

Завдання для поточного контролю

1. Read the paragraph and give the summary of it.

To explain the history of global journalism, it must be established that global journalism is an emerging practice amongst the journalistic field that has much scope and several implications on the global public sphere. Considering this, it still is a fairly new notion that requires much-needed conceptualization. In other words, global journalism is occurring at an unprecedented rate, yet academia and scholars lack not only the empirical evidence but also proper conceptualization of the term.

Some early instances of global journalism can be seen in the nineteenth century when the creation of international news agencies emerged. However the major instances can be seen since the 1980s, when the technological changes transformed the dissemination of news and political communications. In specific, the technological change of increased satellite capacity that allowed for the dissemination of news and information transnationally, thus establishing the seeds of global journalism. The transition from networks of 'relativity' to the networks of 'connectivity' created the notions of a global public sphere.

2. Give the answers to the presented questions below.

- What does a foreign correspondent do?
- What questions do you think the interviewer will ask the journalist?
- 3. Do you want to be a foreign correspondent?
- 2 What parts of the world are you interested in?
- 3 Have you travelled a lot?
- 4 Do you speak any foreign languages?
- 5 Where did you go to university?
- 6 Have you taken any further qualifications?
- 7 What articles have you written?
- B What qualities does a journalist need to be a foreign correspondent?
- 9 When can you start work?

3. You are a foreign correspondent. You were interviewed about your job by some university students. Write their questions below in reported speech. Start with 'They asked me ...'

- Are you able to write notes quickly?
- What time do you usually start work?
- Do you enjoy working as a reporter?
- What do you do when people don't answer your questions?
- How much time do you spend travelling abroad?
- Do you ever feel afraid in a crisis?
- What problems do you have when you are reporting?

4. Ask your group mates as many questions as you can. Start your questions with the following words:

1. Can you tell me... ?
2. Would you mind telling me how long.... ?
3. Do you know... ?
4. Could you tell me how... ?
5. Have you any idea how... ?
6. I'd like to know how much... ?
7. I was wondering if __ leave early today
8. I have no idea... ?

5. Read the article and find the following.

Cultural Influences on Fashion Trends

1 Everyone working in the fashion industry needs to be aware of social and cultural movements because these have a strong influence on fashion trends. If designers, retailers and fashion buyers can predict future trends, they are likely to be successful in their work. There are three main influences on fashion trends. They can be classified as high culture, pop culture and subculture.

2 Fashion designers are often influenced by 'high culture', especially the visual arts of painting, sculpture and photography. For instance, a summer collection of Jill

Sanders showed the influence of Pablo Picasso's ceramics and the dresses of designer Mary Katrantzou have been inspired by the crash car sculptures of the contemporary artist John Chamberlain.

3 Popular culture (pop culture) is greatly influenced by celebrities. Famous athletes, film stars, television personalities and musicians are trendsetters. For example, stylish television shows such as *Mad Man* have had a big influence on the way people dress because everybody wants to look like the actors and actresses. Celebrities are role models for many people, so fashion companies try to persuade them to use their products, and Hollywood stars are increasingly appearing in fashion advertising. A good example of this trend is the film star Leonardo DiCaprio, who has appeared in adverts for Tag Heuer watches.

4 The third influence on fashion trends is subculture, This includes street movements like graffiti, hip hop and other groups outside the mainstream. For instance, the surf and skateboard culture has had a lasting influence on how young people dress, particularly on their sports and street wear.

5 Fashion designers need to observe street culture, keep up with the visual arts and be aware of pop culture. A perfect example of these influences is Marc Jacobs, a star of the fashion world. He designs three major clothing labels and has worked as Creative Director of the French luxury design house, Louis Vuitton. According to one fashion expert, he 'is the master of merging the creative with the commercial'. He can produce a handbag range for Vuitton or T-shirts for his Marc line. His clothes sell because 'people are proud to wear anything he has designed'.

6 Jacobs understands contemporary culture and is inspired by culture at all levels. His house in Paris is full of artworks by Andy Warhol, Ed Ruscha and other modern artists. One of his 29 tattoos shows the cartoon character Spongebob Squarepants. He has worked with Richard Prince, a contemporary artist, on a range of accessories for Louis Vuitton, and named one of his £1,000 handbags after a fashion blogger named BryanBoy. These examples show how he is influenced by high culture and street culture. Jacobs' fashions exemplify, perhaps more than any other designer, the three main influences on fashion trends.

1. a French luxury fashion house
2. a cartoon personality
3. a modern artist
4. a TV program
5. a street movement
6. a major influence on fashion trends

7. a visual art
8. a star in the fashion industry
9. a fashion blogger

6. Look at the text and find seven different phrases used to introduce an example (paragraphs 2-5).

7. Look at the sentences below and think of an example for each one. Add your idea to the sentence using a phrase from Exercise 6.

1 A number of sports stars have become very rich due to endorsing major brands.

2 The leading countries in fashion design are hoping for a revival in the fashion industry this year.

8. Answer these questions.

1 What trends influence what you wear?

2 What do clothes tell you about someone's personality?

3 If you could own one fashionable item, what would it be?

4 Have you ever bought something just because it was fashionable?

5 Does the fashion industry exist mainly to persuade people to spend money on things they do not really need?