

HOW TO RENDER THE ARTICLE

1. Place of origin	<p>The article / publication / material / information / report / post / review / paper / news ... is (was) printed / published in...</p> <p>The article is from a newspaper under the nameplate...</p>
2. Time of origin	<p>The publication date of the article is...</p> <p>The article is dated the first of October 2008.</p> <p>The article is printed on the second of October, 2008.</p>
3. Author	<p>The article is written by...</p> <p>The author of the article is...</p> <p>The article is written by a group of authors. They are...</p>
4. Theme / Topic	<p>The article is about...</p> <p>The article is devoted to...</p> <p>The article deals with the topic...</p> <p>The basic subject matter of the script is...</p> <p>The article touches upon the topic of...</p> <p>The article addresses the problem of...</p> <p>The article raises/brings up the problem...</p> <p>The article describes the situation...</p> <p>The article assesses the situation...</p> <p>The article informs us about... / comments on...</p> <p>The headline of the article corresponds to the topic.</p>
5. Main idea / Aim of the article	<p>The main idea of the article is...</p> <p>The purpose of the article / author is to give the reader some information on...</p> <p>The aim of the article / author is to provide the reader with some information about...; to provide the reader with some material / data on... to inform about...; to compare / determine...;</p>
6. Contents of the article (a short summary of 3 or 4 sentences) + important facts, names, figures.	<p>The article can be divided into some parts.</p> <p>The first part deals with...</p> <p>The second covers the events...</p> <p>The third touches upon the problem of...</p> <p>The fourth part includes some interviews, dialogues, pictures, reviews, references, quotations, figures.</p> <p>The article is written in the form of the monologue, from the first / third person narration.</p> <p>The author starts by telling the reader that... (writes, states, stresses, depicts, says, informs, underlines, confirms, emphasizes, puts an accent on, accepts / denies the fact, reports, resorts to, hints on, inclines to, points out... and so on)</p> <p>Later the article / the author describes...</p> <p>The article / the author goes on to say that...</p> <p>According to the text...</p> <p>In conclusion... / The author comes to the conclusion / concludes that...</p> <p>The key sentence / words of the article (is / are) the following...</p>
7. Vocabulary of the article – the topical vocabulary – the author's vocabulary	<p>While reading I've come across some topical words and expressions like.../ A great number of words belong to the topic...</p> <p>The author's vocabulary is rather vivid, poor, rich...</p> <p>The author resorts to colourful general phrases/ clichés / stable statements / understatements / exaggerations / words with negative / positive connotation / fine words / descriptive adjectives / comparisons (to create a vivid picture, a humorous effect / to enforce the influence on the reader).</p> <p>We see the author's mastery in conveying the main idea to the reader with the help of the phrases / parenthesis / sayings / proverbs</p>

8. Personal opinion / impression of the article	I found the article interesting / important / useful / dull / of no value / (too) hard to understand and assess (Why?) I appreciate the author's word-painting as / superb / ordinary / exaggerated. I think / believe that... My point is that... In my opinion... To my mind...
9. Personal view on the topic / idea / problem	The message of the writer is clear to understand... I share the author's view... I see the problem in a different way... I don't quite agree with the fact (that)...

The article “I can stop stress wrecking your life”

The article is headlined “I can stop stress wrecking your life”. The author of the given publication is Paul McKenna. The materials are taken from the popular British newspaper “Daily Mail”.

The central idea of the post is about stress’s influence on our life. The author tries to help us solve some problems concerning stress. The article is long and has nine parts. The first part devotes to description of the author and his stress-control system. The second part reveals the reasons of stress. It can be seen that the most spread reason is body overworking. The third part points on the ability to control stress. The next part is about the addicted to stress. The other parts contain some useful prompts to avoid stress and bring it under control or subdue it.

The main problem discussed in the article is stress and its consequences, namely serious illnesses. It’s very important for me that this article offers realistic answer to this problem. People should do sports, work less and of course relax.

The author is therapist and his point of view is more medical. So, I can’t say that he looks at the problem from different angles. But he tries to analyze some new researches, that’s why I can characterize this paper as argumentative.

I think, this problem touches on not only ordinary people, like workers, doctors and so on, but also their employers. From my point of view there should be some relaxing rooms and breaks during working days. It would be a splendid opportunity to satisfy both sides: employer and employee.

A Report on a Magazine Article

‘What We Are Being Brainwashed By’

The magazine ‘It’s clear’ dated the 16th of January 2005 carries an article headlined ‘What We Are Being Brainwashed By’.

