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Республика Бурятия

Презентация по теме  
«Newspapers: broadsheets and tabloids»

учителя английского языка  
Федотовой Жанатгуль Даулеткановны

Новый Уоян, 2014

# **NEWSPAPERS: Broadsheets and Tabloids**

In the United Kingdom there are two kinds of newspapers: broadsheets and tabloids.

A broadsheet is a serious, quality and independent newspaper.

A tabloid is yellow press, easy for reading.

**The New York Times**

Special Edition  
Today, clouds part, more sunshine, recent gloom passes. Tonight, strong inward winds. Tomorrow, a new day. Weather map throughout.

VOL. CLIV — No. 54,631      NEW YORK, SATURDAY, JULY 4, 2009      FREE

**"All the News We Hope to Print"**

**Nation Sets Its Sights on Building Sane Economy**

True Cost Tax, Salary Caps, Trust-Busting Top List

By T. VERLEN

The President has called for swift passage of the Safe Jobs and Economic Growth Act (S.J.E.G.A.) bill. The omnibus economic package includes a federal maximum wage, mandatory "True Cost Accounting," a phased withdrawal from complex financial instruments, and other measures intended to improve life for ordinary Americans. (See highlights box on Page A10.) He also repeated earlier calls for passage of the "Ban on Lobbying" bill currently making its way through Congress.

Treasury Secretary Paul Krugman stressed the importance of the bill. "Markets make great servants, terrible leaders, and absurd religions," said Krugman, quoting Paul Hawken, an advocate of corporate responsibility and author of "Blessed Unrest, How the Largest Movement in the World Came Into Being and Why No One Saw It Coming."

"At this point, the market is out

**IRAQ WAR ENDS**



**Troops to Return Immediately**

By JUDY SHENBERG

WASHINGTON — Operation Iraqi Freedom and Operation Enduring Freedom were brought to an inconclusive close today with a quiet announcement by the Department of Defense that troops would be home within weeks.

"This is the best face we can put on the most unfortunate adventure in modern American history," Defense spokesman Kevin Sites said at a special joint session of Congress. "Today, we can finally enjoy peace — not the peace of the brave, perhaps, but at least peace."

As U.S. and coalition troops withdraw from Iraq and Afghanistan, the United Nations will move in to perform peacekeeping duties and aid in rebuilding. The U.N. will be responsible for looking the two countries stable: coordinating the rebuilding of hospitals, schools, highways, and other infrastructure and overseeing upcoming elections.

The Department of the Treasury confirmed that all U.N. dues owed by the U.S. were paid as of this morning, and that monies previously earmarked for the war would be sent directly to the U.N.'s Iraq Oversight Body.

The president noted that the Iraq War had resulted in the burning of many bridges. "Yet our his-

leader and our religion. No wonder the median standard of living has been declining so much for so long."

Krugman said that the new Treasury bill seeks to ensure the prosperity of all citizens, rather than simply supporting large corporations and the wealthy. "The market is supposed to serve us. Unfortunately, we have ended up serving the market. That's very bad."

Much as Roosevelt, after the Great Depression, put the brakes on C.E.O. wages and irresponsible banking practices, administration officials claim that today we need to rein in the industry that has caused such chaos and misery.

"The building blocks of post-World War II American middle-class prosperity have all been swept away," said House Speaker Nancy Pelosi, who initially opposed the bill.

COURTESY ARMY/AF

U.S. Army helicopters begin moving troops and equipment from Saddam Hussein's former Baghdad palace.

Recruiters Train for New Life: As a ban is imposed on recruiting officers, on-recruiters nationwide look for new work. The "Times" follows one on his job-hunt odyssey through Manhattan and surrounding areas.

USA Patriot Act Repealed: Eight years later, a sham-faced Congress quietly repeals the much-maligned USA Patriot Act, unanimously... or almost.

