

# The media: print

## A Typical sections found in newspapers and magazines

“One thing I always read in the paper is the **obituaries**<sup>1</sup>; it’s so interesting to read about the lives of well-known people. I also usually read the **leader**<sup>2</sup> (or **editorial**); it helps me form my opinion on things. Although national newspapers give you all the important news, I find that if you just want to sell your car or something, the **classified ads**<sup>3</sup> in a local paper is the best place. But at the weekend I just love the Sunday papers. Most British

Sunday papers have **supplements**<sup>4</sup> with articles on travel, food and fashion and so on, and that keeps me occupied for hours. Last week there was a **feature**<sup>5</sup> on new technology in one of them; it was fascinating. My teenage daughter prefers magazines, especially the **agony columns**<sup>6</sup>. I just can’t imagine writing to an **agony aunt**<sup>7</sup>. It amazes me how people are prepared to discuss their most intimate problems publicly.”

- <sup>1</sup> descriptions of the lives of famous people who have just died
- <sup>2</sup> an article giving the newspaper editor’s opinion
- <sup>3</sup> pages of advertisements in different categories
- <sup>4</sup> separate magazines included with the newspaper
- <sup>5</sup> an article or set of articles devoted to a particular topic
- <sup>6</sup> sections in a paper or magazine that deal with readers’ private emotional problems
- <sup>7</sup> person, typically a woman, who answers letters in the agony column

## B Some types of printed material

name	description/definition	example sentence
<b>pamphlet</b>	small book with a soft cover, dealing with a specific topic, often political	The Conservative Party published a <b>pamphlet</b> on the future of private education.
<b>leaflet</b>	single sheet or folded sheets of paper giving information about something	I picked up a <b>leaflet</b> about the museum when I was in town.
<b>brochure</b>	small, thin book like a magazine, which gives information, often about travel, or a company, etc.	Do you have any <b>brochures</b> about Caribbean holidays?
<b>prospectus</b>	small, thin book like a magazine, which gives information about a school, college or university, or a company	Before you choose a university, you should send away for some <b>prospectuses</b> .
<b>flyer</b>	single sheet giving information about some event, special offer, etc., often given out in the street	I was given a <b>flyer</b> about a new nightclub which is opening next month.
<b>booklet</b>	small thin book with a soft cover, often giving information about something	The tourist office has a free <b>booklet</b> of local walks.
<b>manual</b>	book of detailed instructions how to use something	This computer <b>manual</b> is impossible to understand!



## Exercises

51.1 Without looking at the opposite page, test your memory for words that mean ...

- 1 the small advertisements in different categories found in newspapers
- 2 a person you write to at a magazine to discuss intimate emotional problems
- 3 the section of a newspaper which has tributes to people who have just died
- 4 an article in a newspaper which gives the editor's opinion
- 5 a separate magazine that comes free with a newspaper
- 6 an article or set of articles devoted to a special theme

51.2 Fill the gaps in these sentences with appropriate words from B.

- 1 I've decided to do my own car maintenance, so I've bought the ..... for my particular model.
- 2 Someone was giving out ..... in the town centre today about a demonstration that's going to take place on Saturday.
- 3 I love looking through holiday ..... and dreaming about flying off to exotic places.
- 4 I never read political ..... ; they're so boring.
- 5 This ..... gives the opening times for the art gallery.
- 6 I've got this really useful ..... with details of all the local sights.
- 7 I've read the ..... and I like that university; I think I'll apply.

51.3 Sort this group of eight vocabulary items into two sets of four, one connected with *books*, the other with *magazines*. Use a dictionary if necessary.



spine    jacket    subscription    foreword    issue    binder    edition    quarterly

51.4 From the context guess the most likely meaning of the expressions in bold.

- 1 There's a new autobiography of the footballer Micky Rawlings, but it was written by a **ghost writer**.  
a) someone who didn't have Rawlings' permission    b) someone who wrote it on his behalf    c) Rawlings wrote it but he used a different name
- 2 We've decided to go into **desktop publishing** for our sports club's newsletter.  
a) published by a school or college    b) published only on the Internet    c) published using a home computer to design it
- 3 This book is a **facsimile** of an original edition published in 1693.  
a) an exact reproduction in every detail    b) a modernised edition    c) a copy made on a fax/photocopying machine

51.5 Here are some expressions in bold not on the opposite page, which refer to how newspapers, manuals, brochures, etc. present their information. Match the sentences with the source where you would be most likely to find them. Use a dictionary if necessary.



- 1 It lists all the requirements for entry.    a) a political pamphlet on poverty
- 2 It **exposes** serious problems in the industry.    b) a guarantee leaflet with a new camera
- 3 It **draws attention to** the fundamental issues.    c) a university prospectus
- 4 It **gives you the lowdown on** accommodation.    d) a newspaper article
- 5 It's **packed with** useful tips.    e) a tourist brochure
- 6 It contains a lot of **small print**.    f) a booklet about buying a house