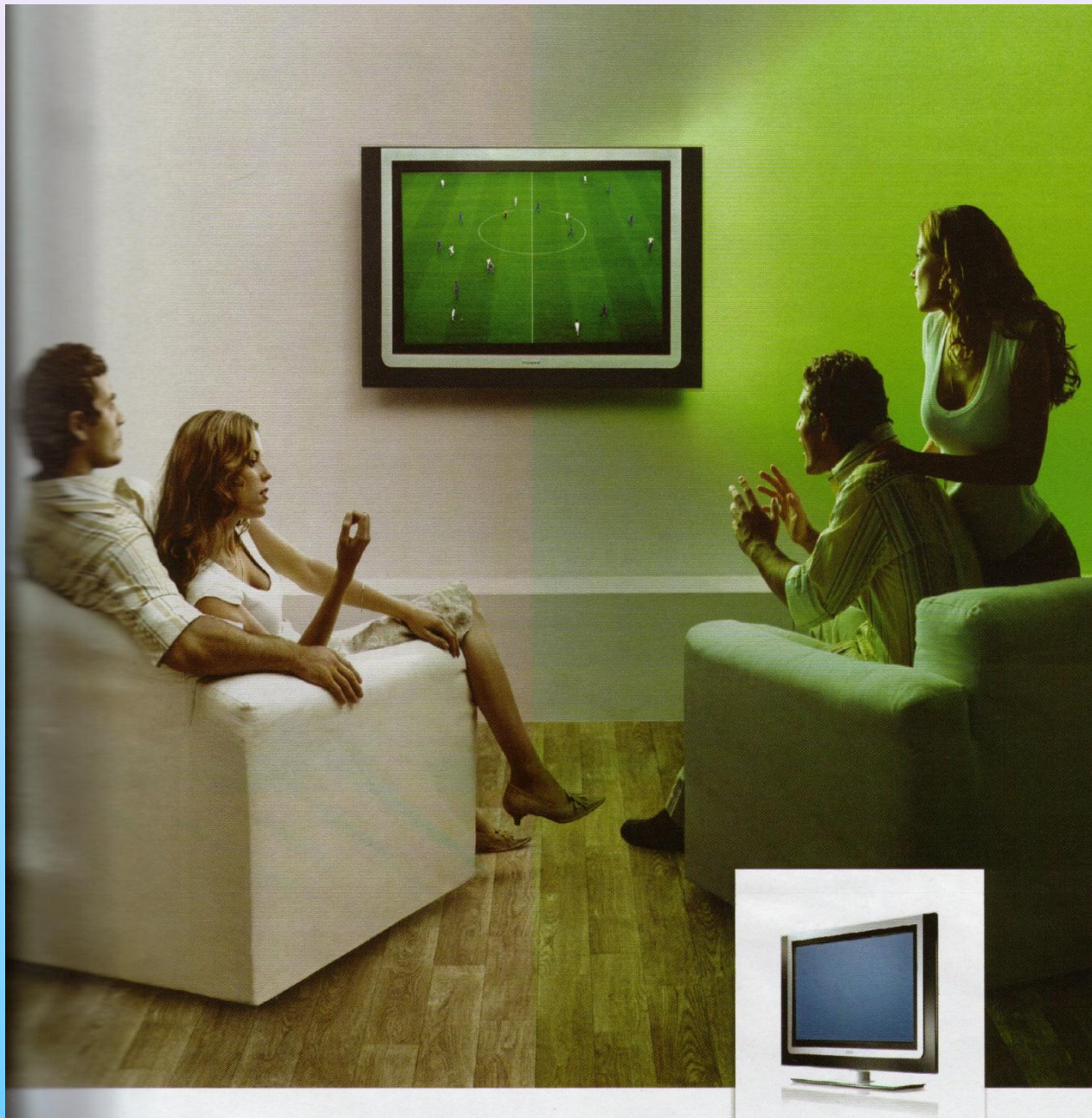


Mass Media



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").