By STEVE LUENIGER PAGE A4

**Ex-Secretary Apologizes for W.M.D. Scare**



# Match new words with definitions:

- |                     |                               |
|---------------------|-------------------------------|
| 1) broadsheets      | a) <i>качественный</i>        |
| 2) tabloids         | b) <i>сжатый</i>              |
| 3) quality          | c) <i>журнал</i>              |
| 4) reliable         | d) <i>газета</i>              |
| 5) to separate      | e) <i>таблоиды</i>            |
| 6) to publish       | f) <i>событие</i>             |
| 7) gossip           | g) <i>заголовок</i>           |
| 8) an opinion       | h) <i>надежный</i>            |
| 9) weather forecast | i) <i>иметь неприятности</i>  |
| 10) politics        | j) <i>политика</i>            |
| 11) economy         | k) <i>публиковать</i>         |
| 12) a newspaper     | l) <i>отделять, разделять</i> |
| 13) an event        | m) <i>серьезные газеты</i>    |
| 14) a magazine      | n) <i>гороскоп</i>            |
| 15) a celebrity     | o) <i>экономика</i>           |
| 16) a horoscope     | p) <i>слухи</i>               |
| 17) intriguing      | q) <i>мнение</i>              |
| 18) a headline      | r) <i>прогноз погоды</i>      |
| 19) get in trouble  | s) <i>звезда</i>              |
| 20) condensed       | t) <i>интригующий</i>         |

# Check yourself:

- |                     |                               |
|---------------------|-------------------------------|
| 1) tabloids         | a) <i>таблоиды</i>            |
| 2) broadsheets      | b) <i>серьезные газеты</i>    |
| 3) quality          | c) <i>качественный</i>        |
| 4) reliable         | d) <i>надежный</i>            |
| 5) to separate      | e) <i>отделять, разделять</i> |
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| 16) a horoscope     | p) <i>гороскоп</i>            |
| 17) intriguing      | q) <i>интригующий</i>         |
| 18) a headline      | r) <i>заголовок</i>           |
| 19) get in trouble  | s) <i>иметь неприятности</i>  |
| 20) condensed       | t) <i>сжатый</i>              |

# WHAT FEATURES HAVE GOT

**broadsheets**

AND

**tabloids**

don't check information

use intriguing headlines

big format

main topic is politics

you can find jokes and crosswords,  
puzzles there

never publish gossip

businessman read them

write about celebrities and their secrets,  
private lives

publish the opinion of the  
best experts in the world

publish horoscopes

publish a lot of photographs

small format

information is reliable

have a weather  
forecast

# Check yourself

## The difference between

broadsheets

and

tabloids

- big format
- information is reliable
- businessmen read them
- publish the opinion of the best experts in the world
- never publish gossip
- have a weather forecast
- main topic is politics

- small format
- don't check information
- publish a lot of photographs
- write about celebrities and their secrets, private lives
- publish horoscopes
- you can find jokes and crosswords, puzzles there
- use intriguing headlines

# Life & Style WEEKLY

ONLY \$2.99

Why Brad and Angelina are LEAVING AMERICA

Laura vs Michelle THE FEUD HEATS UP

THE REAL STORY

J.Lo WANTS MARC OUT

BRITNEY'S ON MORE DRUGS

The new It Bags

Out-of-control partying

Robert's on-set love triangle

A beloved star could get fired

Fans are upset: They're changing the

Whoopi's split Michael's collapse Nancy Sinatra on life with Dad

## TWILIGHT IN TROUBLE

## Magazines

"LIFE & STYLE"

"PEOPLE"

"ВСЕ ЗВЕЗДЫ"

Whoopi's split Michael's collapse Nancy Sinatra on life with Dad

DECEMBER 18, 1995

# People weekly

## WHITNEY HOUSTON

With a new movie and obsessed fans to worry about, she doesn't need husband troubles. So why is she back with bad boy Bobby Brown?

Houston and Brown turned out in September for a benefit concert. They separated soon after, then reconciled.

\$2.49

51

0 72433 4

# ВСЕ ЗВЕЗДЫ

ГОЛЛИВУД: ЧЬИ ПОЦЕЛУИ ДОРОЖЕ ВСЕХ?

8 постеров и супер постеров

7 конкурсов!

Love-story Любовь началась с тантелей

ДЖЕНСЕН ЭКЛЗ «ВСЕ БЫЛО ОЧЕНЬ СТРАННО»

Фиковая мода ТЕОНЫ

Звездное 8-е Марта

«ЛУХ» (F.P.B.): «Хочу в ТОП-10 СЧАСТЛИВЫХ ЛЮДЕЙ»

JEDWARD жили на дереве с собакой

Выиграй прикольный гаджет!



