

MASS MEDIA



Media become a important part of our life. The press, the radio and television play a big role in the life of the society.



- They inform, educate and entertain people. They also influence the way people look at the world and make them change their views



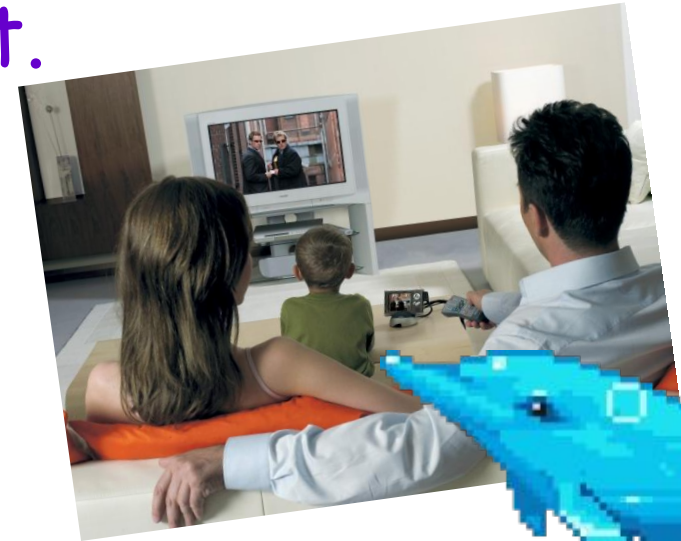
Functions of the mass media

Mass media has many function which can be highlighted under these headings:

1. Culture
2. Economic development
3. Political process
4. Social roles



- Millions of people watch TV and read newspapers in their free time. Most of people can't do without a newspaper in the underground or during the lunch break. TV also dominates the life of the family most of the time. It is also a habit which impossible to resist.



The British Media

Electronic Media

TV

Radio

Internet



The UK has a strong tradition of public service broadcasting.

Wide reach:

60 m households (or 70% of all UK homes) have multichannel TV sets
40.2 m Internet users



Newspapers

What is a newspaper?

Newspaper is a printed publication issued on a regular basis. When reading newspapers we learn about the latest news and other current events.

First newspapers

First newspapers appeared many years ago in Roman times. At that time they did not look like newspapers we have today. Only in the XVI century newspapers acquired their contemporary look. First Russian newspapers appeared in the time of Peter the Great.

Types of newspapers

Today newspapers can be read by everyone. There are national, regional and local newspapers. There are newspapers published specially for professionals, for teenagers and even children.

There are newspapers which you have to pay money for and the ones you can take for free. Some newspapers are related to business, some exist for the purpose of entertainment.

There are tabloids and official newspapers. Some newspapers are issued twice a week, some – once a week, others – only in the mornings or only in the evenings.





The radio is turned on most of the time creating a background noise. You can listen to the radio doing some work about the house, reading a book or doing something else. On the radio you can hear music, news, poetry, various commentary and discussions. Radio programs attract a large audience. Radio brings into our homes not only entertainment and news but also cultural and educational programs. Radio is widely used in today's world. It is the quickest mean of spreading news and the information. Radio keeps us informed about current events. So it gives us a lot of useful information



HISTORY OF RADIO

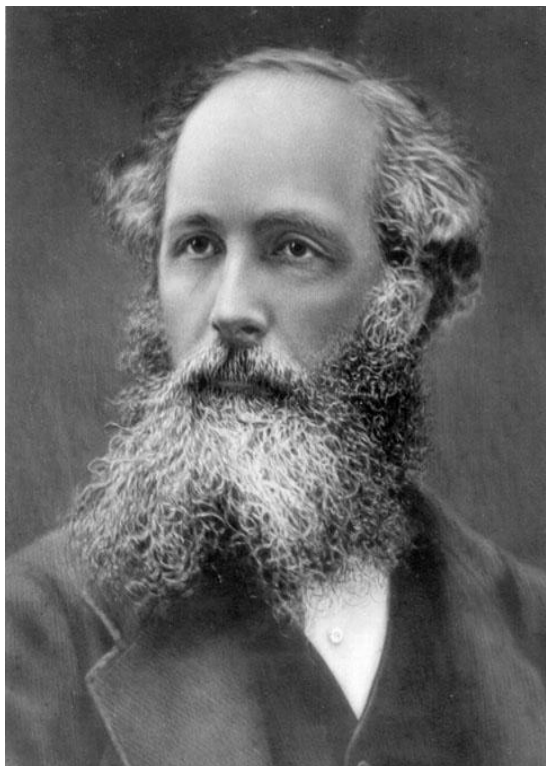
During the 1860s: Scottish physicist, James Clerk Maxwell predicted the existence of radio waves; and in 1886, German physicist, Heinrich Rudolph Hertz demonstrated that rapid variations of electric current could be projected into space in the form of radio waves similar to those of light and heat.

