

## Conference reviews

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*by Liza Karyelova, Publishing Department*

On 16<sup>th</sup> April, our University of Industrial Technologies and Design hosted the annual student research conference “ICT in Publishing, Media and Advertising: trends and challenges”.

There were nine participants in our Publishing Section that day and everyone has their own opinion of the presentations.

The conference opened with the presentation by guest speaker and lecturer of Center of European languages LEXICA Olga Stephenson. She told us about new form of digital poetry in the modern world and different shapes of its printing. As for me, the presentation was shown in the best possible way. Olga asked the audience different questions, and wanted to know their views. Also she told some jokes and she always smiled. So everybody was relaxed and ready to start their own speech.

It seems to me, it wouldn't be correct to criticize any of my peers because I don't think my presentation was an ideal. So, I would like to say my general opinion about this day and praise the best.

To my mind, everyone did their best and deserves respect, but, there were some incorrect resentations. There was too much text on the slides, some of the students were reading their text and, frankly speaking, it wasn't very thrilling to listen to them.

But, Nadia Tsvetkova and Linda Konovalova made the best impression on me. Nadia's speech was well-organized, she highlighted the essential points and I listened to her report with a great pleasure. As for Linda, she didn't have enough time to tell us the whole presentation, but it didn't matter. This girl told us about local media in Latvia, particularly, about media functions, local newspapers, etc. Her pronunciation cast a spell over me! Actually, I like the pronunciation of nations of North Europe. There is something special about it...

To sum all it up, I should say, it was most essential experience for me. Thanks to this conference I was taught some good sense, I've learnt how to express my mind in English in the real time. Also, I found out some special and attractive knowledge about the ICT role in publishing. It seems to me, it would be needful information for my future occupation. As well, I learned how to assess other people and partners. As I see now it's not easy work, as everybody can think.

I would like to recommend students who didn't take a part at this conference, to try their abilities, transcend their own fears and prepare their own presentation next year, and I am sure, they will sat “Thanks” to themselves!

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*by Ekaterina Kulesha, Advertising and PR Department*

Last week at our institute held a conference in the English language. The students have prepared reports related to information technology.

At the beginning of the conference we were presented to the Conference, which was told about the possibility of putting on a certain level of English. Told about the benefits of such an examination.

After the students of our institute made presentations of their reports. Was affected by a lot of different topics, but some I remember especially. Christina Kuzmina told me about blogs. I was impressed not only her story, but also a level of knowledge. After I asked Christina how she knows so well English. She said that learning English from the time of kindergarten.

Also I remember Valentin Zorin. He had a report about the song Marilyn Manson. I guess I remember it because of the strangeness of his report, very strange video clip.

Overall, I'm glad we had a conference in this discipline. It was for me a kind of stimulus. I have long wanted to start a more in-depth learning English in order to travel to the USA under the program Work and Travel.

After the conference, I had a new goal that I will try to achieve.

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*by Anastacia Fyodorova, Publishing Department*

English Conference was the 16th April in the cabinet №127. I went to conference to listen and support my friends. I didn't know a sequence of statements.

Guest Speaker was Olga Stevenson. She is English teacher in the Centre European Languages LEXICA. It was a surprise for me, because I have heard a lot good about her in our university. First of all, Olga asked the students what is language and poetry. We were not prepared to answer these questions. And the reason wasn't in ignorance of the English language. She came up to everybody with these questions and we made a right answer. Thus she gained the attention of the audience. Her speech had name digital poetry. We saw different types nonstandard poem, what was picture. For example, a poem in the form of a tree. It was new for me. That wasn't surprisingly, Olga Stevenson has a great pronunciation. She knows how to present yourself properly, so everybody listen her with pleasure.

Nadia Tsvetkova performed the following. She told to us about electronic library. I think that Nadia was good to keep in public. She led a strong arguments in favor of digital libraries. Now I truly understand the significance of digital libraries for world.

Then, Karelova Lease said about dark side of twitter. I like this social network and it was hard to perceive information objectively, but her words made me think.

I'm very glad, that my friends find the courage to speak at such a serious conference.

Unfortunately, next speeches were similar to the stairs down. Each performance was worse than the previous.

You can tell me, that it is easy to judge someone else's work without moving a finger. Maybe I will take heart and speak at the conference next year.

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*by Anna Savkina, Publishing Department*

I want to tell you about my impressions after the conference/ This is the second time I was listening to reports on different topics.