**35** ЗАЧЕМ РОССИЯН ЛИШАЮТ КОПЕЙКИ?  
**«ДФ» НАШЁЛ ПИЛЮЛЮ ОТ СТАРОСТИ**  
**КАК ПЛАТИТЬ МЕНЬШЕ ЗА УСЛУГИ ЖКХ**

Генерал-майор в 1970 году  
 Евгений Шварценеггер

**АРГУМЕНТЫ И ФАКТЫ** МОСКВА

ОБЪЕДИНЕНИЕ МОСКОВСКИХ КОММУНАЛЬНЫХ ПРЕДПРИЯТИЙ

ГЯЖЕЛОЕ ЗОЛОТО: МОЖЕБ ЦЕНА МЕДАЛИ ФИГУРИСТОВ

ПЕРВОНАЧАЛЬНЫЙ ДАЮТ 5%, а отбирают 20%!

В России собираются вводить новую систему оплаты за коммунальные услуги. По предложению главы администрации Москвы Сергея Собянина, в следующем году тарифы на услуги ЖКХ будут снижены на 5%, а в следующем году на 10%. Однако эти меры могут быть отменены, если тарифы на услуги ЖКХ будут снижены на 10% в следующем году.

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**Кошелёк под рентгеном**  
 Почему зарплата бюджетников гораздо меньше той, что красуется в отчётах?

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**Уроки плавания.** Значимые события в жизни Владимира Соловьёва. Как абсолютный мастер плавания завоевать чемпионство в 1970 году.

**Владимир СОЛОВЬЁВ.** Как абсолютный мастер плавания завоевать чемпионство в 1970 году.

**Жизнь по воле.** Уникальная история айтишника-симулятора: от бизнеса до успеха.

**Убийца побе.** Российские разработки против рака.

**Медиа-рейтинг за 2019 год**

Средняя стоимость 1000 показов в РТ (руб.)

1.8 1.9 2.0 2.1 2.2 2.3 2.4 2.5 2.6 2.7 2.8 2.9 3.0 3.1 3.2 3.3 3.4 3.5 3.6 3.7 3.8 3.9 4.0 4.1 4.2 4.3 4.4 4.5 4.6 4.7 4.8 4.9 5.0 5.1 5.2 5.3 5.4 5.5 5.6 5.7 5.8 5.9 6.0 6.1 6.2 6.3 6.4 6.5 6.6 6.7 6.8 6.9 7.0 7.1 7.2 7.3 7.4 7.5 7.6 7.7 7.8 7.9 8.0 8.1 8.2 8.3 8.4 8.5 8.6 8.7 8.8 8.9 9.0 9.1 9.2 9.3 9.4 9.5 9.6 9.7 9.8 9.9 10.0

**АКТУАЛЬНЫЕ НОВОСТИ ОДНОЙ СТРОКОЙ - НА**

**Fund-Raising for Arts' Sake, to Restore Space**

By ROBERTA HERSHENSON

WHITE PLAINS Arts Westchester Arts Council has embarked on a \$5 million capital campaign to renovate and restore the nine-story building it bought from Chase Manhattan Bank in 1999 and now uses as its headquarters. Nearly \$3 million has been raised so far in the private phase of the campaign, which began two years ago.

Plans include building artists' studios and office suites for arts-related businesses on the eighth floor of the 73-year-old former bank building, an official national historic landmark now known as the Arts Exchange; establishing a cultural tourism center on the lobby floor, which is also used for art exhibits and performances; and updating the building's two elevators. The council also expects to use \$1 million for an endowment to support workshops and other services to artists and cultural groups.

Arts leaders in the county said they welcomed the council's venture, which they said would help raise awareness of both large and small arts groups in Westchester. "When you have successful arts development, all the boats float better," said Michael Beckwith, director of the Hudson River Museum in Yonkers. "Their campaign creates a much stronger climate for all arts giving in the county."

