



# MASS MEDIA

Press Television Radio The Internet





# Television



# Broadcasting Corporations





**News Programs shown several times a day tell you about all the important events.**



All children and most adults love cartoons



Sports programs show all kinds of sports competitions



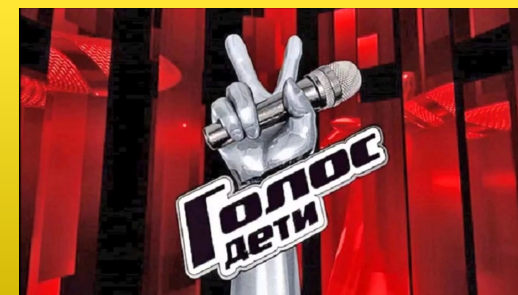
Soap (opera) is a film, consisting of several series.



The series is a film consisting of three or more series.



TV show is entertainment programs, which help to relax after a hard day.





We can watch a lot of films on TV



talk show is the program, in which several of the invited participants are leading the discussion on the proposed topics.



reality show is a mirror of modern life.



documentaries, science programs, news and help people to learn a lot.



Weather forecast. The weather has always been of interest to children and adults. At any time of year it is important to know what the weather will be.



Some people like watching advertising. Advertising helps us choose the right product





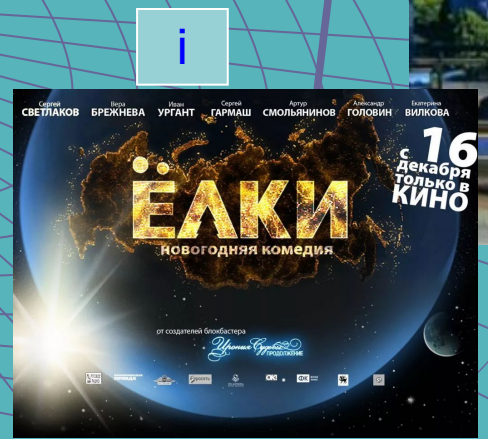
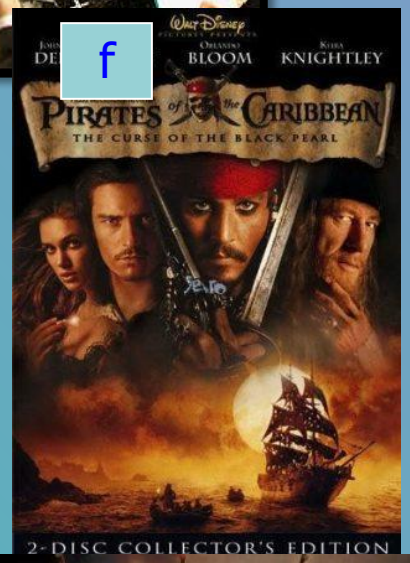
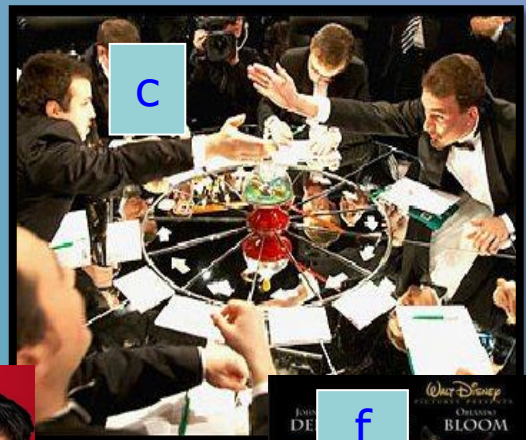
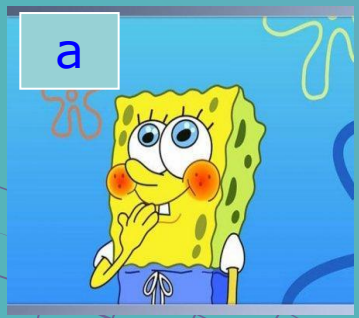
The most popular British TV channels are:

BBC One  
BBC Two  
BBC Three  
BBC Four  
ITV  
Channel 4  
Sky1





1. soap opera
2. talk show
3. game show
4. news
5. cartoon
6. comedy
7. horror
8. adventure film
9. reality show
10. advertisement
11. sport







## What is a radio?

*The process of sending and receiving messages through the air, broadcasting programmes for people to listen to*

**People can**

**listen to music-**  
*послушать*  
*музыку*

**get news-**  
*узнать*  
*новости*

**take part in talk shows-**  
*принимать участие*  
*в ток-шоу*

# A Radio in the UK



## BBC

A service of the British Broadcasting Corporation which has operated in the United Kingdom

BBC operates more than 40 stations that comprise 50% of all radio listening in the UK

The BBC radio services began in 1922.