All presentations and reports were similar to each other. But for myself I selected the presentation of Valentin. He chose an interesting topic and did a wonderful presentation. Moreover, he mastered the English language and spoke loudly. I gave him the highest score.

I also singled out the presentations by my group mates. I was pleased to look at them and listen to their speeches.

Unfortunately, other guys I cannot remember. Next year I will try to be more attentive.

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**My thoughts about the conference**

*by Aleksey Goloveshko, Advertising and PR Department*

What do we imagine hearing the word conference? As a rule some tedious and boring reports threads which, on the basis of the title, we do not want to hear, and where people come just for a coffee break.

But on April 7 I happened to be present at one very entertaining conference organized by the English Department of our Institute of Printing Arts. What was unusual for me? It's simple: it was completely in foreign languages, namely in English and German. Since I'm not very good at English (but not a complete zero, because actually I was learning English in school, and I watch British comedians, though with subtitles), even without hoping to understand reports and the more so to comprehend them, I as well as my many

fellow students came to support our friends who were making speeches at this conference, as well as my many fellow students.

From the very beginning of the conference English acted for my ears as a peculiar background in which it was difficult to hear words and furthermore to understand sense. But I accepted the challenge and began to listen. Gradually I began to understand and pull out familiar words. But to understand the enemy it is necessary to think as the enemy, therefore I rejected the internal translator and began to perceive only the English text, without wasting time on the mental translation. Maybe for someone such approach will seem not new, but for me it was a discovery. I even felt like a god of English! It was the most important thing I have learned for myself.

For me, this conference was perceived as a challenge, and my brain was working at the limit. I really wanted to understand what my colleagues were talking about. And I did it.

I really enjoyed the conference. All the papers were very strong. There were poems from recited by the authors, and various analyses of Internet sites and media resources (electronic newspapers, social networks), and many words were said about the blogosphere and Japanese musical trends (Vocaloid), and a lot of other interesting information.

I also want to mention the excellent organizational work: all threads in the program were drawn up so as not to cause irritation and fatigue, but rather stimulated to absorb as much information as possible!

After all this I also wanted to make my presentation very strongly (which had been prepared and even rehearsed as a matter of fact), but it will be next time!

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*Лапина Анжелика, Реклама, 1 курс*

I liked the conference. Student's performances were very interesting and informative.

Especially I would like to note Christina Kuzmina's report and presentaion. She knows English well and she has answered questions of audience freely without taking many difficulties.

Also I liked performance of the boy which was at the very beginning of the conference. He was embarrassed very lovely while he was telling a verse .

In my opinion, that kind of conferences should be arranged more frequently.

### Flight of the soul

How many days I was depressed?  
I didn't stay in one place  
But I was blessed one day,  
I wanted that feeling to erase.  
That was an unexpected guest  
I thought I wouldn't see her anymore.  
Oh, what a crazy heartbeat in my breast  
But she is right here, at my door.  
It was so hard to start a talk  
I was confused like a little child  
I brought myself to a deadlock  
And my thoughts had gone wild.  
But with last effort I've pulled myself together  
And told her everything that gnaws at me.  
I could have talked with her forever  
She was the key to set me free.  
I can't express that sense of ease  
The heavy chains have finally disappeared,  
And I felt invigorating breeze that dispelled  
everything I feared.

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*Daria Bondareva 1-GIDA-5*

### В снежный вечер остановившись в лесу

Известно мне, чей этот лес  
Я видел его дом в селе  
Он не увидит меня тут  
Разглядывающим его снежный лес.  
Моей лошадке не понять  
Зачем остановились мы опять  
Среди лесов и замерзшего озера  
В самый темный вечер этого года.  
Трясет упряжкой  
Спрашивает, есть ли здесь ошибка.  
Слышно лишь  
Дуновение ветра и падение снежных хлопьев.  
Любимый лес глубок и темен  
Но я сдержу свои обещания  
Идти мне много миль до сна  
Идти мне много миль до сна.

## **Stopping by Woods on a Snowy Evening**

*BY ROBERT FROST*

Whose woods these are I think I know.  
His house is in the village though;  
He will not see me stopping here  
To watch his woods fill up with snow.

My little horse must think it queer  
To stop without a farmhouse near  
Between the woods and frozen lake  
The darkest evening of the year.

He gives his harness bells a shake  
To ask if there is some mistake.  
The only other sound's the sweep  
Of easy wind and downy flake.