The council received \$950,000 this year from Westchester County, and received \$1.3 million last year from the state, corporations and individuals. Under the council's arrangement with the county, arts groups must apply to the council for funds rather than to the county directly. The council distributes the grants, which cannot be more than 15 percent of a group's budget for the previous year. The ceiling has risen to \$65,000 this year from \$50,000 in the past. Last year, the council distributed \$600,000 to groups for basic support, and an additional \$118,000 through programs like Arts Alive and Municipal Challenge Grants. Nearly \$312,000 more was distributed to schools and artists for residency programs.

Although arts groups must often look to many of the same sources as the council for the balance of their budgets, arts leaders said they did not regard the council's cam-

**Newspapers**

**ВЕЧЕРНЯЯ МОСКВА** ПОНЕДЕЛЬНИК 3 февраля 2020 года № 7 (2480)

Мой герой готов пожертвовать самым дорогим для Родины

Ирина Киреева

Александр Поддубинский

Ирина Киреева: «Мой герой готов пожертвовать самым дорогим для Родины»

Александр Поддубинский: «Мой герой готов пожертвовать самым дорогим для Родины»

**Смотрины под Горку**

В Юго-Восточном округе торговали новостями

Красноярские журналисты в Юго-Восточном округе Москвы торговали новостями. Они продавали газеты и журналы на улицах района. Журналисты рассказали, что это происходит уже несколько лет. Они продают газеты и журналы на улицах района. Журналисты рассказали, что это происходит уже несколько лет. Они продают газеты и журналы на улицах района.

**Ярмарка Невест**

В Москве прошла ярмарка «Невесты». На ярмарке были представлены различные товары и услуги. Ярмарка прошла в Москве. На ярмарке были представлены различные товары и услуги. Ярмарка прошла в Москве.

**Справка**

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**Спасибо деду за победу!**

Два года до 65-летия Великой Победы должны стать общенациональным праздником

В честь 65-летия Победы в Великой Отечественной войне в России будут проводиться различные мероприятия. В честь 65-летия Победы в Великой Отечественной войне в России будут проводиться различные мероприятия. В честь 65-летия Победы в Великой Отечественной войне в России будут проводиться различные мероприятия.

**The New York Times**

Late Edition New York Today, partly sunny then a few clouds, high 48. Tonight, clearing clouds, low 33. Tomorrow, increasing wind, high 48. Yesterday, high 46, low 23. Details, Page 38.

**THREE DOLLARS**

**ARTS & ENTERTAINMENT**

Section 14

**190 лет назад родился Карл Маркс**

**«Призрак сегодня бродит по Европе?»**

**Фонд-рейтинг за 2019 год**

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# Popular English and American Newspapers and Magazines

## Broadsheets :

### *Great Britain*

- Financial Times
- The Independent
- The Daily Telegraph
- The Times

### *The USA*

- The Washington Post
- The New York Times
- USA Today
- The Baltimore Sun
- Chicago Tribune
- The Denver Post
- Los Angeles Times
- The Wall Street Journal

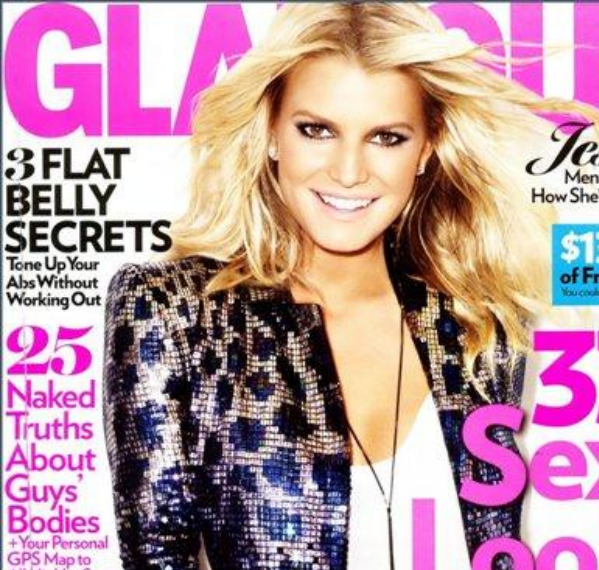
## Tabloids :

