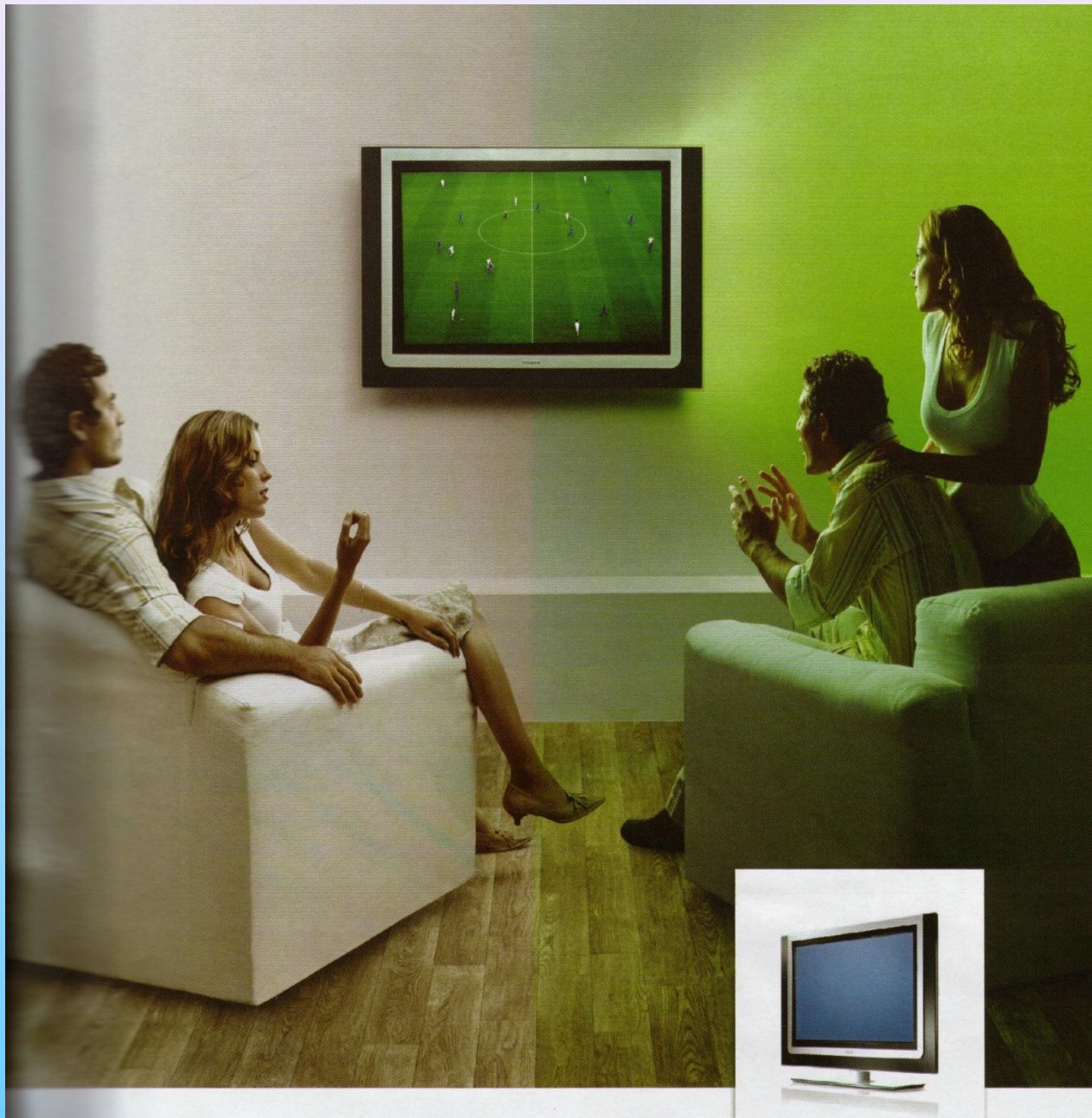


# Mass Media



Television is  
the most  
popular  
entertainment  
in British home  
life today.

