





Read the words and Find an odd word.

I mean the difference in reading.

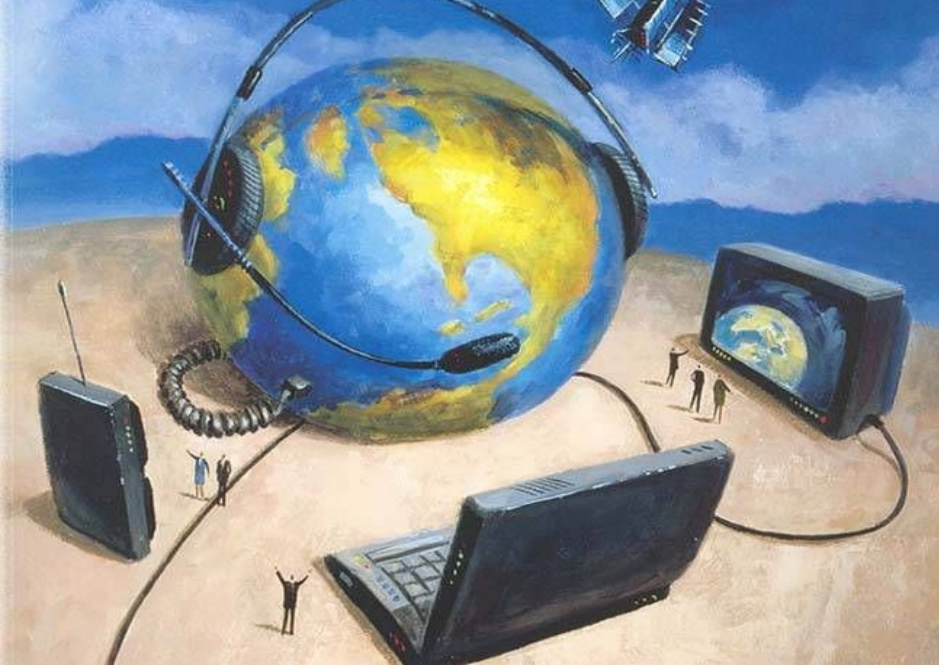
1. Newspaper, information, communicate, statement, relax.
2. Respect, interest, necessary, get, earn money.
3. Correct, important, informative.



Read the words and Find an odd word.

I mean the difference in reading.

1. Newspaper, information, communicate, statement, **relax**.
2. Respect, interest, necessary, get, **earn** money.
3. **Correct**, important, informative.



Read the words and Find an odd word.

I mean the difference in the part of speech.

1. Newspaper, information, communication, statement, relax.
2. Respect, interest, take part, get, earn money.
3. Correct, important, historical, wisdom.



Read the words and Find an odd word.
I mean the difference in the part of speech.

1. Newspaper, information, communication, statement, **relax**.
2. Respect, **interest**, take part, get, earn money.
3. Correct, important, historical, **wisdom**.

"He who owns the information,
he owns the world".



MASS MEDIA

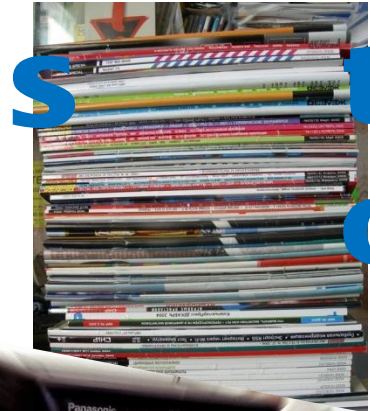


How do you understand the word “mass media”?



What are the media?

press



television



The Internet



▣ **What kinds of mass media do you know?**

- ▣ newspapers
 - ▣ magazines,
 - ▣ radio,
 - ▣ Television
 - ▣ the Internet
- 

How do people use the
media?





