



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

## **МАТЕРІАЛИ**

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

**«TO MAKE THE WORLD SMARTER AND SAFER»**

26 березня 2020 року



Сумський державний університет  
(вул. Римського-Корсакова, 2, м. Суми, Сумська обл., 40007)

**Суми  
2020**

## THE TRUTH IS WORTH IT

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Today we can find a lot of information everywhere. We are overloaded by it. There are a lot of facts we can find, but how we decide that it's truth? Some information is forbidden for us. Fortunately, there are journalists who want to know the truth. While we are taking care about ourselves, many things happen all around the world. We don't often think about global problems and the destiny of other people. But there are a lot of issues that should be solved and plenty of people need someone's help. We don't know how the world can be changed, so we should support each other as often as we can and be united. The truthful information can prevent a lot of cruel occasions. All in all, everyone should have a right to know the truth, which will connect the whole world to solve their problems together. But what is the value of truth?

While journalists around the world increasingly face threats of violence, imprisonment and even state-sanctioned murder, no campaign better advocated for the free press than Droga5's "The Truth Is Worth It" for The New York Times (NYT). Each spot tells the complicated origin story behind a real NYT investigation, culminating in the reveal of the final headline. With real audio and images collected during the news gathering process, the ads craft nail-biting narratives with all the drama of a Hollywood feature, somehow compressed into the length of an ad. While it might not come to mind first for the audience when they think back to the ads of 2019, the campaign has had a powerful and lasting impact on the creative world, illustrated by its awards throughout the year. [1]

While the truth is being twisted, bent and sometimes forgotten, NYT brings the truth back to readers across the world. This led to the development of the "The Truth Is Worth It," a campaign that brings light the danger, bravery, perseverance and

determination of a NYT journalist and ultimately how that helps people better understand the world. [2]

The truth takes fearlessness. Due to these ads we can be sure about the importance of public service announcements, which are aimed at achieving socially useful goals. These ads draw our attention to dominant questions, that are not discussed by other media. But the truth couldn't report itself, so NYT and Droga5 decided to show for world the real picture of what is going on nowadays. Their work was highly appreciated by the society and opened everyone's eyes to the essential problems. NYT has huge possibilities to know information, so they want to share it with big amount of readers to change this world for better. Truth is a powerful thing, so anyone can use it for the best. Despite of many secrets and dangerous occasions during the investigations journalists go on and do their jobs with a big risk for themselves, but with big benefit for the entire world. That is how a real journalism looks like.

Electronic sources:

1. <https://www.adweek.com/creativity/the-25-best-ads-of-2019/>
2. <https://droga5.com/work/the-new-york-times-truth-is-worth-it/>

## WHY IS IT IMPORTANT TO CHOOSE THE RIGHT PROFESSION?

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I.A.Bashlak – E L Adviser

There are not many situations in each person's life when one has to make a global choice that affects the whole future. One of them young people have to do at school. It is a choice of future profession. And it is necessary to treat this choice as the beginning of a new interesting life stage, not as a necessity. A person who chooses his professional life path needs to understand the huge variety of modern professions, understand their content and really