, since the last war, been growing more and more effective, its exact position in the social and economic life of the nation is still widely misunderstood.

Average citizens, deafened by the laments of well-meaning people who cry havoc at any and every proposal to pull down a building" or to build on an open space, are inclined to take a plague-on-both-your-houses line. They suspect that many of the preservers are unreasonable. On the other hand, they are equally suspicious of the crocodile tears of official and unofficial despoilers. Their instinct is sound. Much cant is talked about preservation;

vandalism, sometimes commercial, sometimes bureaucratic, is rampant throughout the land. That is why the role of the National Trust has become increasingly significant. Before it takes properties, urban or rural, under its aegis, it screens them in a civilized and businesslike manner. The case for saving them from change or destruction has to be made out not merely on grounds of sentimental nostalgia, but because genuine historic or aesthetic values are at stake.

Two men and a woman began it. Canon Rawnsley, whose heart was in the Lake District, Sir Robert Hunter, a solicitor who loved the Surrey open spaces, and Miss Octavia Hill, that indefatigable doer of practical good works, were the founders in 1895. Their embryo Trust was first incorporated under license of the Board of Trade as a public company, not trading for profit, with power to acquire and preserve for the nation places of historic interest or natural beauty. Their first property was a small stretch of cliff overlooking the Barmouth estuary in North Wales, and to this was soon added the fourteenth-

century timber-framed Clergy House at Alfriston in Sussex. The pattern had been set.

(from *Graded. Comprehension for Advanced Students* by D. Fisher and J. Day)

1. What is the National Trust? How did it start and grow up? (70—75 words).

2. Why has the role of the National Trust become increasingly significant? (50—55 words)

Possible answers:

1. *The National Trust is a public organization with "power to acquire and preserve for the nation places of historic interest and natural beauty" and sustained by the voluntary support of the public. Founded in 1895 by Canon Rawnsley, Sir Robert Hunter and Miss Octavia Hill, it has become especially effective since World War II. Its first acquisitions were a stretch of cliff in North Wales and a fourteenth-century Clergy House in Sussex. (71 words).*

2. *Destruction of the environment continues on a great scale and can be prevented only by a well-organized campaign supported by the public. Average citizens, however, confused by over-enthusiastic preservers and, on the other hand, deceived by the "crocodile tears" of despoilers, are inclined to be indifferent and inactive. (48 words)*

Note that Answer 1 retains the vocabulary of the original, with the structure of sentences changed. Answer 2 is given "in our own words". You may use either approach to suit the circumstances.

Passages 1—2 are provided with questions which bring out the main points of your summary. The questions do not follow each passage closely, the aim being, where possible, to encourage you to use your own words. The number of words is not indicated for each question in Passages No 1 and 2, so you should use your own judgement and vary it according to the relative importance of each point.

Finally, to summarize a passage entirely on your own you are expected to find all the points in each piece for yourself. Follow the next rules:

Rule I: Read the passage carefully two or three times to be sure that you know what it is about. Isolate the main idea of the piece, state it to yourself and supply a meaningful title. With the title in mind, read the passage again to see how it is constructed, or, in other words, how the main idea is developed. While reading you have to observe the progress of the development, the windings of the thought which will enable you to follow Rule II;

Rule II: Divide the passage up into its sections, using paragraph divisions as a guide. Bear in mind that some paragraphs may be more "packed" or "dense" than others (that is, the thought is expressed with more economy) and that you should take more material from there for your precis.

Rule III: Vary the number of words allotted for each section of the passage depending on the density of thought. In order to ascertain the relative density of the sections, write in your rough note-book the important words and phrases and use them in making rough notes on the important information of each division. Then, putting

aside the original, write the draft of your summary, and count the number of words you have used.

In the rough draft it is likely that you will go well over the word limit. Correct your draft carefully, bringing the number of words down to the set limit. In doing so, use the methods of *generalization and substitution*. **Generalization** involves making a general statement instead of mentioning a number of individual points. **Substitution** means choosing a single word for a phrase and a phrase for a clause or sentence; a noun is often a satisfactory substitute for a noun clause, an adjective for an adjective clause, etc. Here are two examples:

1. *Because I could not remember where I had left my car, I walked down street after street looking carefully at all the parked cars.*

1a. *Unable to remember where I had parked, I went down street after street looking carefully at each car.*

2. *The Captain did not know for what port he was bound or why the expedition was being undertaken. His orders were contained in a sealed packet which was not to be opened until he was 200 miles out to sea.*

2a. *The Captain sailed under sealed orders for an unknown destination.*

When you have brought your precis to within the prescribed limits, re-read the original and compare it carefully with your precis, to make sure you have omitted nothing essential. Write a fair copy of your precis, stating at the end the exact number of words you have used.

Some more advice will probably not be amiss. Remember that in a summary reported *not direct speech is used*. Archaic words are replaced by ones in modern use. See that your precis reads smoothly as a piece of continuous prose. The sentences in the summary must follow one another in an orderly and logical sequence. Vary sentence beginnings by using such phrases as: *At this point ... ; On the other hand ... \ In this way ... \ In this respect ... ; etc.*

Use conjunctions and connectives, such as: Nevertheless .. . ; However, .. . ; Despite . . . ; Moreover ... ; Therefore, .. . ; Although Verbals can also be used, e. g.: Being . . . ; In doing ... ; Having . . . ; After having ... , etc.

If all these requirements are fulfilled, the summary becomes an original composition. However mechanical an exercise summary-writing may seem, it is in fact a step further on the road to complete independence in your writing.

*

Exercise 1. Read the following passage carefully and then summarize it.

It has been one of the most destructive modern prejudices that art and science are different and somehow incompatible interests. We have fallen into the habit of opposing the artistic to the scientific temper; we even identify them with a creative and a critical approach. In a society like ours which practices the division of labor there are of course specialized functions, as matters of convenience. As a convenience, and only as a convenience, the scientific function is different from the artistic. In the same way the function of thought differs from, and complements, the function of feeling. But the human race is not divided into thinkers and feelers, and would not long survive the division . . .

The arts and sciences have for some time now been in competition for the most lively young brains. This competition is itself the clearest evidence that good minds can fulfil themselves as well in one as in the other. Here in fact is one of the few psychological discoveries of our generation to which we can hold with a reasonable certainty: that the general configuration of intelligence factors which distinguish the bright from the dull is the same in one man as another, in the humanist as in the scientist. We are divided by schooling and experience; and we do differ, though we differ less, in our aptitudes; but below these, we share a deeper basis of common ability.

Many people persuade themselves that they cannot understand mechanical things, or that they have no head for figures. These convictions make them feel enclosed and safe, and of course save them a great deal of trouble. But the reader who has a head for anything at all is pretty sure to have a head for whatever he really wants to put his mind to. His interest, say in mathematics, has usually been killed by routine teaching, exactly as the literary interest of most scientists (and, for that matter, of most non-scientists) has been killed by the set book and the Shakespeare play. Few people would argue that those whose taste for poetry has not survived the School Certificate are fundamentally insensitive to poetry. Yet they cheerfully write off the large intellectual pleasures of science as if they belonged only to minds of a special caste. Science is not a special sense. It is as wide as the literal meaning of its name: knowledge. The notion of the specialized mind is by comparison as modern as the specialized man, "the scientist", a word which is only a hundred years old.

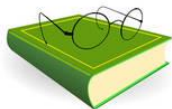
(from *The Common Sense of Science* by J. Bronowski)

Exercise 2. Practice writing similar summaries of the following:

- 1) The plot of a science-fiction novel or film (maximum number of words: 150).
- 2) Description of the job of a guide (not more than 100 words).
- 3) The plot of a book for home reading (100—150 words).

Exercise 3. Make synopses of some of the following books. Compare your summaries with the partner's one.

- 1) H. Rider Haggard. *King Solomon's Mines*.
- 2) Charles Dickens. *A Tale of Two Cities*.
- 3) Lewis Carroll. *Alice in Wonderland*.
- 4) Daniel Defoe. *Robinson Crusoe*.
- 5) Charlotte Bronte. *Jane Eyre*



III. ANNOTATION

Annotation- short notes to a book or piece of writing, especially of some literary or research work to explain the idea, contents and purpose of it.

Scheme of writing an annotation to the research

1. The title of the text (article, thesis)

2. The name and surname of the author and the title of the research.

e.g. Ivanchuk I.M. Topos of Hutsul land in the works of Kaetan Abgarovych and Yuriy Fedkovych.

3. The theme of the research.

The article discusses... *or* The work is devoted to... *or* ...is studied in the research.

e.g. The article is devoted to the complex comparative research on the topos of Hutsul land in Kaetan Abgarovych and Yuriy Fedkovych's prose works that is studied in the context of Ukrainian and Polish cultural borderland of the period of the Habsburhs' Empire.

4. The main directions of the research.

The work analyzes ..., defines..., introduces..., represents..., indicates..., traces..., clarifies... .

or

... is/are analyzed, ... is/are defined, ...is/are introduced, ...is/are represented, ...is/are indicated, ...is/are traced, ...is/are clarified in the given work.

e.g. During the system analysis of the topos structure of the literary depiction of the Carpathian Mountains region in the Polish and Ukrainian artists' texts the palimpsest essence of the mountain landscape is clarified; the peculiarities of the sounding of the antinomy "town/village" in the Carpathian discourse are analyzed; the image of Hutsul land as a community of communities is traced; the peculiarity of creating the image of the borderland person that is represented in the Hutsuls' personages is highlighted; the special features of gender coexistence in the space of cultural borderland are revealed.

5. Key words.

e.g. **Key words:** Hutsul land, topos, image, borderland, iconography, town/village, gender.



SAMPLE ANOTTATIONS

Ivanenko T. V. The typology of semantic and grammatical relations in prepositional constructions of the English and Ukrainian languages.

The thesis suggests a new approach to the contrastive and typological study of the semantic and grammatical relations of prepositional constructions in the English and Ukrainian languages. The paper introduces the methodology (principles and criteria) for comparing the Ukrainian and English prepositional constructions; defines the semantic structure of prepositions, which consists of a set of the seme's characteristics; determines the types of invariant-variant semantic relations and types of variant (grammatical) relations of prepositional constructions in English and Ukrainian

languages; indicates common and distinctive tendencies in the development of prepositional systems of collating languages.

Key words: prepositional constructions in the English and Ukrainian languages, semantic structure of prepositions, seme's characteristics, invariant-variant semantic relations, variant (grammatical) relations.

Andriyenko A.A. The problem of the localization of Pokuttya in the Polish ethnographic researches of the 19th – the beginning of the 20th century

The researchers' considerations concerning the border localization of Pokuttya as one of the oldest historical and ethnographic regions (districts) of Ukraine are studied in the given article. Attention is paid to the Polish ethnographic researches of the 19th – the beginning of the 20th century. The authors of these publications became interested in studying the Ukrainian folklore of Galicia and were the first who have tried to classify, systematize and to interpret it scientifically.

Key words: historical and ethnographic region (district), Pokuttya, Galicia, Bessarabia, ethnographic researches, folklore.

© Ivan Ivanenko

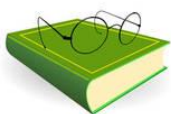
IN THE EMBRACES OF MERGING...SNYATYN DISTRICT IN THE YEARS OF THE NATIONAL LIBERATION STRUGGLE OF WESTERN UKRAINIANS

(1918-1919)

The article discusses the forms of intensification of the national movement in Snyatyn district of Galicia before the downfall of the Austrian and Hungarian Empire and the beginning of the Ukrainian revolution in the west of Ukraine.

The author described the formation of the branches of the Ukrainian authorities in the region during the November breakdown in 1918, and showed the peculiarities of the legislative ensuring of the process of the formation and activity of local authorities and government, law enforcement bodies, armed forces. Attention is drawn separately to the prerequisites, course and consequences of the Romanian occupation of Snyatyn district.

Key words: Snyatyn district, Pokuttya, Galicia, Bukovina, public meeting, district councils, armed forces, judiciary, occupation regime, military administration.



IV. INTERVIEWING

Interviewing - is a speech skill used every day by people who work for television and radio stations or newspapers and magazines. Besides, people are always doing

research for themselves or their employers by interviewing others. You yourself can get needed information by means of an interview.

Interviewing requires politeness, tact, and the ability to ask the right questions and keep to the point. A good interviewer is polite, friendly, and respectful, and sincerely shows that he really wants the information that the other person can give. The interviewer is tactful, keeping in mind that some questions may be too personal or embarrassing. He prepares in advance by deciding on the main questions to ask, and then he tries to keep the discussion to the point.



Taking action

1. Cut out of the job ad section of your newspaper that interest you, and glue them on paper for display on the bulletin board.
2. Make a list of all the jobs that you think would be interesting to you. Next to each, write one major benefit you would get out of having that particular job. Be prepared to read your list to the group.
3. Interview a friend or relative in your neighborhood who has an interesting job. Got down the information gained from the person, either during the interview or shortly afterward. Pre pare to give a talk to your group telling what you learned from the interview.
4. Make up a list of questions that you imagine an employer might ask you someday when you apply for a job. Try to cover all of the items of information an employer would want.
5. Role playing: Arrange with another student in your group to act out a scene in which you apply for a job with his company.

You and the other student will decide in advance what kind of job you want. The other student will be the employer interviewing you. Your job will be to answer each of his questions. The group will judge how well the "employer" raises questions to get the needed information and how well the "job seeker" succeeds in achieving his goal.

Exercise 1. Read the following piece about basic types of interview.

Interviewers are brokers of information. Their skill lies in matching the interviewee's desire to put particular spin on a situation to the viewer's inquisitiveness and need to learn the dirty truth. The interviewer's art is to tease out the story in the subject's own words, while making sure every word will be clearly understood by the audience. The BBC says that there are three basic types of interview:

- 1) the *hard exposure interview* which investigates the subject;
- 2) the *information interview* which puts the audience in the picture;
- 3) the *emotional interview* which aims to reveal an interviewee's state of mind.

Exercise 2. Read and discuss the text. Translate the words and phrases in bold into Ukrainian, then use them in situations of your own.

Philippa Heap is a TV reporter for Anglia TV. In this interview, she reveals how she got into television news and offers tips to others who would like to follow in her footsteps.

What does a television reporter do?

The main role of a TV reporter is to present the news in a **digestible format** to the viewers. In the morning, I am given a **story to chase** by my news editor. I research the topic and then set up the interviews. I'll then go out with a cameraman to film the material that's needed **to compile the report**. When that's done, we both come back to the office and I'll write a **script**. The cameraman will then edit the piece with me for the main Anglia News program at six o'clock. I may also **have** to present the report as a part **of a live broadcast on location**.

What's the best thing about working as a television reporter?

Firstly, no two days are ever the same! One day you could be reporting on a murder trial, the next you could be filming the Queen! Secondly, if you're nosy, then being a TV reporter will suit you. It's interesting to be privy to things before the general public, and then to be the first one to tell them. Lastly, you're on TV!! It's a great buzz.

What's the worst or hardest thing about the job?

For me, the worst thing is having to do "**door knocks**". This could be when someone has died in an accident or has been murdered, and the reporter is sent to knock on relatives' doors to get an interview. I think it's the worst part of the job.

What skills and personality traits do you need to be a successful TV reporter?

You have to be fairly **thick-skinned** and be able to react quickly to breaking stories. If you have a good **grounding** in journalism, you can't go wrong. It's also important to look smart on screen.

How would you advise people to prepare themselves for a career in TV journalism?

- Get an NCTJ qualification - in my experience, many broadcasting companies require it
- Get a grounding in radio, newspapers or a news agency first
- It's very competitive, so the more experience under your belt, the better
- Be prepared to deal with **setbacks**, but don't give up

Expect to work long hours - at the drop of a hat you could be **whisked off** anywhere at any time of day or night!

Finally, get a warm coat! It's essential for those hours spent waiting outside various buildings for something to happen.

Exercise 3. What type of interview, according to the BBC, does it belong to? Prove your viewpoint.

Exercise 4. Go through the questions again and suggest your answers. Role-play the interview in pairs changing the way you think the answers could be given.



V. REPORTING ON A NEWS ITEM

Reporting – is a presenting of some news items which you have read in the newspaper, magazine or heard on radio or TV. You get useful practice in discussing news stories by preparing a report for the group on one story in the newspaper that particularly attracted your attention.

Newspaper editors have to know what people are like and what they like to read about. An editor who thought news stories in his newspaper should deal with only one subject, such as accidents or crimes, would soon lose many readers. The good editor balances his news coverage so that it pleases many different types of readers—the voter trying to decide whom to elect, the science-minded person wondering about the success of a space venture, the sports fan wanting to know the results of a game, or the banker worrying about the money problems in Europe. Many adults use news stories as the topics of their conversations.

To get ready to make your report, keep in mind these points:

1. Clip out of the newspaper the story that interests you. Bring it to auditorium so that you can refer to it if other students ask questions.

2. Write out your report and memorize it well enough so that you won't have to *read* it to your groupmates. You do not have to remember every word on the paper. A quick glance at it should remind you of the ideas you want express. Then you will be able to look up and *talk* to the group.

3. Include in your report such items as these:

- An opening statement explaining why you chose to report on this news story
- Any or all of the *who, what, when, where, why, and how* points
- Any other important or interesting details
- A concluding sentence summing up or giving your report a strong close



Thinking It Over

1. Why does a newspaper editor include various types of news on the front page instead of concentrating on only one kind?
2. What different types of news stories have you read in the paper recently?
3. Why do newspapers publish so much bad news?
4. What main points does a reporter try to cover in his news story?
5. Where in his story does the writer put the least important points? Why?
6. How is a news story different from an editorial or a feature column?

7. A reporter is covering a political meeting at which two candidates for the office of mayor are speaking just before election. Why should he not let his own feelings get into the story that he writes?
8. Why would a class enjoy hearing someone *giving a talk* instead of *reading from his paper*?
9. What should be included in an interesting talk on a news story?



Taking Action

1. These headlines are from five newspaper stories. Imagine that you are the reporter who wrote each one. What specific questions would you probably have asked to get the information for the story?
 - a. RENTED BOAT SINKS IN GULF-11 RESCUED
 - b. 5 ARRESTED FOR DISORDERLY CONDUCT
 - c. NEW STADIUM TO BE BUILT
 - d. AWARDS GIVEN FOR HEROISM
 - e. PRESIDENT VISITS LOCAL SCHOOL
2. Using a single copy of a newspaper, the teacher or a student will read aloud the headlines of news stories. After each headline is read, members of the class will tell what specific items are probably included in the story. Those who have read that news story in the paper may participate as well as those who have not.
3. Prepare a talk to be given to the class on a news story from today's paper. Choose one that you consider important and interesting. When giving your talk, feel free to glance at your notes, but avoid reading from the paper. After you conclude, answer any questions the class may have. For that purpose have the clipping of the news story with you.
4. Bring to class clippings of two news stories and two articles or features that are not news stories. When you are called on, read the first paragraph or two from one of your clipping.

CHAPTER IV

DEVELOPING PRACTICAL SKILLS



STUDENTS' ACTIVITIES

Exercise 1. Use the techniques described above to shorten the following.

1. The Internet helps solve crimes, it helps raise money for charities and it even helps find missing children through website designed for that purpose.

2. International shopping is now common with people buying all sorts of goods from sites such as Amazon, the online retail site, and the international auction site, eBay.

3. He has now become a TV celebrity with his own TV series 'The Apprentice', which is a reality TV show where a group of young business people try to win an important position in Alan Sugar's company.

4. Globalization is only good for those who are already economically strong. It's the big multinational companies who really benefit, and it worries me that sometimes they seem to have more power and influence over our lives than elected governments. Some of them are actually richer than whole countries, which must be a bad thing.

5. As British power waned in the 20th century, Americans faced starker choices. With the British Empire no longer able to provide political and economic security worldwide, the United States had to choose between replacing Britain as the linchpin of world order with all the headaches that entailed or going about its business in a disorderly world. In the 1920s and 1930s, Americans gave this latter course a try; the rapid-fire series of catastrophes – convinced virtually all policymakers that the first course, risky and expensive as it proved, was the lesser of the two evils.

Exercise 2. Choose the topic sentences in the given article and identify the supporting ideas. Make the summary of the text.

Radio and Television Broadcasts and Programmes

Broadcasting is usually in one of two basic categories, **live or recorded**, although invariably it is not quite as simple as that.

Live broadcasting is most often termed an 'outside broadcast' when it takes place away from a TV (or radio) studio. Typical events are sports fixtures, on-the-spot news items, political events - even the Eurovision **Song Contest**. In those instances, the broadcaster provides commentary, and the commentators speak over the events in order to describe and explain. In many countries, such outside broadcasts are usually complemented by a live studio panel of celebrities and/or experts, who give their views aside of the commentators.

