

*Television:
its advantages and disadvantages*



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Contents:

- 1. What is television?*
- 2. From the history of TV*
- 3. The Good and Bad of Television*
- 4. Effects of Television Programs*
- 5. Television and advertisement*
- 6. Some statistics*
- 7. Research about TV in my class*
- 8. My classmates' opinion on TV*
- 9. Conclusion*

What is television?

Television, also called TV, is one of our most important means of communication. It brings moving pictures and sounds from around the world into millions of homes.

The name “Television” comes from the Greek word meaning “far”, and the Latin word meaning “to see”, so the word “television” means “to see far”.

From the history of TV

John Logie Baird was born in Helensburgh, Scotland, on August 13, 1888. He was the first person in the world to demonstrate a working television system, in January 1926.





At the end of January a sensational article about the apparatus invented by Mr. J.L Baird appeared in the "Times" in which Baird claimed he had solved the problem of television. Members of the Royal Institution and other visitors saw a demonstration of apparatus invented by Baird.

Two years passed... On February 1928 the vision sound was sent across the ocean from London to New York by short wave radio station. So the future of television, the success of having been a leader in early development of television belonged to Baird. After nearly three years of experimental transmissions the introduction of television to the public was achieved.



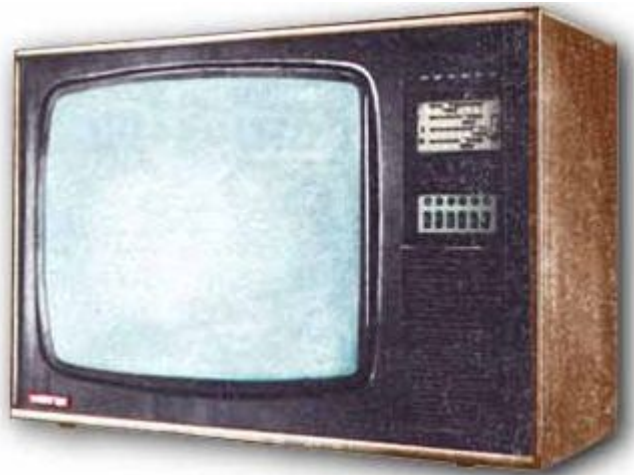
But Baird dreamt that an ideal television service should show a picture in colour and stereoscopic relief and should operate on an international standard. Colour and stereoscopic television were shown for the first time when he gave a demonstration at the annual meeting of the British Association in 1928. In 1939 he showed colour television.



He has developed several forms of stereoscopic television. In this system the restriction is overcome and the picture can be viewed from any position, no glasses being required.



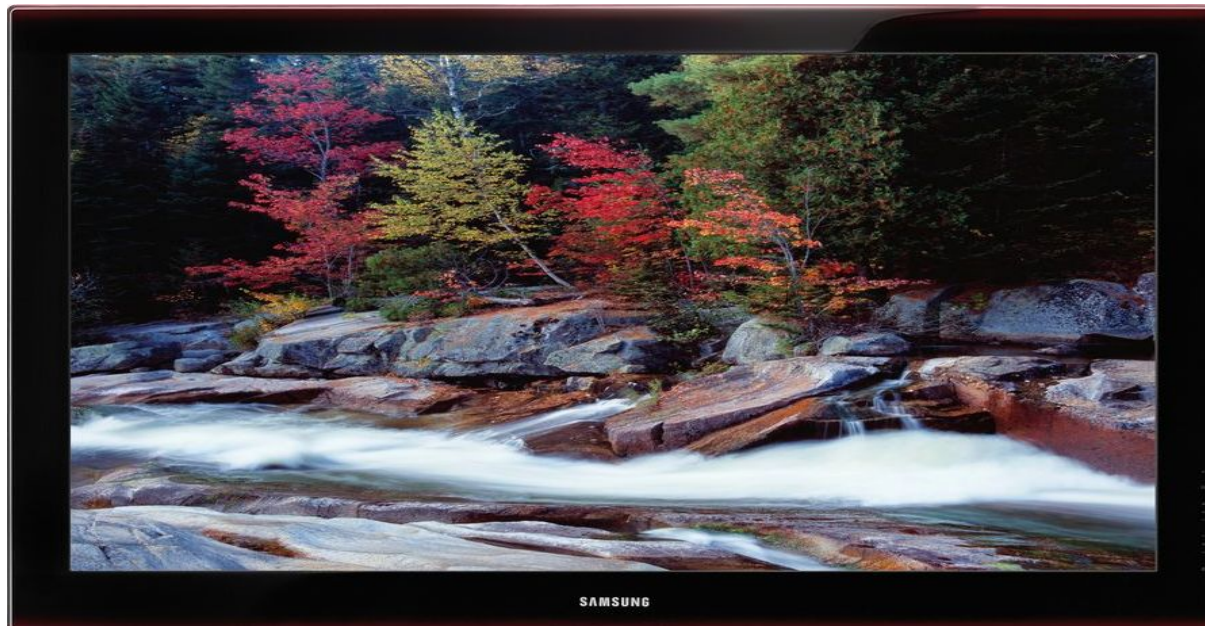
For many years, the technology that allowed us to sit in our home and watch audio and video was based on a tube technology. The technology behind the plasma TV screen isn't so very much different in some respects, but is very different in others. It is based on a series of very small lights. One of the most beneficial points of the plasma TV is the fact that the layers needed to make this technology work are very thin.



