

**Kolleg St. Matthias**  
**Aufnahmeprüfung in das Neusprachliche Kolleg**  
**Englisch**

“USA Today”: A New Look at the News

“USA Today”, America’s first daily, general interest newspaper, was first published in 1983. About a year later, the popularity of the paper exceeded the publishing firm’s expectations despite strong competition from America’s thousands of local newspapers and radio and television stations.

The newspaper is available in the 20 largest markets in the United States and in many countries all over the world on the day it is published. Technological advances have made this possible. The newspaper is actually put together near Washington. It is then transmitted by satellite to a number of sites throughout the states and the world. The newspaper is then printed and distributed from these sites.

“USA Today” differs from most daily American newspapers in a number of ways. Its use of color photography presents a striking contrast to the traditional black and white look at daily news papers. The paper’s content is also a departure from daily American newspaper traditions. Most newspapers concentrate on daily news, and offer in-depth reports on major national and international stories. “USA Today”, because of its national scope, covers few local stories. And its treatment of stories tends to be brief. The paper was designed to offer busy Americans news in a capsule. It was never intended to be the primary source of in-depth information or local news.

The paper provides news in breadth, so that on a given day the readers can find out everything they need to know about world affairs, national affairs, regional affairs. The sports section has a vast appeal all across the audience. There’s also a specialized financial interest section. Many of the young readers find that the life section, personality section, features section has an awful lot for them they wouldn’t find otherwise. And the encapsulated news briefs that appear in the daily news section make it possible for readers to ingest much of the news in breadth, if not in depth, so that they can be relatively well-informed in public affairs on a daily basis.

**I. QUESTIONS ON THE TEXT**

[34 BE]

Answer the questions in complete sentences.

Get your information from the text.

Use your own words as far as possible.

1. How is it possible to offer “USA Today” all over the world on the day it is published? (8 BE)
2. How does “USA Today” differ from most daily American newspapers? (10 BE)
3. Can “USA Today” be called a ‘national’ paper? Give reasons for your answer. (8 BE)
4. Why can readers of “USA Today” be relatively well-informed in public affairs

on a daily basis? (8 BE)

## **II. COMPOSITION**

[20 BE]

Comment on the following statement: “It’s much faster and easier to get information on current issues from radio and TV than from the newspapers.”  
Give your opinion in about sixty words.

## **III. TRANSLATION**

[20 BE]

Translate into German.

In modern societies the mass media play an important role by providing information to large numbers of people. Since 1791, when the US Bill of Rights\* guaranteed American citizens the freedom of the press, a free press has been regarded as essential for a democratic society. But there have always been controversies over whether the press should be limited in its freedom or not, be it for the sake of a higher national interest or in order to protect an individual against sensationalist reporting.

\* US Bill of Rights: Zusatzartikel 1 – 10 zur amerikanischen Verfassung