



THE PROJECT  
**MASS MEDIA**

# MASS MEDIA:



Television;



Newspapers and  
tabloids;



The Internet;



Radio;

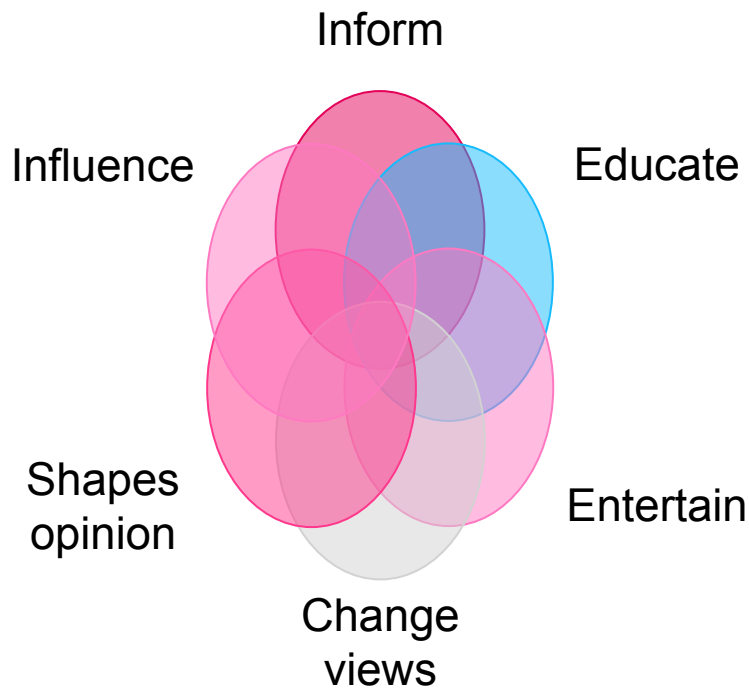


Magazines.



# THE FUNCTIONS OF MASS MEDIA:

- The press, the radio and TV play an important role in the life of society.



# FROM THE HISTORY OF MASS MEDIA

Thousand of years ago, men could send messages over a long distance. They used the light of fires at night and the smoke of fires by day. They used the loud sound of drums to send messages across the great forests of Africa. In central Africa for communication between tribes used drums tam-tam.





**In the past the only way to learn about the world was travelling. The first travellers were explorers who wanted to discover new lands. Nowadays, millions of people travel around the world either for pleasure or on business. Travelling has always been a part of people's education. It teaches people about the art and culture of different countries. It teaches them to be understanding. Besides, you can improve your knowledge of foreign languages.**



# TELEVISION



Modern electronic television was born in St.Petersburg. It was the project by Boris Rosing– the tutor of Technology Institute.

In 1907 he designed the patent application in Russia, Germany and Britain for the invention of television, and May 9, 1911 demonstrated the image on the screen of a kinescope. TVs began to appear in overseas exhibitions and in the shops at the beginning of 30-ies.





And now it is almost impossible to imagine our life without TV. It plays a great and a very important role in the life of a modern man. There is practically no family that doesn't have a TV set. TV is one of the kinds of mass media. Radio and newspapers tell us about different events but TV not only tells but also shows. TV has a lot of channels and everybody can watch the programs he likes.



# TV PROGRAMMS:

- Talk show
- Game show
- About animals of foreign countries



## Films:

- Detective
- Melodrama
- Comedy
- Adventure
- Fantasy.


## Sporting events:

- volleyball
- swimming
- track and field athletics
- gymnastics





# NEWSPAPERS AND TABLOIDS



Newspapers are packed with the latest news, information, fashion and facts. They contain a variety of political views, interests and levels of education. Papers are generally divided into “quality papers”, or broadsheets, and “popular papers” that are half the size of broadsheets. But the size is not the only thing that makes them different. “Quality papers” are serious, with long, informative articles.



«Popular papers», known as «tabloids», have a more sensational reporting style and contain more human interest stories than news. The two most popular British daily newspapers, The Sun and The Daily Mirror, are both tabloids. Tabloids sell many more copies than broadsheets.



# MAGAZINES

A magazine is a periodical publication containing a variety of articles, generally financed by advertising and/or purchase by readers.

Magazines are typically published weekly, biweekly, monthly, bimonthly, or quarterly. They are often printed in colour on coated paper, and are bound with a soft cover. Magazines fall into two broad categories: consumer magazines and business magazines.

Magazines can be classified as:

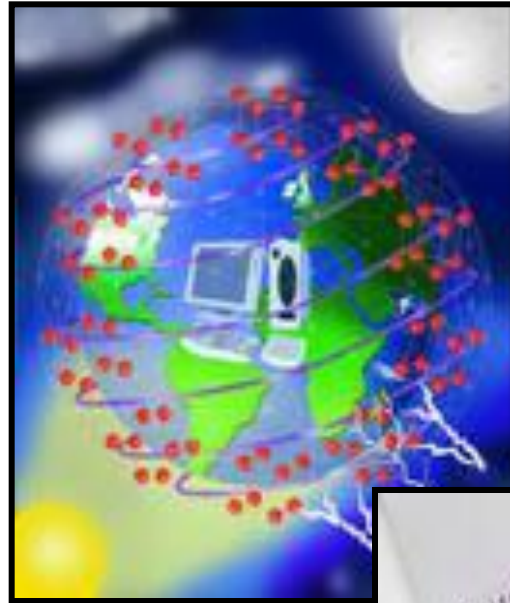
- General interest magazines (e.g. Frontline, India Today, The Week, The Sunday Indian etc)
- Special interest magazines (women's, sports, business, scuba diving, etc)



# THE INTERNET

**Internet – a worldwide local and global computer network. Internet today links millions of computers, they are used by the hundred million people.**

**These days people cannot imagine the world without Net. They use it at their work, for fun and communication.**



# RADIO

Date	Events
December 1901	The first radio message across the Atlantic Ocean from England to Newfoundland.
1906	The radio got its voice on Christmas Eve.
1904 – 1914	The radio became standard equipment on ships.
November 2, 1920	The first commercial radio station went on the air in Pittsburgh, Pennsylvania.
1923	The superheterodyne radio was invented.
1920 – 1940	«The Golden Age of Radio»
1948	Radio became compact due the transistor.



# POPULARITY OF MASS MEDIA