To receive information



The media helps people

**To relax
To entertain**



To travel around the world without wasting money



educate

inform

The role of the Media in our life

entertain



The Mass Media



inform

**give possibilities for
education**

**entertai
n**

The Media



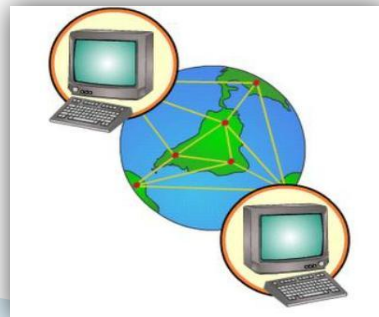
Newspapers



Radio



Television



The internet



What is TV



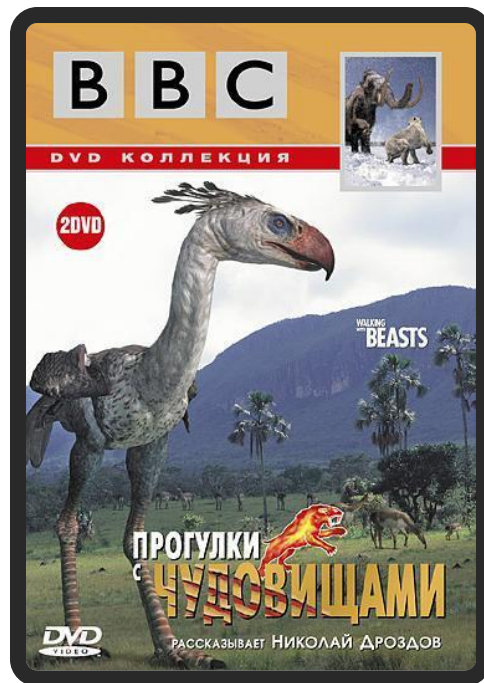
PHILIPS

An advertisement

a commercial interruption, where a thing, a product or a service are advertised . It helps people to choose best things.

A documentary

A programme which gives facts and information about a particular subject



Particular - редкий, особенный, специфический

A Weather forecast

A programme, where the announcer says what the weather will be like the next day.



Talk show

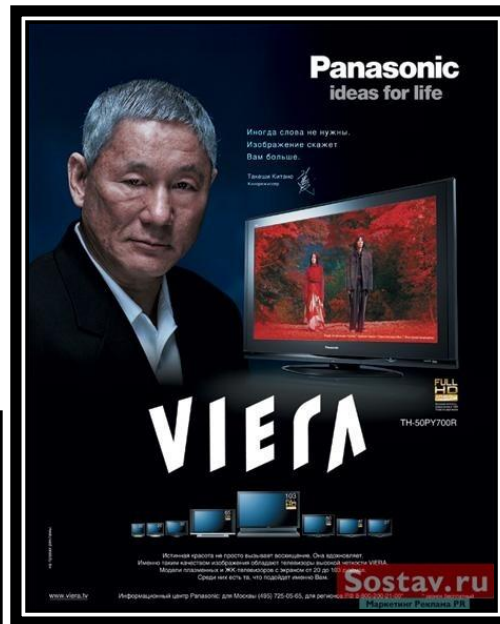
It is a discussion, where different problems are discussed by participants . They express their opinions, ask and answer questions.



What is it?



advert



A talk show



A music programme

What is it?



A quiz show



Sport news



News

Match the words with the definitions

1. A documentary

2. A quiz show

3. An advert

4. A cinema

5. Sport news

a. a commercial interruption, where a thing, a product or a service are advertised .

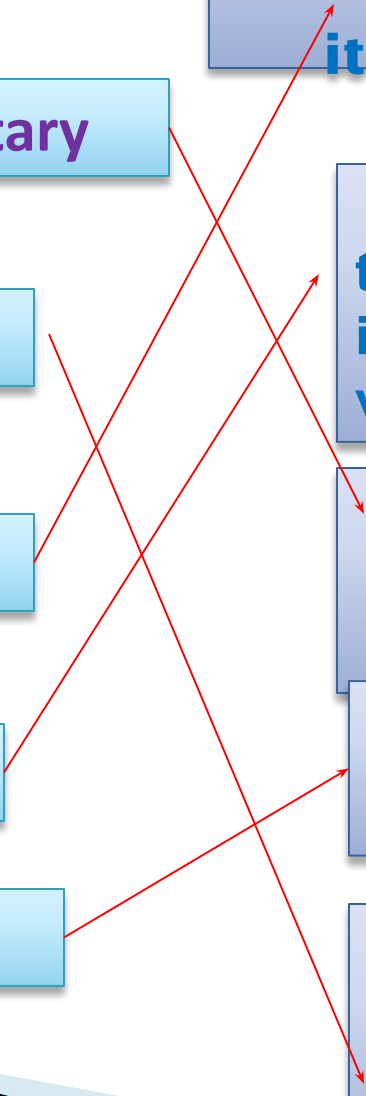
it helps people to choose best things.

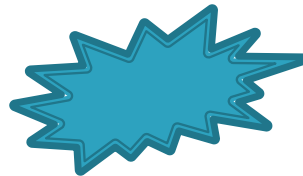
b. produced by recording images from the world with cameras, or by creating images using animation techniques or visual effects.

c. A programme which gives facts and information about a particular subject

e. A programme, where sport events are told

d. People take part in a competition there . They are asked questions , they can win or lose the game. If they are in luck , they get a prize.

