



MASS MEDIA

RADIO, NEWSPAPERS, TELEVISION

Mass Media become a very 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



- 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



TV

- 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 and everybody can watch the programs he likes. TV keeps people informed; we can learn a lot of information watching TV. We can choose programs that we like, because TV provides programs for all interests. Sometimes we can relax, entertain ourselves when we are tired. When we watch TV we learn about the world, famous people and global or recent news.



RADIO

- 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.



RADIO ON LINE



MyShared

INTERNET

A person is seen from the side, using a laptop. The laptop screen displays a large blue '@' symbol. The background is a vibrant purple and pink digital landscape with glowing lines and a large, glowing '@' symbol. In the foreground, a portion of a computer keyboard is visible.

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 PRESS

- The press keeps people informed on all topical issues of the day. You can get a lot of useful information from newspaper reports. If you are a regular reader of the press you will be well informed about all matters. Most newspapers come out daily. The reader's questions, opinions and suggestions, which they send in letters to the editor, help to improve the newspaper and make it more interesting.



Magazines

Say True or False

- The press, the radio and television play a big role in the life of the society.
- They also influence the way people look at the world but can't make them change their views.
- Commercial TV begun in the UK in 2005, with the launch of IPTV
- The major British TV channels are MTV,ORT.
- BBC operates 14 different television channels.
- The most popular TV shows are *Britain's Got Talent*, *Big Brother*, *Strictly Come Dancing*, *X Factor*

What is internet?

How popular is it these days?

Who uses it?

What are the positives and negatives of the Internet?

How do people get connected to the Internet?

Do you think that the Internet will replace other kinds of mass media completely? Why?



Internet

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