In 1866: Mahlon Loomis, an American dentist, successfully demonstrated "wireless telegraphy." Loomis was able to make a meter connected to one kite cause another one to move, marking the first known instance of wireless aerial communication.

Guglielmo Marconi: an Italian inventor, proved the feasibility of radio communication. He sent and received his first radio signal in Italy in 1895. By 1899 he flashed the first wireless signal across the English Channel and two years later received the letter "S", telegraphed from England to Newfoundland. This was the first successful transatlantic radiotelegraph message in 1902.

The first radio broadcast was in 1906

James Clerk Maxwell



Mahlon Loomis



Guglielmo Marconi



Television

It is almost impossible to imagine our life without TV. It plays a great and a very important role in the life of modern man. There is practically no family that doesn't have a TV set. TV has a lot of channels. TV keeps people informed. We can learn a lot of information watching TV. We can choose programs that we like.

Philo T. Farnsworth made the first television and transmitted the first image, which was a dollar sign made up of 60 individual lines. Farnsworth filed for a patent on his work in 1927

The first TV translation happened 22 January 1927



Philo
Taylor
Farnsworth

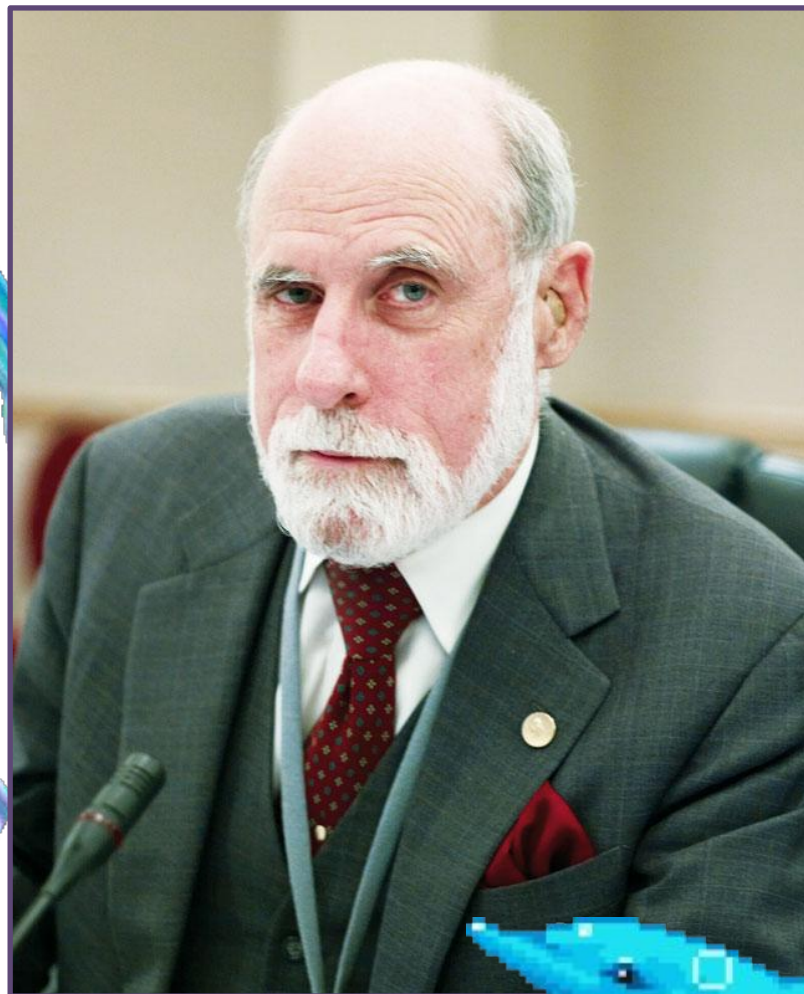
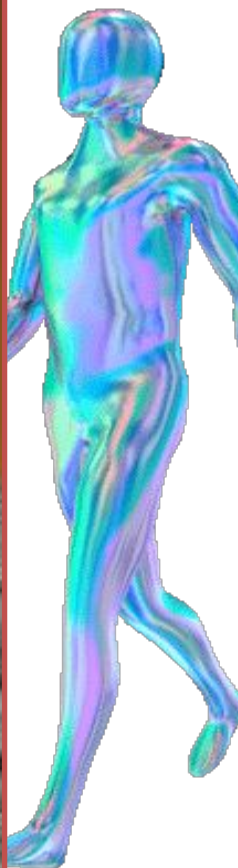