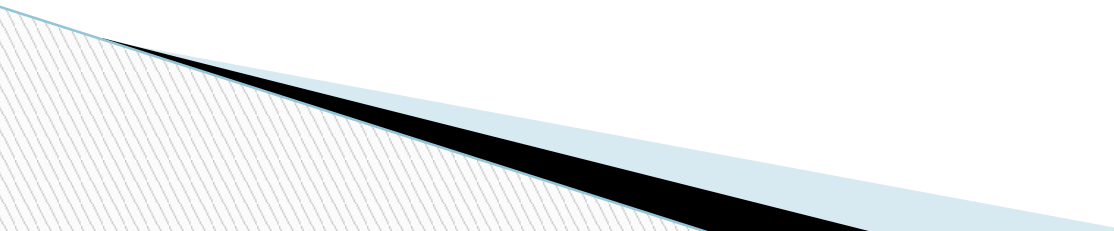


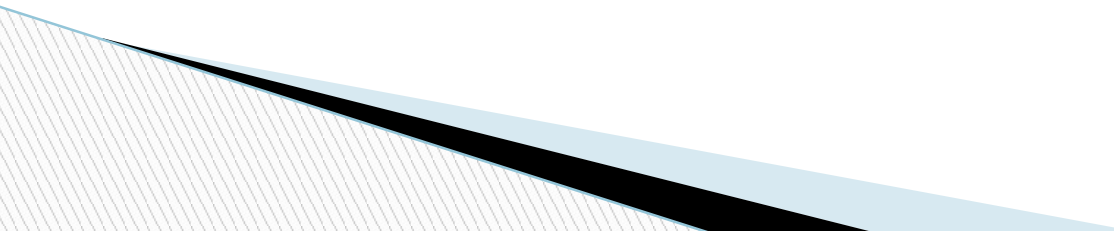


It is almost impossible to imagine our life without TV. It plays a great and a very important role in the life of modern man. Radio and newspapers tell us about different events but TV not only tells but also shows.

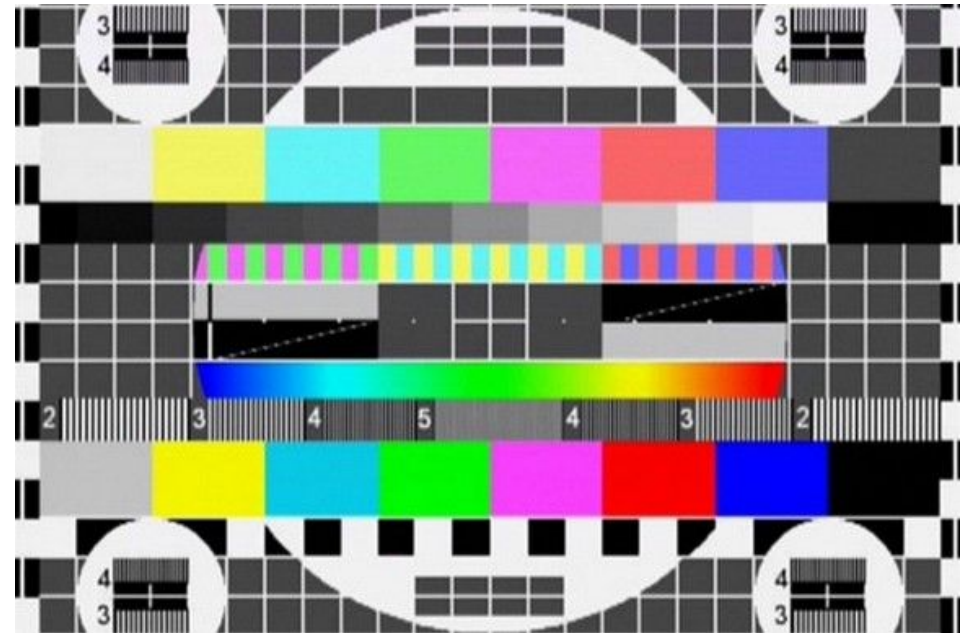
TV has a lot of channels and everybody can watch the programs he likes. Our television suggests various programs: talk show and game show, news and sporting events, about animals and about foreign countries and so on. TV shows us a lot of films of different countries: detective and melodrama, comedy and thriller.

In the one hand television plays a positive role. It brings the world to our living-room. We see people in our country and in other lands, and learn their customs, occupations, opinions, problems. We become well informed by watching documentaries, science programs, and discussions and by learning the most important economic, social and political issues of the day. We see great events, outstanding people. Television helps us to relax after a hard day's work. But on the other hand television plays the negative role in the life of human beings. We begin to forget how to spend our spare time. We used to have hobbies, we used to meet our friends, go to the theatres, cinemas and sporting events. We used to read books and to listen to the music. Little by little television cuts us off from the real world. We get so lazy, we choose to spend a fine day glued to our sets. Some pupils do the homework in front of the TV set. Some pupils are so attracted by television they do not do their homework at all. Many boys and girls watch television on Sunday afternoon, when out-doors activities would do them so much good. Television may lead to the poor health through lack of sleep and lack of exercises. Eyestrain could be caused by watching TV for a long time. People begin to forget the art of conversation. They sit glued to the television screen instead of visiting their friends, relatives.