## Mass media

Mass media or mass communications are the press, radio and television.

Every day we read newspapers and magazines, listen to radio and watch TV. Nowadays there are so many newspapers and magazines, radio stations and TV channels that we have to be very -selective and give preference to some of them.

What newspapers and magazines do I prefer to read? I like to read the following newspapers:

"Komsomol skava Pravda" ("Komsomol Truth"), "Nezavisimost" ("Independence"), "Argumenty i Fakty" ("Arguments and Facts").

Several periodicals are available in English. As far as newspapers are concerned they may be daily, or weekly. Magazines may be weekly, monthly and quarterly.

The newspapers and magazines I read are the most readable and have a large readership or circulation. For example, "Argumenty i Fakty" has a circulation of more than 23 000 000. It is the largest in the world. The newspapers contain and give coverage of local, home and foreign affairs.

Their publications deal with very burning problems of our. history, latest events and forecasts for future. They also touch upon cultural, sport news. I like the way they present different points of view, approaches to the problems. My parents and I subscribe to some periodicals, so we are subscribers.

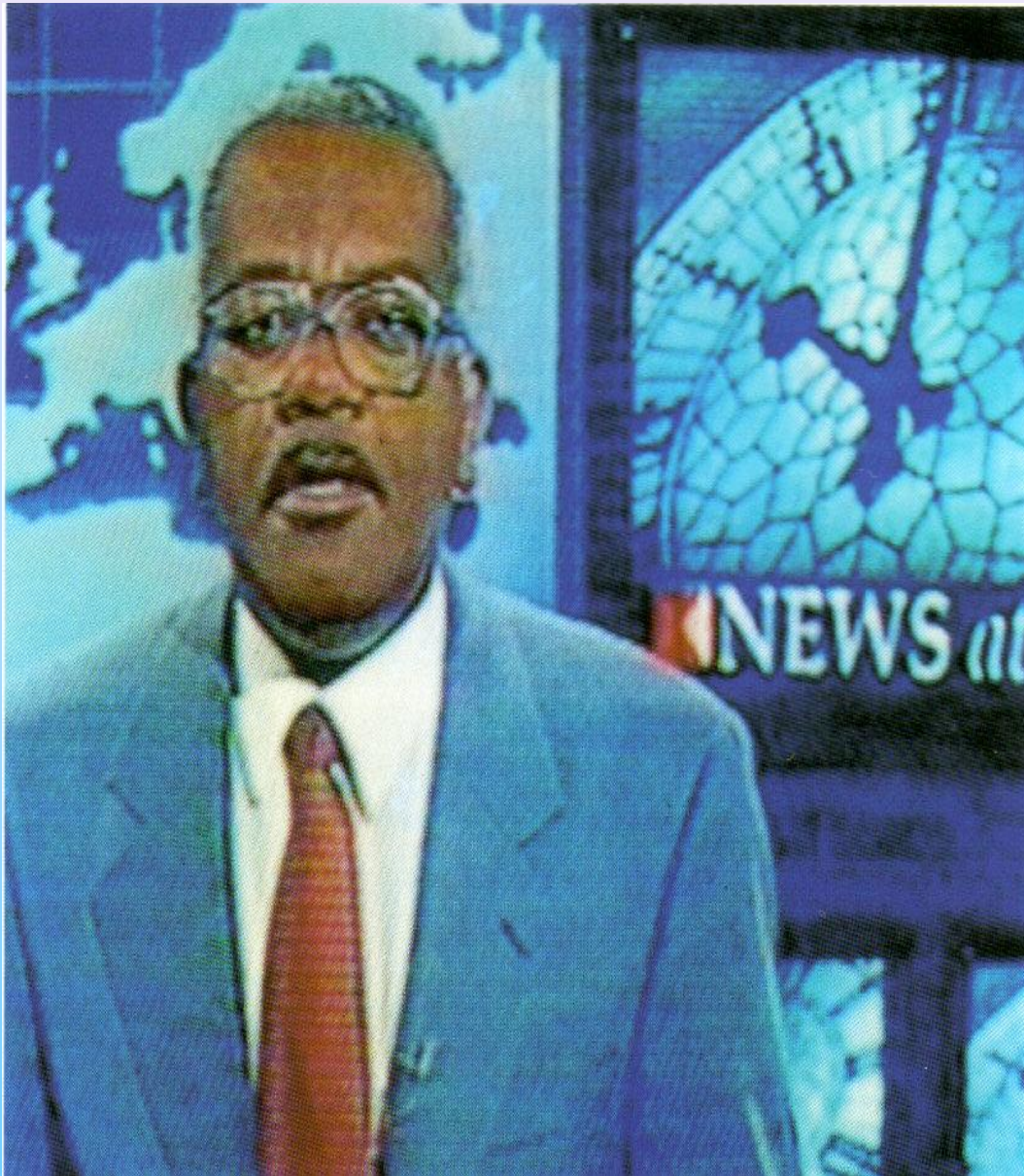
We buy some of newspapers and magazines in a kiosk.

