

# **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**