As for digital TV it offers a far wider choice of TV viewing with lots of extra channels, and uses digital technology to reduce the interference that you may experience on analogue TV. Digital TV also offers other benefits, such as a greater selection of widescreen programming, and on-screen electronic programme guide, interactive services, and in some cases, High Definition and Dolby sound.



There's no doubt that technology will continue to develop as new people have better ideas for bringing audio and video into our homes. But when you see the crisp clear images of a plasma TV, it's rather difficult to imagine how it could get any better than this.



The Good and Bad of Television

No one can deny that television, the greatest invention of the 20 century, has changed our life and today we cannot live without it. Many people think that TV is good but others do not agree with them. Let us consider what the advantages and disadvantages of television are.

Firstly, television is a reflection of the modern world. Secondly, it gives us an opportunity to “travel” all over the world, to “meet” different people and to learn more about their customs and traditions. Thirdly, it has the power to educate and broaden our minds. Another good thing about television that it keeps us informed about the latest news in the world. It is also helps us to escape from our every day problems.

*On the other hand not everything shown on TV is made in good taste. That's why **we have to choose what to watch**. Many people admit that the quality of television could be better. Besides, TV is harmful for our eyesight. What is more, some TV addicts spend hours in front of the "box" watching whatever's on. Then some people argue that television is a terrible waste of time. It makes us lazier. We stay at home instead of going out. We read less. We think less. We even talk less. Moreover, violence on TV is another bad problem. Some people are on the opinion that TV teaches us "how to kill, to rob, to shoot and to poison".*

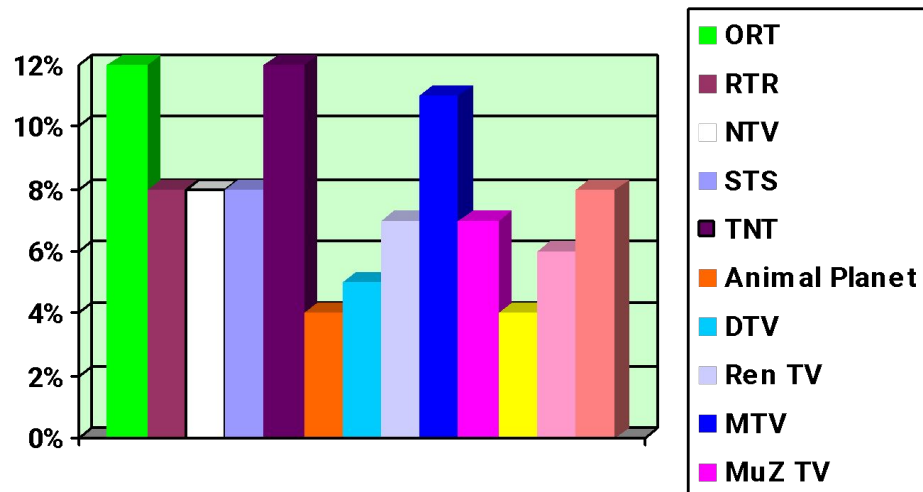
Television and advertisement

Do you know that about three – fourths of the TV stations in the world are commercial ones. They sell advertising time to pay for their operating costs and to make profit. Advertising is an important part of commercial TV. Commercials appear between and during most programs. They urge viewers to buy different kinds of products.

The most common sort of programs on Russian TV:

<i>News</i>	<i>Talk shows</i>	<i>Musical programs</i>	<i>Films</i>	<i>Entertainments</i>	<i>Health programs</i>	<i>Sport</i>	<i>Children's</i>	<i>Schools and education</i>
15%	15%	17%	13%	20%	10%	4%	3%	3%

This is the Russian audience share:



Conclusion

In conclusion I'd like to say, that though TV has some disadvantages people have been watching it for about a century because it's the cheapest way of entertainment for millions of people. Television has already changed our life for the better. So why not make it work to our advantage and pleasure in the future?

