

SEMINAR 7 SPORT AND THE MEDIA, NEWSPAPER LANGUAGE

*"The news and truth are not the same thing."
Walter Lippmann, American journalist.*

SPORT AND THE MEDIA

What are the mass media?

They're huge corporations, massive corporations, linked up with even bigger corporations. They sell audiences to other businesses, namely advertisers. So when you turn on the television set, CBS doesn't make any money from you; they make money from the advertisers. You're the product that they're selling, and the same is true of the daily newspapers. They're huge corporations, selling audiences, potential consumers, to other businesses, all linked up closely to the government, especially the big media. What picture of the world do you expect them to present?

– Noam Chomsky, American writer, linguist, and dissident (1928 -), in Sparrow Talks with Noam Chomsky.

From <http://www.newspeakdictionary.com/ot-quotes.html#QMedia>, viewed on April 15, 2003; and <http://www.thirdworldtraveler.com>.

TYPES OF JOURNALISM AND MEDIA - VOCABULARY

Task 1 Explain the difference:

1. broadcast journalism / print journalism / online journalism / citizen journalism
2. broadsheets / tabloids
3. rolling news / breaking news

More vocabulary on media:

to cover a story / eyewitness reports / advertising revenue

Task 2 Match these words and phrases to their synonyms below:

article circulation editorial issue newsreader the papers reporter reviewer

critic the dailies journalist leading article newscaster number copies sold report

SPEAKING: Effects of technology

Technology is really important to the coverage of sport in the media. Not only does it allow all of these forms of media to be possible, but it also allows features like photo finishes, instant replays, split times etc

Task 3: Which of the below would you say are the good and which are the bad effects of media coverage on sport:

- *Money* - Media companies pay for the rights to show a sporting event. Also, sports shown on TV generate more sponsorship
- *Attention* - Sport stars often complain of too much attention being paid to their private lives
- *Education* - People learn the rules of the sport from watching it on TV
- *Role models* - Seeing good sports people on tv and in newspapers makes them a role model for people to look up to
- *Lack of Attendance* - For matches that are shown on tv, ticket sales often drop
- *Demands* - The media can put pressure on the organisers of sporting competitions to make the viewing experience better for TV audiences. For example, in a previous Olympics, the marathon was run at a time which suited TV companies, even though it was at the hottest time of day.
- *Inspiration* - Media brings sport to people who may not normally get to experience it otherwise. This can encourage people to get involved
- *Coaching aid* - Watching professionals on the tv can help you see how a technique should be performed which could help your performance
- *Bias* - Only the really popular sports get much attention on the tv and in newspapers etc. This doesn't help encourage people into the less popular sports

READING:

15 April 2011

*A new Super League is being **launched** for some of the top English ladies' teams including Arsenal, Chelsea and Liverpool. England's Football Association is hoping the league will attract more supporters to the sport.*

Women's football - or soccer as it's known in many countries - has been played in England for more than a hundred years. But, **unlike** men's football, it's always been an **amateur** game. The new Super League will be the first semi-professional competition for women, with eight teams from across the country competing for the title.

The players will get paid for their **efforts**, although their salaries will be nothing like those given to top male football stars. The Football Association says it hopes to **avoid uneven** competition, where a country's richest clubs get access to all the best players.

Each club in the women's Super League will have a maximum annual **budget** of around \$400,000. Some clubs, like Arsenal and Everton, will be helped by their respective male clubs, but others are trying **to**

match their **incomes** by coaching school pupils or raising money through social events.

Organisers are hoping the league will **eventually** attract the world's best female players and stop England's top stars **heading to** Germany and the United States, where there are already major professional competitions.

Maddy Savage, BBC News

Task 4: Read the above article from the BBC news and summarise the main points.

Check the words in bold.

Choose the most suitable heading:

Female and male footballers clash

Football Association backs female football

Female players get football league in England

NEWSPAPER LANGUAGE – HEADLINE¹ ENGLISH

Origins. English newspaper writing dates from the 17th century. 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 means.

National papers in UK can be characterized as belonging to one of two distinct categories: the quality papers, or broadsheets² and the popular papers, or tabloids³. They use larger headlines and write in a simpler style of English. Broadsheets devote much space to politics and other serious news, the tabloids concentrate on human interest stories, often on sex and scandal. Both types devote equal amounts of attention to sport. The broadsheets are twice as large as the tabloids.

Style. As the reporter is obliged to be brief, he naturally tries to cram⁴ all his facts into the space allotted⁵. This tendency predetermines the 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, the more complex its syntactical structure.

