

In this unit

8.1 BREAKING NEWS

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In journalism there has always been a tension between getting it first and getting it right.
Ellen Goodman (b. 1941) American Pulitzer Prize-winning journalist

SPEAKING

1 In small groups, discuss the following questions.

- 'Newspapers will soon be a thing of the past.' Do you agree with this statement? Why / Why not?
- Where do you get the news from, e.g. TV, newspapers, radio, the Internet? Why?

2a Complete the gaps in the statements with the words in the box.

bias deadline privacy record
scoop sources speculation

A good news journalist ...

- never misses a _____.
- respects the _____ of public figures.
- deals in facts rather than _____.
- will do almost anything for a _____ or to break a story.
- always identifies their _____.
- allows people to speak off the _____ to protect themselves.
- reports honestly, objectively and without _____.

2b Which statements in Exercise 2a do you agree with? Which are the most important? Discuss your reasons with a partner.

3a What are the following people's roles in the media? Discuss your ideas with a partner.

- | | |
|--------------|------------------|
| a) editor | e) reporter |
| b) anchor | f) correspondent |
| c) publisher | g) paparazzo |
| d) producer | h) columnist |

3b In your opinion, is working in the news media an attractive profession? Why / Why not?

LISTENING

4 **2.15** Listen to six people working in the media talking about their jobs. Which part of the news media do you think they work in? Why?

- print media
- broadcast media (TV / radio)

5a Listen again. What do you think their jobs are? Choose one of the job titles (a–h) from Exercise 3.

5b What difficulties with their job does each speaker mention?

6 Which job would you most like to do? Why?

VOCABULARY: the media

7a Look at some of the expressions used by the speakers. What do you think they mean?

a sound bite broadsheets chequebook journalism
circulation figures libel laws media coverage
ratings war spin the tabloids viewing figures

7b Match the meanings with the expressions in Exercise 7a.

- the number of newspapers sold
- the number of people who watch a broadcast
- popularity battles with rival channels / networks / programmes
- official rules governing what you may say about people in print
- present a positive view of something to influence people
- paying people for information
- amount of time / space given to a subject
- very short part of speech or statement
- the 'popular press'
- quality newspapers / the 'quality press'

READING

8a Read the newspaper headlines. What do you think the stories are about?

8b Which headlines refer to:

- losing a job?
- a rescue?
- new rules / laws?
- an investigation?
- a planned reduction in something?
- death?
- a romance?
- an argument / fighting?

9 Answer the following questions.

- Which tenses / verb forms are used?
- Which time do they refer to?
- What do you notice about the language used in the headlines?

10 Rewrite the headlines as full sentences.

A *The government is going to take strong action against crime on the Internet.*

SPEAKING

11 Work in groups. You are producers of a 30-minute news programme with an audience demographic of 18–35-year-olds. The headlines below are the possible stories for today's edition of the programme. Follow the steps below.

- Discuss the possible content of each story and decide how interesting they would be for your viewers.
- Choose five for your programme. You may also include one extra item of 'breaking news' (your own idea).
- Decide a running order for the stories.
- Decide how much time will be spent on each story. Will it contain an interview? If so, who will you interview?
- Present your ideas to another group.

A
GOVT TO CRACK DOWN ON NET CRIME

B
FLOODS TOLL RISES

C
MINISTER QUILTS OVER COVER-UP

D
tv stars split to wed

E
MOVE TO CURB JUNK FOOD SALES

F
NATIONAL SPEED LIMITS SET TO CHANGE

G
PM PLEDGES TAX CUT

H
CAT SAVES OWNER FROM BLAZE

I
Olympic chief in vote rigging row

J
MURDER PROBE: POLICE QUIZ MODEL

K
FOOTBALL BOSS AXED

L
UN urged to act over new clashes

READING

1 What qualifications and training do you think are needed for a career in journalism?

2a Read the article and choose the best sub-heading.

According to Simon Jenkins, the best journalists are great writers with an extensive knowledge of the English language and a solid training in how to write.