I often listen to radio, especially in the morning before I leave for school. I prefer to listen to "Mayak" ("Lighthouse") program. They broadcast much news and music. I like to listen to weekend programs, some of them are very amusing and entertaining.

As to the TV, we have 4 channels. I prefer to watch youth programs.

In addition I like to see interesting films. They might be feature, adventure, scientific, horror, cartoon and other films. I enjoy seeing Walt Disney's cartoons. Now and then I like to see the program "Love at First Sight". It is an enjoyable and entertaining one.





One of Britain's best known newscasters, Trevor McDonald, presenting Channel 3's daily news program, News at Ten.

## The British Press

The British press consists of several kinds of newspapers.

The national papers are the ones sold all over the country, with a large circulation, giving general news.

There are two main types of national papers - the "popular" papers and the "quality" papers. The popular papers are smaller in size (they are tabloid size), with lots of pictures, big headlines and short articles. They are easy to read and often contain little truthful information. They give much space to opinions. They usually have "human interest" stories - stories about ordinary people and events. Examples of this type of newspapers are "The Daily Mail". "The Sun", etc.

"Quality" papers appeal to the more serious reader, who wants to read about politics and foreign affairs. These papers such as "The Daily Telegraph", "The Guardian" are bigger in size (they are called "broad-sheets"), with longer articles and a wider coverage of events. They have different pages for home news, foreign affairs, features articles, fashion, business, sport and so on.

People in Britain buy more papers on Sunday than on weekdays. The Sunday papers have a higher circulation than the dailies. As with the dailies, there are both popular and quality Sunday newspapers. The quality ones have different sections and a colour magazine (usually full of advertisements).





The press plays an important part in the life of society. Millions of Americans in their free time read newspapers.



# BEERLY

Between investors market and a fast-high performing technology...  
alcohol beers have been panned...  
ing terrible, a survey of 1,000...  
revealed yesterday...  
ten said...  
they would...  
the US...  
the hard...  
private invest...  
considering...  
It has already...  
back its market...  
Tom Sheridan...  
director of Barclay...  
brokers, said the...  
channeling its...  
keep lines open for...  
vestors held inside...  
who have...  
splashing out £50,000 on the...  
miniature mock-up as part of...  
a New Year's Eve bash for...  
hundreds of showbiz pals...  
But neighbours do not see the funny...  
side of the dotty dome.

EXCLUSIVE  
By JAMIE PYATT

## MR BEAN funnyman Rowan Atkinson is building a Millennium Dome in his garden.

The rubber-faced comic is planning the champagne bash at his £1million are halfway through building Rowan's 40ft-tall version of the 150ft Millennium Dome at Greenhithe, South East London. Millionaire Rowan did not need planning permission for the fibre-glass folly at Waterperry because it will be taken down after the party.