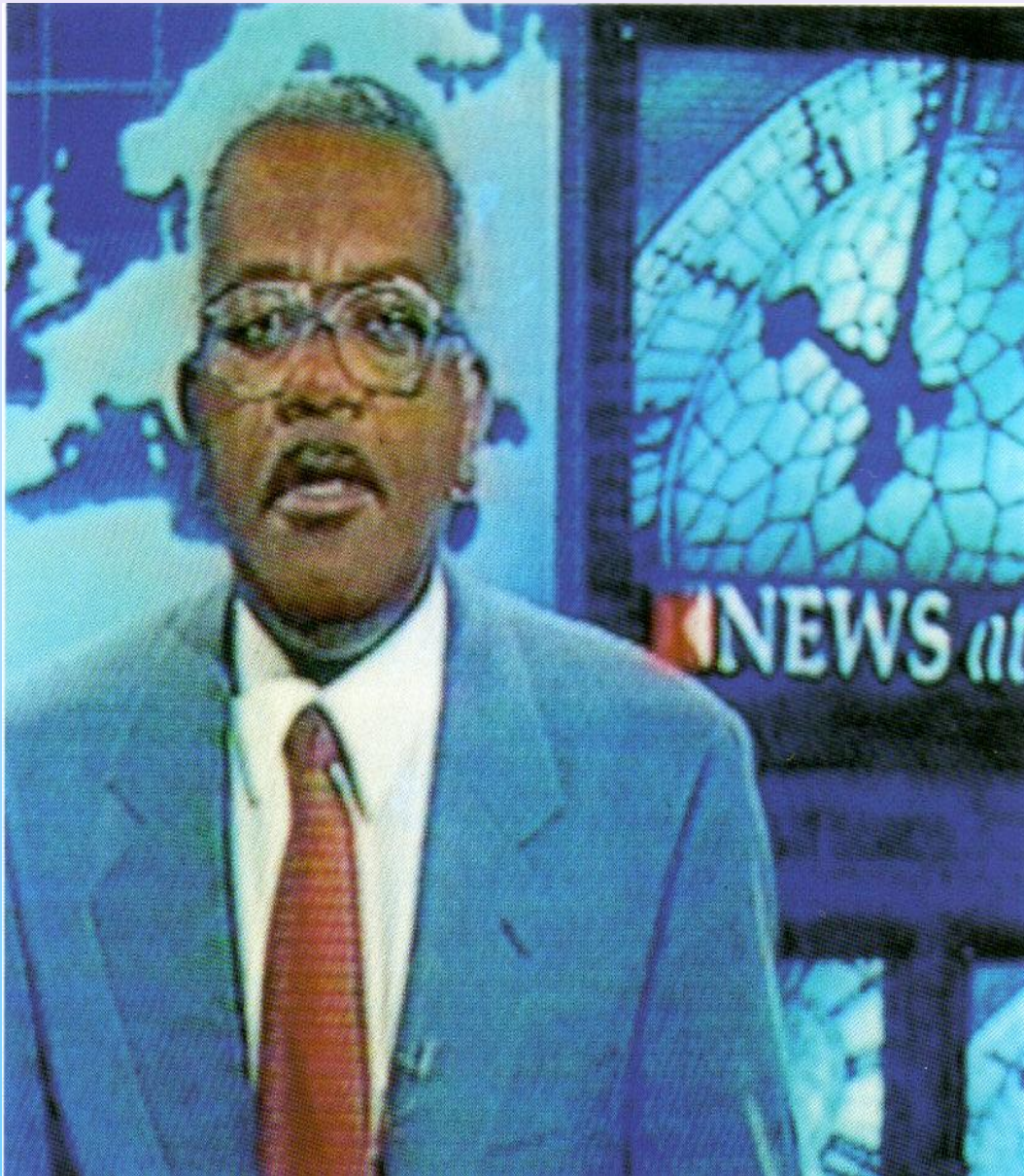
Several periodicals are available in English. As far as newspapers are concerned they may be daily, or weekly. Magazines may be weekly, monthly and quarterly.

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).



BEELEY

alcohol beers have been panned
ing terrible, a survey of 1,000
out of ten said they would
have lemonade or fruit drinks if it
the strain on the bank.
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execution-only basis, part of its business
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Alban Yurt and his
tan are two strong
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spite their different
regular Chechens are
Groups. Even if
regular captures
plans. It will still
half of Chechnya
is already closing

MIR BEAN funnyman Rowan-Atkinson is building a Millennium Dome in his garden.
EXCLUSIVE by JAMIE PYATT
Tom Sheridan, director of Barclay brothers, said the company was considering taking on new customers who have kept lines open for investors held inside the dome. The rubber-faced comic is 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.

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. This £1million are halfway through building Rowan's 40ft-tall version of the 150ft Millennium Dome at Greenwich. South East did not need Millionaire Rowan did not fibre-planning permission for the fibreglass folly at Waterperry because it will be taken down after the party lined the r... "C... the incr... will

DIY

BARRIE Report Editor

SUN RESCO

TV KIRSTY'S TUI IT'S

SNOOKER fan has lost 100 league names on the tour. Mick Bultas, 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 ensure that every one has the best possible life," he said. Ministers welcomed the fact that the Government's reforms could not

Between rich and poor
ed under Labour

By Cherry Norton
Social Affairs Correspondent
Government coming last days after it released a report dis-missing the North-South divide 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 the proportion of people living on benefits in the poorest compared with the richest. The Labour government has failed to win the support of a million with a million earning less than one-third of the national average. The report also says that the government has failed to win the support of a million with a million earning less than one-third of the national average. The report also says that the government has failed to win the support of a million with a million earning less than one-third of the national average.