INTERNET

Now we cannot imagine our life without the Internet. The Internet is necessary for each person. All people use the Internet on different purposes: for communicating, for searching the information, for work, for studying, for fun and entertainment, for downloading pictures or music. We can order clothes, things, furniture, ; we can find a work or work there, for example, designing web-sites. By means of the Internet it is possible to meet new friends, to communicate with them. You can find any information, learn main news.

The internet invented two cool boys
Robert Elliot Kahn and
Vinton cerf
In 1984



Complete the idioms.

1 Before I bought my new computer I really put it under the.....

2 John wasn't able to fix my computer so it's back to the.....

3 I read in a computer magazine today that a new generation of software is in the.....

4 I'll buy a new iPod if the price is.....

5 Designing your own computer games is easy. It's not.....science.

Works

Drawing board

microscope

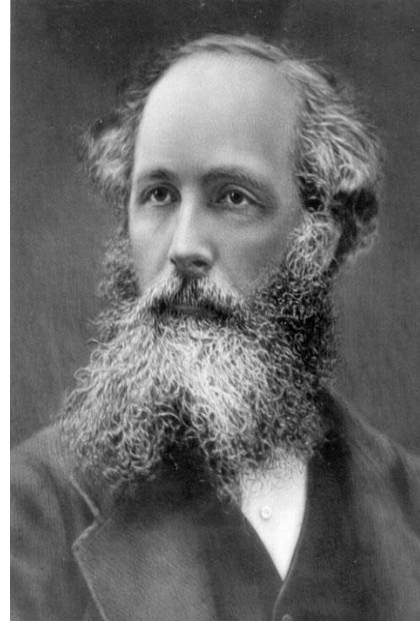
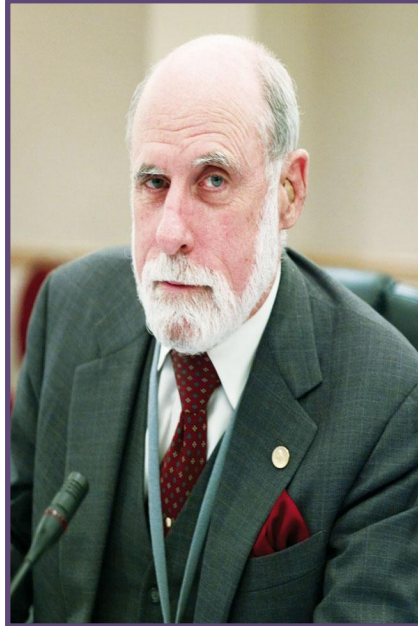
Rocket

right

internet



Who is who ???