But live broadcasting can also be studio broadcasting and then frequently in front of an audience. Many European countries like this approach, so that the actors perform better in front of people instead of just cameras, while in the USA most such programmes have no real audience but an added "**laughter track**" to simulate the acute nature of, particularly, live comedy. Many of the best political programmes are live, as the viewers or listeners feel that manipulation by editing cannot occur.

Programming can also be put into two very basic categories - scheduled programming and special coverage. The latter is when the planned schedule is interrupted for what was once called a "**newsflash**" but is more commonly now

"**breaking news**". If such events are sufficiently important, then the planned schedule may be suspended while coverage and analysis is rapidly implemented



TEXT I.

1. Read the article and add three more points necessary for leaders. Prove your choice and compare it with your partners.

LEADERSHIP

What does it need?

There might be a lot of leaders in your area, but there are only a few who know exactly what makes a good leader. As a leader, you're expected to bring you and your team to success. As a leader, your team looks up to you for guidance and support. Wanting to know what makes a good leader is already the first step to achieving your goal. However, there is always room for improvement. Read on and find out how you can become an effective leader.

1) Teamwork

A leader might be the head of the organization or team, but he or she cannot function well without teamwork. Unfortunately, a lot of leaders let their position get into their heads. They move without consulting the rest of the team. What makes a good leader is a sense of teamwork. Although you might be the one calling the shots, you can't completely disregard the people you're responsible for.

2) Strength

Another important factor of what makes a good leader is strength. Whether it's strength in making a decision, or strength in overcoming challenges, a good leader knows not to show weakness. A great leader doesn't cower from the enemy. He or she doesn't fear challenges or obstacles; but instead, he or she deals with them head-on.

3) Good Example

A great leader sets a good example for his or her subordinates. If you're very particular about tardiness, then you have to make sure that you're always on time, if not earlier than the others. If you have strong feelings against cheating, then you yourself should not be tempted to cheat. Set a good example for the people in your team. Actions speak louder than words.

4) Responsibility

An effective leader takes responsibility. He or she doesn't try to figure out a way to escape the mess that might have been created. Instead, a great leader faces the issue and deals with the problems as they come. Being responsible also means avoiding disaster and making the right decisions. Keep in mind that you're accountable for the rest of your team.

5) Quick Thinking

Quick thinking is an essential leadership skill. Most of the time, this is what saves the day. A good leader must know how to act swiftly and must encourage quick

thinking among his or her people. The success of a group has a lot to do with both the leader and the team. It's never just about one person only. As long as you remember what your goal is, you'll be alright. And these additional tips on what makes a good leader will only help you become a better person.

2. What publicist features can you point out?

3. Render the article using necessary words and expressions.

4. Find the topic sentence and supporting idea in every paragraph. Make the summary of the text using all necessary techniques.



TEXT II.

1. Read the article, translate and render it. Enlist the language and grammar peculiarities of the newspaper article.

Republican Party in US Presidential Election 2012

*By Justin Webb
BBC News*

As Super Tuesday approaches, former BBC North America editor Justin Webb asks what Republican voters really want.

The former British Prime Minister John Major tells a story about soundbites. He was visiting Boris Yeltsin in Moscow when Yeltsin was president of a fast-collapsing Russia.

It was the early 1990's and things were bad. To make conversation Mr Major asks Mr Yeltsin a question. "In a word, Boris, what is the state of your nation?" "In a word: good!

The party is more unified on general principles - first order policies - than it has

been in my lifetime". The Prime Minister felt a fool. He had been fobbed off in front of his civil servants with an answer that was patently wrong. So he tried again: "What is the longer version of that, Boris?" "Not good!" Mr Major's story came back to me as I began this investigation of the modern day Republicans. The short soundbite version of their state at the moment is that they are, in a word, fractured. The primaries have been bitterly fought. The main

candidates seem to have little respect for each other, to put it mildly. The primary voters have failed to find a front-runner and rally round him - which in the past was the Republican way. It is all - as US journalist Joe Klein recently put it - "a victorless crime". And what is the longer version of that, Boris?

Henry Olsen of the conservative think-tank the American Enterprise Institute (AEI) puts it like this: "The party is more unified on general principles - first order

policies - than it has been in my lifetime." Whether this unity is good for the Republicans is another matter of course.

Political writer Michael Lind left the party because he sees its modern unity as toxic. Too much based on the values of the deep south of the USA - and in particular a visceral and unquenchable dislike of any government by anyone. "The thing that holds together the modern Republican party is opposition to the government," says Mr Lind. "What's happened in the last generation is that the conversion of conservative southern Democrats to the Republican party is almost complete.

"And in converting, they have not simply added a constituency to the party, but they've pretty much taken it over and they dominate the base and also the congressional delegation."

The central issue for Republicans is the size of America's national debt, which they see as unsustainable and capable of being reduced only by cuts in services.

I talked to Matt Kibbe, of the pressure group Freedom Works, who is a prominent supporter of the Tea Party movement. Mr Kibbe is a thoughtful, mild-mannered man contemplating, well, big changes, if not a new revolution: "You're going to have to look at things like closing down full departments like the Department of Energy that has failed in its mission of energy independence.

The party base thinks the deficit is the most important problem. These people [the white working class] think the economy is the most important problem.

"The Department of Education which has actually resided over massive cost inflation and declining quality in education in America. "We have to take a look at defense. We are spending astronomical amounts of money on defense and just from a budgetary point of view it's unsustainable." Mr Kibbe also mentions government programs like Medicare - which pays medical bills for the elderly - and the Social Security pension system.

Both must be replaced with personal plans into which individuals pay during their lives, he says.

Here is the problem. Mr Kibbe's programme for government - as he very candidly acknowledges - is not an easy plan to sell. In particular the party has a problem with a group of voters vital to its electoral success: white people with no college education.

Mr Olson of the AEI puts it like this: "The party base thinks the deficit is there is the most important problem." Somehow over the next decade most important problem.

These people [the white working class] think the economy the Republican party - which cannot win elections without support from

the white working-class - has got to make its peace with them and convince them that the ideas it espouses make sense. The alternative, frankly, is electoral irrelevance.

The Republican Party has often been on the right side of history. From Lincoln to Reagan they have been able

persuaders - admired and respected. This primary season has not been their

finest hour. Their re-emergence, when it

comes, will be fascinating to watch.

2. Post-reading task. Try to answer the following questions. Give your comments.

1. Where do they stand?
2. Running for president?
3. Who's backing whom?
4. What do the primaries reveal about the state of the Republican Party in the US?
5. Is the party really split?
6. What does the modern, southern-dominated Republican party actually want to do?
7. What would it demand of a Republican president and congress were the party to take power after November?
8. Is the Republican Party losing touch with America's white working-class voters?
9. What will the Republicans do?
10. How will they cope with this problem?
11. Will they campaign to cut defense spending as much as domestic programs?
12. How will that change America's place in the world?



TEXT III.

1. Read the article and translate it. Divide it into paragraphs and write down the subheadings of your own to each paragraph. Compare them with your partners.

US government to continue *BP Deepwater Horizon case*

4 March 2012

The US government says it will continue its case against BP over the Deepwater Horizon oil rig spill despite a deal the company reached on Friday with the largest group of private claimants. President Obama called the spill "the worst environmental disaster" the US had ever seen. The US government says it will continue its case against BP over the Deepwater Horizon

oil rig spill despite a deal the company reached on Friday with the largest group of private claimants. The \$7.8bn (£4.9bn) deal does not address "significant damages" to the environment after the Gulf of Mexico spill, the Department of Justice said. The company has not admitted liability and still faces other legal claims. The April 2010 explosion killed 11 workers and

leaked 4m barrels of oil. "While we are pleased that BP may be stepping up to address harms to individual plaintiffs, this by no means fully addresses its responsibility for the harms it has caused," the Department of Justice said. State governments in the area affected and drilling firms are amongst others expected to continue legal action against BP (British Petroleum). The deal agreed on Friday will benefit some 100,000 fishermen, local residents and clean-up workers whose livelihoods or health suffered. BP says it expects the money to come from a \$20bn (£12.6bn) compensation fund it had previously set aside. "My very strong sense is that relations between BP and the Department of Justice are not good", said Robert Peston, Business editor, BBC News BP's Deepwater Horizon settlement. "From the beginning, BP stepped up to meet our obligations to the communities in the Gulf Coast region, and we've worked hard to deliver on that commitment for nearly two years," BP Chief Executive Bob Dudley said in a

statement. A trial in the case, due to begin on Monday, will now be delayed - for a second time - as a result of the deal, Judge Carl Barbier said on Friday. The settlement will "likely result in a realignment of the parties," he said. The trial is now being adjourned "in order to allow the parties to reassess their respective positions," Judge Barbier said. Judge Barbier is an expert in maritime law and has consolidated hundreds of spill-related lawsuits into a single case. The trial will probably still go ahead in order to apportion blame for the spill among BP and its fellow defendants. Other companies involved include Transocean, who owned the rig, and Halliburton. All the companies are in dispute with each other over their liability to each other. BP has so far paid out \$7.5bn in clean-up costs and compensation. US President Barack Obama called the spill "the worst environmental disaster the nation has ever faced". It took 85 days to permanently stop the release of crude oil.

2. Translate the first and the last paragraphs of the article in written.

3. Do the rendering of the article. Use the appropriate phrases.

4. Sort out and write down the political and economical terms, non-term political vocabulary, newspaper clichés, neologisms and foreign words. Use necessary dictionaries.



TEXT IV

1. Read, translate and comment on the Europe leaders' statements.

EU fiscal summit:

***HOPE* comes to the eurozone**

12 March 2012

by Gavin Hewit, Europe editor

There is a new and unexpected mood coursing through Europe's corridors. It is optimism. Like spring blossom it is seized on as a sign that the seasons are changing.

The President of the European Commission, Jose Manuel Barroso, said: "It's time to move from crisis mode to growth mode." UK Prime Minister David Cameron picked up the scent when he said: "There was not the same air of crisis about this summit."

The Prime Minister of Denmark, Helle Thorning-Schmidt, who currently chairs the EU, said: "For the first time in many, many months, this is not a crisis summit." Confidence is not to be dismissed, but it is always worth returning to the real economy.

Recession year

Firstly, for many European countries 2012 will be a year of recession. The Portuguese economy will contract by 3.3%, Greece by more than 4%. Spain will shrink by 1.7% in 2012. Italy, too, will be in recession. Unemployment is continuing to rise. Over 24 million are without work. In the eurozone 10.7% do not have jobs. For young people, the rate has reached 21%, the highest since the single currency was introduced. In Spain unemployment is predicted to reach 24.3% this year. And so countries are struggling to bring down their deficits. Spain now says the deficit for 2012 will be 5.8% of GDP, well wide of the agreed target of 4.4%. Even the virtuous Netherlands has announced that its provisional deficit for 2012 will rise to 4.5% of GDP, from 4.1%. Other countries are also having difficulty meeting their agreed targets because, as the spending cuts bite, so tax revenues fall. Several countries have indicated they have reached the limits of austerity.

Mario Monti's government in Italy does not expect to make further spending cuts. Neither do the French. In Italy the emphasis has shifted to growth. At this summit Mario Monti said: "it is a good sign that the crisis has left the scene a little, but let's hope forever, and we can now concentrate on the issue of growth." But in countries like Italy, Spain and Greece growth is elusive. So-called structural reforms - making it easier to hire and fire and opening up closed professions - all take time.

The old ways continue. In Italy there is growing resistance to reform. And the truth is that massive changes are needed for these countries to regain competitiveness. Most of the reforms have not yet been adopted and yet the eurozone believes the worst is behind it.

Cheap loan boost

Much of this optimism derives from action by the European Central Bank. It has flooded the banking system with cheap loans. Banks have taken a three-year loan at 1% and bought up government bonds in countries like Italy and Spain, so forcing down their borrowing costs. Sony Kapoor from the Re-Define think tank says: "The palliative of the new long-term financing operation by the ECB cannot hide the deepening problems of the eurozone for long."

The Germans were always wary that such an infusion of funding would reduce the pressure for reform. That may already be happening. At this summit 25 leaders signed a new fiscal pact. It will increase tighter controls over budgets. Countries will

have to sign up to balanced budgets over the course of the economic cycle. If a country violates the deficit ceiling of 3% there will be automatic sanctions.

The pact will now have to be ratified by individual countries. The Irish will put it to a referendum. But if 12 eurozone countries support the pact, it will become law. It was ironic that on the very day the leaders put their signature to a piece of paper strengthening budget discipline the Spanish said they would not meet agreed targets for reducing their deficit. The Spanish are pleading special circumstances - precisely as countries did before. Spanish Prime Minister Mariano Rajoy said: "I did not consult other European leaders and I will inform the Commission in April." "This is a sovereign decision by Spain." Down the road, Spain could face sanctions.

French question

The British, along with 11 other countries, have been championing the cause for growth. They fought to have their ideas in the summit's conclusions. These include expanding the single market, deregulating and boosting trade. Prime Minister Cameron claimed the letter containing these ideas had dominated the agenda of the summit. French President Nicolas Sarkozy was icily dismissive: "What a tribute this is to Europe - to send Europe such a lovely letter. "Usually if you write a letter, signed by other friends, it's because it's important. You're either announcing that you're leaving, or saying you love someone. "I take Mr Cameron's letter - after his decision not to join the treaty - as a sign that he doesn't want to get left behind and I'm delighted by that, because we need the British in Europe... perhaps not always!"

This answer is a reminder that some of the old fault lines remain. The French do not necessarily support a great liberalising of the internal market. And thrown into all this is the uncertainty of the French elections. If the Socialist candidate, Francois Hollande, wins then the German austerity drive will be challenged. In London this week, Mr Hollande warned of the dangers of a Europe of austerity and high unemployment. He told me: "If we allow youth unemployment to go up to 40 or 50%, what will we have?" "Either violence or riots. A break-up of families or an even bigger break-up of society. You'll have unrest like you had in Britain last summer or in France in 2005."

Even if the Greek bailout is finally agreed and private investors agree to take losses of more than 50%, doubts remain. The Greek economy cumulatively has shrunk by 16%. Many officials still privately believe Greece will fail to honour its commitments and that the country will need either a third bailout or will be allowed to default. So in Europe 'tis the season for optimism, but seasons pass.

2. Skim the article and record the names of the European countries and their nationalities. Find them on the world map.

3. Let your partner read the passage "Cheap loan boost" and you act as an interpreter.

4. Find the grammatical features of the newspaper style. Comment on them.

5. Render the articles according to the plan of rendering.



TEXT V

1. Read the article and render it using the appropriate words and expressions.

Pros and Cons of Mass Media

Mass media enjoys a very prominent role in our lives. There are various effects of mass media on the society at large. Media tends to influence and it's obvious, there are positive as well as negative influences of mass media. However, it also depends upon the way audiences perceive things. The power of the mass media is by far recognized by everybody in terms of advertising, marketing and as a medium to broadcast information to people at large. Since mass media is used to communicate and interact with people from various walks of life, it can often result in a conflict of options. Print media (magazines, newspapers, brochures, press releases, newsletters, etc), electronic media (television, radio etc) and the Internet are all part of mass media. Today, mass media can give a person phenomenal exposure and this can result in various effects of the mass media on the society. Here, we shall take a look at such advantages and disadvantages of mass media.

Pros of Mass Media:

- The wide reach offered by mass media is phenomenal. It can target a global audience.
- In terms of newspapers and magazines, it can reach a specified target group. Besides, it is easily accessible. For example, the newspaper lands on the doorstep and we have the latest news in our drawing rooms due to the television set.
- Certain types of media have a loyal fan following. This would mean that an advertiser, publication or news channel would have a ready audience.
- We have the latest news and information at the click of the mouse! The Internet is such a medium that it can give many options for the kind of information required.
- Television, movies, Internet and the radio are some of the best forms of entertainment.
- Mass media can be used for educational purposes in an effective manner.

Cons of Mass Media:

- At times, the information reported may not be authentic from every angle. Hence, there may be a misinterpretation of a situation.
- News can be manipulated to influence the minds of the audiences. For example - a particular political party may manipulate reports in their favor, which would indicate the political control in the media.
- Media bias can occur due to various issues. A journalist or an editor may give personal preference to an issue.

A particular event or a celebrity may receive undue importance and set wrong ideals before the youth. It may present an ostentatious lifestyle, which may inculcate wrong ideals amongst youngsters.

•Unnecessary sensationalism of an issue may project wrong information to the public.

•Wrong interpretation of news may even blow things out of proportion. This would create further unrest in any place or even violence in case of extreme situations.

•At times, a particular event or news item may receive too much attention simply because of the lack of important news or snippets. This would again present a wrong idea before the public.



2. Learn the following words and phrases from the text by heart.

tends to	– мати тенденцію, як правило
to perceive	– сприймати, відчувати, розуміти
walks of life	- сфери життя
conflict of options	- конфлікт варіантів
to give a person phenomenal exposure	- відчутно впливати на людину
to target a global audience	- призначатися для світової аудиторії.
information is not authentic from every angle	- інформація не є справжньою з усіх сторін.
media bias	- упередженість ЗМІ
undue	– надмірний
ostentatious lifestyle	- показний спосіб життя.
inculcate wrong ideals	- прищеплювати неправильні ідеали
snippet	– уривок, фрагмент.

3. Check your comprehension of the text answering the questions.

1. Does media have significant influence on people and why? What means does media use for it?
2. How can various types of media affect the society?
3. What advantages and disadvantages of mass media can be distinguished? What sides of it dominate?
4. In what way person can use mass media on purpose of studying, entertainment, communication?
5. What type on media do you prefer for finding out news?
6. Can the media manipulate the minds of the audiences?
7. What disadvantage of media you consider to be the most important?



4. Test yourself.

1. Media influence on society is :
 - a. more positive
 - b. more negative
 - c. neutral
2. You use media the most for :
 - a. studying
 - b. entertainment
 - c. communication
3. What kind of media do you consider to be the most important?
 - a. print media
 - b. electronic media
 - c. Internet
4. What advantage of mass media is the most useful in your everyday life?
 - a. the wide reach
 - b. easy access
 - c. many options of the Internet
 - d. many forms of entertainment
 - e. educational side
5. What disadvantage of mass media you consider to be the most harmful?
 - a. influence on the minds of the audience
 - b. misinterpretation
 - c. media bias
 - d. creation of wrong ideals
6. Do you consider all information in media right?
 - a. Yes, I suppose, that everything is correct.
 - b. It depends on the source of information.
 - c. No, I don't trust the media at all.
7. What is your opinion about the ideals created by media?
 - a. It's great, it helps me to make all my decisions.
 - b. I don't like some of them, but in general it's good.
 - c. I don't like them at all. They have a bad impact on people's minds.
8. Do you consider the media to be the best way of getting information?
 - a. Yes, especially the Internet.
 - b. Not all kinds of media.
 - c. I don't quite believe to all information in media.
9. In your opinion, does the media bias have a significant influence on information?
 - a. Yes, because every journalist or editor has personal preference to an issue.
 - b. No, real professional should avoid being biased.
 - c. Have no influence at all.



TEXT VI

1. Read the text and render it according to the outline.

How does mass media influence young people?

The media makes billions of dollars with the advertising they sell and that we are exposed to. We buy what we are told to be good, after seeing thousands of advertisements we make our buying decisions based on what we saw on TV, newspapers or magazines to be a product we can trust and also based on what everyone else that we know is buying and their decision are also based on the media.

These are the effects of mass media in teenagers, they buy what they see on TV, what their favorite celebrity advertise and what is acceptable by society based on the fashion that the media has imposed them.

There are some positive and negative influences in young people.

Here is a positive influence example, if there is a sport that is getting a lot of attention by the media and gains popularity among your friends and society, you will more likely want to practice the sport.

However a negative influence in teenagers is the use of cigars by celebrity movie stars, the constant exposure of sex images, the excessive images of violence and exposure to thousands of junk food ads.

Young people are in a stage of life where they want to be accepted by their peers, they want to be loved and be successful. The media creates the ideal image of a beautiful men and women and tells you what are the characteristics of a successful person, you can see it in movies and TV. It's a subliminal way to tell you that if you are not like them you are not cool yet so it's time to buy the stuff they buy and look like they look.

Another negative influence in teenagers that has grown over the last years are anorexia and obesity. There are millions of adolescents fighting obesity, but at the same time they are exposed to thousands of advertisements of junk food, while the ideal image of a successful person is told to be thin and wealthy.

Also more women are obsessive with losing weight even when they are not obese, there are many thin women that want to look like the super models and thin celebrities so they engage in eating disorders which leads to severe health issues and even death.