Are journalists born or made? According to Simon Jenkins, while the basics can be taught, first there has to be an intense curiosity about the world and a love of the written word.

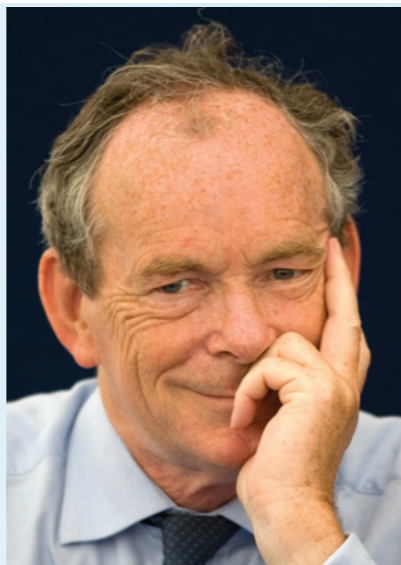
2b Read the article again and answer the following questions.

- 1 What does the writer find upsetting in written English these days?
- 2 What does the writer compare learning the technique of writing clear English to?
- 3 Which parts of speech did the writer's sub-editor like and which did he not like?
- 4 Where did the writer learn how to write clear English?
- 5 What do the best journalists do when they meet an exciting person or visit a beautiful place?
- 6 What are the most important qualities for journalism?
- 7 What is more important: a story or journalism?

3 Which of the sub-editor's rules does the following paragraph break?

It is interesting to see that the three key problems were punctuality, truancy and bad behaviour. Unfortunately, the police had to be called to the run-down state school on several occasions.

Simon Jenkins, The Guardian



- A Journalists are creatures of nature not nurture. The profession develops from instinct, from a peculiar way of seeing and describing the world. It may be objective in practice but it is subjective in motivation.
- B Journalism is expressed in the written or spoken word, but I have never regarded that as its essence. The technical skill is that of creating clear and succinct sentences, which any profession should inculcate. This can be taught and should be part of any core curriculum. Its absence from so much of written English nowadays, from users' manuals to student exam questions to government white papers, is deplorable. I sometimes think a well-produced newspaper is that last redoubt of clear English. There is no talent for such technique. While some people pick it up quickly, it must be acquired, as must a skill at playing the piano. Like many ingénue journalists, I acquired it first in the trial and error of a student newsroom and then went on to a more formal training, in my case with the Times Newspapers.
- C The latter's Educational Supplement, then integrated with the main paper, possessed two invaluable bits of equipment. One was a source of stories, the politics of education, to which little harm could be done by my reporting. The other was a ferocious Irish sub-editor. He would score through superfluous words, underline bad grammar and mercilessly spike articles, leaning back in his chair, removing his glasses and asking the classic question of any journalism teacher: 'Now, what is it you are really trying to tell me?'
- D I absorbed his maxims like mother's milk. Never begin a paragraph with 'it'. Make every paragraph a single idea. Nouns and verbs are the workhorses of a sentence, never qualifiers. Delete every adjective and adverb from your story and reinsert only those that appear essential. Never use sloppy words such as *supply*, *problem*, *accommodate* and *interesting* and try to use concrete not abstract nouns. The best punctuation is a full stop.
- E That training was a privilege greater than anything I acquired at school or university. It was the toolkit for a career, always to be kept oiled and polished. I watched colleagues floundering as they sought to fashion stories in ignorance of its framework.
- F I used to ask aspiring journalists whether they kept a diary. What was their instinctive response to meeting an exciting person or visiting a beautiful place, to any highly charged emotion? Did they crave to communicate their experience through the written word? It is the best indicator I know of a natural reporter.
- G The qualities essential to journalism thus extend far beyond an ability to write. They are those of curiosity, an uninhibited mind, native cunning and an eagerness to communicate, summed up in the gift to narrate. Such is the raw material on which the story depends and without which there is nothing to say. There can be a story without journalism, but no journalism without a story.

GRAMMAR: verb patterns

7 Look at the following list of common verb patterns. Look at Track 2.16 on page 182 and underline the different verb patterns.

