

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ  
СУМСЬКИЙ ДЕРЖАВНИЙ УНІВЕРСИТЕТ  
КАФЕДРА ІНОЗЕМНИХ МОВ  
ЛІНГВІСТИЧНИЙ НАВЧАЛЬНО-МЕТОДИЧНИЙ ЦЕНТР

**МАТЕРІАЛИ ХІ ВСЕУКРАЇНСЬКОЇ  
НАУКОВО-ПРАКТИЧНОЇ КОНФЕРЕНЦІЇ  
СТУДЕНТІВ АСПІРАНТІВ ТА ВИКЛАДАЧІВ  
ЛІНГВІСТИЧНОГО НАВЧАЛЬНО-МЕТОДИЧНОГО  
ЦЕНТРУ КАФЕДРИ ІНОЗЕМНИХ МОВ**

**“TO MAKE THE WORLD SMARTER AND SAFER”**

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MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE  
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LANGUAGE CENTRE

**MATERIALS OF THE ELEVENTH  
ALL UKRAINIAN SCIENTIFIC PRACTICAL  
STUDENTS', POSTGRADUATES' AND INSTRUCTORS'  
CONFERENCE OF LANGUAGE CENTRE OF THE  
FOREIGN LANGUAGES DEPARTMENT**

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## EFFECTIVE WAYS TO SUCCESSFUL JOURNALISM

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Journalism is not just a profession, it is a kind of lifestyle, choosing which you are forever pired to keep abreast of events in the world.

Before becoming a journalist it is needed to realize a simple truth: money is not worth the work, the work is worth the money! And writing is for the welfare of society, not their own!

They said: "If you love your job, you don't have any work's day!" For anybody it's not a secret that journalism is one of the professions which has the most busy work schedules. But no "great" journalist never complained about the lack of free time!

Journalists are called the «fourth power». And such an honour can only be worn by people with a clear conscience and an ardent desire to carry the truth to people. To become a «fourth power», enough to have a higher education, we must grow spiritually to the title in the wings.

So, if you're already on the path of service to the people through journalism, the first thing you need to do is to memorize the code of ethics of the Ukrainian journalists!

A real journalist – not the one that is beautifully said, and the one that knows how to listen! The one who learns to respect the public opinion, even if it contradicts your beliefs – too much significant.

Journalism, like any other profession can be compared to the kitchen. But the fire in journalism is considered to be the facts, and that they must be handled with extreme caution.

People say that one can judged by clothes. If you want to be a successful journalist, to look good is not enough, you need to have a high level of intelligence, which is not bad to combine with knowledge of several languages, especially English!

It is important to always appreciate those people who help you on your way to success.

Another key to the success of the modern journalist is following the rules "before you do – think!" Nothing in our time doesn't just happen, everything has to be held accountable.

Especially of great importance is the veracity of the statements. Ignorance can be forgiven always, but deliberate deception and deliberate distortion of information – ever.

In today's world the originality is appreciated. To be unique is very fashionable. The same trend applies in journalism. Success at the singular point of view, unusual thoughts, in a creative approach. Have your own style – this is an advantage. Style comes with time, but you must never steal other people's ideas. Plagiarism – leads to the unsuccessful career of a journalist.

You should not needlessly use the name of any. Advertising and PR can sometimes pay off, but it will never bring you recognition in the circles of quality media.

And from the point of view of morality, one should never envy the success of colleagues in Peru. Personal achievements and professional growth of each journalist is an invaluable contribution to the public wealth.

The way of the journalist is impossible without the development of the character traits such as objectivity, integrity and benevolence. No sharpness, no superiority, no amount of rudeness can't be your behaviors.

The effective way of becoming a reasonable journalist is one of the human traits - simplicity. Without any doubt people say: "Be more ordinary and people will like you ". A journalist, especially a beginner, is not a star and he needs to be surrounded by people.

You should be advised not to waste the opportunity to be in search of any kind of work. You can start your career even working for any local newspaper. You have to remember that television does not welcome everyone who has his first working day in journalism. Success comes with experience and only practice makes perfect!

Respect yourself, respect people! If you're going to use the authority among others, and most importantly – you will not have problems with the law, you'd be on your halfway to your career.