2. Use these words and expressions while rendering the text.

to expose	– виставляти, показувати
exposed to smth.	– піддаватися чомусь
to impose	- нав'язувати
junk food	- нездорова їжа
a celebrity	– знаменитість
gains popularity	– здобувати популярність
a constant exposure	– незахищеність, виставляння, розголошення
an excessive image	– надмірне зображення

peers	– однолітки
subliminal way	– підсвідомий спосіб
obesity	– ожиріння
adolescents	– підлітки
obsessive	– нав'язливий, невідчепний, всепоглинаючий
eating disorders	– розлади харчової поведінки
a severe health	– серйозні наслідки для здоров'я
ratio	– відношення

3. Read the text again and try to answer the questions.

1. What part do the media take in advertising?
2. How does the TV advertising affect the minds of teenagers?
3. What positive sides can be found in the advertising?
4. Do media affect teenagers badly? In what way? Give examples.
5. What is the connection between media and anorexia and obesity?
6. Should one follow the ideal image of handsome men and women created by media?



4. Test yourself.

1. When you want to buy something you make your decision with help of:
 - a. advertising in media
 - b. other people's advices
 - c. your own experience
2. The effects of mass media in teenagers are:
 - a. more positive
 - b. more negative
 - c. both
3. Can the advertising make you practice the sport?
 - a. I have already practiced the sports.
 - b. No, I'm not interested in sport.
 - c. Yes, if the advertised product is really modish and many people use it.
4. In your opinion, can the media cause the emergence of bad habits in teenagers?
 - a. Of course, it's the main reason for young people to start drinking, smoking etc.
 - b. No, it depends on the people's environment.
 - c. It's the personal decision of everyone.
5. Are the efforts to correspond the ideal image of modern person important?
 - a. Yes, everyone should keep up with fashion.
 - b. No, it's the media invention.
 - c. Being yourself is the most important.
6. What are the main reasons of anorexia and obesity?
 - a. The ideal image of modern person created by media.

- b. Advertising and other people opinion.
 - c. Psychological factor.
7. The reason for eating junk food is:
 - a. advantages of this food (taste, price etc.)
 - b. bright advertising
 - c. it's popular
 8. What is the influence of celebrities on other people?
 - a. It's huge, a lot of people follow them.
 - b. It's insignificant, they influence only their fans.
 - c. They don't influence people at all.
 9. Should some exposures on TV be forbidden?
 - a. Yes, and a lot, such as violence, sex images, etc.
 - b. Maybe a few things.
 - c. No, everything exposed is good.
 10. What are the ways to reduce media influence on young people?
 - a. To forbid some advertising.
 - b. To show advertising with positive influence (social advertising).
 - c. There is no need in this.

5. Classify the media effects on youngsters into positive and negative. Write down your offers of reducing the negative ones. Compare them with those of your partners.



TEXT VII

1. Read the text and explain the underlined word combinations in English.

Globalization and Mass Media

The decentralized nature of the Internet makes it very different from more traditional mass media, which distribute content created by the media industries. Global messages developed by the media industries are distributed through global media systems, such as CNN. CNN can distribute the same message throughout its worldwide television system. Prior to the 1990s, media systems were primarily national systems, but during the 1990s a global commercial media market emerged. Contributing to the trend toward media globalization was the formation of transnational corporations, the World Trade Organization (WTO), and the World Bank. All of these organizations helped to create a new form of global capitalism that uses global media to disseminate messages to global consumers.

In addition to financial interests, global media have an impact on media content, politics, and culture.

In the future, mass media trends could be extended to the Internet. For instance, a recent study of Dutch children's Internet usage revealed that they primarily used the

Internet as a leisure medium to play games, watch video clips, and visit entertainment sites. Research on Americans however, shows people primarily use the Internet to maintain social relationships through e-mail. The use of the Internet as an entertainment and leisure medium is similar to television usage.

Although transnational media corporations are attempting to establish operations in nations around the world, some countries want to protect their domestic media and culture industries. Some nations, including Norway, Denmark, Spain, Mexico, and South Korea, have established government subsidies to maintain their own domestic film industries.

A larger concern in the emerging global information economy is the fact that most of the world's population cannot afford the types of products advertised on global media. People who are constantly exposed to these media messages may want to own products that they can never afford, which could cause social unrest. Mass media portray a lifestyle of consumption that is very different from the lifestyles of people living in many other cultures.

1. to disseminate – поширювати, розповсюджувати
2. medium – середовище
3. to portray – зображати, малювати
4. consumption – споживання

2. Put the following questions to your group mates to answer them.

1. What is the main feature of global media systems?
2. What is the contribution of the transnational corporations to the development of global media?
3. What are the main areas where global media have an impact?
4. What are the reasons of using internet by most people?
5. What influence does the global media system have on national media systems?
6. What are the best ways to reduce this influence?
7. What impact can the global media have on economy and social situation in different countries?
8. What role do the media play in the process of globalization?



3. Test yourself.

1. The global commercial media market emerged :
 - a. because of globalization;
 - b. because of economical and technological development;
 - c. because of both.
2. The main contributors to the development of global media system are :
 - a. transnational corporations;

- b. international organizations;
 - c. national media systems.
3. The global media have an impact on :
 - a. just media content;
 - b. politics and culture;
 - c. all spheres of life.
 4. In general the Internet is used for:
 - a. studying and researching;
 - b. communication;
 - c. entertaining.
 5. You prefer :
 - a. using the Internet;
 - b. watching TV;
 - c. reading books.
 6. If compare the Internet and TV :
 - a. more people still prefer TV;
 - b. the Internet gains more popularity;
 - c. each kind has its own supporters.
 7. Transnational media corporations:
 - a. destroy national media systems;
 - b. help mass-media in different countries work better;
 - c. don't have influence on national media.
 8. Should the governments establish subsidies to maintain their own domestic media?
 - a. Yes, it's important because of global media impact.
 - b. No, national systems can function well without such support.
 - c. National systems should become the part of global media.
 9. In buying products people should pay attention on :
 - a. advertising and fashion;
 - b. financial opportunities;
 - c. quality .
 10. The lifestyle of consumption is :
 - a. appropriate to all societies;
 - b. derived from the USA;
 - c. the invention of globalization opponents.

4. Before rendering the text skim it again. Try to use the underlined word combinations.

5. Translate the given paragraph from Ukrainian into English. Use the active vocabulary.

ЗМІ відіграють дуже важливу роль в нашому житті. Засоби масової інформації здійснюють різноманітний вплив на суспільство в цілому. ЗМІ прагне впливати, і це очевидно, що існують як позитивні, так і негативні сторони впливу

засобів масової інформації. Тим не менш, це також залежить від сприйняття аудиторії. Влада засобів масової інформації на сьогоднішній день визнається з точки зору реклами, маркетингу і як засіб для передачі інформації для людей в цілому. Оскільки засоби масової інформації використовуються для спілкування та взаємодії людей з різних верств суспільства, вони часто можуть привести до конфлікту варіантів. Друковані засоби масової інформації (журнали, газети, брошури, прес-релізи, інформаційні бюлетені і т.д.), електронні засоби масової інформації (телебачення, радіо і т.д.) та Інтернет є частиною ЗМІ. Сьогодні засоби масової інформації можуть відчутно впливати на людину і це може спричинити різні наслідки цього впливу на суспільство.



TEXT VIII

1. Read the text and make up its outline.

Mass Media and Modern Life

Getting information is one of daily necessities of a human being. The main source of information for millions of people is mass media. Mass media includes newspapers and magazines, advertising and radio, and, of course, television. They influence the way people look at the world and make them change their views. Some people say, “News is not what happens – it is what you see or read in mass media”. In other words, mass media shapes public opinion.

Millions of people watch TV and read newspapers and magazines in their spare time. Television dominates one’s life if the family watches it most of the time. Television informs, educates and entertains people, but it is also a habit-forming drug impossible to resist.

Various TV shows, such as quiz, and music programs attract a large audience. During TV quiz programs the questions are answered by the viewers at home. Then there are daily TV serials known as soap operas. Some people find them boring; others consider them to be good entertainment and relaxation.

There is also a lot of advertising on TV. A lot of commercial firms buy the time to advertise their goods and services. Advertising often annoys the general public. A film, a basketball or football match may be interrupted several times with advertisements for a soap powder or new perfume.

Some people say there is too much violence on television, which has a bad influence on young viewers. There is now more crime and violence in our society than ever before. Everyone is worried. Everyone is scared to go out at night. Old people are scared to walk round the corner to the local shops. There are dangerous times we live in. This is also the time when more and more people are watching violent films on

television. Certainly, there is a direct connection between the films that people watch on TV and the violence that is in the streets. In the other words, it is television that is teaching people how to be violent. Little by little, television cuts us off from the real world. We get so lazy, we choose to spend a fine day in semi-darkness, rather than go out into the world itself. Television may be a splendid medium of communication, but it prevents us from communicating with each other.

But it is hardly fair that TV doesn't try to raise the cultural level of the people or develop their artistic taste. Many TV programs are excellent: they are made in good taste and with great professional skill. TV is very close friend of many people who are lonely or suffer from different diseases and cannot leave their home. In this case TV is a unifying force.

There are some channels in Russia, such as Channel 1, Russia, TNT, STS, NTV, REN-TV etc.

British Broadcasting Corporation (BBC) and the Independent Broadcasting Authority (IBA) control broadcasting in the United Kingdom. The BBC receives its income from the government, but the private companies controlled by the IBA earn money from advertising.

Some people think that the only way to be in the known of everything is to read newspapers and magazines. Newspapers are packed with the latest news, information, fashion and facts. They cater to a variety of political views, interests and levels of education.

There are also a lot of magazines and other periodicals. Whatever your interest, there is likely to be a magazine about it – from sport, cookery and farming, to religion, computers, cinema and more. Young people below the of 18 do not buy newspapers; but they do buy magazines. Girls enjoy magazines about pop music, clothes, fashion and make-up; whereas boys prefer to read about sport, cars and computers.

Still, many people prefer the radio. It's good to listen to the radio in a car, or in the open air, or when you do something about the house. Listeners can tune into all rinds of stations: pop or classical music, news, sport or foreign radio stations. People can often call in and ask questions about everything from cooking or car repair to politics or health. Callers often get a chance to give their opinions on the air. Besides, radio has fresher news than newspapers. They inform every half hour.

The Internet has recently become another important source of information. It is a computer system that allows millions of people around the world to receive and exchange information about almost everything. The main use of the Internet is to find information about almost everything – for your schoolwork of job, or just to find out more about your hobbies, sport or current events. All the latest information is available to you in your home, at any hour of the day and night. It's much faster and easier to surf the net in search of information from all over the world than to travel to libraries in dozens of countries.

Thus, you can see that mass media play an important role in present-day live. And we can use the media in different ways, at different time.



2. Learn the vocabulary by heart. Use it in your own sentences.

an advertising	– реклама
to shape public opinion	– громадську думку
a spare time	– вільний час
to entertain	– розважати
a habit-forming drug	– наркотичне звикання
quiz	– вікторина
soap opera	– програма для домогосподарок
goo	– сентиментальність
soap powder	– пральний порошок
cut off	– відмежовувати(від реального світу)
splendid	–прекрасний; розкішний; блискучий
a unifying force	- об'єднуюча сила
cater	– обслуговувати; догоджати; вгодити
tune	– гармоніювати; звучати

3. Skim the text again and put the given questions to your partner:

1. What do you know about Mass Media in general?
2. Do you agree with the statement that Mass Media shapes a public opinion?
3. What is the impact of advertising on TV on modern viewers?
4. What is your point of view about the violence on TV?
5. What TV programs do you prefer to watch? Prove your answer.
6. Did the Internet change the world essentially? In what way?
7. Which type of modern Mass Media do you prefer most? Why?



4. Test yourself.

1. Mass Media ... public opinion
 - a) change
 - b) shape
 - c) transform
2. One of the worse disadvantages of TV is...
 - a) a habit-forming drug
 - b) dependence
 - c) subjection
3. In which TV show viewers can answer questions sitting at home?
 - a) soap opera
 - b) quiz
 - c) dancing with the Stars
4. What is the most famous British TV company?
 - a) REN-TV
 - b) TNT

- c) BBC
- 5. Young people below the 18 prefer to buy...
 - a) newspapers
 - b) magazine
 - c) cartoon
- 6. How often should the radio inform callers about current events?
 - a) every 2 hours
 - b) every day
 - c) every half an hour
- 7. What is the main use of the Internet?
 - a) a searching information
 - b) a review of films and videos
 - c) to play games
- 8. What are the advantages of Internet?
 - a) it's more convenient
 - b) it's faster and easier



TEXT IX

1. Read the article and underline all newspaper vocabulary. Explain your choice and the peculiarities of the style.

SHORT HISTORICAL REVIEW OF US COMMUNICATIONS

The public's right to know is one of the central principles of American society. The men who wrote the Constitution of the United States resented the strict control that the American colonies' British rulers had imposed over ideas and information they did not like. Instead, these men determined that the power of knowledge should be placed in the hands of the people.

By the early 1800's, the United States had entered a period of swift technological progress that would mark the real beginning of "modern media". The inventions of the steamship, the railroad and the telegraph brought communications out of the age of windpower and horses. The high-speed printing press was developed, driving down the cost of printing. Expansion of the educational system taught more Americans to read and sparked their interest in the world.

The swing to objective reporting was the key to the emergence of the *New York Times*. Most journalists consider the *Times* the nation's most prestigious newspaper.

The *New York Times* is only one of many daily newspapers that have become significant shapers of public opinion. Among the most prominent are the "*Washington Post*", the "*Los Angeles Times*", the "*Boston Globe*", and the "*Christian Science Monitor*". The "*Miami Herald*", for instance, responded to the needs of its city's influx

of Spanish-speaking residents by presenting extensive coverage of Latin America and printing a separate Spanish edition. Satellite technology has made possible the first genuinely nationwide newspapers — from the sober, thorough business paper, the "*Wall Street Journal*", to the, bright colors and personality orientation of "*USA Today*".

But the largest readerships were won by magazines that catered to Americans' increasing leisure time and appetite for consumer goods, such as "*Cosmopolitan*", the "*Ladies Home Journal*" and the "*Saturday Evening Post*". Publishers were no longer just selling reading material: they were selling readers to advertisers.

After World War II American homes were invaded by a powerful new force: television. The idea of seeing "live" shows in the living room was immediately attractive — and the effects are still being measured. TV was developed at a time when Americans were becoming more affluent and more mobile. Traditional family ways were weakening. Watching TV soon became a social ritual. Millions of people set up their activities and lifestyles around TV program schedule.

Television, like radio before it, focused on popular entertainment to provide large audiences to advertisers. TV production rapidly became concentrated in three major networks — CBS (Columbia Broadcasting System), NBC (National Broadcasting Company) and ABC (the American Broadcasting Company).



Vocabulary:

- a swift technological progress — швидкий технологічний прогрес;
a shaper of public opinion — такий, що формує суспільну думку;
genuinely — справді;
to be invaded — бути захопленим, заповонити.

2. Answer the questions to the text.

1. What is one of the central principles of American society?
2. What marked the real beginning of American "modern media"?
3. What was the most prestigious newspaper at the turn of the century?
4. Why did the "New York Times" play such a significant role in the American life in the 19th century?
5. What main American newspapers do you know? Whose needs do they respond to?
6. What invaded American homes after World War II? How did it influence the viewers' minds and behavior?
7. What did television focus on? What did it cover?



3. Test yourself.

1. When did the United States enter a period of swift technological progress?
a) by the early 1800's,

- b) by the early 1850's,
 - c) by the early 1900's.
2. A period of swift technological progress is called ...
 - a) "modern media",
 - b) "new media",
 - c) "current media".
 3. What is the newspaper consider to be the most popular in the USA?
 - a) The Washington Post,
 - b) The New York Times,
 - c) The Sun.
 4. What new force appeared in the USA after World War II?
 - a) Internet,
 - b) radio,
 - c) television.
 5. Watching TV soon became a ...
 - a) social ritual,
 - b) social danger,
 - c) social error.
 6. What makes possible the foundation of real national newspapers?
 - a) the Internet,
 - b) satellite technology,
 - c) the television.
 7. TV was developed at a time when Americans were becoming more...
 - a) powerful and generous,
 - b) affluent and mobile,
 - c) poor and unhappy.

4. Make up the outline of the text. Render the text according to the plan.

5. Translate paragraph 2 “By the early 1800’s ...interest in the world” in written

6. Find out the additional information about one of the main modern American newspaper issues or TV companies. Present your report to the group.



TEXT X

- 1. Read the text and give explanations to the underlined word combinations. Give their Ukrainian equivalents.**

INTERNET AND INFORMATIONAL REVOLUTION

In 1969, the US Defense Advanced Research Projects Agency needed a system for computers 'to talk' to each other via the telephone. They created a network of computers called ARPANET. In 1984, the US National Science Foundation started the NSNET network, a system of five supercomputer centers.

More and more people and agencies wanted to join the network. NSNET became known as the Inter-Net-Network. People started calling it the Internet.

Today, there are millions of computers all over the world which are connected to the Internet.

The World Wide Web is the most popular area of the Internet. The Web is a huge collection of documents, from all over the world. It contains a mixture of texts, images and sounds.

The Internet is a source of information that is accessible through a computer. It consists of millions of pages of data about every possible subject. Twenty-five million people surf the Internet every day. The Internet is already the biggest source of information of the planet. It will soon be the main source of material for students and teachers of many different subjects.

To access the Internet, you need a service provider, a company which can bring the Internet to your computer screen. Then you can access the information via your telephone line.

If you have the website address of a company or service that you want, you simply type it and you arrive automatically at the page you want. If you haven't got a particular website address, there are several directories or search engines which can help you, such as Alta Vista, Yahoo! or Infoseek. There are then two ways to find information-directories and key-word searches.

2. Make up the sentences of your own using the underlined word combinations.

3. Answer the questions

1. What is exactly the Internet?
2. What kind of information can you find there?
3. How can you access the information?
4. What country did the Internet start in?
5. How many people surf the Internet every day?
6. Who is called a service provider?



4. Test work. Mark if the following statements are true or false.

1. Internet is a source of information that is accessible through a cable TV.
2. You can access the Internet without a service provider.
3. The first network of computers was called DARPA NET.
4. You can't do a key-word search without knowing website address.
5. The Internet consists of million pages of data about different subjects.
6. More and more people and agencies wanted to join the network.
7. The World Wide Web is the most popular area of the Internet.

5. Translate paragraph 5 “The Internet is a source...different subjects” in written.

6. Render the article adding the information about your work with computer.



TEXT XI

- 1. Try to get the essential information from the text to answer the questions after it.**

WE ARE EUROPEANS

Language of Europe

Most Europeans speak Romance, Germanic or Slavic languages. Romance languages include Italian, Spanish, Portuguese, French and Romanian. Germanic languages are spoken primarily in northern Europe, including the Netherlands, Sweden, Denmark, Germany, the Czech Republic, and the United Kingdom.

Slavic languages are spoken in Eastern Europe, notably in Poland, Ukraine, Russia, Croatia, Slovenia, Bulgaria, Macedonia, Bosnia and Serbia.

Many people in Western Europe spoke Celtic languages before the expansion of the Roman Empire.

Few people speak Celtic languages today. Though students are encouraged to learn Celtic languages, they mostly use English in their everyday life.

The Language of the European Union

These are the languages used by the people within the member states of the EU.

They include the twenty three official languages of the European Union: Bulgarian, Czech, Danish, Dutch, English, Estonian, Finnish, German, Greek, Hungarian, Irish, Italian, Latvian, Lithuanian, Maltese, Polish, Portuguese, Romanian, Slovak, Slovene, Spanish and Swedish.

All the languages of the EU are also working languages.

Legislation and documents of major public importance or interests are produced in all 23 official languages.

Other documents (e.g. communications with the national authorities, decisions address to particular individuals and correspondence) are translated only into the languages needed.

For internal purpose the EU institutions are allowed by the law to choose their own language arrangements. The European Commission, for example, conducts its internal business in three languages, English, French and German, and goes fully multilingual only for public information and communication purposes.

The European Parliament, on the other hand, has members who need working documents in their own languages.

EU policy is to encourage all its citizens to be multilingual; specifically, it encourages them to be able to speak two languages in addition to their mother tongue.

A number of EU funding programs actively promote language learning and linguistic diversity, but the EU has very limited influence in this area as the content of educational systems remains the responsibility of individual Member States.

Council of Europe Language Policy

Since 1954 the Language policy Division of the Council of Europe has been responsible for a series of influential programs which have helped to shape thinking about language teaching and learning, not only in Europe, but throughout the world.

Recent initiatives of the Language Policy Division include:

- A Common European Framework of Reference for Languages. The purpose of it is to provide a basis for the mutual recognition of language qualifications, thus facilitating educational and occupational mobility. The Framework includes a grid of outlining levels of competence in term of what the learner can do.

- The European Year of Languages in 2001, a collaboration with the European Union , the permanent sequel of which is the European Day of Languages .