- 1 Verb + infinitive with *to*
- 2 Verb (+ object) + infinitive
- 3 Verb + infinitive without *to*
- 4 Verb + *-ing*
- 5 Verb + preposition + *-ing*
- 6 Verb + object + preposition + *-ing*

8 What is the difference in meaning between the two sentences?

- 1 *You don't want them to stop reading.*
- 2 *You don't want them to stop to read.*

9a Which of the verb patterns in Exercise 7 above do the following groups of verbs belong to?

- a) likes or dislikes
- b) recommendations
- c) intentions
- d) thought

9b Can you think of any other verbs which belong to the four groups in Exercise 9a?

► Language reference and extra practice, pages 148–149

10 Use the correct verb pattern to complete sentences 1–9 in your own words. Then compare your sentences with those of a partner.

- 1 I don't mind _____ .
- 2 My parents persuaded _____ .
- 3 I promised _____ .
- 4 Next year I really want _____ .
- 5 My parents always encouraged _____ .
- 6 I can't stand _____ .
- 7 Once I blamed my friend _____ .
- 8 I remember _____ when I was a child.
- 9 When you go out, you must remember _____ .

SPEAKING

11 In groups, discuss the following statements:

- 1 'People in the public eye should not expect to have private lives.'
- 2 'Journalism is not a respectable profession.'

4 Find and underline adjectives in the text which mean the following:

- 1 based on opinions and feelings rather than on facts (paragraph A)
- 2 clearly expressed with no wasted words (para. B)
- 3 very bad (para. B)
- 4 extremely useful (para. C)
- 5 unnecessary (para. C)
- 6 carelessly expressed (para. D)
- 7 hoping to be successful at something (para. F)
- 8 not restrained in any way (para. G)

5 Paraphrase the following sentences from the article in simple English.

- 1 I absorbed his maxims like mother's milk.
- 2 I watched colleagues floundering as they sought to fashion stories ...

LISTENING

6a 2.16 Listen to an experienced journalist talking to a group of students and answer the questions.

- 1 What advice is given to those who want to go into journalism by:
 - a) Joseph Pulitzer?
 - b) the speaker?
- 2 What current topic in journalism is the speaker going to look at towards the end of the talk?

6b Listen again and complete the gaps in the extracts.

- 1 I'd like to congratulate you on receiving the 'Best _____' .
- 2 First of all, I'm not going to apologise for being a journalist, even though we are not _____ .
- 3 I can't stand listening to complaints about _____ .
- 4 'Put it before them briefly _____ , clearly so they will _____ , picturesquely so _____ and above all, accurately so they will _____ .' .
- 5 Always treat the reader with _____ and don't ...

6c Check your answers in Track 2.16 on page 182.

READING AND SPEAKING

- 1 What do you know about Twitter, Flickr and other forms of new social media?
- 2 Read the article quickly and say which 'mainstream media' and which 'social media' are mentioned.



- 3 Read the article again and answer the following questions.

- 1 How were the following social media used in Mumbai?
 - a) Twitter
 - b) Metroblog
 - c) Wikipedia
 - d) Google
 - e) Flickr
- 2 Which words does the writer use to make the text exciting?
- 3 Why does the 'mainstream media' use 'social media'?

- 4a Match words 1–5 with words a–e to make collocations from the article.

- | | |
|--------------|----------------|
| 1 eyewitness | a) information |
| 2 background | b) accounts |
| 3 media | c) media |
| 4 mainstream | d) footage |
| 5 video | e) analyst |

- 4b Make sentences using the collocations above.

- 5a Work in groups. Which of the social media formats mentioned in the article have you used?

- 5b How do you feel about the use of social media for news gathering? Do you think they will replace the mainstream media in the future? Discuss your ideas.

http://www.newsroundup.org

Mumbai attacks: Twitter and Flickr used to break news

home | articles | about us | courses | blog | site map | contact us

Anyone who doubts the power of the social web need only take a **look at** the activity on Twitter when terrorists attacked a hotel in Mumbai.

