

MASS MEDIA IN RUSSIA, BRITAIN AND USA

AGRBA NIKITA. GMU2-4



THE ROLE OF MASS MEDIA

- **MASS MEDIA (THE PRESS, THE RADIO AND TELEVISION) PLAY AN IMPORTANT ROLE IN THE LIFE OF SOCIETY. THEY INFORM, EDUCATE AND ENTERTAIN PEOPLE.**



DIFFERENCES BETWEEN 3 COUNTRIES. NEWSPAPERS



In Russia radio and tv is more popular than newspaper



Millions of Americans in their free time read newspapers.



Newspapers include not only stories about recent events (news), but opinions, advertising, and other non-news items

RUSSIAN MASS MEDIA

**THERE ARE ALL KINDS OF MASS MEDIA IN RUSSIA .
THERE ARE PRINTS, FOR GENERAL AND SPECIFIED
THEMES. SOME OF THEM EXPRESS CERTAIN POLITICAL
VIEWS, HOWEVER, THE OTHERS ARE NEUTRAL. THERE
IS ALSO A LOT OF PAPERS WHICH CONSIST ONLY OF
ADVERTISEMENTS.**

**THE RADIO CANALS ALSO DIFFER FROM EACH OTHER.
IN EVERY REGION OF RUSSIA THERE IS A STATE
STATION WHERE REGIONAL NEWS, CHILDREN'S
PROGRAMS AND CULTURAL BROADCASTINGS AND
OTHERS ARE TRANSMITTED**



USA MASS MEDIA

A PECULIAR FEATURE OF THE AMERICAN RADIO IS SOAP OPERA. IT IS A SENTIMENTAL SERIAL DRAMA THAT DESCRIBES DOMESTIC PROBLEMS AND WHICH IS FOR HOUSEWIVES. SOAP OPERA IS USUALLY BROADCAST EVERY DAY. MOST PEOPLE FIND SOAP OPERA BORING.

THERE ARE A LOT OF GAMES ON THE RADIO. THEY ARE CALLED 'PANEL GAMES'. RADIO BRINGS ALSO CULTURAL AND EDUCATIONAL PROGRAMS. MANY PROGRAMS ARE MADE UP OF CLASSICAL MUSIC.



BRITISH MASS MEDIA

THE MEDIA PLAY A CENTRAL ROLE IN BRITAIN'S DAILY LIFE, INFORMING AND EDUCATING, QUESTIONING AND CHALLENGING – AND OF COURSE – ENTERTAINING.

BROADCASTING IN BRITAIN HAS TRADITIONALLY BEEN BASED ON THE PRINCIPLE THAT IT IS A PUBLIC SERVICE ACCOUNTABLE TO PEOPLE. WHILE RETAINING THE ESSENTIAL PUBLIC SERVICE ELEMENT, IT NOW ALSO EMBRACES THE PRINCIPLES OF COMPETITION AND CHOICE:



THANK YOU FOR YOUR ATTENTION!



P.S: I'm a patriot, so in the last slide I decided to insert the flag of our country