**BBC**  
WORLD  
SERVICE

## Commercial Radio:

Started in 1970s, now includes over 300 private stations.



**talkSPORT**  
1089/1053 AM and Digital Radio



**BBC-BBC Radio 1 (Radio 1 SBC). famous disc jockeys put the music from the charts**



**BBC-BBC Radio 3 (BBC Radio 3). Classical music, jazz, and sometimes something out of Shakespeare.**



**BBC-BBC Radio 2 (BBC Radio 2). Reports popular music of the period from 1960-ies up to our days.**



**BBC-BBC Radio 4 (BBC Radio4). Overview of current events, magazine programmes, Comedy, drama, talk shows.**

BBC-BBC Radio 5 live (BBC Radio 5 Live). Mostly sports and news programmes



Phil Williams

CLASSIC *f*M  
THE WORLD'S GREATEST MUSIC

Classic FM (Classic FM). The name says it all: classical music in an accessible format.



Virgin radio (Virgin Radio). Reports a mixture of old and new rock.





- 1.Listen to the radio
- 2.Turn the radio on
- 3.Miss a radio programme
- 4.Get news over the radio

**Find the  
correct  
translation**



- а.Включить радио
- б.Слушать радио
- с.Слушать новости по радио
- д.Пропустить радиопередачу



there are two kinds of Newspapers in Britain



one is big and has many detailed articles about national and international events.

these Newspapers are called **serious**

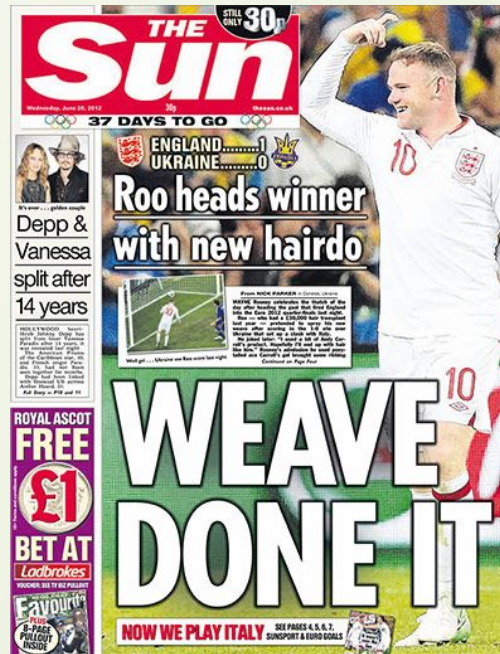




The other, called **the tabloids** is smaller in size, have more pictures and short articles about the private lives of well - known people

many people buy such tabloids as "the Sun". "the Sun" is the best-selling newspaper in Britain

The Sun is the British tabloid, founded in 1963. Published in the UK and Ireland The Sun newspaper is well known for stories about the life of stars, including scandals

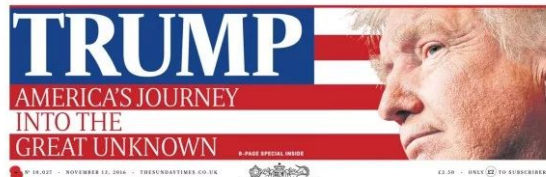




# The Financial Times

## The Sunday Times -

Sunday broadsheet newspaper published in the United Kingdom.



### THE SUNDAY TIMES

#### Britain's plan to tame Trump

UK envoy's secret memo on wooing new president



Green's £1 BHS buyer arrested in tax raid

#### Ted Heath sex inquiry: police 'go fishing'

#### It's a bargain on Amazon — or is it?

**Ted Heath sex inquiry: police 'go fishing'**  
 The former prime minister's alleged affair with a young woman is the subject of a new book by a former aide. The author claims to have access to a cache of letters and other documents that reveal the extent of the relationship. The book is expected to be published in the next few weeks.

**It's a bargain on Amazon — or is it?**  
 Amazon's new pricing strategy has caused a stir among retailers. The company is offering deep discounts on a wide range of products, which has led to accusations that it is undercutting its competitors. Amazon claims that the discounts are a result of its new pricing algorithm.