The woods are lovely, dark and deep,  
But I have promises to keep,  
And miles to go before I sleep,  
And miles to go before I sleep.

Чьи те леса, Я думал, знаю.  
В общем-то, дом его в дали  
И не увидит он, как стою я,  
Наблюдая за снежною мглой.

Моя лошадка призадумалась  
Как странно стоять в глуши  
В самый темный вечер года  
Между замерзшим озером и лесом.

Она встряхнула упряжь бубенцом  
Спросив, не ошибка ли это.  
Но лишь ветерка легкий свист  
И падание снежинок слышно.

Лесная глубь темна и заманчива.  
Но я вынужден совершить дело,  
И пройти вечность перед сном,  
И пройти вечность перед сном.

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*Vodneva*

## **I live in the Twentieth Century**

For Marcia

I live in the Twentieth Century  
and you lie here beside me. You  
were unhappy when you fell asleep  
There was nothing I could do about  
it. I felt helpless. Your face  
is so beautiful that I cannot stop  
to describe it, and there's nothing  
I can do to make you happy while  
you sleep.

Richard Brautigan

## **Я проживаю 20 век**

Я проживаю 20 век, а ты  
Забылась сном возле.  
Легла несчастной, я  
Ничего не сделал. Беспомощный.  
Твой лик прекрасен, как  
Замолчать об этом. Невозможно  
Преподнести тебе счастье пока  
Ты спишь.

## **Вечерняя остановка у зимнего леса**

Я думал, что знаю этот лес  
Он такой же как в моей деревне.  
Но он навряд ли видит, что я остановился здесь  
Посмотреть на его заснеженные деревья.

Моя лошадка считает странным  
Остановку в безлюдном лесу  
Рядом с рощей и замершим озером  
Темнейшим вечером в году

Она встряхнет уздечкой с бубенцами,  
Будто говоря, в чем проблема?  
А снежные хлопья, да легкий ветерок,  
Вскоре, будут догнаны нами.

Лес прекрасен, темен и глубок,  
Но я обещал вернуться в срок  
Сколько же миль до сна,  
Сколько же миль до сна.

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*by Arseny Terentyev*

## **Dark nights**

Dark nights...  
Oh, how I love you.  
Starry nights...

I always wait for and adore them.

When they come,  
I don't sleep,  
I look at the sky  
And dream,  
    dream,  
    dream.

And sometimes I compose something nice,  
But the north is famous for its white nights.

And, to be honest,  
I feel tired of them.

I want some darkness.

Without it I can't just fall asleep.

I need some dream but calm and deep.

I know May and June will pass.

And in July dark nights will come.

Then I'll start sleeping and sometimes write about some romance.

Thanks, Petersburg, for such fantastic chance.

Vodneva

## The Newsroom

The new project of Aaron Benjamin Sorkin doesn't leave the viewer indifferent. A complicated network of politics, love, family, and other plot lines creates a new sample of good American TV show.

While the pilot was in development, the project was tentatively titled *More as This Story Develops*, but



eventually HBO filed for a trademark on *The Newsroom*. This politically oriented drama is directed by Aaron Sorkin, who is famous for his full-length *Moneyball* and another political drama television series *The West Wing*.

Jeff Daniels, who has received four *Golden Globe Award* nominations, plays the part of Will McAvoy, the anchor and managing editor. His long speech about why America isn't the greatest country in the world is opening the TV show. And I'm sure, this thought-provoking beginning is full of numeric arguments. MacKenzie McHale, Emily Mortimer, is a new executive producer, her return backs to life *Night News*. You can also recognize Del Patel from *The Slumdog Millionaire*.

The series is taking place behind the scenes at the fictional Atlantis Cable News (ACN), where anchor Will McAvoy *leads a group of reporters and staff striving to make a hard-hitting news program*. The pilot creates a good basis for the development of the plot, the writer sets conflicts here and there in the news studio thus this TV has future with a proper group of viewers.

*The Newsroom* caused controversy among audiences and critics, who wrote praising and enough attacking reviews. An example is a quote from article by Emily Nussbaum from *The New Yorker*.

*In The Newsroom clever people take turns admiring one another. They sing arias of facts. They aim to remake television news: This is a new show, and there are new rules, a maverick executive producer announces, several times, in several ways. Their outrage is so inflamed that it amounts to a form of moral eczema — only it makes the viewer itch.*



## **'The Media Monopoly' by Ben H. Bagdikian**

Ben H. Bagdikian, 'The Media Monopoly',  
Beacon Press Boston, 1983. pp. 344. \$19.95 trade book.