1. важная роль в жизни современного человека
 2. телевидение не только рассказывает, но и показывает.
 3. телевидение предлагает различные программы.
 4. изучаем их обычаи, занятия, мнения, проблемы.
 5. становимся хорошо информированными.
 6. телевидение помогает нам расслабиться.
 7. телевидение играет отрицательную роль в жизни человека.
 8. мы привыкли встречаться с друзьями, ходить в театр, кино.
 9. понемногу телевидение отрывает нас от реального мира.
 10. становимся ленивыми.
 11. занятия на открытом воздухе.
 12. они сидят приклеены к экранам телевизора.
- 

1. What is the difference between TV and radio?
 2. What does TV suggest?
 3. What can we learn thanks to TV?
 4. Does TV play positive role?
 5. Does TV play negative role?
 6. How does TV influence children?
 7. What can TV lead to?
 8. Many children prefer watching TV instead of doing outdoor activities, don't they?
 9. What does "Eyestrain" mean?
 10. What does "glued" mean?
 11. Do you like watching TV?
 12. What do you think TV has more positive or negative features?
- 

*What TV programmes do you like?
Why?*





1. You look up the programmes before you switch the TV on.

A. Rarely

B. Sometimes

C. Often

2. If there isn't a programme which interests you, you don't switch on the TV.

A. Rarely

B. Sometimes

C. Often

3. *You've got favourite programmes which you can't miss.*

A. None

B. Some

C. A lot

4. You like talking to friends about television programmes.

A. Rarely

B. Sometimes

C. Often



Majority of A answer.

You shouldn't do it too often.

Majority of B answer.

**So, be careful not to be too superficial in
choice!**

Majority of C answer.

Sometimes it's better to read a book.





You are wrong!





You are right!

Panasonic
ideas for life

Иногда слова не нужны.
Изображение скажет
Вам больше.

Телевизор Viera
TH-50PY700R

VIERA

Истинная красота не просто выглядит великолепно. Она вдохновляет.
Именно такая красота изображений обладает телевизору высшей чистоты VIERA.
Модель представлена в ЖК-панелью с разрешением 1080i.
Среди них есть та, что подходит именно Вам.

Sostav.ru

www.viera.tv Информационный центр Panasonic для Москвы (800) 725-05-65, для регионов (800) 400-00-00



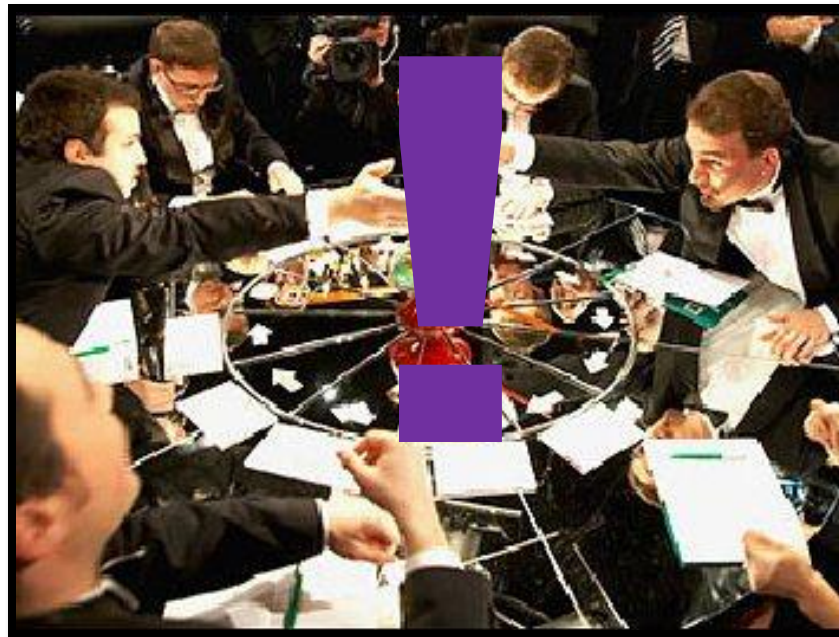


**You are
wrong!**





You are right!



You are wrong!



Home task

Agree or disagree:

1. Television kills conversation, doesn't it?
2. TV makes people think and talk more. Is that true?
3. Comedies can have more influence on viewers. Can it?
4. TV is terribly bad for people's eyes.
5. People get addicted to certain television series.
6. Children don't get enough fresh air.