### *Great Britain*

- Daily Mail
- The Sun
- The Daily Mirror

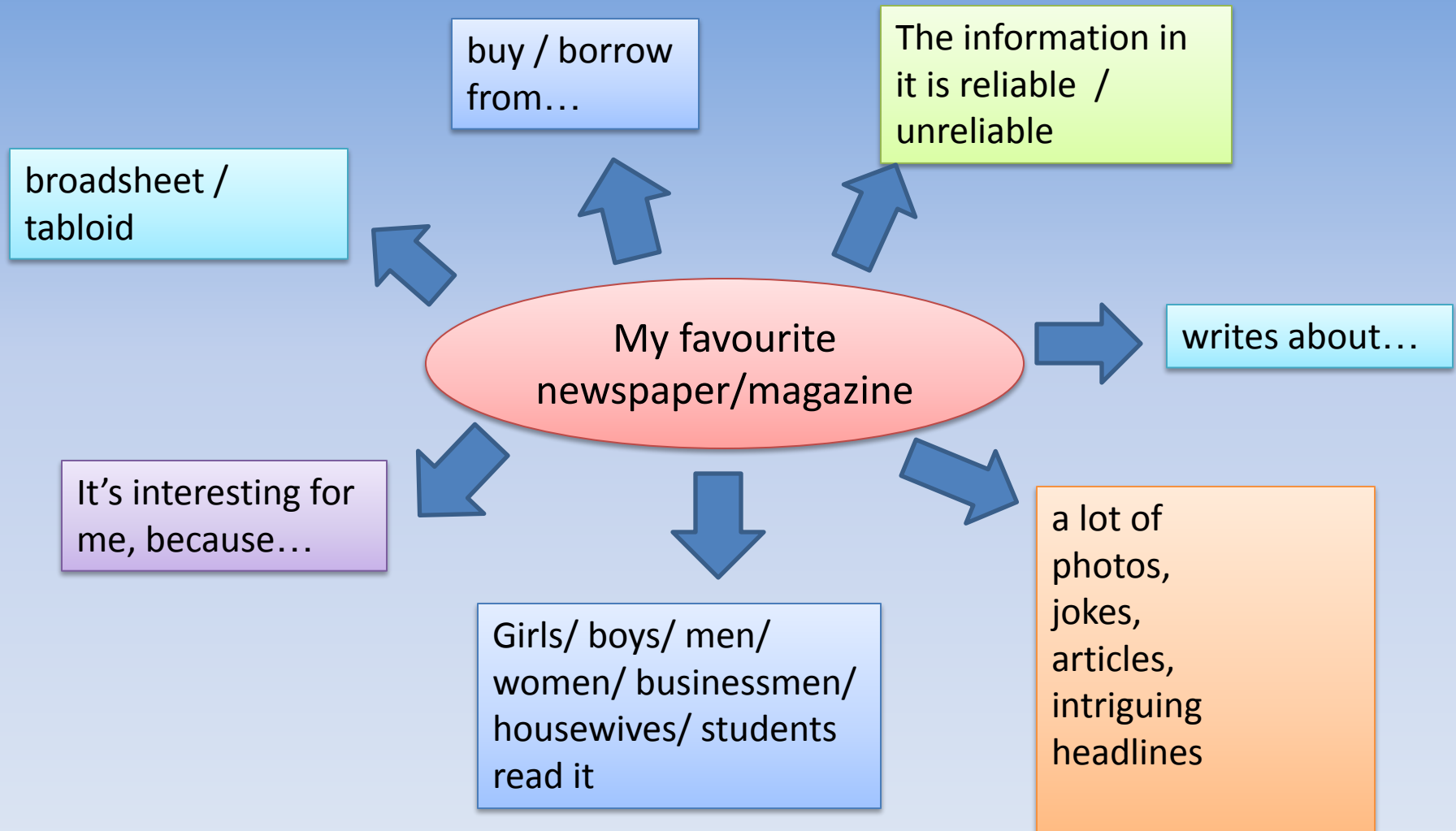
### *The USA*

- The New Yorker
- National Enquirer
- Globe
- People



# Popular American magazines

# Tell about your favourite newspaper or magazine



**The End !**