- Policy development on plurilingual educational , through , in particular , a major conference , Languages , Diversity , Citizenship : Policies for Plurilingualism in Europe (2002) , and a publication , «Guide for the development of language education policies in Europe : From linguistic diversity to plurilingual education».



2. The definitions of the words from the text.

Recognition	– визнання, усвідомлення, упізнавання
To facilitate	- сприяти, полегшувати, об'єктувати
Grid	- сітка,
Collaboration	– співробітництво, колабораціонізм, сумісна праця
Sequel	- продовження, наслідок
Diversity	– різноманітність, відмінність, різновидність.

3. Answer the following questions.

1. What are the three groups of languages in Europe?
2. How many official languages are there in the EU?
3. What are the working languages of the EU?
4. Are the official documents of the EU translated into 23 languages of the EU?
5. Describe the initiatives of the Language Policy Division. Are they working in Ukraine?



4. Test yourself.

1. What languages does Romance include?
 - a) Sweden , Denmark
 - b) Italian , Spanish
 - c) Poland , Ukraine
2. Students mostly use ... in their everyday life
 - a) English
 - b) French
 - c) Italian
3. How many official languages are produced in legislation and documents ?
 - a) 19
 - b) 10
 - c) 23
4. The European Commission conducts its internal business in...
 - a) English , French , German
 - b) Spanish , Portuguese , French
 - c) Danish , Dutch , English
5. Are all of the languages of the EU working languages ?
 - a) Yes
 - b) No
6. What is EU policy?
 - a) To encourage all its citizens to be multilingual
 - b) To encourage them to speak only their mother tongue
7. When has the Language Policy Division been responsible for a series of influential programs?
 - a) 1946
 - b) 1978
 - c) 1954
8. How many components does Language Policy Division include?
 - a) 3
 - b) 4
 - c) 5
9. What is the purpose of a Common European Framework of Reference for language?
 - a) To provide a basis for the mutual recognition of the language qualifications
 - b) To collaborate with the EU countries
 - c) To record cultural experience
10. Languages, Diversity, Citizenship: Policies for Plurilingualism in Europe were started in ...
 - a) 2001
 - b) 2002
 - c) 2003

5. Translate the following extract into English and find the newspaper article concerning the religious questions in the countries members of EU. Render this article presenting your point of view.

Релігія в Європі мала великий вплив на європейське мистецтво, культуру, філософію та право. Основними релігіями в Європі є християнство та іслам, в основному на південному сході; інші релігії включають індуїзм, буддизм і іудаїзм в набагато меншій кількості. Мало що відомо про доісторичну релігію неоліту Європи. В бронзовому і залізному віках релігія в Європі, як і скрізь була переважно політеїстична.



TEXT XII

1. Read the article and be ready to answer the questions and have a discussion on the topic.

MASS MEDIA IN UKRAINE

Ukrainian mass media, which include press, radio and television are independent, and the state guarantees their economic independence. There are more than 4.000 periodicals in Ukraine now and new radio and TV channels, newspapers and magazines appear every year. The role of mass media in our everyday life is enormous. Where do we get most of the news: from TV or radio programs or from the newspapers? What forms public opinion? Definitely it's mass media. So they bear great responsibility and should always give truthful information to their readers and viewers.

In Ukraine there are several information agencies that supply the population of the country with the latest news. These agencies are: "UKRIN-FORM"- "Ukrainian National Information Agency", the "UNIAR" — "The Ukrainian Independent Informational Agency 'Respublika'", the "UNIAN" — "The Ukrainian Independent News Agency Interfax — Ukraina" and some others. These agencies have reporters in every administrative region of our country and in all major foreign countries. They collect the most interesting and important information for the readers of newspapers and magazines and viewers.

There are newspapers and magazines for the readers of all ages and professions, with different interests, tastes and hobbies. For example, those who are interested in politics can read the newspapers "Day", "Today", "Kyivsky Vidomosty". In these newspapers the readers can also find information about home affairs, culture and sports. These publications deal with the burning problems of our present life and history, and at the same time there you can find amusing stories, crosswords and puzzles than can entertain you in your spare time. Enthusiastic sports fans of Ukraine like the newspaper "Sportyvna Gazeta". There is a special newspaper for those who live in the country and

are interested in farming — "Silske Zhyttia". Doctors, nurses and people who are interested in medicine prefer reading the "Medical Newspaper". There are also magazines for businessmen and businesswomen, for scientists and gardeners, etc. Those who like to learn about new publications in literature can read the magazine "Dnipro" and "Vsesvit". Teachers have their own newspaper "Vchitelska Gazeta", and specialists of different subjects can buy journals in their special fields. Young people like to read the newspapers like "Telenedelia".

Some people buy newspapers and magazines every day, others prefer to subscribe to them, and in this case these periodicals are delivered to their homes. Payment for a subscription to a newspaper and magazines is accepted at every post-office.

Ukrainian learners of English can find a lot of interesting information in the newspapers and magazines published in English — "Kyiv Post", "News from Ukraine", "Digest", "Day" etc.

2. Find the unknown words and phrases in the text, translate them into Ukrainian. Learn the vocabulary by heart.

1. enormous
2. periodicals
3. free distribution
4. advertising
5. ethnic minorities
6. libel
7. censorship
8. independent
9. complaints
10. intrusion into privacy
11. impartiality
12. prevention
13. to subscribe to

3. Answer the questions:

1. Where do you and your family get news from: radio, TV, newspapers, magazines, Internet?
2. Can you name three most popular and respectable newspapers in Ukraine?
3. Do your family and the families of your friends prefer to read tabloids or quality papers? Why?
4. Do your friends prefer to subscribe to a newspaper or a magazine or buy them in the news-stands / news agents?
5. Do you begin reading newspapers or magazines from the very first page or from your favourite section?
6. What is your opinion about advertising in mass media? Do you like it? Is it necessary to your mind?

7. Some people say that they prefer not to watch TV or listen to the news programs and not to read newspapers because they feel many negative emotions afterwards? What about you? What is your opinion?

8. If you have a choice to watch TV, to listen to the radio, to read a book or a newspaper or a magazine, which would you prefer and why?



4. Test yourself.

1. Ukrainian mass media includes ...
 - a) sport events
 - b) press, radio and television
 - c) computer games
2. There are more than ...periodicals in Ukraine now.
 - a) 2.000
 - b) 4.000
 - c) 900
3. What role does play media in our everyday life ?
 - a) enormous.
 - b) not important
 - c) great
4. Do information agencies in Ukraine have not reporters in every administrative region of our country and in all major foreign countries?
 - a) no
 - b) yes
5. Who are interested in politics can read the newspapers:
 - a) "Sportyvna Gazeta"
 - b) "Kyivsky Vidomosty", "Day", "Today"
 - c) "Vsesvit"
6. Doctors, nurses and people who are interested in medicine prefer reading...
 - a) "Dnipro"
 - b) "Medical Newspaper"
 - c) "Telenedelia"
7. Where is accepted to pay for a subscription to a newspaper and magazines?
 - a) at every post-office.
 - b) in little shop
 - c) in news-stands.

5. Translate the article into English. Express your own opinion on the issue of violence in Internet or video games and its impact on children and teens.

Вплив насильства в ЗМІ

Коли ми дивимося телебачення або фільм, ми, зазвичай, бачимо багато зображень насильства і як люди завдають шкоди іншим. Проблема в тому, що це може стати травматичним особливо для наших дітей, як ми бачимо все частіше і частіше. Наші діти, які починають рости і формувати свої особисті цінності і переконання, можуть стати агресивними або вони можуть втратити почуття реальності і фікцію того, що вони бачать.

В минулі роки було кілька випадків, коли діти приносили зброю в школу і навіть завдавали поранень нею. Ці діти були пов'язані з надмірним використанням жорстоких відеоігор і зображень війни. Ще однією проблемою є те, що справжня війна використовується як форма розваги в засобах масової інформації. Ми повинні примусити наших дітей і підлітків зрозуміти, що війна не є формою розваги, що немає перемоги чи поразки, як у відеогрі. В справжній війні всі програють.



TEXT XIII

1. Read the text. Choose a topic sentence in every paragraph.

THE IMPORTANCE OF THE NATIONAL BRITISH PRESS

British people watch a lot of television. They are also reported to be the world's most dedicated home-video users. But this does not mean that they have given up reading. They are the world's third biggest newspaper buyers; only the Japanese and the Swedes buy more.

Newspaper publication is dominated by the national press, which is an indication of the comparative weakness of regional identity in Britain. Nearly 80% of all households buy a copy of one of the main national papers every day. There are more than 80 local and regional daily papers; but the total circulation of all of them together is much less than the combined circulation of the national 'dailies'. The only non-national papers with significant circulations are published in the evenings, when they do not compete with the national papers, which always appear in the mornings.

Most local papers do not appear on Sundays, so on that day the dominance of the national press is absolute. The "Sunday papers" are so-called because that is the only day on which they appear. Some of them are sisters of a daily (published by the same company) but employing separate editors and journalists.

The morning newspaper is a British household institution such an important one that, until the laws were relaxed in the early 1990s, newsagents were the only shops that were allowed to open on Sundays. People could not be expected to do without their newspapers for even one day, especially a day when there was more free time to read them. The Sunday papers sell slightly more copies than the national dailies and are thicker. Some of them have six or more sections making up a total of well over 200 pages.

Another indication of the importance of the papers is the "morning paper round". Most newsagents organize these, and more than half of the country's readers get their morning paper delivered to their door by a teenager who gets up at around half-past five every day in order to earn a bit of extra pocket money.



2. Make up the sentences of your own with the given vocabulary:

- to give up – закінчити, перестати
indication – показник
comparative – порівняльний, відносний
daily paper – щоденна газета
circulation – тираж
to compete – конкурувати
newsagent – газетний кіоск
slightly – злегка, трохи

3. Find answers to the questions:

1. Have the British people given up reading? Prove your answer.
2. What kind of papers does the British like more – national or local?
3. Why are the non-national papers with significant circulation published in the evening?
4. What kind of newspapers does usually appear on Sundays?
5. What does it mean "Sunday papers"?
6. What does the term "morning paper round" mean?



4. Test yourself.

1. The British are the world's ...biggest newspaper buyers.
 - a. first
 - b. second
 - c. third
2. National press in Britain dominates because of ...
 - a. comparative weakness of regional identity.
 - b. cheaper price.
 - c. covering wider piece of news.
3. How many local and regional papers are there in Britain?
 - a. More than a hundred
 - b. More than eighty
 - c. More than fifty.
4. The only non-national papers with a significant circulation are published ...
 - a. in the mornings.

- b. on the weekends.
 - c. in the evenings.
5. The reason why successful local papers are published in the evenings is that...
 - a. they don't compete the national press that always appear in the mornings.
 - b. in the evenings they cover the events of all the day.
 - c. in the evenings almost all newspaper buyers are coming back home from their jobs.
 6. The "Sunday papers" are so-called because ...
 - a. they cover only the events of the weekend.
 - b. they cover only the events concerning religion and church.
 - c. Sunday is the only day on which they appear.
 7. Until the 1990s the only shops that were allowed to work were ...
 - a. grocery's.
 - b. baker's.
 - c. newsagents.
 8. "Sunday papers" are so popular among the British because ...
 - a. they are cheaper than dailies.
 - b. they are more compact and accurate.
 - c. on Sundays British people have more free time to read it.
 9. The "Sunday papers" ...
 - a. sell less copies than dailies.
 - b. are thicker.
 - c. have few sections.
 10. The teenagers in Britain deliver newspapers in the morning because ..
 - a. it's a kind of tradition.
 - b. they are doing public works.
 - c. they want to earn extra money.

4. Put the 4th paragraph in the text into Ukrainian in a written form.

5. Make the summary of the text and compare it with your partner's one.



TEXT XIV

1. Act as an interpreter while your partner is reading the text in a loud voice.

TWO TYPES OF NATIONAL NEWSPAPERS

Each of the national papers can be characterized as belonging to one of two distinct categories. The 'quality papers', or 'broadsheets', cater for the better educated readers. The 'popular papers', or 'tabloids', sell to a much larger readership. They contain far less print than the broadsheets and far more pictures. They use larger headlines and write in a simpler style of English. While the broadsheets devote much space to politics

and other 'serious' news, the tabloids concentrate on 'human interest' stories, which often means sex and scandal!

However, the broadsheets do not completely ignore sex and scandal or any other aspect of public life. Both types of paper devote equal amounts of attention to sport. The difference between them is in the treatment of the topics they cover and in which topics are given the most prominence.

The reason that the quality newspapers are called broadsheets and the popular ones tabloids is because they are different shapes. The broadsheets are twice as large as the tabloids. It is mystery why in Britain reading intelligent papers should need highly-developed skills of paper-holding! But it certainly seems to be the rule. In 1989 a new paper was published, the Sunday Correspondent, advertising itself as the country's first 'quality tabloid'. It closed after one year.



2. Answer the questions. Don't forget to express your personal point of view.

1. What categories of the British press can one distinguish?
2. What kind of audience reads the broadsheet papers? And the tabloids?
3. What are the key differences between the quality and popular press?
4. Is the attention given to sport topic the same in both types of newspapers?
5. Why does the quality press is called broadsheet and the popular one is called tabloid?
6. Why did the Sunday correspondent close?

3. Memorize new words and expressions:

popular papers	– масові газети
tabloid	– газета малих розмірів (переважно А ₄)
quality papers	– високоякісна газета
broadsheets	– газета великих розмірів (переважно А ₃)
headline	– заголовок
prominence	– перевага, прерогатива, популярність



4. Test yourself.

1. How many categories of British papers can be distinguished?
 - a. Two
 - b. Three
 - c. Four
2. What are they?
 - a. Popular press, tabloids

- b. Quality and popular press
 - c. Quality, broadsheets.
3. The popular press:
 - a. Contains far more print and far more pictures than the broadsheets
 - b. Contains far less print and far less pictures than the broadsheets
 - c. Contains far less print and far more pictures than the broadsheets.
 4. What does it mean “the human interest stories”?
 - a. Politics and economics
 - b. Householding and building
 - c. Sex and scandal
 5. Simpler style one English can be regarded to:
 - a. Quality press
 - b. Popular press
 - c. Both quality and popular press.
 6. What type of papers is more likely to cover news about prime-minister or government?
 - a. Quality press
 - b. Popular press
 - c. Both quality and popular press
 7. The reason that the quality newspapers are called broadsheets and the popular ones tabloids is:
 - a. Because of numbers of pages
 - b. Because of pictures amount
 - c. because they are different shapes
 8. The broadsheets compare to the tabloids are:
 - a. Twice larger
 - b. Three times larger
 - c. The same size
 9. The first British “quality tabloid” was:
 - a. Morning Star
 - b. Sunday Correspondent
 - c. Weekly Correspondent.
 10. The Sunday Correspondent has been publishing for:
 - a. One year
 - b. Two years
 - c. Six months

5. Translate the last paragraph of the text.

6. Render the text using the new vocabulary.



TEXT XV

1. Read the text. Find out the stylistic peculiarities of the publicist style.

MASS MEDIA INFLUENCE

From the moment we wake up in the morning we are bombarded with media in all its many forms. From the morning newspaper and its many advertisements to the television commercials telling us what we need to buy. Even when you turn on the radio during your daily commute you will be overwhelmed with new mainstream 'music' full of vulgarities and rudeness that could put you in a bad mood for the entire day. Media has a major influence in our lives, whether people like to admit it or not.

Many experts say we need to evaluate the trend of today. Does the influence in our families from the media really build healthier stronger people? Or does it do the exact opposite? It would seem as though more often the naught the latter is the case.

Media is often times used to convince massive amounts of people of something, almost a mass brainwashing. A good example of this is the media influence used by politicians. Joseph McCarthy used media influence to convince people of how terrible Communism was. He used it to support his 'witch hunt' of Communism in the United States. Another case of the media effecting politics is the election of Ronald Regan and Arnold Schwarzenegger. Both were famous movie star actors and used that status to win in politics.

The media often also dictates what we should and will buy. The media bombards us with what they deem 'great books' or 'great movies' telling us to go out and buy them right away. One good example of this is the widely published book Eragon. The book was criticized by many literary experts for being very 'poorly written' however it was written by a very young author and that created a media vortex that launched the book. Many still agree that the book would have never even been published if the boy's parents didn't happen to be publishers.

Other cases of books who received major boosts from media attention include the Harry Potter and Twilight series. Although the books were attacked by many experts for their 'bad plot' and 'poor writing' and in Twilight's case it's unoriginality thanks to mass media attention the books became bestsellers. In all these cases the books, held up by media attention, lead to movies which in almost all cases weren't particularly good either.

Craig Anderson is a distinguished Professor of Psychology at Iowa State University. He is an expert of media influence. He conducted a study with a young teenage boy where the boy played his favorite video game while being video taped. After the tape was replayed for the boy he commented on how he, "*Didn't think he had been swearing that much*", he also commented on his angry facial expressions.

Anderson suggests we simply look at the amount of time we spend playing video games, watching TV or on the Internet. He has been quoted on saying, "*A reality show about the life of the average American would be rather boring. It would be filled with hours of them just watching TV or surfing the Internet*".

There is also many myths surrounding the violent influence of the media and it's effect on people. These myths include, that only boys are effected, or only children or young children, or only those who already have an aggressive history, one myth goes as

far as to say it only affects sick psychopaths. All of these myths are untrue however. Anyone any age can be affected by violent media influence.

It is also suggested by experts that children under the age of two do not watch any Television, whether it be video games, movies, or even 'supposedly' educational content. Prolonged exposure to television at such a young age has been proven to lead to attention deficit disorder (ADD) and problems with school later on.

So it is clear that the massive media influence in our lives does have a negative effect on many people. Regardless of age, gender or location violent or suggestive media can affect us all. So next time in the book or movie rental store looking for something to buy, think about trying to find something you will like opposed to buying something that everyone tells you will like.



2. Learn the words from the text by heart. Find them in the text and translate the sentences they are used in.

1. a television commercial - телевізійна реклама
2. to be overwhelmed - бути перевантаженим
3. to evaluate - оцінювати, визначати кількість
4. naughty - неслухняний, примхливий, вередливий,
5. to convince - переконати, переконувати, запевняти,
6. a media vortex - вихор ЗМІ
7. facial expression - вираз обличчя
8. attention deficit disorder - синдром дефіциту уваги

3. Answer the following questions. Consult the text and other printed references.

1. Do you always listen to the television commercials? What do they attract with?
2. Do we need to evaluate or ignore the trend of today? Why? Prove it.
3. What do experts say about mass media influence? Refer to other sources.
4. What is the attention deficit disorder? Give your own explanations.
5. Massive mass media influence has a negative effect on many people, hasn't it? What is it?
6. What would you do to change the problem for the better if you had power?



4. Test yourself.

1. What is mass media?
 - a. Mainstream « music » full of vulgarities and rudeness
 - b. « great books » and « great movies »
 - c. A mass brainwashing

2. Who have often use mass media influence?
 - a. Politicians
 - b. Sociologists
 - c. Psychologists
3. Joseph McCarthy's theory is about...
 - a. nazism
 - b. marxism
 - c. communism
4. What politician does use media effect in the election?
 - a. Ronald Regan
 - b. Barak Obama
 - c. George W. Bush
5. What book has created a media vortex?
 - a. Eldest
 - b. Eragon
 - c. Inheritance
6. Who is Craig Anderson?
 - a. A distinguished professor of Psychology.
 - b. An expert of mass media influence.
 - c. Both of the variants are right.
7. What study did Anderson conduct?
 - a. With a teenager playing favorite game.
 - b. With a teenager watching TV.
 - c. With a teenager searching in the Internet.
8. According to the myths, who are affected by the violent games mostly?
 - a. girls
 - b. boys
 - c. both
9. Watching television under the age of two leads to ...
 - a. angry facial expressions
 - b. suffering from the environment
 - c. ADD
10. Massive mass media influence has a effect.
 - a. negative
 - b. positive
 - c. neutral

5. Make the summary of the text pointing out the topic sentence and the supporting idea in every paragraph. Don't forget about paraphrasing.

6. Write down the English translation of the newspaper article extract.

Фінансова політика обслуговування повинна доставити стабільний , безпечний і ефективний фінансовий ринок і забезпечити узгодженості та послідовності між різними областями політики, такі як банківська справа,

страхування, цінні папери та інвестиційні фонди, інфраструктура фінансових ринків, роздріб фінансових послуг і платіжних систем.

Після початку фінансової кризи в 2008 році, стабілізація фінансових ринків стала одним з пріоритетів і реформ фінансового сектора, найважливішим інструментом для її досягнення. Заповнення прогалин у регулюванні фінансового сектора і зміцнення нагляду за фінансовим сектором в Європі було два основних напрямки роботи. Для цього, Європейський Союз недавно прийняв нові правила для перетворення Європейського комітету органів нагляду в наглядові органи з реальними інструментами. Ведеться також робота в даний час з метою вивчення послідовності і стримування санкцій в ЄС, з метою підвищення довіри до фінансового сектору.