- 1) Robert Elliot Kahn
- 2) Vinton cerf
- 3) James Clerk Maxwell
- 4) Philo Taylor Farnsworth



True or falls

- 1) Media is not important part of our life
- 2) 60 m households have multichannel TV sets in Britain
- 3) First newspapers appeared many years ago in Roman times
- 4) The first TV transmission happened 1 January 1936
- 5) *In 1866: Mahlon Loomis, an American dentist, successfully demonstrated "wireless telegraphy"*
- 6) *Internet invented in 1974 year*
- 7) *The first radiobroadcast was in 1906*
- 8) The UK has
a strong tradition of public service broadcasting.
- 9) Robert Elliot Kahn filed for a patent on his work about TV in 1927



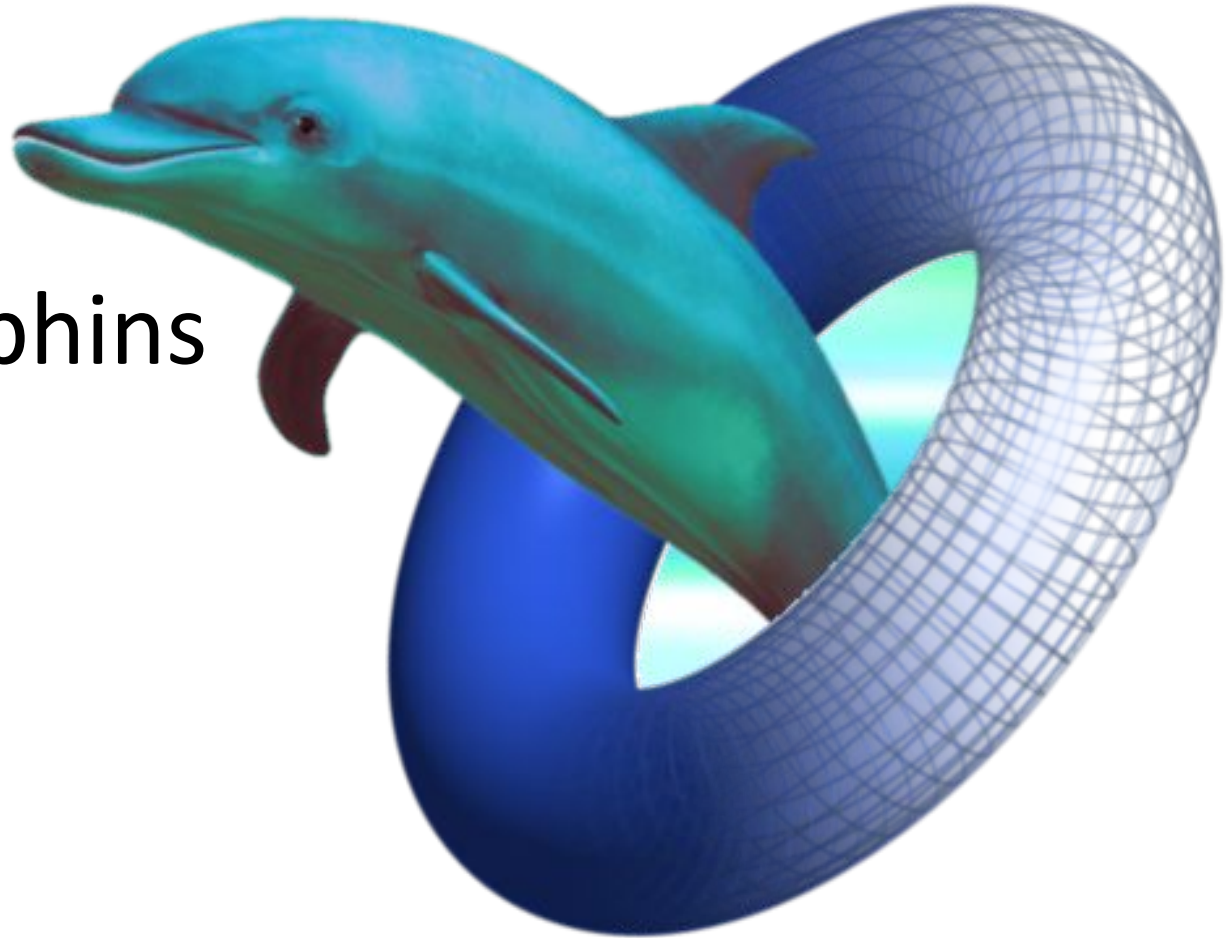
AND THE HARDEST QUESTION

SRRSLY



How many dolphins have you seen in this presentation???

- 1) 666 dolphins
- 2) 1 millions dolphins
- 3) 19 dolphins
- 4) 18 dolphins



This is all. Se you in internet

