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 Bhumibol Adulyadej
Her Majesty the Queen or Her Majesty Queen Sirikit
His Royal Highness Crown Prince Vajiralongkorn
Her Royal Highness Princess Maha Chakri Sirindhorn
Her Royal Highness Princess Chulabhom
Her Royal Highness Princess Gulyanivadhana
Her Royal Highness Princess Soamsawali
Her Royal Highness Princess Bhacharakittiyaabha
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 present the degree to
to lay a wreath at 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.
5Ws 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:
- 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
- to visit
- to pay a visit
- to cut a ribbon
- to declare
- to open
- to cut a ribbon to open the exhibition of...
- to press a button to open...
- to call
- to exchange a contract
to give moral support
on the occasion of
in cooperation with
a get-together
a charity concert
an annual meeting/sale
an organizer
mooncake
home-coming day
the twenty-seventh anniversary
grand opening ceremony
annual staff party
highlight

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
5Ws 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 Students’ 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.
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 tighter 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
- 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.
Exercise 3

Use the following information to write a social news brief.

Who: Her Royal Highness Princess Maha Chakri Sirindhorn


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 Sirindhom. 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 Sirindhom 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.
Exercise 4

Write a caption to describe each of the following pictures.

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