

Unit 10

Social News and Captions

What Is Social News?

Social news covers a wide range of social events, including such activities as opening and closing ceremonies, launching a new product or campaign, get together (e.g. to celebrate a socialite's or VIP's birthday), coffee and tea parties, welcome and farewell parties, class meetings, anniversaries, celebrations, expositions, exhibitions, charities and **fund-raising**, concerts or fairs, concerts, invitations to attend a seminar or training, announcements, weddings, engagement parties, receptions and the like.

The Types of Social News

Social news can be classified as follows:

1. News of the royal family members from the Royal Household Bureau.
2. General social news as mentioned above.

The Tactics of Writing Social News

Writing or reporting social news is somewhat different from the writing of other types of news in that the style of social news writing is lively, informal, teasing and less objective. The writer can express his own opinion apart from giving facts of the news. Besides, it is customary that the writer identify the name, rank, position and occupation of people, as well as indicate places, type of activities, time and purpose of the news so that the reader learns immediately about the elements of who, what,

where, when, why, and how. Besides, there is no headline in a social news story. What the reader sees above the social news story is the title which normally is written in the form of a phrase as in the following examples:

- *Health training for the public*
- *All about mushrooms*
- *Getting together over coffee*
- *Camps for children*
- *Ramkhamhaeng English Training Program*

Social News of the Royal Family Members

Related vocabulary:

Royal proper names:

His Majesty the King or His Majesty King Bhumibhol Adulyadej

Her Majesty the Queen or Her Majesty Queen Sirikit

His Royal Highness Crown Prince Vajiralongkom

Her Royal Highness Princess **Maha Chakri Sirindhron**

Her Royal Highness Princess Chulabhom

Her Royal Highness Princess Gulyanivadhana

Her Royal Highness Princess Soamsawali

Her Royal Highness Princess Bhacharakittiyabha

Her Royal Highness Princess Siribhachudhabhom

Her Royal Highness Princess Adhithayadhomkittikhun

topayaroyalvisitto to make merit at

to offer alms to the monks	to unveil the statue of
to attend a funeral rite	to graciously preside over
to lay the foundation stone (The Foundation-Stone Laying Ceremony)	
to lay a wreath at	to present the degree to
to present pins and badges to	to give flowers to the ill
to grant an audience to	to be greeted by/ to greet
to review the military guard of honour	royal decorations

SUPPORT (The Foundation of Supplementary Occupations and Related Techniques)

under the royal patronage	the patron
a royal ceremony	to present proceeds for charitable purposes
the royal-sponsored wedding ceremony	
the royal-sponsored funeral ceremony	the royal palace

Example:

Thai Cotton Exhibition

Her Royal Highness Princess **Maha Chakri Sirindhorn** *will* **preside over** the Thai Cotton Exhibition organized by **Thai Women’s Association on this coming Wednesday at the Erawan Hotel**. The proceeds will go towards the construction of artesian wells for the villagers of Tung Din Daeng district, Kalasindhu Province.

5 Ws and H:

- Who:** HRH Princess **Maha** Chakri Siringhom.
- What:** The Princess will preside over the Thai Cotton Exhibition. The Thai Women's Association organized the Thai Cotton Exhibition.
- Where:** At the **Erawan** Hotel, Bangkok.
- When:** On this coming, Wednesday.
- Why:** The Thai women's Association organized the Thai Cotton Exhibition to raise funds for the construction of artesian wells for the village of Tung Din Daeng District, Kalasindhu Province.
- How:** The Thai Cotton Exhibition was presided over by HRH Princess **Maha** Chakri Sirindhorn.

General Social News

Related vocabulary:

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|-----------------------------|-----------------------------------|--------------------------------------|------------|
| to approve | to invite | to announce | to host |
| to sponsor | to organize | to hold | to arrange |
| to exhibit | to display | to celebrate | to join |
| to welcome | to bid farewell | to preside over | to visit |
| to pay a visit | to cut a ribbon | to declare the opening ceremony of.. | |
| to cut a ribbon | to open the exhibition of.. . . . | | |
| to press a button | to open.. . . . | to call on/ upon | |
| to deliver a keynote speech | to exchange a contract | | |

to give moral support		to commemorate	
on the occasion of	on behalf of	in conjunction with	
in cooperation with		in honor of	
a get-together	a farewell party	a luncheon	a dinner
a charity concert	a donation/ donate		
an annual meeting/ sale		a fund-raising party	
a fashion show	a thank-you party	a guest speaker	
an organizer	a press conference		
mooncake festival	food festival	beer festival	
home-coming day	the anniversary	the first anniversary	
the twenty-seventh anniversary		opening ceremony	
grand opening ceremony		closing ceremony	
annual staff party	home-coming-day party	Haloween party	
highlight	proceeds	date	deadline

Examples:

World Exhibition of Photography

An exhibition ***not to be missed*** is the World Exhibition of Photography which consists of 434 photos from 86 countries by 170 expert photographers. This exhibition will be held at the National Museum for seven days beginning on the first of next month.