Mere moments after the first shots were fired, Twitter users in India, and especially in Mumbai, were providing instant eyewitness accounts of the unfolding drama.

Messages, known as 'tweets', were being posted to the site at a rate of around 70 tweets every five seconds when the news of the tragedy first broke, according to some estimates.

A group of bloggers based in Mumbai used their Metroblog, which **dealt mostly with** the everyday minutiae of life in this bustling city, as a news wire service, bringing its readers, and the wider world, news of the incident as it unfolded.

On Wikipedia, a new page about the terror attacks was set up within minutes of the news breaking, with a team of citizen editors

adding a staggering amount of detail, often in real time, to provide background information about the attacks.

Someone even created a Google Map showing the location of buildings and landmarks at the centre of the incident, with links to news stories and eyewitness accounts. But perhaps the most amazing and harrowing first-hand account of the Mumbai attacks came from Vinukumar Ranganathan who grabbed his camera and headed out onto the streets of the city, taking a series of photos. He has uploaded more than 112 photos to Flickr.

New media analyst Cheria George said events such as the Mumbai attacks have highlighted the emergence of citizen journalism and user-generated content.

'If the event is highly dispersed and affects very large numbers of people, it would be physically impossible for a very large news organisation to keep track of every development,' Mr George told Reuters.

'Those kind of events show the great potential for all these user accounts to be valuable to the mainstream media.'

Indeed, many mainstream media outlets, including CNN, used video footage and photos sent in from people on the ground in Mumbai to illustrate their reports, and many television stations, radio stations and newspapers were also keeping a close eye on Twitter and the blogosphere in the hope of finding out more information.

Despite the obvious value and immediacy of these eyewitness accounts, there are signs that the blogosphere is struggling to know what to do for the best when these sort of incidents occur.

While Twitter and other social media are not yet in a position to replace the mainstream media, there can be no doubt that they provide a powerful communication platform.

VOCABULARY: idioms with keep

- 6a Match idioms 1–6 with their meanings (a–f).

- 1 keep a close eye on
 - 2 keep a low profile
 - 3 keep an open mind
 - 4 keep your wits about you
 - 5 keep your fingers crossed
 - 6 keep in with
- a) get all the facts before making a judgment
 - b) stay alert
 - c) stay friendly with
 - d) monitor very carefully
 - e) avoid attracting attention to yourself
 - f) hope for a positive outcome

- 6b Complete the gaps in the sentences with the idioms from Exercise 6a.

- 1 Try to _____ the editor. He could help your career.
- 2 When you're reporting from a war zone, you've got to _____.
- 3 We need to _____ this story. Things are changing fast.
- 4 Just _____ that we are the first ones to get this story.
- 5 Its not clear yet if he's guilty. We need to _____.
- 6 It will be hard to interview her. She tends to _____.

GRAMMAR: prepositional verbs

- 7a Look at the **highlighted** prepositional verbs in the article and complete the rule.

Prepositional verbs are the combination of a _____ and a _____.

- 7b Does the verb **look** have the same meaning in these sentences? If not, what changes the meaning?

- a) I haven't had time to look at the news on the Internet.
- b) Police are looking into the disappearance of two children.
- c) His dad left him here to look after the business while he's away.

- 7c Replace the words in **bold** with the correct form of prepositional verbs in the box.

come across come up get on get over
look at look into look like look round

- 1 Anyone who doubts the power of the social web only needs to **observe** the activity on Twitter.
- 2 How are you **progressing** at work?
- 3 A free microblogging service that started a few years ago, Twitter **resembles** an onscreen bulletin.

- 4 An opportunity has **arisen** for a Twitter correspondent at Sky News.board.
- 5 I am resisting an urge to **investigate** Twitter in case it is as addictive as Facebook.
- 6 If Twitter ever suffers a catastrophic failure it cannot **recover from**, you will still be protected from any data loss.
- 7 We **inspected** the new office to see if the building was suitable.
- 8 I've seen a really interesting anecdote on Twitter. I **found** it by chance.