'The Media Monopoly' is the cartel of five giant media conglomerates who now control the media on which a majority of Americans say they most rely. These five are not just, they are unique among all huge corporations: they are a major factor in changing the politics of the United States and they condition the social values of children and adults. It is Time Warner, Disney, Murdoch's News Corporation, Bertelsmann of Germany, and Viacom (formerly CBS). These huge corporations own most of the newspapers, magazines, books, radio and TV stations, and movie studios of the United States.

The author Bagdikian – a dean emeritus of the Graduate School of Journalism at the University of California at Berkeley and a Pulitzer Prize-winning journalist – explores the way in which the media functions. His particular area of interest is the way in which the media is controlled. His exploration details various forms of information dissemination, including television, radio, and print, newspapers and magazines. His goal is to explore the significance of the media to us, the consumers, and to look at how the media outlets themselves operate.

According to Bagdikian, attempts by journalists to fairly report on business are often met with hyperbolic corporate reactions that demand full repudiation even when stories prove to be factually accurate. As Bagdikian argues that corporate attacks 'attempted to discredit the whole system of American news as subversive to American values and to characterize journalists as a class of careless 'economic illiterates' biased against business' [P. 165]. Still, the author concedes that the former accusation proved justified, 'Most reporters are 'economic illiterates' in the sense that they lack skills to analyze business records and they seldom have the sophistication to comprehend world economic forces' [P. 165]. And I think that Ben Bagdikian was right. Now, the situation with the media does not pursue the goals that must be. For example, information from the task to educate and help develop your point of view. But task of prevails entertain, roughly speaking, to impose a definite opinion, affect the masses, because the media is commodity.

From this book you can learn a lot. The book has many advantages. This language availability, sequential loading of information, a lot of useful and new information. The book contains many illustrative examples that allow you not to relax while reading and do not fall out of the text. Always keep the same rhythm.

Unfortunately, there are also disadvantages. This is the predestination book for an audience who are interested in the socio-political problems of the modern capitalist society, which is why the book comprises many specific words and grammatical structures, which sometimes makes it difficult to read and understand. The difficulty in reading may be the same for those who read the book in a different language, because it is replete with terms that one cannot always understand for the first time. The book requires special attention and concentration.

I loved this book and would recommend it for reading to all those who are interested in the media in one way or another. The only thing that I would like to advise is that those who are not reading the book in the native language, such as English, should carry a dictionary of political terms.



## **REVIEW**

The Newsroom (2012) is an American television political drama series. It is about the work of the news department at the fictional Atlantis Cable News (ACN) channel. The author of the idea is Aron Sorkin, the winner of BAFTA, Golden Globe and Emmy Awards.

Jeff Daniels is starring. He has been nominated for Golden Globe four times and won Emmy Award in 2013 for the main role in the Newsroom. He is also famous for starring in the film Dumb and Dumber (1994).

In my opinion, the most interesting characters are Will McAvoy (evening news anchorman) and Mackenzie McHale (executive producer).

The series starts with a university press conference where Will gives a shocking answer to a student's question. After that, there was a scandal. Will had to go on holidays and almost all employees of his department decided to leave him to work for another department. McAvoy's boss, Charlie Skinner wants to update the news format and offers Mackenzie McHale, an experienced journalist, a position of an executive producer. When he returns from holidays and finds out about all staff changes, he bursts into a rage. The point is that Mackenzie and Will had had close relationships. Will pays a lot of money to change the terms of her contract so that he can fire her at the end of every week. While Mackenzie and Will are sorting things out, the news about an explosion of the oil Rig in the Gulf of Mexico appears. Will and his new team are the first to report it and this news broadcast is great.

In my point of view, the serial is good; nevertheless, there are some pros and cons. One of the main strengths is the idea of the film to broadcast truthful news for everybody. I like the cast of characters, actors are good at playing their roles. You sometimes forget that you are watching the film and actors are not real journalists. As for cons I really dislike the shooting, flying cameras, frame rates. I think that it's the director's idea but I don't like it. In the film I noticed a lot of advertisements, such as logos of manufacturers of monitors, laptops, phones.

In general, the show is interesting, after the first series I want to continue to watch it to know whether Will and Mackenzie will be together and whether they will be able to raise their ratings after staff changes in the department. My rating of the series is 7.5/10.