For further information, please contact The National Museum, or call 1234567 Ext. 001

5 Ws and H:

- Who:** The officials of the National Museum
- What:** A world exhibition of photography will take place at the National Museum.
- Where:** At the National Museum
- When:** For one week beginning the first of next month.
- How:** The exhibition displays 434 photos created by 170 experts from 86 countries

Society marks anniversary

St. Paul de Chartres Students' Society *will celebrate* its **10th anniversary** with a "Paulinian Night" on Friday at the Dusit Thani Hotel. *Highlights are* performances by member schools and a fashion show by Evita Boutique, with *proceeds* benefiting the needy in rural schools. Old and present students, don't forget to mark the date on your calendar.

5Ws and H:

- Who:** St. Paul de **Chartres** Students' Society
- what:** St. Paul de **Chartres**' Student's Society will celebrate its **10th** anniversary called 'Paulinian Night.'
- Where:** At the Dusit **Thani** Hotel.
- When:** On Friday night.
- why:** To raise funds for the needy in rural schools.

How: With performances and a fashion show.

Captions

What are Captions?

Captions are the description of an illustration or a photo. The caption is usually shown under the photo. In writing a caption, the writer must identify the name, rank, position and occupation of the person or people in the picture, specifying the activity and place as well as stating the time the activity occurs or will occur. Besides, he may employ lively, informal and playful language as well as express his own opinion or comment because captions are meant to popularize people and activities.

How to Formulate Captions?

Basically, writing captions may be as follows:

1. Use a present participle to begin with, for example:

Celebrating her birthday among friends at the Landmark Hotel yesterday is , managing director of..

The birthday lady (standing center) is seen with her guests and close friends. Among them are , , and (Seated 2nd, 3rd and 4th from left respectively.)

2. Use a past participle to begin with, for example:

Seen in the middle of the picture with a radiant smile is who just came back from a world tour. Beside her is her son, a graduate in Computer Science from Ohio University.

3. Write either a simple, compound or complex sentence, for example:

Japanese Minister of Finance, Ryutaro Hashimoto, *was spotted upon his arrival* at the Hilton Bangkok Hotel last week to attend financial meetings of G-7. The minister (center) was welcomed by the hotel's executive assistant manager, Richard Dusome (second right). (2 simple sentences)

American resident Brad Koener, *38 beats* Bangkok's *traffic* with a pair of roller-skates which allow him to avoid the hassles of the city's *bumper-to-bumper* jams. The man is seen travelling on his roller-skates from Siam Square to Victory Monument. (1 complex sentence and 1 simple sentence)

4. Use a phrase such as a participle phrase, for example:

American fighter F-18 seen at the Paris Air Show at Le Bourget as people crowded to see the aircraft on Saturday. The show was scheduled to end yesterday. -- Reuters (1 participle phrase and 1 simple sentence)

5. Use any of the following to help identify the person, people, place, object or activity in the picture.

standing in the middle *from the left* *from the right*

first row *second from the back row*

at one's right *at one's left* *seated*

center *second right* *respectively*

Activities

Exercise 1

Fill in the blanks with the words given below

information

slides

hold

welcome

join

preside over

commemorate invites

will jointly organize

on the occasion

1. “Rak Luuk” magazine will a seminar on how to raise children on Saturday, November 2, 1998.
2. The American Women’s Club of Thailand all members and newcomers to them for coffee and conversation tomorrow at 9 a.m.
3. The talk will be illustrated with The public are
4. of Her Majesty the Queen’s birthday, August 12, the Orchid Association of Thailand and the Tourism Authority of Thailand will an orchid contest to this auspicious occasion, from August 10 to 12.
5. For more , call AWC at 1234567.
6. Her Royal Highness Princess Gulyanivadhana will the opening ceremony of the international seminar titled “Sino-Tibetan Languages” at the Faculty of Law, Ramkhamhaeng University.

Exercise 2

Use the information given below to write a social news brief.

Who: The member students of the New Generation Club at Ramkhamhaeng University

what: A concert will be held.

Where: In the grand auditorium of King Ramkhamhaeng the Great

When: At 5 p.m. Friday, December 25

Why: Because the member students of the New Generation Club want to raise funds for the needy in rural areas of the eastern part of Thailand.

How: Popular singers will be invited to join the concert. Highlights include performances by well-known actors and actress. Tickets are sold at 100, 200, and 500 baht. They are available now at Ramkhamhaeng Students' Union. For reservation, please call the New Generation Club at 1234567, ext. 999.

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Exercise 3

Use the following information to write a social news brief.

- Who:** Her Royal Highness Princess **Maha Chakri Sirindhorn**
- What:** The introduction and exhibition of a book entitled “Buddha in the Landscape.” This book is a collection of Buddha images and statues in Thailand photographed by Mr. Mark Standen with the text written by John Hoskin.
- Where:** The Dusit **Thani** Hotel, Napalai Room
- When:** At 6 p.m. on Thursday, November 26, 1998
- why:** The photographer of the book, Mark Standen and the author, John **Hoskin** will graciously present 50 limited, numbered and signed editions to HRH Princess **Maha Chakri Sirindhorn**. They will take the occasion to introduce the book to the reader and rare book collectors of Thailand and other countries.
- How:** HRH Princess **Maha Chakri Sirindhorn** will preside over the opening ceremony of the exhibition by cutting the ribbon. Mark **Standen** will deliver a speech giving the reasons why he took pictures of many Buddha images in Thailand. The audience are invited to buy the book which is limited, numbered and signed by **Standen** and **Hoskin**.

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Exercise 4

Write a caption to describe each of the following pictures.



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