It’s a feature article devoted to the analysis of modern PR technologies whose aim is to manipulate public opinion by means of mass media.

The author, Yuri Matsarsky, believes that not to fall victim to political propaganda it’s necessary to know who tries to manipulate us into doing something and what their methods are.

The article is divided into 4 paragraphs with subheadings which contain main ideas of every part. So, after you read the title, the introduction (two sentences below the title), and the highlighted subheadings: You Can’t Hide; Party Made to Order; “Cool Guys”; and Unexpectedness Effect it’s clear that the author is going to analyse mass media as a means of influencing public opinion. The illustration below the article shows how simple it is to manipulate public opinion with the help of mass media.

To start with he points out that the clever use of newspapers, TV, etc in order to persuade the public to accept particular political ideas can be amazingly successful. The article stresses that it's hard

to resist brainwashing', as according to psychologists' opinion almost 30-40% of people are highly suggestible. Then the reporter's advice to switch off from time to time and not to watch TV or read newspapers at all sounds pretty reasonable.

To prove his point the author gives some examples of using PR campaigns in Russian politics. So he **claims** that the reason why the party 'Unity' became popular with voters in 1999 was no more than a PR exercise. **The article comes out in support of this fact quoting** Valery Khomiakov, the head of the National Strategy Council, who says that PR consultants made public associate this party not with the Kremlin administration officials but with powerful personalities such as S.Shoiгу, A.Gurov, and A.Karelin – 'cool guys' as they are called in the article.

The author concentrates then on the importance of mass media in such campaigns and mentions a well-known TV presenter, Sergei Dorenko, who often criticized the opponents getting good money for it.

Expressing his point of view the reporter tries to dispel a myth that mass media reflects public opinion. **He strongly believes** that mass media is a way of forming public opinion which is absolutely necessary for modern politicians.

The author's ideas sound quite sensible, though it's obvious that it still depends on a person which opinion to follow and which politician to believe. If you think over any information you get, consider every fact, you will never let professional PR technologists brainwash you into believing them.

The article "*The Right For Personal Space*"

The article under consideration is headlined "The Right For Personal Space". In the current article the author speaks at length about a **burning issue of all times** which is a **problem of discrimination**. It is the discrimination against men, to be precise, that is touched upon by the author who lays stress on the oppression of inviolability as well as indispensability of a person's private space.

The article opens in a brief description of the way of living in a society of former USSR when people even though were used to being deprived of their rights were still longing to get appartments of their own, so that they could feel safe in a so-called "personal space" of theirs. **Afterwards the author moves on** to defining the term "**personal space**" in order to provide the readers with the information necessary to get involved in further reading. He defines the term-in-question as a part of a territory that "belongs" to one definite owner and essentially enables one to stay there on one's own with no fear of a sudden intrusion of "aliens". **According to the author's point of view**, it is not only the chattels to be termed as a private or personal space, but clothes even. To put it in shorter words, one must not trespass on anyone's private zone without asking in advance.

Further on the author reminds his readers of some historic examples of the oppression of people's rights for their intimate areas. **He starts with** describing different attitude towards some areas of men-women's employment, goes on giving examples of high fences around people's houses, and ends up with the issue of public baths. The author claims that these aspects led to a resolution to create segregated lavatory rooms, single-sex saunas and changing-rooms, which depicted the progress towards equal rights in the USSR.

However, in the next passage the author points out the idea that all those restrictions placed were actually to guard women, rather than men. Holding on to the matter of man's rights, the author cites an example of "lovely" **female janitors and maids occurring in men's toilets or baths with men inside!** Similar situation can hardly take place in a ladies' WC. **To continue the author tells a story of** an American woman winning a right to use a gents' WC, whilst there's hardly any man to gain such a right. Being put under arrest is what he is more likely to achieve even if seen near the ladies' refreshroom, since it's against the law in the US. **The author gives more examples**, such as female teachers entering boys toilets in search of smokers, female doctors examining 18-year-old future soldiers and so on. These examples lay stress on the ideas of the article.

The author draws conclusion by saying that the only way to advance the case of equal rights for a safe personal space is to teach boys just as well as girls to value their intimacy. **So, to sum up the ideas mentioned I personally agree that** the issue of men's deprivation of private place without a shadow of doubt is a subject for discussion. **Yet, I still see no sence in** putting this idea into such a exaggerated manner as the author did. **What we all need to remember is** that every one and all deserve a right for safety, comfort and ease of existance, no matter if one's a male or a female. My space is my space.