### Bash

They branded it an eyesore and complained builders' trucks were ruining the area's tranquillity. Rowan, 44, has spent six months planning the mansion. Workmen are halfway through building Rowan's 40ft-tall version of the 150ft Millennium Dome at Greenhithe, South East London. Millionaire Rowan did not need planning permission for the fibre-glass folly at Waterperry because it will be taken down after the party.

# BA 'pro

## BARRIE Report Editor

Alban-Yun...  
two are...  
Wahhab...  
spoke their...  
two groups...  
regular captures...  
Even if...  
it will still...  
the mountains...  
half of Chechnya...  
is already closing...

# TV KIRSTY'S TUI IT'S

SUN SNOOKER fan has lost 100 games on the table by 20 years, Al...  
Bultas league...  
Secretary of State for Social Security, said: "This report covers the period before our reforms were introduced. It vindicates the need for those reforms. We are determined to tackle poverty and to ensure that every child has the best possible start in life," he said.

# Between rich and poor under Labour

By CHERRY NORTON  
Social Affairs Correspondent  
Government coming just days after it released a report this wide and heading off criticism that Labour has done little to reduce the poverty gap. The JRF report shows that there are large regional variations, with twice as many people living on benefits in the poorest compared with the richest. The richest...  
ain widened...  
of the Labour...  
with a million...  
aring less than...  
of the national...  
of persistent in...  
merged from...  
assess...

Ministers welcomed...  
said that the Gov...  
ance on blaming...  
ance could not...





Popular television drama programmes, such as the BBC's *Clarissa*, are shown in many countries around the world.

**Radio brings into millions of homes not only entertainment and news but also cultural and educational programs.**

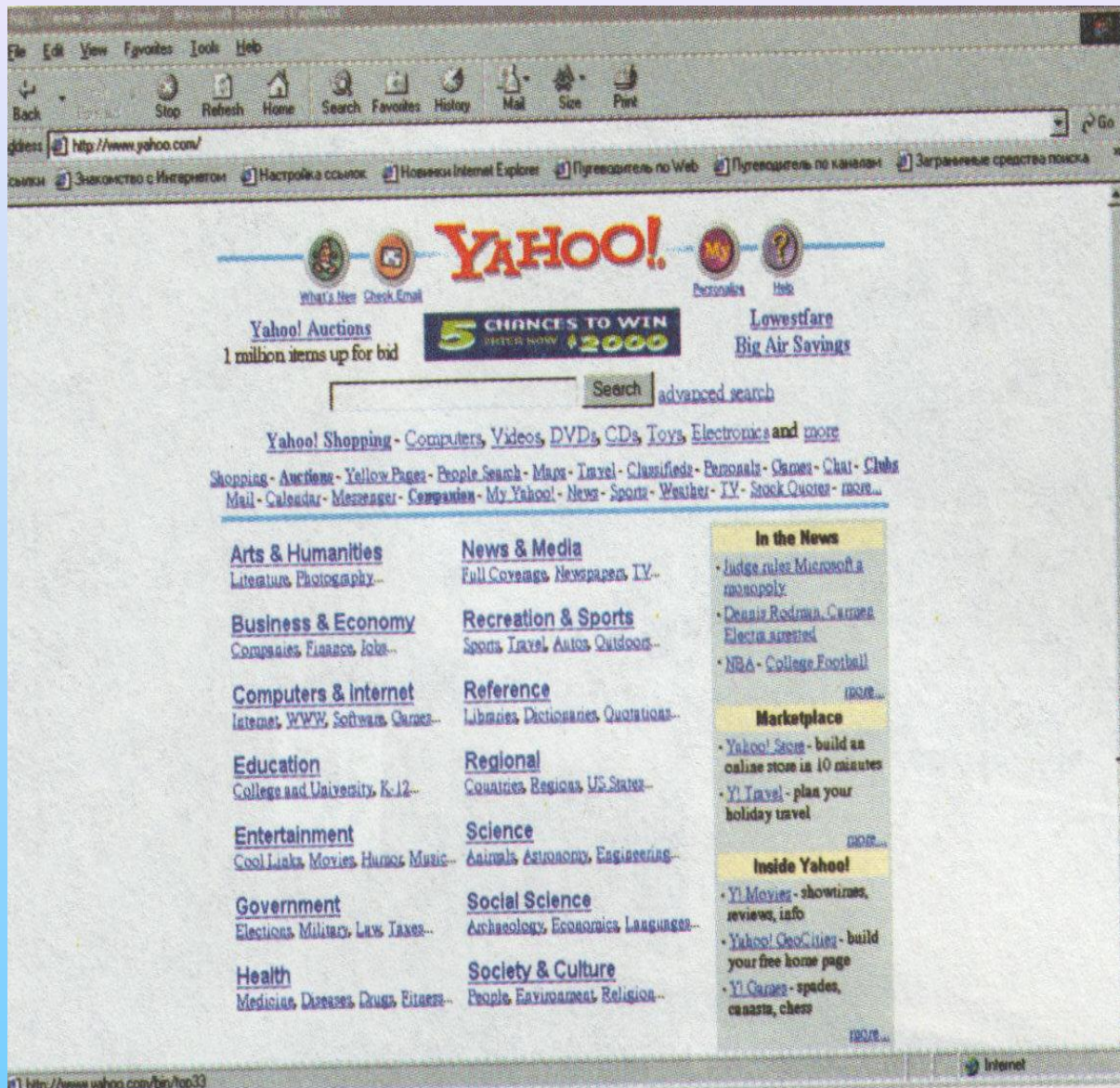
**On the radio one can hear music, plays, news, and different commentary and discussions called 'forums'.**