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and found that only improvement. On the situation was "This report is the most important assessment of the extent of poverty since the late Nineties, and of Peter Kenway, the Secretary of State for Social Security, announced that the time will be taken to ensure that every one has the best possible life." he said. Ministers welcomed the fact that the Government's reforms could not

LOW alcohol for tasting drink fat

"The 40 years," Al-

Secretary of

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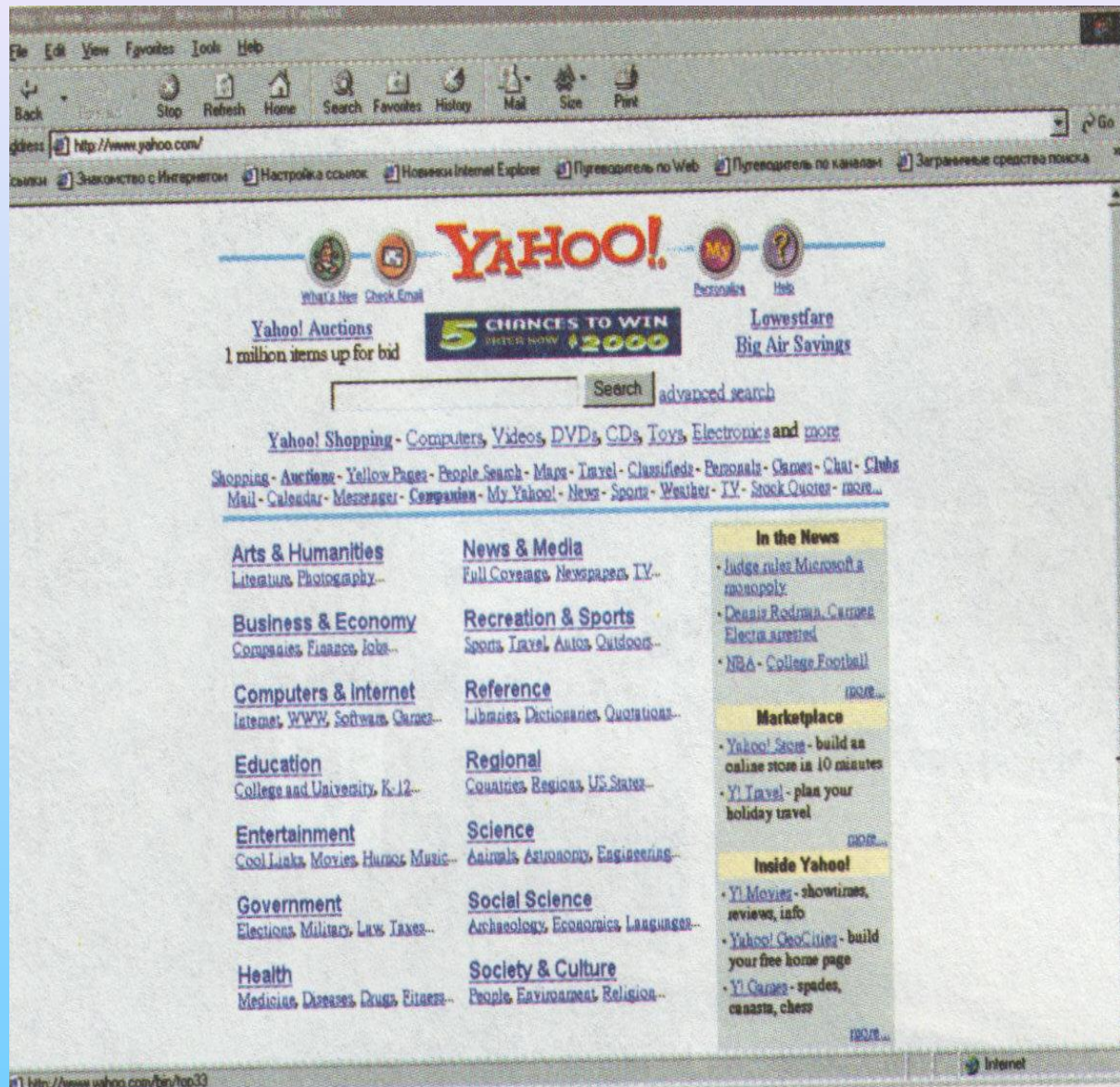
Popular television drama programmes, such as the BBC's *Clarissa*, are shown in many countries around the world.