7. Render the translated extract according to the points of the plan.



8. Translate the following item of news into English. Have some useful vocabulary in your disposal:

1. to give up stockpile of something – відмовитися від запасів чогось;
2. highly enriched uranium – високозбагачений уран;
3. harsh repression of human rights – жорсткі репресії прав людини.
4. to be strained for years – бути напруженими протягом багатьох років;
5. nuclear material worldwide – світові ядерні запаси;

KyivWeekly

Iss. 47 DECEMBER 10-16, 2010

БІЛОРУСЬ ПОГОДЖУЄТЬСЯ ВІДМОВИТИСЯ ВІД ЗАПАСІВ ВИСОКОЗБАГАЧЕНОГО УРАНУ

Після несподіваної перемоги кампанії президента Обама щодо забезпечення збереження світових ядерних запасів, уряд Білорусії заявив, що він відмовиться від своїх запасів високозбагаченого урану, найважливішого компонента ядерної зброї.

Під час саміту Обама з ядерної безпеки в квітні 2010 р. президент Білорусії Олександр Лукашенко заявив, що його народ ніколи не відмовиться від урану. Білорусь зблизилася з США кілька місяців тому, висловлюючи свою зацікавленість в досягненні згоди.

Відносини між Білоруссю і США були напруженими протягом багатьох років, в першу чергу через жорсткі репресії прав людини, зі сторони

Лукашенко, але останнє висловлювання наводить на думку про потенційне пом'якшення відносин між обома країнами.



9. Choose the right variant:

1. When did Obama's Nuclear Security Summit take place?
 - a. March 2010,
 - b. April 2010,
 - c. August 2000,
 - d. April 2009
2. Who is the acting President of Belarus?
 - a. Vololodymyr Nekliayev,
 - b. Volodymyr Putin,
 - c. Aleksandr Lukashenko,
 - d. Vyacheslav Kebych
3. Does Belarusian nation give up its uranium?
 - a. yes, certainly,
 - b. no, never,
 - c. probably
4. Who is the incumbent President of USA?
 - a. Abraham Lincoln,
 - b. Barack Obama,
 - c. George W. Bush,
 - d. Woodrow Wilson
5. Did Belarus express its interest in reaching an agreement with the U. S.?
 - a. yes, certainly,
 - b. no, never,
 - c. probably
6. Have the relations between Belarus and the United States been strained for years?
 - a. yes, certainly,
 - b. no, never,
 - c. probably
7. Why were the relations between Belarus and the United States strained for years? Because of:
 - a. absence of diplomatic relations,
 - b. lack of consular relations,
 - c. Lukashenko's harsh repression of human rights,
 - d. Putin's harsh repression of human rights

10. Answer the following questions:

1. Who was the winner of the U.S. presidential election?
2. What did the government of Belarus announce after the victory of President Obama's campaign to secure nuclear material worldwide?
3. What is known to be the main component of nuclear weapons?
4. What Summit did take place in April 2010?
5. What had the Belarus President Aleksandr Lukashenko declared at the time of Obama's Nuclear Security Summit in April 2010?
6. How long the relations between Belarus and the United States have been strained?
7. Who carried out the harsh repression of human rights?



TEXT XVI

1. Read the article and translate it into Ukrainian.

Portugal's ambassador:

**“We would appreciate better rule of law,
democracy, judiciary”**

Feb25, 2011, Katya Grushenko

It is common knowledge that Ukraine is developing mutually beneficial relations with a lot of countries all over the world. The ambassadors of foreign countries in Ukraine help to coordinate and establish good neighbourly relations with their states. They also do much to help millions of the Ukrainians who live legally or otherwise in the countries the ambassadors represent.

Hardly is an ordinary Ukrainians citizen conversant with the diplomatic policy of Ukraine and the role of diplomacy in people's lives. One can get such knowledge from the press but it seldom highlights the work of foreign embassies except the cases of opening visas for tourists or other issues connected with travelling.

Let us consider such a country as Portugal where there may be living about 82, 000 Ukrainians. In order to clarify Ukraine's relations with Portugal we can give an example, the interview of the Portugal ambassador Mario Jesus dos Santos:

"...While there is good understanding on the intergovernmental level, trade and business are still low. Portuguese investment is only 145 mln. dollars.

There are three main investors: in Odesa, Rivne, Kharkiv. ...The potential interests are in renewable energy, aeronautics banking, tourism, services. Investors want to see improvement in the judiciary area. ...We would appreciate if democracy, judiciary and the rule of law is improved. Things are changing not always for the good. Eliminating corruption completely is an illusion. Also justice can't be used for political struggle.

...There are no more than 40 Portuguese in Ukraine. ...but Ukrainians make the second largest community after the Brazilians. Many Ukrainians are from Ternopil Region. Ukrainian folk dance groups tour Portugal, we also hold Portuguese cinema week in Kyiv in summer. I would like to do more, but the embassy operates on a very limited budget. Come to the Carnival in Lisbon before Lent. It shows the mood of society".

We agree with the quotation by G. K. Chesterton: "If we are to be international we must be national".

2. Find in the text English equivalents of the following word combinations. Make up and write down your own sentences with them.

- 1) взаємовигідні відносини;
- 2) встановлювати добросусідські стосунки;
- 3) це рідко висвітлює діяльність іноземних посольств;
- 4) міжрядовий рівень;
- 5) поновлювані джерела енергії;
- 6) аеронавігаційність банківської справи;
- 7) покращення в юридичній царині ;
- 8) цілковите усунення корупції ;



3. Test yourself

1. Who helps to coordinate and establish good neighbourly relations between states?
 - a. diplomats,
 - b. ambassadors,
 - c. the Presidents of states,
 - d. consuls
2. How many Ukrainians may be living in Portugal?
 - a. 82, 000
 - b. 63,000
 - c. 72,000
 - d. 28,000
3. How many Portuguese may be living in Ukraine?
 - a. 82, 000
 - b. 28,000
 - c. 72,000
 - d. 40
4. Who is the Portugal ambassador in Ukraine?
 - a. Mario Jesus dos Santos
 - b. Allan J. Katz

- c. Nancy Cohn
- 5. What does show the mood of Portugal society?
 - a. the Carnival in Lisbon before Lent
 - b. Lisbon
 - c. Lent
 - d. Christmas time

4. Answer the following questions:

1. How would you characterize the relationships between Portugal and Ukraine?
2. What challenges do Portuguese investors face in Ukraine?
3. Are there many Portuguese in Ukraine? What are they interested in?
4. What do you know about the Ukrainian community in Portugal?
5. Can you give any examples of the cultural exchange between our country and Portugal?
6. What are the best ways to learn about Portugal?

5. Make the summary of the article. Compare your variant with your partner's one. Which is the best? Comment why?

6. The topic sentences and supporting idea of the compression will help you to render the article. While rendering the text remember to express your own attitude.



ADDITIONAL READING

TEXT 1

A Geithner Says U.S. Economy Showing Signs of Expansion

The nation's economy shows signs of expansion but still faces tough challenges that call for measures to create jobs to help restore fiscal sustainability, the Treasury secretary, Timothy F. Geithner, said on Thursday.

In prepared remarks for delivery to the Economic Club of New York, Mr. Geithner said the economy was now more productive than it was before the recent financial crisis but confidence remained fragile.

"That is why it is so important that policy makers continue to work to get the economy growing faster in the short term and not shift prematurely to fiscal restraint," he said. "We can't cut our way to growth. Severe austerity now would be very damaging," he added.

Mr. Geithner said that at the end of 2012, the country will face a simultaneous expiration of tax cuts and across-the-board spending cuts that will amount to about 5 percent of the country's gross domestic product.

The prospect of such a blow to national output should be a strong incentive for lawmakers to reach compromises on taxes and spending, he suggested.

Mr. Geithner said the White House was promoting a package of measures that included some tax increases for wealthy Americans. Those increases have been opposed by Republicans.

"If you do not raise revenues through tax reform," he said, "then you have to find another 1 percent of G.D.P. or roughly \$1.5 trillion over 10 years in additional savings from defense, Social Security, Medicare, education or low income programs."



Vocabulary:

- expansion - зростання, розвиток;
- challenge – виклик;
- measure – міра;
- to restore – відновлювати;
- sustainability – стійкість;
- delivery – поставка;
- fragile – неміцний;
- prematurely – передчасно;
- restraint - обмеження; стримування;
- austerity – строгість;
- damaging – руйнівний;
- lawmaker – законодавець;
- increase – зростання;
- revenue - дохід, прибуток;
- additional – додатковий.

Answer the following questions:

1. How does Timothy F. Geithner characterize the economy of the US at the present stage? What way-out does he see?
2. What are Mr. Geithner's predictions concerning the economy of the country at the end of the year?
3. What is his opinion toward tax increases for wealthy people? What is the role of such taxes in the economy of the US? Do you find them possible in Ukraine?

Situation:

1. What changes would you introduce to the economy of our country, if you were the Treasury secretary? Write them down.

Interesting Facts You Never Knew About the Internet

The technology behind the Internet began back in the 1960's at MIT. The first message ever to be transmitted was LOG. Why? The user had attempted to type LOGIN, but the network crashed after the enormous load of data of the letter G. It was to be a while before Facebook would be developed.

The Internet began as a single page at the URL <http://info.cern.ch/hypertext/WWW/TheProject.html>, which contained information about this new-fangled “World Wide Web” project, and how you too could make a hypertext page full of wonderful hyperlinks. Sadly, the original page was never saved, but you can view it after 2 years of revisions here.

The first emoticon is commonly credited to Kevin Mackenzie in 1979, but was a rather simple and didn't really look like a face.

Did you know – the Japanese also use emoticons, but theirs are the correct way up instead of on the side, and a lot cuter! The first webcam was deployed at Cambridge University computer lab – its sole purpose to monitor a particular coffee maker and hence avoid wasted trips to an empty pot.

Ever since the birth of the Internet, file sharing was a problem for the authorities that managed it. In 1989, McGill University shut down their FTP indexing site after finding out that it was responsible for half of the Internet traffic from America into Canada. Fortunately, a number of similar file indexing sites had already been made.

Of the 247 BILLION email messages sent every day, 81% are pure spam.

The very first spam email was sent in 1978, when DEC released a new computer and operating system, and an innovative DEC marketer decided to send a mass email to 600 users and administrators of the ARPANET (the precursor of the Internet). The poor sap who had typed it all in didn't quite understand the system, and ended up typing the addresses first into the SUBJECT:, which then overflowed into the TO: field, the CC: field, and finally the email body too! The reaction of the recipients was much the same fury as users today. It wasn't until later though that the term “spam” would be born.

Twenty hours of video from around the world are uploaded to YouTube every minute. The first ever YouTube video was uploaded on April 23rd 2005, by Jawed Karim (one of the founders of the site) and was 18 seconds long, entitled “Me at the zoo”. It was quite boring, as is 99% of the content on YouTube today. Internet terrorism is very much a real threat. In February 2008, 5 deep-sea cables that provided Internet connectivity to the Middle East were cut. Curiously, US-occupied Iraq and Israel were unaffected.



Vocabulary:

- to attempt – намагатися;
- load – загрузка;
- new-fangled – новомодний;

- hyperlinks – гіперпосилання;
- commonly – зазвичай;
- emoticon – смайл;
- hence – звідси;
- indexing – індексування;
- operating system – операційна система;
- to be uploaded – бути завантаженим;
- cable – кабель;
- to unaffected – не впливати.

Answer the following questions:

1. Is the Internet of great importance in our life?
2. What advantages and disadvantages of the Internet can you single out?
3. When did the Internet appear as a single page at the URL?
4. Where and with what purpose was the first webcam used?
5. What caused the birth of the first spam email?
6. The first uploaded YouTube video was an interesting one, wasn't it?
7. Name the main events in the development of the Internet. What event do you think will take place next?

TEXT 3

A Millions of Americans at Risk of Flooding as Sea Levels Rise

ScienceDaily (Mar. 14, 2012)

Nearly four million Americans, occupying a combined area larger than the state of Maryland, find themselves at risk of severe flooding as sea levels rise in the coming century, new research suggests.

A new study, published today, 14 March, in IOP Publishing's journal *Environmental Research Letters*, asserts that around 32,000 km² of US land lies within one vertical meter of the high tide line, encompassing 2.1 million housing units where 3.9 million people live.

For this study, the researchers created a new model to identify the areas of US mainland that are at risk of flooding and, with a predicted sea level rise of 1 meter or more by the end of the century, suggest that the US Government's currently designated flood zones should not be considered stable.

A second study, also published today in *Environmental Research Letters*, corroborates evidence of the risk, showing that a majority of US locations, from the 55 studied, will see a substantially higher frequency of storm-driven high water levels by the middle of the century; water levels that have previously been encountered only once-a-century.

Many locations would be expected to experience such high flooding every decade or more often.

Two ways in which global warming is causing sea levels to rise are thermal expansion – the expanding of water as it warms – and the melting of glaciers.

The first study, undertaken by researchers at Climate Central and the University of Arizona, shows that at a state level, areas surrounding the Gulf appear to be the most vulnerable, whilst in terms of population, Florida is the most vulnerable, closely followed by Louisiana, California, New York and New Jersey, illustrating significant exposure on every coast.

The researchers pick out greater Los Angeles as a largely-populated city of great concern, as previous research suggests that flooding may reach rare heights more swiftly in southern California than in any other mainland US area.

The second study examined the effect of heavy storms on past water levels at 55 stations across the US and combined these with estimates of future global sea level rises to predict the frequency and extent of future flooding.

Co-author of both papers, Ben Strauss, researcher at Climate Central, said: "The sea level rise taking place right now is quickly making extreme coastal floods more common, increasing risk for millions of people where they live and work. Sea level rise makes every single coastal storm flood higher. With so many communities concentrated on US coasts, the odds for major damage get bigger every year."

http://www.sciencedaily.com/news/earth_climate/environmental_issues/



Vocabulary:

- flood – повінь;
- to publish - опубліковувати, видавати;
- tide – морський приплив і відплив;
- to assert – твердити, заявляти;
- to encompass – оточувати; містити в собі;
- to designate – визначати; вказувати; позначати;
- substantially – по суті, в основному, значною мірою;
- to encounter – стикатися з, несподівано зустрічатися з;
- vulnerable – уразливий;
- swiftly – швидко.

Tasks:

1. Give a brief outline of the text (no more than five – six sentences).
2. What are the reasons for rising sea levels?
3. Imagine that you are at an international conference. Speak on the problem of global warming.

TEXT 4

Standards for “Green” Tourism Raised

Prepared by Lesia SHAPOVAL, The Day, based on the materials of the InformationCenter “Green Dossier”

The planet’s resources are being tapped as never before, a problem only sporadically addressed by energy-saving governmental programs, and even then only in a nominal manner. We treat nature in a consumerist manner, engendering cataclysms and catastrophes. Only then do we finally begin to think about how to save our patient planet from our materialist whims.

Yet ecological programs often do not require excessive efforts or financial investments. On the contrary, a proper attitude toward the environment can often allow for savings.

Green tourism is an interesting form of recreation, in harmony with nature and part of the ecological movement. It is important that hotels are not confined to some services, but that they find it in their interests to comply with ecological norms.

In order to improve its attractiveness for foreign tourists in the sphere of green tourism, Ukraine needs a lot of work. In other countries the presence of ecological certification is a factor determining the choice of hotels or camping sites, as foreigners are rather picky while evaluating the ecological responsibility of a hotel’s owners. A sign testifying to the ecological commitments of a given site can sometimes boost attendance by up to 40 percent!

However, for our citizens it is difficult and expensive to realize the requirements of international certification organizations. Hence, experts from the InformationCenter “Green Dossier,” using international experience as a basis, elaborated and offered a system of ecological certification for small and medium hotels and restaurants in Ukraine that is adapted to our circumstances.

The project received support from domestic and international tourism experts, owners of hotels and restaurants, the Council for Tourism and Resorts, specialists from the ministries of culture and environmental protection, and other tourism-sector workers.

In June 2010 a campaign introducing and popularizing the ecological certification began in Ukraine. Its first stage was an all-Ukrainian competition of hotels that want to be seen as ecologically conscious. A small amphibian was chosen as the symbol for the ecological certificate (there are not many of these amphibious left in Ukraine, three kinds are in the Red Book of endangered species), as it has long symbolized purity, courage and resolve in overcoming obstacles.

Two hotels from the Ivano-Frankivsk region were the first to be certified: the tourist hotel Kosiv (owned by RuslanaPetrychuk) and the private farmstead Zhyvytsia (owned by VolodymyrBroshkevych). The owners have managed to reduce electricity and heat consumption by 50 percent. They admit that saving money was their primary

goal, which led them to use energy reasonably. They value the environment around their property. Efficient use of each millimeter of local land, careful cleaning and washing in safe detergents, allowing pure vegetables to grow — these simple rules helped them get the certification. Ruslana and Volodymyr also received prizes for their business practices, energy saving lamps and environmentally-safe detergents.

Nevertheless, the main prize of the certification campaign is the following conclusion: there are establishments that comply with European ecological standards, and will hence be included in the list of those capable of accepting demanding European tourists, in particular, the guests of the Euro-2012.

Both prizewinners have shown themselves to be great organizers, and are able to share many best-practices for eco-business. A workshop by partners of “Green Dossier” was organized for those willing to learn about efficient business. It turned out to be useful for both the winners and newcomers to the hotel business. The company Philips showed people how to decrease energy expenses by 30-80 percent.

An energy efficient lamp, Living Colors LED, that uses light diode technology (consuming only 15 watts) was the main prize for the winner. The lamp can also change the color of its radiation, creating an original atmosphere.

Cozy lamps from Philips will decorate the interiors of two further winners — the Kyiv cafe Kupidon and the hotel Sezony SPA located on the Obukhiv highway. The owner of Kupidon Fedir Balandin confessed that, as he counts money, he grew interested in different ways of saving energy. By means of different innovations he reduced energy consumption at his property by two thirds. The first round of the competition of ecologically responsible hotels and a master class “Eco-Tips for Hotel” was held based on the hotel Radisson Blue.

The all-Ukrainian competition of responsible hotels continues and everyone interested in it can participate. The results of the next round will be announced in May 2011 at the exhibit “EcoRest.” The organizers stress that the ecological certification in tourism corresponds to the requirements of the time. Green brands are among the most popular hotels in Europe, thanks to the signs indicating compliance. Hence, specialists from “Green Dossier” are sure that the amphibian will help the Ukrainian tourist business enter the European market, they continue dreaming about a time when each Ukrainian dwelling complies with the standards of ecological certification, and tourist sites become examples of ecological responsibility.

(<http://www.day.kiev.ua/300660>)



Vocabulary:

- sporadically – поодинокі;
- to engender – породжувати, викликати;
- whim – примха, забаганка;
- excessive – надмірний;
- to confine – обмежувати;
- to boost – піднімати, допомагати піднятися;

- to elaborate – детально розробляти (план, теорію і т.д.); виробляти; розвивати (пропозицію);
- amphibian – амфібія;
- farmstead – садиба ферми з усіма будівлями;
- detergent – дезінфекційний засіб;
- to demand – вимагати, потребувати; питати; запитувати;
- consumption – споживання; витрата;
- interior – інтер'єр;
- to confess – зізнаватися;
- to correspond – відповідати (чомуś - with, to);
- hence – звідси;
- compliance – згода.

Tasks:

1. What does the word-combination “green” tourism’ mean?
2. What is the main idea of the article?
3. Give the short summary of the article.
4. What do you know about “green” tourism in Ukraine? Is it popular nowadays?
5. Imagine a situation. You meet a foreigner in your city, and he/she asks you to recommend the best places for “green” tourism not far from your city. Make up a dialogue.

TEXT 5

Why Are Under-25s Hardest Hit by Unemployment?

There's a worrying fact that often goes unnoticed when people talk about the current "record" rate of youth unemployment.

The number of 16 to 24-year-olds unable to get work has been rising almost without interruption since well before the recession.

In the summer of 2004 around one in eight young people in the UK was unemployed.

The rate rose almost every year, surged after 2008, and has now nearly doubled.

The latest figures from the Office for National Statistics (ONS) show the number of jobless young people broke the one million mark in the three months to September. The jobless total for 16 to 24-year-olds now stands at 1.02 million. That means that more than a fifth of young people are jobless.

So why is it increasingly hard for five million young people of working age to find a job and is there anything new in all this?

In any economic downturn, unemployment tends to rise because firms lose revenue and need to cut costs. Despite the fact that young workers tend to be cheaper to employers, often their productivity is lower and they produce less value for the company - meaning they can be more likely to be laid off.