GRAMMAR TIP

We can put adverbs of degree and manner between the verb and preposition, but not between the preposition and object.

It dealt mostly with the everyday minutiae ... ✓
It dealt with mostly the everyday minutiae ... ✗

► Language reference and extra practice, pages 148–149

- 8 Put the words in *italics* in the correct order.

- 1 The *article* looked like exactly on *Tweet* the *blog* a
- 2 I *thought* never much about *Twitter* until my son showed me how it worked.
- 3 *The media* fast-moving had dealing events the *problems* with.
- 4 Would *mind* story you into looking this?
- 5 People *accuse* *falsely* of a lot of things the *media*.

- 9 Complete the text with prepositional verbs.

Journalists need to be familiar with technical developments in the media. They shouldn't just 1 _____ social networking sites, they need to use them because familiarity with the tools is important. They need to 2 _____ their sources from Facebook, MySpace and Twitter and any other type of social media source as carefully as they would verify traditional sources. They need to restrict access to private profile information that they don't want the general public to 3 _____ by chance. They need to manage their time efficiently and manage their friends on social networks so they can 4 _____ tweets, status updates and endless emails. Although blogging and tweets may 5 _____ conversation, journalists must be mindful that they represent more than just themselves.

WRITING

- 10 Write a short paragraph on the following question.

Is it more important to get news fast or accurately?

SITUATION

The *Daily Chronicle* is a daily newspaper in Chicago. Its features articles focus on scandals in government departments or on misconduct by prominent personalities. The newspaper often sails close to the wind to get its stories and its journalists have been accused of invading people's privacy and showing bias in their reporting. When chasing stories, the newspaper's editor and reporters inevitably face ethical dilemmas.

1 Read the situation above. What do you think the phrase 'often sails close to the wind' means?

2a Read about the following dilemma that the newspaper must resolve.

The editor of the sports section of the *Daily Chronicle* has been offered copies of confidential emails sent by the head coach of a top baseball team to the owner of a rival team. The source of the emails wishes to be paid \$100,000 for the copies. The emails reveal that the head coach is considering leaving his present job to coach the rival team. This would be a bombshell in the sporting world and a report in the newspaper about the coach's plans would greatly increase its circulation.

2b In pairs or small groups, discuss the following.

- 1 What are the advantages and disadvantages of running a story about the head coach based on information in the emails?
- 2 Should the Sports Editor publish a story about the head coach based on what he has learned?

KEY LANGUAGE: being cautious

3a **2.17** Listen to the Sports Editor, Dan, discussing the dilemma with the Chief Editor of the *Daily Chronicle*, Margaret Lawson. Answer the questions.

- 1 What reason does the Sports Editor give for wanting to buy the emails?
- 2 What are the Chief Editor's reasons for *not* wanting to buy the emails?
- 3 What is the Sports Editor going to do now?

3b **Being cautious** Listen again and complete what the Chief Editor says.

- 1 We need to _____ this one _____, Dan ... If you don't get your facts right, he could _____ and get substantial _____.
- 2 Dan, there's a problem with this material. We have no idea how our source got the information. Maybe he did something _____, and if that's the case, we could be in very _____.
- 3 I don't think our readers will thank us for running the story. It's a very _____ issue. If we get our facts wrong, it'll have a _____ on our reputation. We wouldn't be able to say where we got our information from, so it would look like pure _____ on our part.
- 4 No, sorry, we need to _____ on this one. I've got a bad feeling about it. It could land us in _____ if the emails are not genuine.

TASK: resolving ethical dilemmas

4a In pairs, read the descriptions of the ethical dilemmas below. Choose ONE of the situations and decide which role each of you will play.

4b Prepare for your role play. Make notes on what you'll say. Then, role play the situation and decide what decision should be taken, with your reasons.