Twelve national morning daily papers (5 'qualities' and 7 'populars') and 9 Sunday papers (4 'qualities' 5 'populars') are available in most parts of Britain/



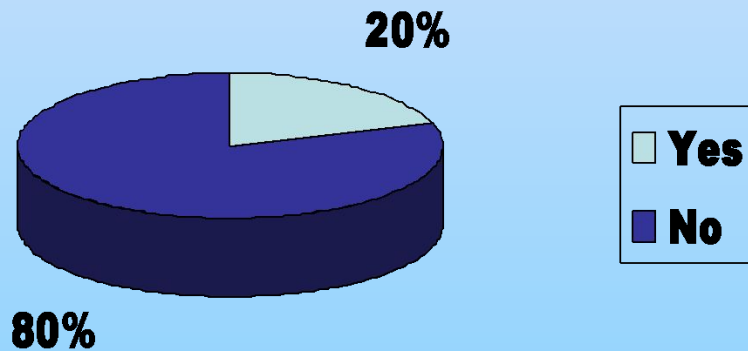


The latest addiction to trap thousands of people is the Internet.

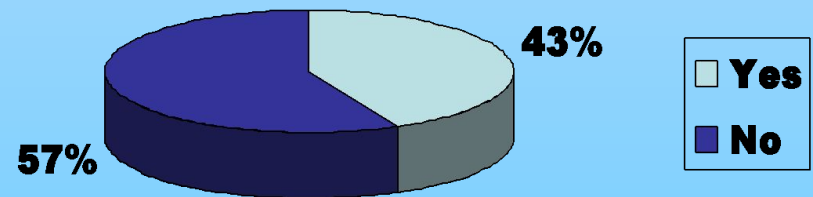


# Is TV your friend or your enemy?

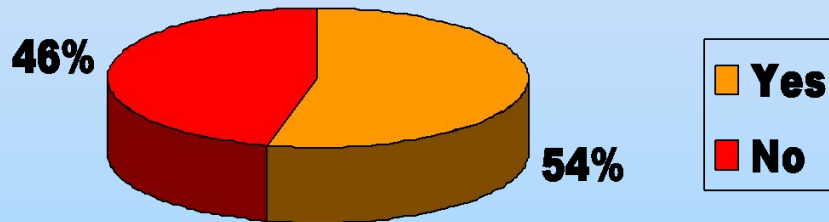
1. Every week you watch TV programmes which are considered educational?