Higher redundancy payments also mean it can be expensive for firms to lay off older workers. So in a recession, the ratio of young unemployed people tends to rise against the number of older people out of work.

It's a phenomenon that occurred in the recessions of the 1980s and 1990s, according to Professor Van Reenen.

"I'm not sure there's anything particularly different about what's happening this time than there has been in the past," he says.

A YouGov poll of more than 2,000 people aged between 16 and 25 showed one in 10 of those who had been out of work had turned to drugs or alcohol abuse.

And those not in education or training were twice as likely to feel down, depressed, isolated or rejected.

(<http://www.bbc.co.uk/newsbeat/15258386>)



Vocabulary:

- interruption – перерва, зупинка;
- to surge – підніматися, здійматися;
- jobless – безробітний;
- downturn – зниження, падіння, спад;
- revenue – річний дохід;
- redundancy – надмірність;
- ratio – відношення, пропорція; коефіцієнт; співвідношення;
- abuse – зловживання (чимсь - of);
- to reject – відкидати, відхиляти; відмовляти.

Tasks:

1. Give the main idea of the text.
2. Make up a dialogue based on this article dealing with the problem of youth unemployment.
3. Suppose you are making a survey on this topic. What points would you include?
4. Compare the given situation of youth unemployment in Great Britain with the one in Ukraine.

ТЕХТ 6

Passage from Green Party Manifesto 2010

Education

Education should be at the heart of communities, and should promote social and emotional well-being, equality, inclusion and responsibility. Schools need more freedom to frame the curriculum around the needs and interests of the young people in the school. We would:

- Ensure most children are able to attend a good local school with admissions policies decided locally and applying to all schools.
- Move gradually to smaller class sizes by spending a further £500 million on 15,000 more teachers to get classes down to an average of 20 pupils by the end of the Parliament.
- Defend existing smaller schools and create smaller schools. Large secondary schools in particular are alienating, and the Government's current plan to rebuild all secondary schools offers the perfect opportunity to do so on a more human scale.
- Phase in the abolition of student tuition fees in higher education.
- Move towards ending the need for private education by creating a programme of voluntary assimilation of private schools into the state sector. Schools that remain in the private sector would have charitable status removed and would pay all relevant taxes, such as VAT.
- Phase out City Academies and Trust Schools. It is wrong to allow business and other outside organizations to have too great an influence over schools.
- Let teachers teach - abolish the remaining SATS tests, and give schools and teachers more freedom over the curriculum they teach.
- Provide a full half day a week of inviting physical activity for every child, and at least one day a year learning in the natural environment.
- Provide free school meals for all - with locally sourced or fair-trade and (where possible) organic food, and with a vegetarian option. This will encourage healthy eating, combat obesity, improve concentration and end the stigma associated with free school meals.
- Introduce children to renewable technologies at school by ensuring that most schools get the bulk of their energy from on-site renewable sources.
- Where parents choose to educate their children at home this would be supported by Local Authorities, which would work to ensure that all young people have a broad and diverse education of a high quality.

(http://www.greenparty.org.uk/policies/policies_2010/2010manifesto_everyday_li.fe.html)



Vocabulary:

- curriculum - курс навчання, навчальний план, програма;
- alienate – відчужувати;
- phase in – поступово вводити;
- phase out – поступово скорочувати;
- abolition - скасування; усунення;
- admission – вступний;
- charitable – добродійний;
- further - подальший, наступний;
- environment - оточення; середовище;
- average - в середньому дорівнювати (становити, складати);
- combat – боротися;

- diverse – 1) інший, різний, відмінний; 2) різноманітний.

Answer the following questions:

1. What is the role of education in people's life?
2. Do you agree that schools need more freedom to frame the curriculum around the needs and interests of the young people?
3. Most children in Ukraine are able to attend a good local school, aren't they?
4. What are the today's possibilities of handicapped children to get a good education in our country and abroad?
5. What is your attitude toward private education in Ukraine? Do you think that private schools should pay taxes?
6. What is the role of SATS tests? Is it worth abolishing them?
7. Do you agree with all the changes the Green Party offers?

Situation:

Imagine that you are the Minister of Education in Ukraine. What changes would you introduce to the system of education in our country to ensure the possibility of all young people to have education of good quality? Write them down.

TEXT 7

US Election 2012:

**Rick Santorum Vows to Take Nomination Battle
'Everywhere' after Deep South Victories**

As the Republican nomination bandwagon rolls into Alabama and Mississippi, Rick Santorum declares that conservatives must pull together to beat President Barack Obama.

Rick Santorum swept to victory in the Republican heartland on Tuesday night, defeating Mitt Romney in Alabama and Mississippi to deal a prompt blow to the beleaguered front-runner's claim to be the party's inevitable presidential nominee.

Mr. Santorum and Newt Gingrich pushed the former Massachusetts governor into third place in both votes in the Deep South, damaging his attempts to declare that the contest to find a challenger for President Barack Obama is effectively over.

Speaking shortly before his widely projected victories in the southern states were confirmed, Mr. Santorum proclaimed it time for conservatives "to pull together."

"The time is now to make sure that we have the best chance to win this election, and the best chance to win this election is to nominate a conservative to go up against Barack Obama who can take him on every issue," Mr. Santorum told jubilant supporters in Louisiana, where Republican voters go to the polls next week.

Looking ahead to the next nomination battlegrounds, he added: "If Louisiana, Missouri, Illinois and yes, Puerto Rico, which we are heading to tonight I might add, and we're going to spend two days campaigning in Puerto Rico because we want to

make sure that everybody knows, we're campaigning everywhere there are delegates because we are going to win this nomination before that convention."



Vocabulary:

- bandwagon - сторона, яка перемогла, переможці;
- to defeat - завдавати поразки, розбивати;
- blow-удар;
- to beleaguer - облягати; оточувати;
- claim - вимога; претензія;
- governor – губернатор;
- attempt - спроба, проба;
- to confirm - затверджувати, ратифікувати; оформити (угоду);
- issue - питання, проблема;
- poll - список виборців; особа в списку;
- to campaign - проводити кампанію.

Situations:

1. You were a president yesterday, and you haven't won the today's election. What would you do in such a situation?
2. What would you tell people to persuade them to choose you if you wanted to become a president?
3. Would you educate your son/daughter to be a great person (a president, a governor)?
4. You are the right hand of a well-known person. What would you do to save his reputation?

TEXT 8

Idea of 'One Person One Party' Makes for a Crowd in Switzerland

*By SALLY McGRANE , Zurich Journal
Published: September 21, 2011.*

(Matthias Pöhm leads the Anti PowerPoint Party. It made it onto the ballot for Parliament.)

ZURICH — When Matthias Pöhm formed his new Swiss political party, he was determined to reach out to what he considered an underrepresented group. So in May, he created the Anti PowerPoint Party, whose stated mission is to advocate for those

souls "who, every month, are obliged to be present during boring presentations in companies, universities, or at other institutions, and who had up to now no representation in politics."

People are thinking, "This is a waste of my time," Mr. Pöhm said of those presentations, which he described with an expletive. His party made it onto the ballot for Switzerland's national parliamentary elections, which will be held Oct. 23. "They needed a leader." Single-issue political parties on the fringe seem to be gaining popularity these days; the Pirate Party, for example, which concerns itself with Internet freedom, won 8.9 percent of the vote in Sunday's elections in Berlin.

But Switzerland, which may be the world's most direct democracy, takes fringiness to an entirely different level. Here, any citizen over the age of 18 can start a political party. To get on the ballot for Parliament's lower house, all a party needs are 100 to 400 voter signatures, depending on the size of the canton.

Thanks to this low threshold, and an open, pluralistic political system, Switzerland has a tradition of colorful splinter parties, usually based in the larger, more urban cantons of Zurich and Bern. (A classic is the Auto Party, organized in 1985 to raise speed limits and limit traffic fines)

While the Auto Party made it to Parliament, most splinter groups have next to no chance of winning. Still, they reflect "the will of people to actively participate in the election process," wrote Mark Stucki, spokesman for the Swiss parliamentary services, in an e-mail.

Take Thomas Märki, a 43-year-old insurance broker who was disturbed by the cows he saw penned up on a farm he passed every day on the way to work. "I started to do some research, and I saw that the laws about treatment of animals are not well enforced," he said. In July 2010, he created the Animals' Party Switzerland "to give animals a voice in politics."

For a political newcomer, navigating the bureaucracy to, say, determine when it is legal to hang billboards has been hard, he said. But with 27 Animals' Party candidates on ballots in four cantons, Mr. Märki plans to keep working even if they do not win anything this time around.

Alfredo E. Stüssi, president of Subitas (formerly the Men's Party), is equally committed to his cause: Equal rights for men. Mr. Stüssi, who was unable to see his daughter for many years after separating from her mother, said Subitas got on the national ballot this year thanks to some creative thinking. "Somebody said, 'Why don't you go to a soccer game?' We did, and that's where we got 70 percent of our signatures."

For Hanspeter Kindler, a poet, getting the Swiss Fool's Party on the ballot was a political end in itself. Angry at the slow progress of a popular initiative to restrict top management salaries at public companies, he started up his one-man, no-issue party this year. "The main goal I had was to make a strong point," he said. "I'm realistic enough not to campaign."

But Mr. Pöhm's Anti PowerPoint Party, whose platform wobbles between banning PowerPoint outright and just making people aware of the presentation software's communicative shortcomings, puts a new twist on the splinter tradition.

"This is a misuse of the elections for a commercial purpose," said Thomas Widmer, chair of Swiss Politics at the University of Zurich. "It's the first time I've seen this in Switzerland. It raises the question of whether there should be legislation forbidding such practices."

Mr. Pöhm, who makes a living running public-speaking seminars, specializing in the art of the pithy retort, readily admits his campaign is a marketing gag — though he says it is precisely this kind of honesty that would make him a good politician. (Since his visibility in Zurich is low; and his only marketing materials are as-yet-undistributed campaign vomit bags, this will likely remain an untested premise.)

Something like the Anti PowerPoint Party "is the price of democracy," said Christoph Pfluger, a journalist and magazine publisher who co-founded parteifrei.ch (Party-Free Switzerland) three months ago, for people who have no use for party politics. ("It was very easy," he said. "We had the idea, sent out cards for membership and posted it on the Internet.")

But others are generally critical of the splinter phenomenon. "These parties are usually gone six months after the election. They reflect a mood," said Claude Longchamp, a political scientist and pollster based in Bern. "I am so against them because for the voters, they make things really complicated."

Well, yes. Each ballot consists of a multipage series of lists of candidates by each and every party. In Zurich this year, there are 30 lists of up to 34 candidates each (Zurich has 34 seats in the lower house) that voters choose from. Voters can also write in the individual candidates of their own choice, from any party. This year there are close to 3,500 candidates running for the 246 seats in the two parliamentary houses

Still, it is not all jokes and quixotic quests. The Green Party of Switzerland is an example of a group that started small and, broadening its platform, succeeded in entering the mainstream.

This, according to Professor Widmer, might one day be a possibility for another newcomer, the Swiss Pirate Party, which got a major lift from the success of its Berlin cousin.

A computer science student, Denis Simonet, 26, co-founded the party two years ago. "Before, there was no party that spoke for me," said Mr. Simonet, who described a dizzying plunge into political life. He says he and his co-founders learned about politics from the ground up, fielding press calls, meeting with Swiss politicians and, he said, even offering asylum-seeking advice to Julian Assange of WikiLeaks. So far, they have won a city council seat in Winterthur and have a total of 57 candidates on the ballots in the national elections.

"The cool thing is that we make some people, especially young people, interested in politics," said Mr. Simonet, who clearly relishes his responsibilities. "It's a very important part of our existence, to show them there's some hope!"

A version of this article appeared in print on September 22, 2011 on page A9 of the New York edition with the headline: Idea of 'One Person One Party' Makes for a Crowd in Switzerland.

(file://localhost/C:/Users/Adminicmpamop/Desktop/Political%20Parties%20on%20Fringe%20Abound%20in%Switzerland%20-%20NYTimes.com.mht)



Vocabulary:

- a ballot – балотування, таємне голосування;
- a plunge - пірнання. занурення;
- a newcomer - новоприбулий, незнайомий, новачок;
- a joke - жарт, дотеп;
- to enforce - проводити в життя (закон);
- splinter – осколковий; той, що відокремився;
- an expletive - вставка, вставне слово;
- entirely - цілком, зовсім, повністю;
- a signature – підпис;
- to reflect - відбивати (тепло, звук, світло), віддзеркалювати(ся); давати відображення, відображати;
- visibility - видимість; огляд;
- an insurance - страхування, страхова премія;
- a council – рада;
- a mainstream - головний напрям;
- an asylum – притулок.

Answer the following questions:

1. What does the idea of 'One Person One Party' consist in?
2. What are the main reasons for which Switzerland has a tradition of colorful splinter parties?
3. Why Thomas Mårki is said to be a political newcomer?
4. Name all the parties mentioned in the article and their founders. Do you find all these parties necessary for people's life?
5. In what way do the parties mostly manage to get on the national ballot?
6. What opinions concerning the splinter phenomenon do exist in the society? What is your opinion regarding it?
7. Can you found the splinter phenomenon in the political life of Ukraine?

Situation:

What party would you create if you were a politician? Please, describe the mainstreams of your party's programme.

APPENDIX 1

Key Answers and Translations

Keys (Summaries, ex. 3)

1) *H. Rider Haggard. King Solomon's Mines.*

The story of the search by three men for King Solomon's legendary treasure hidden in Kukuanaaland.

2) *Charles Dickens. A Tale of Two Cities.*

A historical novel set in France during the French Revolution.

3) *L. Carroll. Alice's Adventures in Wonderland.*

Alice falls down a rabbit hole and meets the Mad Hatter, a Cheshire Cat, the Queen of Hearts and other curious characters.

4) *D. Defoe. Robinson Crusoe.*

After being shipwrecked on an island in the Pacific, Robinson Crusoe builds a house, feeds and clothes himself, and eventually finds a companion in Man Friday.

5) *Charlotte Bronte. Jane Eyre.*

The vicissitudes of a girl who left a charity school to be a governess and became deeply involved in the life of her employer and his strange secret.

Text VII, "Globalization and Mass Media", ex. 5.

Mass media enjoys a very prominent role in our lives. There are various effects of mass media on the society at large. Media tends to influence and it's obvious, there are positive as well as negative influences of mass media. However, it also depends upon the way audiences perceive things. The power of the mass media is by far recognized by everybody in terms of advertising, marketing and as a medium to broadcast information to people at large. Since mass media is used to communicate and interact with people from various walks of life, it can often result in a conflict of options. Print media (magazines, newspapers, brochures, press releases, newsletters, etc), electronic media (television, radio etc) and the Internet are all part of mass media. Today, mass media can give a person phenomenal exposure and this can result in various effects of the mass media on the society.

Text IX, paragraph 2, ex.5.

На початок 1800-х років Сполучені Штати вступили в період швидкого технологічного прогресу, який буде позначати реальний початок "сучасних засобів масової інформації". Винайдення пароплава, залізної дороги і телеграфа винесло зв'язок з віку сили вітру і коней. Була розроблена висока швидкість друку преси, що знизило витрати на друк. Розширення системи освіти навчило більше американців читати і викликало інтерес у всьому світі.

Text X, paragraph 5, ex.4.

Інтернет є джерелом інформації, яка доступна через комп'ютер. Він складається з мільйонів сторінок інформації на різну тему. Двадцять п'ять мільйонів людей виходять в інтернет щодня. Інтернет вже є найбільшим джерелом інформації на планеті. Скоро він буде основним джерелом матеріалу для студентів та викладачів різних предметів.

Text XI, ex.5.

Religion in Europe has been a major influence on European art, culture, philosophy and law. The major religions in Europe are Christianity and Islam, mainly in the south east; other religions include Hinduism, Buddhism and Judaism in much smaller number. Little is known about the prehistoric religion of Neolithic Europe. Bronze and Iron Age religion in Europe as elsewhere was predominantly polytheistic.

Text XII, ex.5.

Effects of violence in the Media

When we watch TV or a movie we usually see many images of violence and people hurting others. The problem with this is that it can become traumatic especially in our children as we see it more and more. Our kids that are starting to grow and are

shaping their personality values and beliefs can become aggressive or they can lose a sense of reality and fiction of what they see.

In the past years there have been some cases of kids carrying a gun at school and even hurting others with it. Those kids have been linked to excessive use of violent video games and war images.

Another problem is that real war is used as a form of entertainment by the media. We should make our kids and teen aware that war is not a form of entertainment and that there is no win or lose like in video games. In real war everyone loses.

Text XIII, paragraph 4, ex.4.

Ранкова газета – дуже важливий інститут в Британії. Настільки важливий, що газетні кіоски були єдиними магазинами, яким дозволено було працювати по неділях, допоки не зм'якшили закони в 1990-их. Люди не могли і дня провести без своєї газети, а надто – дня, в якому вони мають найбільше вільного часу її читати, тобто неділі. Недільні газети продають трохи більше примірників, ніж щоденні і є товстішими. Деякі з них мають по 6 або більше розділів, що складає в цілому 200 сторінок.

Text XIV, paragraph 3, ex.5.

Високоякісні газети називаються широколистими, а масові – таблоїдними у зв'язку з тим, що вони різні за розмірами. Широколисті вдвічі більші, як таблоїдні. І досі не зрозуміло, чому в Британії, щоб почитати більш-менш якісну газету, треба спершу добре вміти її складати! Однак здається, що це беззаперечне правило. У 1989 році вийшла в друк нова газета – «Недільний Кореспондент», що позиціонувала себе як перша в країні високоякісна таблоїдна газета. Показовим є те, що через рік вона закрилася.

Text XV, ex.6.

Financial Services policy should deliver stable, secure and efficient financial markets and ensure coherence and consistency between the different policy areas, such as banking, insurance, securities and investment funds, financial markets infrastructure, retail financial services and payment systems.

Following the outbreak of the financial crisis in 2008, the stabilization of financial markets became a priority and financial sector reform a crucial instrument to achieve it. Filling in the gaps in financial sector regulation and strengthening the supervision of the financial sector in Europe have been the two main strands of work. To this end, the European Union has recently adopted new rules to transform the European Committees of supervisors into supervisory authorities with real teeth. Work is also currently under way in order to examine the consistency and deterrence of sanctions in the EU, in order to improve confidence in the financial sector.

Text XV, ex.8.

BELARUS AGREES TO GIVE UP STOCKPILE

OF HIGHLY ENRICHED URANIUM

In surprise victory of President Obama's campaign to secure nuclear material worldwide, the government of Belarus announced that it will give up its stock of highly enriched uranium, a critical component of nuclear weapons.

At the time of Obama's Nuclear Security Summit in April 2010, Belarus President Alexandr Lukashenko had declared that the nation would never give up its uranium. Belarus approached the U. S. a few months ago, expressing its interest in reaching an agreement.

Relations between Belarus and the United States have been strained for years, primarily because of Lukashenko's harsh repression of human rights, but the last statement suggested a potential thawing.

Text XVI, ex.1.

Загальновідомо, що Україна розвиває взаємовигідні відносини з багатьма країнами у всьому світі. Посли іноземних держав допомагають Україні в координації та встановленні добросусідських відносини зі своїми державами. Вони також роблять багато, щоб допомогти мільйонам українців, які живуть легально або

Україні ознайомлений із дипломатичною політикою Україна і ролі дипломатії в житті людей. Можна отримати такі знання з преси, але це рідко висвітлює іншим чином у тих країнах, посли яких представляються.

Навряд чи пересічний громадянин діяльність іноземних посольств за винятком випадків, відкриття візи для туристів чи інших питань, пов'язаних з поїздками за кордон.

Розглянемо таку країну, як Португалія, де можуть жити близько 82, 000 українців. Для того щоб з'ясувати стосунки України з Португалією ми можемо навести приклад інтерв'ю з послом Португалії Марію І. дос Сантос: «...хоча є хороше порозуміння на міжурядовому рівні, проте в торгівлі та бізнесі, як і раніше цей рівень є досі низьким. Португальські інвестиції складають лише 145 млн. доларів. Є три основних інвестора: в Одесі, Рівному та в Харкові. ...потенційні інтереси обох сторін полягають у відновлюваних джерелах енергії, аеронавігаційності банківської справи, туризмі, обслуговуванні. Інвестори хочуть бачити поліпшення в судовій галузі. ...ми би цінували якби демократія, судова система і верховенство закону вдосконалилося б. Часи змінюються і не завжди на краще. Усунення корупції повністю, є ілюзією. Крім того, справедливість не може бути використана для політичної боротьби. ...в Україні проживає не більше 40 португальців. ...але українці є другою за величиною меншиною в Португалії після бразильців. Багато українців є з Тернопільської області. Українська група народного танцю здійснює тур в Португалії, ми також проведемо португальський тиждень кіно в Києві влітку, я хотів би зробити більше, але посольстві працює на дуже обмеженому бюджеті. Приїжджайте на карнавал у Лісабон перед Великим постом. Це розкаже про настрій та ментальність нашого суспільства ».