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'.



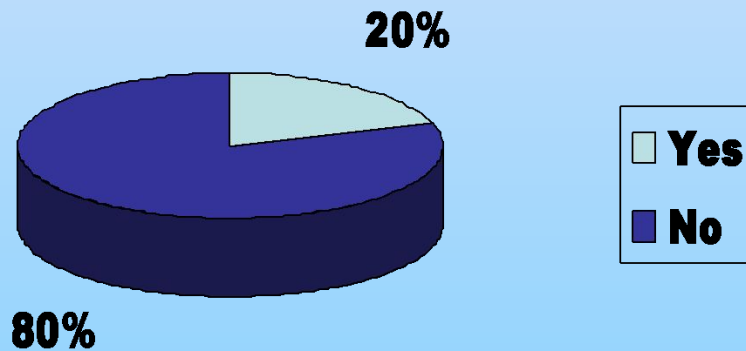
Twelve national morning daily papers (5 'qualities' and 7 'populars') and 9 Sunday papers (4 'qualities' 5 'populars') are available in most parts of Britain/



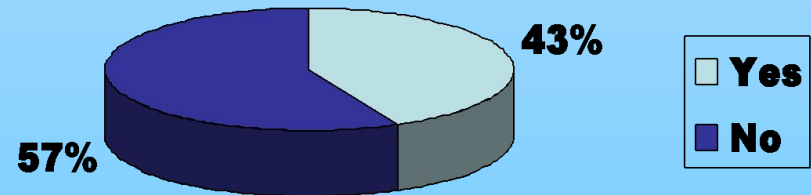
The latest addiction to trap thousands of people is the Internet.

Is TV your friend or your enemy?

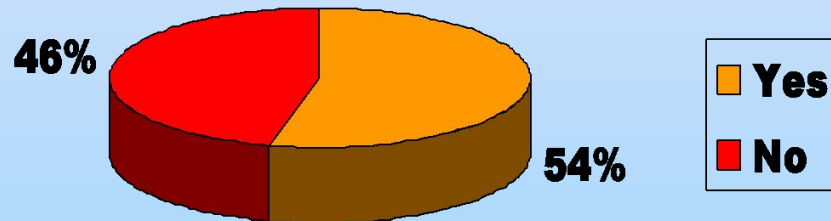
1. Every week you watch TV programmes which are considered educational?



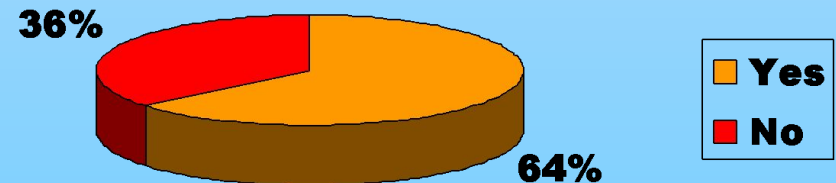
2. Basically you certain programmes (for example detectives, variety show, soap operas, etc.)



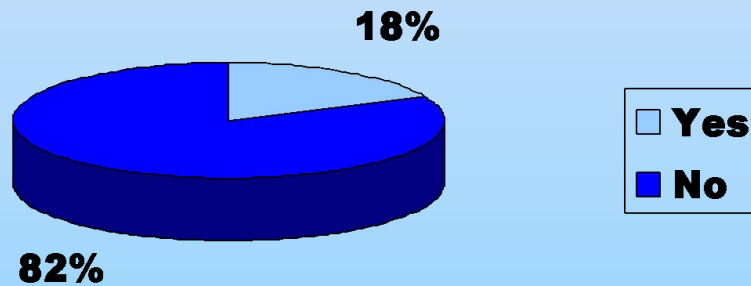
3. You often forget about lessons
when you want to watch TV?



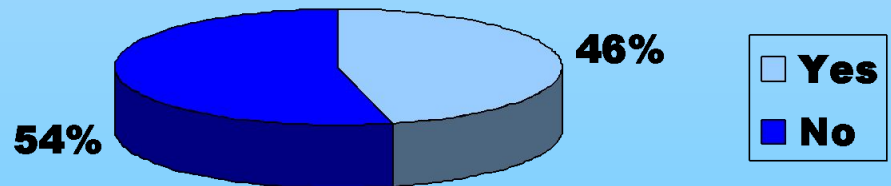
You combine TV with other
kinds of mental activities such
as study, reading or writing a
letter?