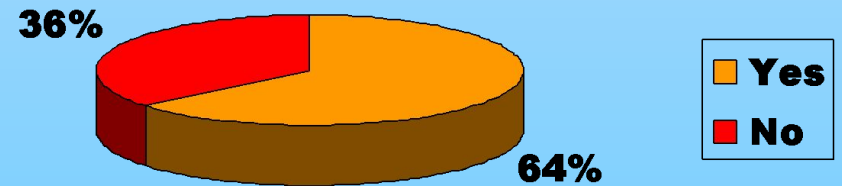
2. Basically you certain programmes (for example detectives, variety show, soap operas, etc.)



3. You often forget about lessons when you want to watch TV?

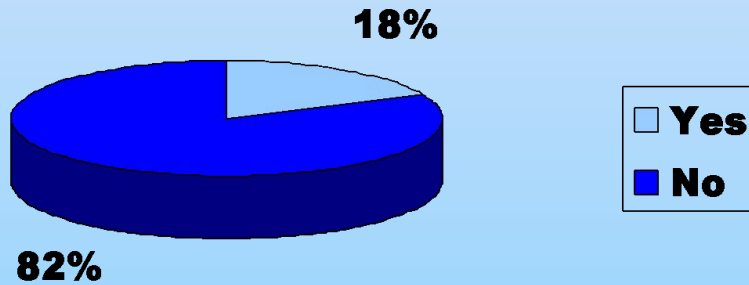


You combine TV with other kinds of mental activities such as study, reading or writing a letter?

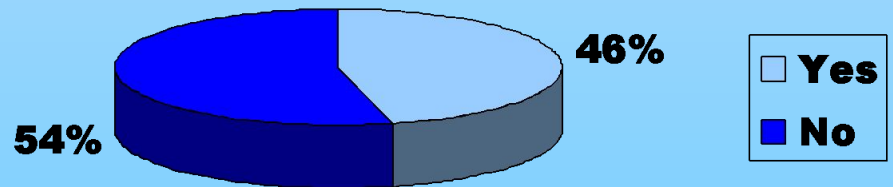




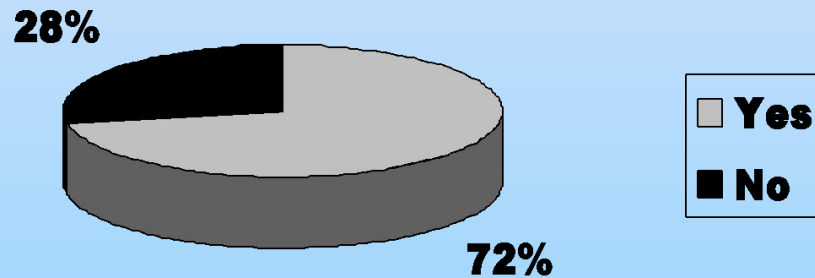
5. In your family there are often quarrels because what TV programme to choose and how much time to watch TV.



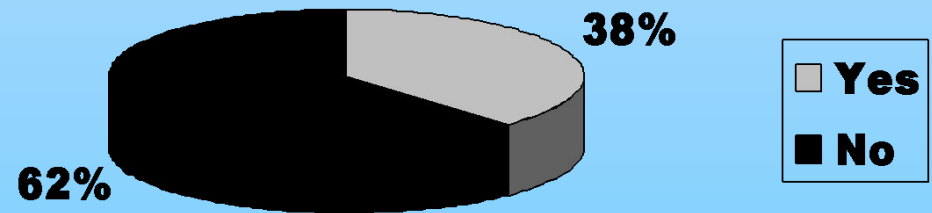
6. When your friends come you switch off the TV set if they aren't interested in TV programmes?