The language of headlines is therefore unusual in a number of ways. The main function of the headline is to inform the reader briefly of what the news that follows is about. Sometimes headlines contain elements of appraisal⁶, i.e., they show the reporter's or the paper's attitude to the facts reported. English headlines are short and catching.

1 Headline - titulek

2 Broadsheets - noviny velkého formátu

3 Tabloid - plátek

4 Cram - nacpat

5 Alloted - přidělený

6 Appraisal - posouzení

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Grammar words like *articles* or *auxiliary verbs* are often left out /Royal Family quits/
 A *simple* form of a *verb* is used /Queen Opens Hospital Today/
 The *infinitive* is used to express the *future* /President to visit Iran/

Newspaper articles and headlines use a lot of distinctive vocabulary:

NEWSPAPER WORD	MEANING	NEWSPAPER WORD	MEANING
aid	help	key	essential
axe	cut, remove	link	connection
back	support	bar	exclude, forbid
bid	attempt	oust	push out
blast	explosion	blaze	fire
plea	request	boost	encourage
clash	dispute	ploy	clever activity
curb	limit	probe	investigation
drive	campaign, effort	quit	leave, resign
go-ahead	approval	hit	affect badly
riddle	mystery	strife	conflict
threat	danger	vow	promise
wed	marry	gems	jewels

NOTE: Newspaper headlines often use abbreviations, e.g. PM = Prime Minister, MP = Member of Parliament etc.

Task 5 Match the headlines with their topics:

Headlines

1. PM BACKS PEACE PLAN
2. MP SPY DRAMA
3. SPACE PROBE FAILS
4. QUEEN'S GEMS RIDDLE
5. STAR WEDS
6. KEY WITNESS DEATH THREAT

Topics

- a. marriage of famous actress
- b. royal jewels are stolen
- c. person who saw crime in danger
- d. proposal to end war
- e. satellite is not launched
- f. politician sells secrets to enemy

Task 6 Explain the meaning of the following headlines:

- SHOP BLAZE 5 DEAD
- MOVE TO CREATE MORE JOBS
- GO-AHEAD FOR WATER CURBS
- BID TO OUST PM
- PRINCE VOWS TO BACK FAMILY
- NEW TENNIS CLASH
- BOMB BLAST CENTRAL LONDON

Task 7 Grammar – Passive Voice

Journalistic style, shared by both print and broadcast, uses active voice (the verb in the sentence describes some action that the subject is doing) as much as possible; however, passive voice (to be + past participle) is often used as well.

Complete the sentences using the active or passive voice of the suggested verbs.

1. The Guardian _____ all over Britain. (read)
2. When we join the EU, a lot of Czech people _____ in Brussels. (employ)
3. The thief would have continued to steal if he _____. (catch)
4. Fifteen years after kicking a two-packets-a-day habit to improve his presidential hopes, Jacques Chirac _____ a "war on tobacco" yesterday. (launch)
5. The Court of Appeal _____ Giulietta Atkinson, 56, £90,000 for trauma she suffered when her daughter _____ by a car. (award, kill)
6. This newspaper _____ well in major Czech cities. (sell)
7. The incident _____ early in the morning. (happen)

Word bank⁷

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|------------------------------------|----------------------------------|
| 1. print media | tištěná média |
| 2. mass media | masmédia |
| 3. electronic media | elektronická média |
| 4. media attention | pozornost médií |
| 5. broadcast on the radio/on TV | vysílat v rádiu/televizi |
| 6. TV channel | televizní stanice |
| 7. radio station | rozhlasová stanice |
| 8. TV programme | televizní pořad |
| 9. distorted news | zkreslené zprávy |
| 10. news bulletin | přehled zpráv |
| 11. the latest news | nejnovější zprávy |
| 12. live broadcast | živé vysílání |
| 13. TV presenter | televizní konferenciér |
| 14. newsreader | televizní hlasatel (ve zprávách) |
| 15. editor-in-chief | šéfredaktor |
| 16. column | sloupek |
| 17. columnist | sloupkař |
| 18. editorial | úvodník |
| 19. tabloid press | bulvární tisk |
| 20. broadsheet/quality paper | seriózní noviny |
| 21. to retouch photographs | retušovat fotografie |
| 22. reliable source of information | spolehlivý zdroj informací |
| 23. TV documentary | dokumentární pořad v televizi |
| 24. ratings figures | sledovanost |
| 25. prime/peak time | hlavní vysílací doba |
| 26. TV viewers | televizní diváci |
| 27. invasion of privacy | vpád do soukromí |
| 28. breach of privacy | narušení soukromí |
| 29. to sue for libel | žalovat pro urážku na cti |
| 30. freedom of the press | svoboda tisku |

⁷ Adapted from course CJVA2B, FSS MUNI