Ми згодні із цитатою Г. К. Честертон: «Якщо ми хочемо бути міжнародними, ми повинні бути національними.

Text XVI, ex.2.

1. mutually beneficial relations
2. to establish good neighbourly relations
3. it seldom highlights the work of foreign embassies
4. intergovernmental level
5. renewable energy
6. aeronautics banking
7. improvement in the judiciary area
8. eliminating corruption completely

APPENDIX 2

POLITICS IDIOMS

On good authority

Rivet one's attention on (to)

Make arrangements

Take action

Get a new angle on smth

Agree to differ

Be on the agenda

Hardy annual

Drive into the background

Keep in the background

Parliamentary agent

On (upon) the anvil

A wrecking amendment

Kill the bill

The balance of power

Hold the balance

The armaments race / the arms race

Lay down (one's) arms

Rise in arms (take up arms against)

Under arms

Up in arms

Gunboat diplomacy

Big stick policy / the big stick

A carrot and stick policy / the carrot and the stick

The policy of strength

Power politics
Shuttle diplomacy
Shirtsleeve diplomacy
A round table conference
Political prisoner
Political asylum
Be at peace with smb
Go into politics
Party politics
Form a government
Under a government
Be in government
The inner cabinet
The shadow cabinet
Lean compromise is better than a fat lawsuit
Honesty is the best policy

* * *

On good authority - if you have it on good authority that smth is true, you are fairly certain that it is true because you trust the person who told you about it.

E.g.: The president - we have it on good authority - authorized the bombings.

Rivet ['ri vit] one's attention on (to) - when things rivet smb, they fascinate smb and hold smb's interest firmly and completely. E.g.: *World attention wot riveted on the talks in Geneva.*

Make arrangements - to make plans and preparations so that smth will happen or be possible.

E.g.: They've made all the arrangements for the conference.

Take action - to do things in order to deal with or achieve something.

E.g.: The government is already taking action to stop the strike.

Get a new angle on smth - to consider a problem or situation, to change one's point of view of smth.

E.g.: He got a new angle on the problem.

Agree to differ - to agree to accept the fact that they will never have the same opinion about smth and so stop arguing about it.

E.g.: Sometimes, where important matters are concerned, people agree to differ.

Be on the agenda - if smth is on the agenda, you're planning to do smth about it.

E.g.: Health care was on top of President Clinton's agenda.

Hardy annual - a question (problem) discussed every year. E.g.: Readers are once more filling the columns of that newspaper with "Is the government's policy a Failure? " The hardy annual attracts everybody's attention this time.

Drive into the background - not to pay much attention to smth, to find smth unimportant.

E.g.: The missile crisis drove again into the background, for a time, the social and political aspirations of the people.

Keep in the background - to try not to be noticed. E.g.: He keeps himself very much in the background.

Parliamentary agent - a person who tries to persuade a Member of Parliament, a member of Congress, or public official to support or oppose certain actions; lobby.

E.g.: The minister was met by a lobby of industrialists (some parliamentary agents).

On (upon) the anvil [faenvil] - under discussion; smth which is still being considered and talked about.

E.g.: The new immigration laws are on the anvil.

A wrecking amendment - a passage that is added to a law in order to frustrate it (block / defeat).

E.g.: It was a wrecking amendment. It didn't improve the law.

Kill the bill - to defeat a proposed new law.

E.g.: The bill was killed (defeated) by 230 votes to 150.

The balance of power - a state in which opposite forces (influences) have equal importance.

E.g.: The balance of power was interrupted by challenges from that country.

Hold the balance - to control, to rule; to have the power to take all the important decisions.

E.g.: He held the balance with a strong hand.

The armaments race / the arms race - the attempt by powerful countries always to have more and better weapons than their rivals.

E.g.: The arms race is a drain on national resources.

Lay down (one's) arms - to stop fighting and surrender. E.g.: Having suffered a defeat, they laid down their arms.

Rise in arms (take up arms against) - to prepare to attack smb and fight against smb.

E.g.: The people immediately took up arms against the invader.

Under arms - if a country has people under arms, it has people trained to use weapons and ready to fight a war.

E.g.: At this time Britain had more forces under arms than ever before.

Up in arms - to be very angry about smth and protest strongly. E.g.: *The youth is really up in arms over an unpopular war in Yugoslavia.*

Gunboat diplomacy - the use of a threat of armed force by a country to support a claim, demand, complaint, etc against another.

E.g.: The days of gunboat diplomacy are drawing to their close.

Big stick policy / the big stick - the threat of using military or political force to get what one wants.

E.g.: What is their policy? Is it the big stick policy of their President?

A carrot and stick policy / the carrot and the stick - *promises and threats.*

E.g.: Their method of negotiating is a combination of the carrot and the stick.

The policy of strength - the use of a threat of armed force by a country.

E.g.: The policy of strength suffers further defeats.

Power politics - the policy of strength.

E.g.: It is power politics employed for their goal that we 're dealing with.

Shuttle diplomacy - international talks, e.g. to try to make peace, carried out by someone who travels between the countries concerned taking messages and suggesting answers to problems.

E.g.: We find Secretary Brown's shuttle diplomacy very important.

Shirtsleeve diplomacy - informal and direct diplomacy. E.g.: They continue their shirtsleeve diplomacy.

A round table conference - a conference at which all the people present meet in an equal way and have equal importance.

E.g.: They'll have/ hold a round table discussion (conference) on May 10, 2000.

Political prisoner - someone who is put in prison because they oppose and criticize the government of their own country.

E.g.: The President says they have no political prisoners.

Political asylum - the right to remain safely in another country, for a person who cannot live safely in their own because of the political situation.

E.g.: He is seeking political asylum.

Be at peace with smb - a situation in which there is no war between countries or in a country.

E.g.: They've been at peace with Germany for many years.

Go into politics - to become a politician. E.g.: He went into politics in his early thirties.

Party politics - activities that are concerned with getting support for a political party rather than with doing things to improve the situation in a country.

Form a government - to become the government after an election in a parliamentary system.

E.g.: Their party will form the next government.

Under a government - during the period of a government.

E.g.: There were some changes in policy under the last Labour government.

Be in government - to be governing a country. E.g.: How long have the Tories been in government?

The inner cabinet - close to the centre of control. The most important ministers of the government, who meet as a group to make decisions or to advise the head of the government.

E.g.: The inner cabinet will meet tomorrow to discuss this problem.

In Britain the cabinet has about 20 members who are chosen by the Prime Minister.

The shadow cabinet - a group of politicians in the opposition party in the British Parliament who each study and speak about the work of a particular minister in the government.

Lean compromise is better than a fat lawsuit (*proverb*) - *it is better to be at peace with everybody.*

Honesty is the best policy (*saying*) - it is better to be honest and tell people the

APPENDIX 3

GLOSSARY OF HISTORICAL, POLITICAL, CONSTITUTIONAL AND DIPLOMATIC TERMS

A

Adjournment Motion : A motion moved by a member in a legislature, when it is desired to draw the attention of the executive to a matter of urgent public importance or interest.

Amendment : An alteration made in a law or constitution.

A priori :from cause to effect; from a general law to a particular instance; valid independently of observation.

Altruism :sacrifice of the self for the welfare of others.

Arms control : A variety of approaches to the limitation of weapons. Arms control ranges from restricting the future growth in the number, types, or deployment of weapons; through the reduction of weapons; to the elimination of some types of (or even all) weapons on a global or regional basis

Asia-Pacific Economic Cooperation (APEC) : A regional trade organization founded in 1989 that includes 21 countries

Association of Southeast Asian Nations (ASEAN) :

A regional organization that emphasizes trade relations, established in 1967; now includes Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar (Burma), the Philippines, Singapore, Thailand, and Vietnam.

Authoritarianism: A type of restrictive governmental system where people are under the rule of an individual, such as a dictator or king, or a group, such as a party or military junta.

B

By-election : It is an election to a seat in a local body or a legislature, rendered vacant during the normal life of an elected body.

Bandh : A device resorted to by political parties and trade unions, and effort is made to focus attention on some local issues by bringing the entire normal life to a standstill.

Balance of Power : To preserve equality of strength between countries so that no single country becomes powerful. enough to be a source of danger to others.

Brain Drain : It is a term applied to the exodus of technicians and scientists to other countries where they get more and better opportunities.

Bicameral System : The form of legislature which has two Chambers or Houses as opposed to unicameral system having only one House of Legislature.

Bilateral (foreign) aid : Foreign aid given by one country directly to another.

Bureaucracy : The form of government which is conducted by officials, who are specially trained for the services. These officers control the policy of the government; they are responsible only to their chiefs and not to the public.

Buffer State : A smaller state lying between potentially hostile larger states, lessening the risk of direct war between them. Poland was a buffer State between Germany and Russia; Belgium is a buffer State between France and Germany.

C

Clash of civilizations : Samuel P. Huntington's thesis (1996, 1993) that the source of future conflict will be cultural.

Civil Disobedience : Non-cooperation with government, without resorting to violence. This form of agitation was adopted by the Indian National Congress to secure independence.

Collective Security : The principle, formerly laid down in the League of Nations, that all nations should collectively guarantee the security of each individual nation. NATO and the Warsaw Pact are examples of collective security organisations. The Warsaw Pact was dissolved on March 31, 1991.

Coup d'etat : A political strategy or action resulting in the change of government, generally initiated by military personnel. A sudden change of government brought about by force. It is different from a revolution which involves the participation of the masses.

Coalition : An alliance of political parties for a special purpose. A coalition or coalition government is formed either to deal with a national crisis or when no party is able to secure an absolute majority in the legislature.

Coalition diplomacy : A negotiation situation where a number of countries have similar interests, which are often in opposition to the interests of one or more other countries.

Codify : To write down a law in formal language.

Coercive diplomacy : The use of threats or force as a diplomatic tactic.

Coercive power : "Hard power" such as military force or economic sanctions.

Cognitive decision making : Making choices within the limits of what you consciously know.

Collective security : The original theory behind UN peacekeeping. It holds that aggression against one state is aggression against every member and should be defeated by the collective action of all.

Cold War : A state of apparent peace between two powerful countries or blocs, but they show malice against each other through press, radio, etc. The term was first used by Bernard M. Maruch while addressing the South Carolina Legislative Body, on April 16, 1947. It is often used to describe the relationship that had existed between the Soviet Union and the Western Powers since 1947. The break up and weakening of USSR resulted in virtual end of Cold War and has resulted in a unipolar world dominated by the United States of America. Its writ runs large all over the world, in early 1998 Iraq was almost invaded by an American led rag tag alliance.. Abraham Lincoln defined it as "government of the people, by the people, for the people."

Countries in transition (CITs) : Former communist countries such as Russia whose economies are in transition from socialism to capitalism.

D

Deadlock : A situation in which further negotiations are impossible.

Dictatorship : A form of government in which all power rests in a single individual or the system of one-man rule, as the rule of Hitler in pre-war Germany, and that of Mussolini in pre-war Italy.

Democratized diplomacy : The current trend in diplomacy where diplomats are drawn from a wider segment of society, making them more representative of their nations

Détente : A cold war policy involving the United States, the Soviet Union, and China, which sought to open relations among the countries and ease tensions

Deterrence : Persuading an opponent not to attack by having enough forces to disable the attack and/or launch a punishing counterattack.

E

Escalation : Increasing the level of fighting.

Eurowhites : A term to distinguish the whites of Europe, Australia, Canada, New Zealand, the United States, and other countries whose cultures were founded on or converted to European culture as distinct from other races and ethnic groups, including Caucasian peoples in Latin America, the Middle East, South Asia, and elsewhere.

Event data analysis : A study of interactions, called events and subsequent events, used to analyze the reactions and counter-reactions of countries

Exchange rate : The values of two currencies relative to each other-for example, how many yen equal a dollar or how many lira equal a pound

F

Franchise : The right to vote. It is also called suffrage.

Fifth Column : It applies to those people who work secretly against the interests of their own country by carrying on false propaganda or by other means; they are sympathisers of the enemy.

Fundamental Rights : The basic rights of the citizen of a state generally embodied in modern constitutions, such as the right to property, the right to freedom of speech, the right to freedom of movement, the right to freedom of religion. etc.

G

General and complete disarmament (GCD): Total elimination of weapons of force.

Gross domestic product (GDP): A measure of income within a country that excludes foreign earnings

Gross national product (GNP) : A measure of the sum of all goods and services produced by a country's nationals, whether they are in the country or abroad

H

Hard currency : Currencies, such as dollars, marks, francs, and yen, that are acceptable in private channels of international economics

Hegemony : Dominant influence, especially of one State over others.

Holy Roman Empire : The domination and unification of a political territory in Western and Central Europe that lasted from its inception with Charlemagne in a.d. 800 to the renunciation of the imperial title by Francis II in 1806.

Hostile diplomacy : A situation where negotiation takes place in an environment where one or more countries are engaged in armed clashes or when there is a substantial possibility that fighting could result

I

Imperial overstretch thesis : The idea that attempting to maintain global order through leadership as a hegemon, especially through military power, is detrimental to the hegemon's existence.

Intergovernmental organizations (IGOs) : International/transnational actors composed of member-countries.

Intermestic : The merger of international and domestic concerns

International Court of Justice (ICJ) : The world court, which sits in The Hague, has 15 judges and is associated with the United Nations.

International system : An abstract concept that encompasses global actors, the interactions (especially patterns of interaction) among those actors, and the factors that cause those interactions. The international system is the largest of a vast number of overlapping political systems that extend downward in size to micropolitical systems at the local level. See also System-level analysis.

J

Jihad: "Struggling to spread or defend the faith"; this concept is derived from Arabic and borrowed by Benjamin Barber to describe the internal pressures on states that can contribute to their fragmentation or collapse.

Jus ad bellum : The Western concept meaning "just cause of war," which provides a moral and legal basis governing causes for war.

L

League of Nations : The first, true general international organization. It existed between the end of World War I and the beginning of World War II and was the immediate predecessor of the United Nations.

M

Majority voting : A system used to determine how votes should count. The theory of majoritarianism springs from the concept of sovereign equality and the democratic notion that the will of the majority should prevail. This system has two main components: (1) each member casts one equal vote, and (2) the issue is carried by either a simple majority (50 percent plus one vote) or, in some cases, an extraordinary majority (commonly two-thirds).

McWorld : This concept describes the merging of states into an integrated world. Benjamin Barber coined this term to describe how states are becoming more globalized, especially with the growth of economic interdependence.

Mediation diplomacy : A negotiation situation where a country that is not involved directly as one of the parties tries to help two or more conflicting sides to resolve their differences.

Multilateral diplomacy : Negotiations among three or more countries.

Multinational corporations (MNCs) : Private enterprises that have production subsidiaries or branches in more than one country.

N

Non-Aggression Pact : A pact signed between two or more countries to resolve all their disputes amicably without going to war. A non-aggression pact signed between Russia and Germany in 1939 was later violated in 1942, when Hitler attacked Russia.

Nature-versus-nurture debate : A dispute regarding whether gender differences are the result of biological factors or socialization factors

Nongovernmental organizations (NGOs) : International/ transnational organizations with private memberships

Non-status quo situations : Circumstances or events that depart from the existing norm and that portend innovative policy that significantly changes established policy direction

O

Objective power : Assets a country objectively possesses and has the will and capacity to use

On-site inspection (OSI) : An arms control verification technique that involves stationing your or a neutral country's personnel in another country to monitor weapons or delivery vehicle manufacturing, testing, deployment, or other aspects of treaty compliance

Open diplomacy : The public conduct of negotiations and the publication of agreements

Ordinance : An act promulgated by the Head of a State in case of emergency without undergoing the formalities of the regular procedure of the legislature of the country. It cannot remain in force beyond a specified period.

P

Pacifism : A bottom-up approach to avoidance of war based on the belief that it is wrong to kill.

Pacta sunt servanda : Translates as "treaties are to be served/carried out" and means that agreements between states are binding.

Parliamentary Government : In contrast to the presidential system, parliamentary government. is one in which the real executive (a cabinet headed by the Prime Minister) is responsible to the legislature. It is also called a cabinet form of government.

Peacekeeping : The use of military means by an international organization such as the United Nations to prevent fighting, usually by acting as a buffer between combatants. The international force is neutral between the combatants and must have been invited to be present by at least one of the combatants. See also Collective security.

Peacemaking : The restoration of peace through, if necessary, the use of offensive military force to make one or all sides of a conflict cease their violent behavior

Perceptions : The factors that create a decision maker's images of reality.

Persuasive power : "Soft power" such as moral authority or technological excellence

Pole: An actor that generally has been either (1) a single country or empire or (2) a group of countries that form an alliance or a bloc.

Political culture : A concept that refers to a society's general, long-held, and fundamental practices and attitudes. These are based on a country's historical experience and on the values (norms) of its citizens. These attitudes are often an important part of the internal setting in which national leaders make foreign policy.

Presidential Government : A form of government in which the President, who is the real executive head, is independent of the control of the legislature, as in the U.S.A., the President is the Head of State as well as of the Government.

Procedural democracy : A form of democracy that is defined by whether or not particular procedures are followed, such as free and fair elections or following a set of laws or a constitution

Q

Quorum : The minimum number of officers or members of a society or legislature that must be present to make the proceedings valid.

S

Self-determination : The concept that a people should have the opportunity to map their own destiny

Sovereignty : The most essential characteristic of an international state. The term strongly implies political independence from any higher authority and also suggests at least theoretical equality

Status quo situations : Circumstances or events that conform to the existing norm and that are apt to evoke incremental policy decisions that do not significantly change basic policy direction.

Sphere of Influence : Territory on which an outside power exercised indirect control, though it has not actually annexed it. The East European countries were under the 'sphere of influence' of Russia.

Summit meetings : High-level meetings for diplomatic negotiations between national political leaders.

T

Third World : A term once commonly used to designate the countries of Asia, Africa, Latin America, and elsewhere that were economically less developed. The phrase is attributed to French analyst Alfred Sauvy, who in 1952 used tiers monde to describe neutral countries in the cold war. By inference, the U.S.-led Western bloc and the Soviet-led Eastern bloc were the other two worlds. But since most of the neutral countries were also relatively poor, the phrase had a double meaning. Sauvy used the older tiers, instead of the more modern troisième, to allude to the pre-Revolutionary (1789) third estate (tiers état), that is, the underprivileged class, the commoners. The nobility and the clergy were the first and second estates. Based on this second meaning, Third World came most commonly to designate the less developed countries of the world, whatever their political orientation. The phrase is less often used since the end of the cold war, although some analysts continue to employ it to designate the less developed countries.

Totalitarianism : A form of rule in which the State (or those who are in power) dominates every sphere of the individual's life.

Tripolar system : A type of international system that describes three roughly equal actors or coalitions of actors that divide the international system into three poles.

U

Unanimity voting : A system used to determine how votes should count. In this system, in order for a vote to be valid, all members must agree to the proposed measure. Abstention from a vote may or may not block an agreement.

Unipolar system : A type of international system that describes a single country with complete global hegemony.

V

Vertical authority structure : A system in which subordinate units answer to higher levels of authority

Veto : Constitutional right of a person (*e.g.* President or King) or a legislative body or other body, or a member of the United Nations Security Council, to reject or prohibit something.

Vote of Censure : A direct way of expressing disapproval and condemnation of the actions of ministers. It is a good way of exercising control over the administration.

W

Weapons of mass destruction : Generally deemed to be nuclear weapons with a tremendous capability to destroy a population and the planet, but also include some exceptionally devastating conventional arms, such as fuel-air explosives, as well as biological and chemical weapons.

X

Xenophobia : Fear of others, "they-groups."

APPENDIX 4

GLOSSARY OF DIPLOMATIC TERMS

A

Accession

The procedure by which a nation becomes a party to an agreement already in force between other nations

Accords

International agreements originally thought to be for lesser subjects than covered by treaties, but now really treaties by a different name.

Ad Referendum

An agreement reached ad referendum means an agreement reached by negotiators at the table, subject to the subsequent concurrence of their governments.

Agrément

Diplomatic courtesy requires that before a state appoints a new chief of diplomatic mission to represent it in another state, it must be first ascertained whether the proposed appointee is acceptable to the receiving state. The acquiescence of the receiving state is signified by its granting its agrément to the appointment. It is unusual for an agrément to be refused, but it occasionally happens.

Aide Mémoire

A written summary of the key points made by a diplomat in an official conversation. Literally, a document left with the other party to the conversation, either at the time of the conversation or subsequently, as an aid to memory.

Alternat

When an agreement is signed between two states, or among several states, each signatory keeps an official copy for itself. Alternat refers to the principle which provides that a state's own name will be listed ahead of the other signatory, or signatories, in its own official copy. It is a practice devised centuries ago to handle sensitivities over precedence.