7. TV during the meal is a remarkable way to make children to be have silently and well.

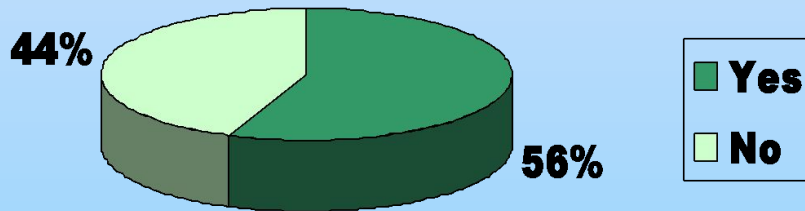


8. Nobody should concern how loudly TV set is working.

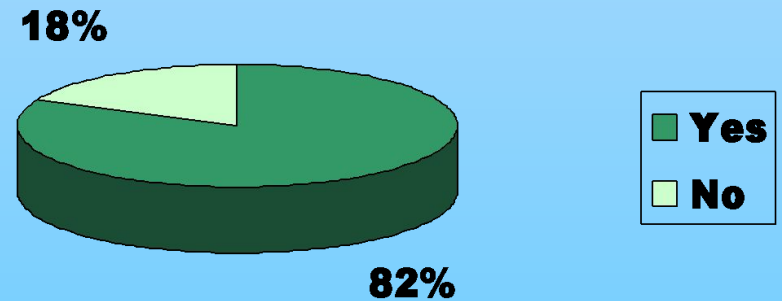




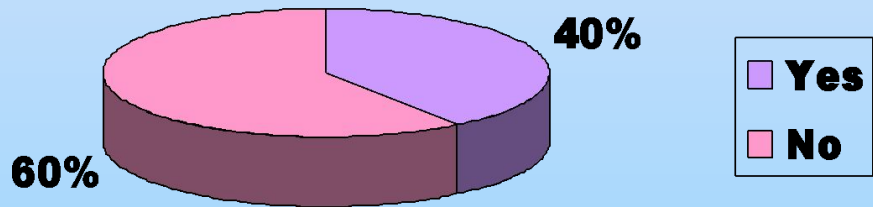
9. TV has replaced many hobbies and ways of rest from which people took pleasure in their childhood.



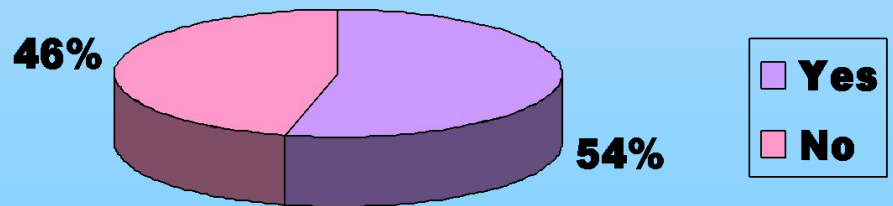
10. Sometimes you doubt in some facts or the statements heard on TV.



11. When nobody watches TV, do you frequently have to turn it off?



12. Are you interested in foreign mass media?



# WHO of VIEWER ARE YOU?

Everyone has a different way of using television. Here are some types of television viewers.

## **The absent-minded**

This type of viewer leaves the TV on all day. In the meantime, he eats, phones, reads or does his homework. For him television is really just background noise for his day.

## **The addict**

He won't give up TV for anything in the world. He watches the programmes in silence, with great concentration. Even during commercials, he won't leave the screen for fear of losing a second of the programme. He usually chooses the programmes he wants to watch very carefully.

## **The bored**

He puts the TV on when he's got nothing better to do. For him TV is the last resort. He only watches it when it's raining or when he's ill.

*What sort of viewer are you?*



What sort of viewer are you?