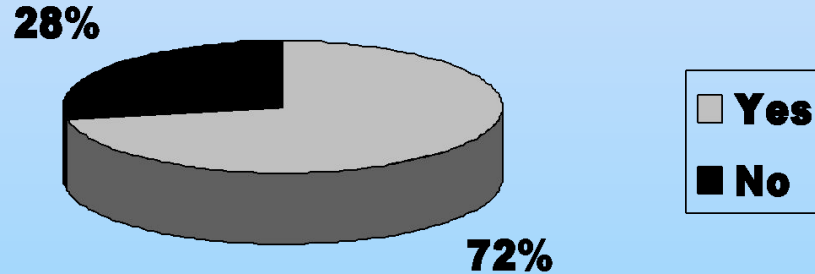
5. In your family there are often quarrels because what TV programme to choose and how much time to watch TV.



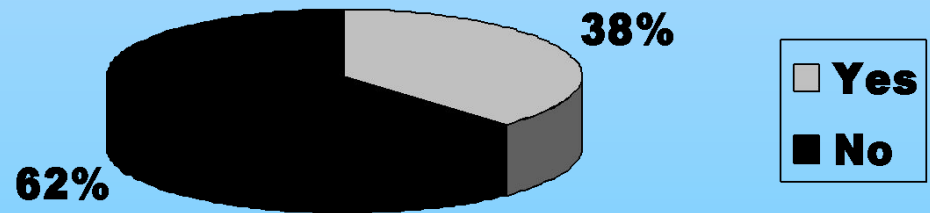
6. When your friends come you switch off the TV set if they aren't interested in TV programmes?



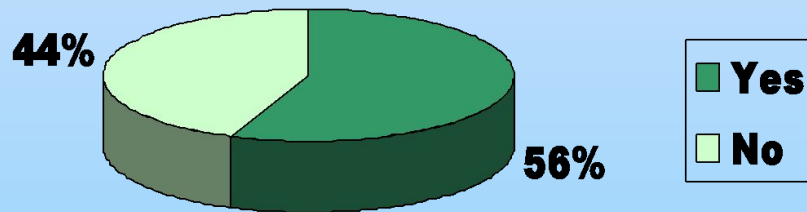
7.TV during the meal is a remarkable way to make children to be have silently and well.



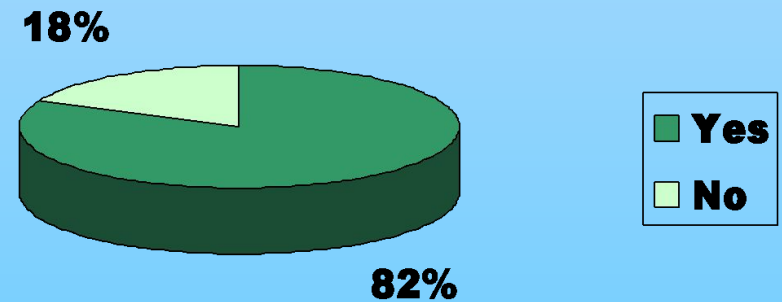
8.Nobody should concern how loudly TV set is working.



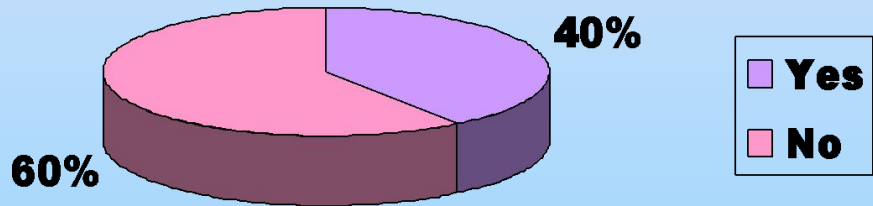
9. TV has replaced many hobbies and ways of rest from which people took pleasure in their childhood.



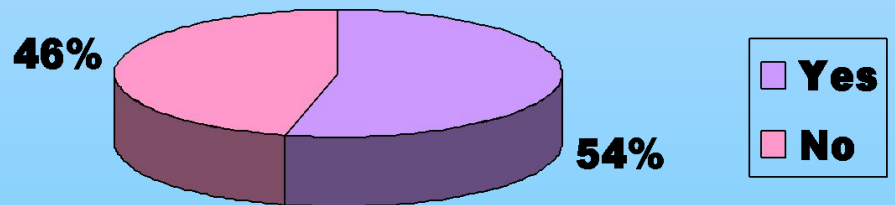
10. Sometimes you doubt in some facts or the statements heard on TV.



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?