5 Join another pair and tell them what decision you made, with your reasons. Ask them if they agree with your decision.

6 As a group, discuss what guidelines you could give journalists faced with the kinds of dilemmas described.

The fashion show

Chief Editor or Journalist

A group of *Daily Chronicle* journalists attended a press lunch hosted by the fashion designer, Emilio Conti, to commemorate his 40 years in the fashion business. After the lunch, all the journalists were given a bag that contained a press kit and a box that the journalists did not open until they left the restaurant. The box contained a Rolex watch worth about \$5,000, with a certificate of authenticity.

Some of the journalists from other newspapers gave the watches back. The *Daily Chronicle* journalists have a good relationship with Emilio Conti and don't want to offend him. The question is: what should they do about the gifts they've received?

A confidential document

Chief Editor or Political Correspondent

A politician has given some information to the *Daily Chronicle's* Political correspondent about the content of a report on the state of the army's equipment. The document is classified information and the findings of the report have not been made public. Its findings are very controversial and critical of the condition of the army's equipment. The politician told the correspondent, 'Use the information, but don't quote me.' The question is: should the journalist write an article based on such confidential information?

An undercover operation

Chief Editor or Investigative Reporter

Two journalists want to do an investigative report on a group of nursing homes. There are rumours that the homes are badly run. The rooms are said to be dirty and unhygienic, and the staff uncaring and insensitive. Relatives of residents claim that the residents are neglected and not fed on time. The two journalists wish to carry out an undercover operation to investigate the claims. They want to get a job at the nursing homes and film secret evidence of bad practice. The question is: should the undercover operation be carried out?

The newspaper proprietor

Chief Editor or Journalist

Journalists from the Business Section of the *Daily Chronicle* are currently investigating the activities of a powerful international businessman. They have discovered that he is guilty of tax evasion and has also been running his company in an improper way. They wish to expose the businessman's illegal activities. The Chief Editor, who has only been in the job six months, mentioned this to the owner of the newspaper. The owner said 'Mr X is a good friend of mine and helped me earlier in my career to make several important deals. I don't want him to receive any unfavourable publicity.' The question is: should the Chief Editor authorise the journalists to write the features story?

OTHER USEFUL PHRASES

Considering implications

- It could be too risky.
- It might damage our reputation.
- It may be illegal.
- They could take us to court.
- They might take legal action.
- They might sue us.

Proposing solutions

- The best thing to do is ...
- The answer to this is to ...
- The way to deal with it is to ...
- The best way forward is to ...

STUDY SKILLS: research skills

1 Think about a writing task or project you have done which required research. In pairs, discuss the methods you used to gather your information.

2 Discuss which of the following sources you have used and for what purposes. Which source have you found the most useful? Why?

- 1 libraries
- 2 academic journals
- 3 newspapers
- 4 trade magazines
- 5 company/institutional literature
- 6 public relations departments
- 7 directories
- 8 government records
- 9 statistics from international organisations
- 10 interviews (face-to-face, by telephone)
- 11 questionnaires
- 12 agents

3 In groups, discuss what kinds of research you would use for the following writing tasks. Give your reasons.

- 1 A paper on US population trends to be read in a university seminar.
- 2 An article for a newspaper on a historic monument in your town.
- 3 An essay on a 20th-century philosopher required for a Masters course in Philosophy.
- 4 A report on the latest electrically-driven cars for a motor magazine.
- 5 A chapter on a modern crime for an *Anthology of Famous Crimes*.
- 6 A biography of a famous living pop singer or musician.

4a **2.18** Listen to a lecturer talking to university students about using the Internet and web documents for research purposes. Make notes under the following headings:

- Currency
- Authority
- Objectivity
- Coverage
- Style and functionality

4b Check your notes with a partner.

5 Look at these websites for the American film star, Leonardo DiCaprio. You are asked to write a profile of him for a film magazine. Which of the following websites do you think would be:

- a) the most trustworthy?
- b) the best sources of information for your article?
- c) probably not worth looking at?

Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail Print


Address

Web Images Videos Maps News Shopping Mail more

Search

Web Show options

[LEONARDODICAPRIO](http://www.leonardodicaprio.com/) - Official Website
<http://www.leonardodicaprio.com/> Official website of the actor with biographical information, news, photos, filmography, awards, information about his environmental causes, art gallery.



[Leonardo DiCaprio](http://www.imdb.com/name/nm0000138/) <http://www.imdb.com/name/nm0000138/>
 View legal, agent and manager contact information for Leonardo DiCaprio on IMDbPro. ... View 20 in-development credits for Leonardo DiCaprio on IMDbPro.

[THE DICAPRIO ZONE](http://www.geocities.com/Hollywood/Set/4040/): The #1 place to find everything about Leo <http://www.geocities.com/Hollywood/Set/4040/> 24 Aug 2007 ... An extensive site about Leonardo DiCaprio. Features include a popular chatroom and message board, hot pictures, movie reviews.

[Leonardo DiCaprio at The Insider](http://www.theinsider.com/celebrities/Leonardo_DiCaprio) http://www.theinsider.com/celebrities/Leonardo_DiCaprio
 The Insider has Leonardo DiCaprio celebrity information, news, pictures and more. Get the latest Leonardo DiCaprio news and share your interest with other ...

[Leonardo DiCaprio](http://j.webring.com/hub?ring=dicapring;id=3;prvw)
<http://j.webring.com/hub?ring=dicapring;id=3;prvw>
 The DiCapring contains fan sites dedicated to Leonardo DiCaprio, one of the greatest actors of his generation. On these sites you will find a great deal of The interview:

[Leonardo DiCaprio | Film | The Observer](http://www.guardian.co.uk/film/2007/jan/28/awardsandprizes) <http://www.guardian.co.uk/film/2007/jan/28/awardsandprizes> 28 Jan 2007 ... A child-star first Oscar-nominated at 19, Leonardo DiCaprio has 'come of age' with every movie since then. On eco-ethics, Martin Scorsese ...

Done

6 What other research would you do before writing the article?

WRITING SKILLS: a features article for a magazine or newspaper

7 Read the description of features articles and answer the questions.

Features articles appear regularly in newspapers and magazines. They are not front page, time-sensitive news stories. They provide information about an event, person or idea and they are usually human interest stories.

- 1 What features articles have you read recently?
- 2 Were they interesting? Enjoyable? Instructive? Why / Why not?

8 After choosing a catchy title for a features article, the writer must decide how to grab the reader's attention and indicate the central idea, sometimes called the 'angle', of the article. Look at the four types of leads (opening sentences) below and match them to the extracts (A–D) from a features article about Rupert Murdoch.

- 1 Quote – use of a quote that suggests the angle the writer will take.
- 2 Anecdote – a lead that tells a story.
- 3 Summary – tells who, what, when, where, why, how.
- 4 Surprising statement – stimulates the reader's interest with an unusual beginning.

9 **2.19** Listen to a journalist giving some tips to a group of students on how to write a features article and make brief notes. Compare your notes with a partner.

10 Write a features article for a serious newspaper. Choose one of the following tasks:

- 1 Write about Rupert Murdoch, the Australian newspaper proprietor, for a serious newspaper. Use the notes on page 168. If you have time, do some more research on Rupert Murdoch before you write the article.
- 2 Do some research on a well-known personality. Write an article on the personality for a newspaper or magazine which reports on current affairs.

A Billionaire Australian, American publishing tycoon, owner of some of Britain's most popular media and newspapers. He is the boss of News Corporation, one of the largest media organisations in the world. His name is Rupert Murdoch.

B Rupert Murdoch once said, 'Can we change the world? No, but hell, we can all try.' This is the attitude which has helped him to create one of the largest and most influential media groups in the world.

C He works at the age of 77, that's all Rupert Murdoch really does. He works. That's what brings meaning to his life. That's what gives him pleasure.

D I met him in his office in New York. He was wearing a smart jacket and tie, and greeted me with great warmth. He spoke fluently and with great authority when he talked about the future of newspapers and his plans for developing his Internet business. I began by asking where his publishing career started.