Ambassador Extraordinary and Plenipotentiary

The chief of a diplomatic mission; the ranking official diplomatic representative of his country to the country to which he is accredited, and the personal representative of his own head of state to the head of state of the host country. The term "extraordinary" has no real meaning. Years ago it was given only to nonresident ambassadors on temporary missions and was used to distinguish them from regular resident ambassadors. The latter resented others having this appellation, as it seemed to imply a

lesser position for themselves. Eventually therefore, it was accorded to them as well. "Plenipotentiary" also comes down through the years. Today it simply means possessed of full power to do an ambassador's normal job. Ambassador is capitalized when referring to a specific person (i.e. Ambassador Smith).

Ambassador-Designate

An official who has been named to be an ambassador, but who has not yet taken his oath of office.

Ambadress

A term often used to denote the wife of an ambassador, and misused to denote a woman chief of mission. The latter is an ambassador, not an ambadress.

Asylum

Used in diplomacy to mean the giving of refuge in two senses: first, within the extraterritorial grounds of an embassy (not generally done in American embassies); and second, when one state allows someone to live within its borders, out of reach of the authority of a second state from which the person seeks protection.

Attaché

Civilian attachés are either junior officers in an embassy or, if more senior, officers who have a professional specialization such as "labor attaché", "commercial attaché", "cultural attaché", etc. On the military side, an embassy will generally have either an army attaché, naval attaché, or air attaché – and often all three. In American embassies, the senior of the three is called the defense attaché and is in charge of all military attaché activities. These consist largely of liaison work with local military authorities and of keeping informed on host country order of battle.

B

Bag, The

See "Pouch". Bag is the British term. "Bag Day" is the day the pouch is sealed and sent to the home office. Hence, bag day is the day when all non-telegraphic reporting must be finalized and dispatched.

Belligerency

A state of belligerency is a state of armed conflict. Belligerents are direct participants in the conflict.

Bilateral

Bilateral discussions or negotiations are between a state and one other. A bilateral treaty is between one state and one other. "Multilateral" is used when more than two states are involved.

Bout de Papier

A very informal means of conveying written information; more informal than an aide mémoire or a memorandum.

Breaking Relations

The formal act of severing diplomatic relations with another state to underscore disapproval of its actions or policies. It is generally an unwise step, because when relations between states are most strained is when the maintaining of diplomatic relations is most important. It makes little sense to keep diplomats on the scene when

things are going relatively well and then take them away when they are most needed. An intermediate step which indicates serious displeasure but stops short of an actual diplomatic break is for a government to recall its ambassador indefinitely. This is preferable to a break in relations as his embassy will continue to function; but again this comes under the heading of cutting one's nose to spite one's face. If a dramatic gesture of this kind is needed, it is far better promptly and publicly to recall an ambassador for consultations, and then just as promptly return him to his post.

C

Calls and Calling Cards

"Calling" has largely disappeared from private life, but it is a practice which is still useful in a diplomatic community where the early establishment of extensive contacts is a must. Soon after a diplomat's arrival at a new post, therefore, he will embark on a program of call on those with whom he will be dealing – and whom he must lose no time in getting to know. In modern, less formal times, calling cards do not have nearly the same role in diplomatic life they once did. But with the traditional initials, p.p. (pour présenter); p.f. (pour féliciter); p.c. (pour condoléance); p.r. (pour remercier); or p.p.c. (pour prendre congé) inscribed at their bottom left-hand corner, they remain a still useful and accepted way to convey simple messages of presentation, congratulation, condolence, thanks, and farewell.

Casus Belli

An action by one state regarded as so contrary to the interests of another state as to be considered by that second state as a cause for war.

Chancelleries

As in "chancelleries of Europe," i.e. foreign offices.

Chancery

The office where the chief of mission and his staff work. This office is often called the embassy but this is a misnomer. Technically, the embassy is where the ambassador lives, not where he works, although in earlier times when diplomatic missions were smaller, this was usually the same building. Today, for clarity's sake, many diplomats now distinguish between the two by using the terms "embassy residence" and "embassy office".

Chancery, Head of

An important position in British embassies not found in American diplomatic establishments. An officer, usually head of the political section, charged with coordinating the substantive and administrative performance of the embassy. In an American embassy, the ambassador looks to the deputy chief of mission to do this.

Chargé d'Affaires, a.i.

Formerly, a chargé d'affaires was the title of a chief of mission, inferior in rank to an ambassador or a minister. Today with the a.i. (ad interim) added, it designates the senior officer taking charge for the interval when a chief of mission is absent from his post.

Chief of Mission

The ranking officer in an embassy, permanent mission, legation, consulate general or consulate (i.e. an ambassador always, and a minister, consul general, or consul when no more senior officer is assigned to the post). A "chief of mission" can also be the head of a special and temporary diplomatic mission, but the term is usually reserved for the earlier listed examples.

Clearances

A message or other document conveying a policy or an instruction is "cleared" in a foreign office, or large embassy, when all officials who have responsibility for any of its specific aspects have signified their approval by initialing it. Some officers gain a reputation for insisting on changing, even if only in minor ways, everything that is placed before them – and it is occasionally alleged they would do so even if it were in the Ten Commandments being presented to them. Conversely, others are occasionally so casual that their clearance seems to mean only that the document in question does not appear to take away any of their jurisdiction. A clearance procedure in some form is essential for adequate coordination, but when overdone (as it often is), it can be a stifling, time-consuming process, and a bane of diplomatic life.

Communiqué

A brief public summary statement issued following important bilateral or multilateral meetings. These tend to be bland and full of stock phrases such as "full and frank discussions", and the like. Occasionally, getting an agreement on the communiqué turns out to be the most difficult part of the meeting.

Conciliation

An effort to achieve agreement and, hopefully, increased goodwill between two opposed parties.

Concordat

A treaty to which the Pope is a party.

Conference or Congress

International meetings. In the diplomatic sense, a congress has the same meaning as a conference.

Consular Agent

An official doing consular work for a nation in a locality where it does not maintain a regular consulate. This official is usually a national of his host state, and his work is usually part-time.

Consulate

An office established by one state in an important city of another state for the purpose of supporting and protecting its citizens traveling or residing there. In addition, these offices are charged with performing other important administrative duties such as issuing visas (where this is required) to host country nationals wishing to travel to the country the consulate represents. All consulates, whether located in the capital city or in other communities, are administratively under the ambassador and the embassy. In addition to carrying out their consular duties, they often serve as branch offices for the embassy, supporting, for example, the latter's political and economic responsibilities. Consulates are expected to play a particularly significant role in connection with the promotion of their own country's exports and other commercial activities. Officers

performing consular duties are known as consuls or, if more junior, vice consuls. The chief of the consulate is known as the consul.

Consulate General

A bigger and more important consulate, presided over by a consul-general.

Consul, Honorary

A host-country national appointed by a foreign state to perform limited consular functions in a locality where the appointing state has no other consular representation.

Convention

An agreement between two or more states, often more, concerning matters of common interest. While supposedly used for lesser matters than embraced in a treaty, it often deals with important subjects indeed – international postal and copyright laws, for example, of the law of the sea.

Counselor of Embassy

A senior diplomatic title ranking just behind an ambassador and a minister. In many embassies there is no minister, and the counselor is the number two man, i.e., the deputy chief of mission. (In a very small embassy, the second may not have this rank). In a large embassy, the second ranking officer may be a minister, or minister-counselor, in which case the heads of the more important sections have counselor rank. Thus, for example, the embassy's political counselor, economic counselor, an administrative counselor are well-known and much-respected positions in diplomatic life.

Country Desk

State departments and foreign offices generally have an office for each country with which they have active dealings. These offices are often called country desks, and if a large country is involved and there is a large embassy to support there, the desk is likely to be staffed by a large number of officers. A smaller country may require a one-officer desk only.

Country Team

An American diplomatic term meaning the ambassador's cabinet. It consists of his deputy chief of mission, heads of all important embassy sections, and the chiefs of all other elements (military, agricultural, aid, information, and cultural, etc.) working under him in the "embassy community".

Credentials

The name for letters given to an ambassador by his chief of state, and addressed to the chief of state of his host country. They are delivered to the latter by ambassadors in a formal credentials ceremony, which generally takes place shortly after his arrival at a new post. Until this ceremony has taken place he is not formally recognized by the host country, and he cannot officially act as an ambassador. The letters are termed "letters of credence" because they request the receiving chief of state to give "full credence" to what the ambassador will say of behalf of his government.

D

D.C.M.

Embassy shorthand for the deputy chief of mission.

Declaration

This can have two quite distinct meanings in diplomacy. It can first, of course, mean a unilateral statement by one state, ranging from an expression of opinion or policy to a declaration of war. It can also mean a joint statement by two or more states having the same binding effect as a treaty. In this latter connection declarations can be put forward either in their own right or appended to a treaty as an added understanding or interpretation.

Delegation

Again used in two senses in diplomacy. "Delegation" can be the term used to refer to the specific powers delegates by his government to a diplomat acting in certain specific circumstances. It also refers to an official party sent to an international conference or on some other special diplomatic mission.

Demarché

An approach, a making of representations. Still very common term used by diplomats to indicate the official raising of a matter with host country officials, often accompanied by a specific request for some type of action or decision in connection with it.

Détente

An easing of tension between states.

Diplomatic Agent

A generic term denoting a person who carries out regular diplomatic relations of the nation he/she represents in the nation to which he/she has been accredited.

Diplomatic Corps

The body of foreign diplomats assembled at a nation's capital. In cities where consuls and consul general are resident, they are collectively known as the consular corps. The dean of both corps is usually that official who had been at his post the longest. There are exceptions to this latter rule, however. For example, in some Catholic countries, the papal nuncio is always the dean. The dean represents the corps in collective dealings with host country officials on matters of a ceremonial or administrative character affecting the corps as a whole.

Diplomatic Illness

The practice of feigning illness to avoid participation in a diplomatic event of one kind or another and at the same time to avoid giving formal offense. "Diplomatic deafness" is a somewhat related concept whereby older diplomats allegedly turn this infirmity to advantage by not hearing what they prefer not to hear.

Diplomatic Immunity

Exemption of foreign diplomatic agents or representatives from local jurisdiction. Also see Diplomatic Immunity.

Diplomatic Note

A formal written means of communication among embassies.

Diplomatic Privileges and Immunities

Historically accorded in recognition that the diplomat represents (and is responsible to) a different sovereignty; also in order that the legitimate pursuit of his official duties will not be impeded in any unnecessary way. They include inviolability of person and premises and exemption from taxation and the civil and criminal jurisdiction of local courts. Also see Diplomatic Immunity.

Diplomatic Ranks

Listed in order of precedence:

Ambassador Extraordinary and Plenipotentiary

Ministers Plenipotentiary

Ministers

Chargé d'Affaires ad hoc or pro tempore

Chargé d'Affaires ad interim

Minister-Counselors

Counselors (or Senior Secretaries in the absence of Counselors)

Army, Naval and Air Attachés

Civilian Attachés

First Secretaries

Second Secretaries

Assistant Army, Naval and Air Attachés Civilian Assistant Attachés

Third Secretaries and Assistant Attachés

Diplomatist

It has the same meaning as "diplomat". An outdated word rarely used now in spoken diplomacy but occasionally still appearing in the literature of diplomacy.

Dispatch

A written, as opposed to a telegraphic, message from an embassy to its home office or vice versa.

Dual Accreditation

Having two or more responsibilities, such as an ambassador who is simultaneously accredited to two nations.

E

Economic Officer

A career diplomat who specialized in economics rather than political, administrative, or other matters.

Embassy

The residence of an ambassador. In recent years, also inaccurately used to denote the building which contains the offices of the ambassador and other key members of his staff. The proper term for the latter, as noted above, is the "chancery". As also noted above, confusion is nowadays avoided through the practice of using the two terms "embassy residence" and "embassy office".

Entente

Denotes a close understanding between certain nations. It suggests mutual and complementary efforts, and a sense of compatible objectives. It can be agreed on orally or in writing, but as a concept is generally less binding than a treaty relationship.

Envoy

Nowadays used to refer to any senior diplomat. Earlier it had a specific hierarchical connotation, being used to designate diplomatic agents of less than the highest rank.

Excellency

An archaic but still much-used title for addressing an ambassador. Theoretically, an American ambassador is not supposed to be addressed this way, but he generally is – along with all his other ambassadorial colleagues. "Mr. Ambassador" is more accurate and less silly. That he is; he may or may not be "excellent."

Exchange of Notes

A common way of recording an agreement. The contents of the notes are, of course, agreed upon in advance by the two nations participating in the exchange.

Exequatur

A document issued to a consul by the host country government authorizing him to carry out his consular duties.

Ex Gracia

Something which is done as a gesture of good will and not on the basis of an accepted legal obligation.

Extradition

The term for the process, governed by formally concluded agreements, by which fugitives fleeing justice from one country are returned from the country where they have sought refuge. It does not apply to political offenses.

Extraterritoriality

The exercise by one nation, as a result of formally concluded agreements, of certain sovereign functions within the territory of another state. A curtailment of the jurisdiction of the latter state in certain specified areas and/or in certain specified respects.

F

Final Act (Acte Final)

A formal summary statement, drawn up at the conclusion of a conference.

Foggy Bottom

The name given to a once marsh like area near Washington's Potomac River, and now somewhat irreverently bequeathed to the U.S. Department of State, one of that area's best-known modern occupants.

Foreign Affairs Community

An American government term used to denote the State Department and other government departments and agencies (Defense, Commerce, Agriculture, Treasury, U.S. Information Agency, the Central Intelligence Agency, the Agency for International Development, etc.) which have special interests and responsibilities in the foreign affairs field.

F.S.O.

Shorthand for a career American diplomat, i.e., an American Foreign Service officer.

Full Powers

A document which authorizes a diplomat to conduct and consummate special business on behalf of his government, such as the settlement of a dispute or the negotiation and signing of a treaty. Before signing a treaty, a diplomat is obligated to show his full-powers document to the other parties involved.

G

Good Offices

An effort by a third state, or by an individual or an international body, designed to stimulate the processes of settlement in a dispute between two other states.

Guarantee, Treaty of

A treaty which requires signatories to guarantee that situations agreed upon will be maintained. The honoring of such commitments can precipitate armed conflicts.

H

High Commission

A diplomatic mission of one Commonwealth country in another. For example, Canada has a High Commission in Canberra, Australia.

High Commissioner

The chief of a high commission. Similar to what an ambassador is to an embassy.

L

Legation

These are rare now, but they were once very common. A legation is a diplomatic mission similar for most practical purposes to an embassy, but lower in rank, and presided over by a minister rather than an ambassador. For most of the last century, American diplomatic representation abroad was limited to legations, and for much of this century, the U.S. was represented in more countries by legations than it was by embassies.

Letters of Credence

See Credentials.

Letters of Recall

Also presented by a new ambassador, along with his letter of credence, to the chief of state of his host country during his credentials-presentation ceremony. It is the official document which formally recalls his predecessor

M

Minister, Minister-Counselor

Apart from its cabinet-officer connotation (i.e. "foreign minister"), a minister has traditionally been a chief of diplomatic mission who headed a legation rather than an embassy. As so few legations are left, the title is now borrowed more and more to designate the second-ranking officer of a large embassy. It has, therefore, come increasingly to mean the senior counselor under the ambassador. To avoid confusion with the old connotation, the United States and a number of governments designate these senior deputy chiefs of mission by the hyphenated title "minister-counselor".

Mission

A generic term for embassy. Mission also describes the entirety of official representation in a given foreign country which functions under the supervision of the Ambassador, including civilian and military personnel.

Modus Vivendi

A temporary agreement, in writing, of an interim character, pending the negotiation of more definitive arrangements.

P

Passport

The official document issued to a person by his/her government certifying citizenship and requesting foreign governments to grant the individual safe passage, lawful aid and protection while under that government's jurisdiction.

P.C.

Used in written social correspondence, "pour condoler" (to express sympathy).

P.F.

Used in written social correspondence, "pour féliciter" (to extend congratulations).

P.M.

Used in written social correspondence, "pour memoire" (to remind).

P.P.

Used in written social correspondence, "pour présenter" (to introduce).

P.P.C.

Used in written social correspondence, "pour prendre congé" (to say goodbye).

P.R.

Used in written social correspondence, "pour remercier" (to express thanks).

Persona Non Grata

An individual who is unacceptable to or unwelcome by the host government.

Precedence

Priority; the right to superior honor on a ceremonial or formal occasion; for ambassadors in a country, precedence is determined by the order in which they presented their credentials to the host government.

proces-verbal

protocol of deposit - to record formally the deposit of a sufficient number of ratifications to bring a multilateral treaty into force.

Protocol

Refers to the ceremonial side of diplomacy, including matters of diplomatic courtesy and precedence.

Protocol

Another name for an agreement. Originally a protocol was considered a somewhat less formal document than a treaty, but that is a distinction no longer valid. A protocol may be an agreement in its own right. It also may constitute added sections which clarify or alter an agreement, or it may be used to add new subjects of agreement to the original document.

R

Rapporteur

The official of a committee or subcommittee whose job is to prepare a summary report of its discussions and conclusions.

Rapprochement

The establishment of improved relations.

Ratification

The act, subsequent to a treaty's having been negotiated, by which a government commits itself to adhere to that treaty. In the United States, it is inaccurate to speak of the Senate's ratifying a treaty. The executive does this, but only after the Senate has given its consent.

Recognition

Commonly used in connection with the recognition by one state of 1) the existence of another state (for example when a new one is formed), or 2) the existence of a government which is in effective control of a state. The term "de facto recognition" means recognition that a state, or a government of a state, in fact exists – but it also means the withholding of full official recognition of this. When the latter is extended, it is termed "de jure recognition". It is a distinction based more on diplomatic convenience than on logic.

S**Seventh Floor**

Shorthand for the most senior leadership of the U.S. State Department. It is where the offices of the Secretary of State and his most senior aides are located.

Short-Timer

A diplomat whose assignment at a foreign post is nearing its close. A phrase borrowed from the military.

Sixth Floor

Where many of the U.S. State Department's regional and other assistant secretaries have their offices. Shorthand for the assistant secretary level of the department's leadership.

T**T.D.Y.**

Shorthand for a temporary duty assignment.

Tour D'Horizon

A diplomatic discussion covering most (or at least a number of) subjects of current and common concern.

Treaty

A formal mutually binding agreement between countries. The term comes from traitor, to negotiate.

U

Ultimatum

A last statement indicating a final position. On occasion a prelude to the initiation of military action.

Unfriendly Act

A term used when one government wishes to tell another that an action the latter has taken is regarded as so serious that it might lead to a military action against it. An action which risks war

V**Vice Consul**

A junior ranking consular officer.

Visa

Written authority to enter a country for either temporary or permanent residence, depending on its wording.

voeu (Fr.)

an official expression by an international conference of a wish or a hope; often in the form of a resolution.

References:

Возна М.О., Гапонів Ф., Антонюк Н.М., „Англійська мова. IVкурс”, Вінниця, Нова книга, 2008.

Пінська О.В., Читаємо пресу англійською мовою. Навч. посібник, Київ, Знання, 2007.

Малявич Д.В., Аникіна В.Н., Латушкіна М.С., Работа с газетой на английском языке, М., Просвещение. 1981.

Винарева Л.А., Янсон В.В., Английские идиомы, Изд. Айрис пресс, М., 2008, (Unit 17, Politics).

Zrazhevskaya T.A., Gouskova T.I., Translation from English into Russian: Mastering the Techniques. Высшая школа, М. 1986.

Уолш И.А., Варшавская А.И., Василевич И.А. A Course in Written English. М., Просвещение, 1983.- 208с.

Арнольд И.В. Стилистика современного английского языка. (Гл.7§5), Ленинград, Просвещение, 1981. 295с.

David Cotton, David Falvey, Simon Kent, Language Leader, course book and workbook, Pearson, Longman, 2008.

Jerom Carlin, John T. Ellsworth, Sylvia Carlin, English on the Job. Globe Book Company, INC. New York-Chicago-Dallas.

English language & culture HIT, № 43(571), November 2011

<http://www.buzzle.com/articles/pros-and-cons-of-mass-media.html>

<http://rayuso.hubpages.com/hub/Mass-Media-Influence-on-Society>

<http://www.seawost.com/massmedia.html>

http://tineydgers.at.ua/load/mass_media_in_ukraine/40-1-0-10605

<http://rayuso.hubpages.com/hhttp://www.kyivpost.com/news/guide/world-in-ukraine/detail/98275/#ixzz1qSA4Ayszub/Mass-Media-Influence-on-Society> www
kyivweekly.com

<http://articles.mibba.com/Entertainment/1361/Mass-Media-Influence>