**FINANCIAL TIMES**  
 WEDNESDAY 12 NOVEMBER 2014

**Meet the Wimps**  
 The best of companies with no market value

**Craft v Kraft**  
 From big US food companies are being granted to organic staples for a price

**Look to Japan**  
 What European investors learn from Japanese 'Lombard East'

**German stocks big winners from ECB bond-buying**  
 Record close for Frankfurt's Dax index. Takes overall climb this year to 24%

**Putin pays lip-service to the gossip as he returns from mysterious absence**

**Valent throws extra \$1bn into Salix pot to see off rival bid from Endo**

**World Markets**

Market	Change
DAX	+0.2%
NASDAQ	+0.1%
FTSE 100	+0.3%
Nikkei 225	+0.5%
Hong Kong	+0.2%
Shanghai	+0.1%
London	+0.4%
New York	+0.2%
Tokyo	+0.3%
Hong Kong	+0.2%
Shanghai	+0.1%

The Financial Times daily newspaper with a special emphasis on business and economic news internationally.



Daily newspaper in the UK, one of the world's most famous newspapers.

## The Daily Telegraph

The most popular daily newspaper large format, setting out the British and international news very well and objectively.

**PUTIN THE HEAT ON VLAD**  
Russian leader bows to Abbott plea after 3am call

**Packer pledges \$200m to charity**

**MH17 DISASTER**

**Goals! Goals! Goals!**  
Watch the highlights from all of today's Premier League action on your phone

**Rate rise will keep you in No 10, voters tell Cameron**

**ONLINE SALES RUSH**  
Retailers begin their sales online yesterday with Britons spending millions of hours looking for bargains. Trading is expected to be brisk when doors open today. News, page 2

**THREAT TO PINWOOD**  
Hollywood's biggest names are pulling out of Britain amid fears that a new tax on Pinewood Studios to expand will leave the country a film world backwater. News, page 2

**AWARD FOR POPE**  
The Times Person of the Year is Pope Francis, whose call for a "poor church for the poor" has resonated around the world in a time of economic crisis. News, page 29

**OBESITY LAW URGED**  
The Tesco chief executive has privately told ministers that a law to fight obesity might be needed to "level the playing field" with restaurants and cinemas. Business, page 49

**FERDINAND'S DILEMMA**  
Rio Ferdinand is considering retiring from football at the end of the season as he faces up to the final six months of his career at Manchester United. Sport, page 72

**THE TIMES**  
NEWSPAPER OF THE YEAR  
Thursday 26 December 2013 | thetimes.co.uk | No 71077  
Max 11c min -3C  
Only £1  
Plus Jumbo Crossword  
12-page Puzzles special, Times 2

**Rate rise will keep you in No 10, voters tell Cameron**

**More rain adds to flood misery for families**

**Poll sees danger from increase in house prices**

**Tablet boom makes for a very happy Christmas**

**Family ties**  
The Duke and Duchess of Cambridge go hand in hand to the Christmas Day service at Sandringham. News, page 7

**Domestic Kennedy**  
Floodwaters forced dozens of families from their homes across southern England on Christmas Day and forecasters warned that more rain tonight will add to the risk from swollen waterways. Nearly 50,000 homes were without power, about half of them in the South East. David Cameron remembered those affected, saying in his Christmas tweet: "My best wishes to everyone — particularly those working, separated from loved ones, or affected by bad weather." The Environment Agency had 108 flood warnings and 918 alerts in place last night. The two severe warnings, risking possible loss of life, were on the Lower Stour which burst its banks in Dorset. Residents of Millard Bridge Home Park, a caravan settlement near Bourne-mouth, and Beaulieu Gardens Home Park, a retirement community in Christchurch, had to be moved to safety early on Christmas Day. The River Mole and River Wey burst their banks in Surrey. Record levels were recorded for the River Aven at the Deodar Bridge in Bath. The coastguard helped to rescue residents at a marina park in Yalding when the Medway cut them off. Elsewhere in Kent people were rescued from cars trapped by floods at Staplehurst, Tonbridge and East Farleigh. Families also had to leave their homes in Dorking, Leithridge, Guildford and Tonbridge. 50,000 without power, News, pages 4, 5

**IN THE NEWS**

**Online sales rush**  
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# This is a real newspaper. You should determine type of this newspaper.

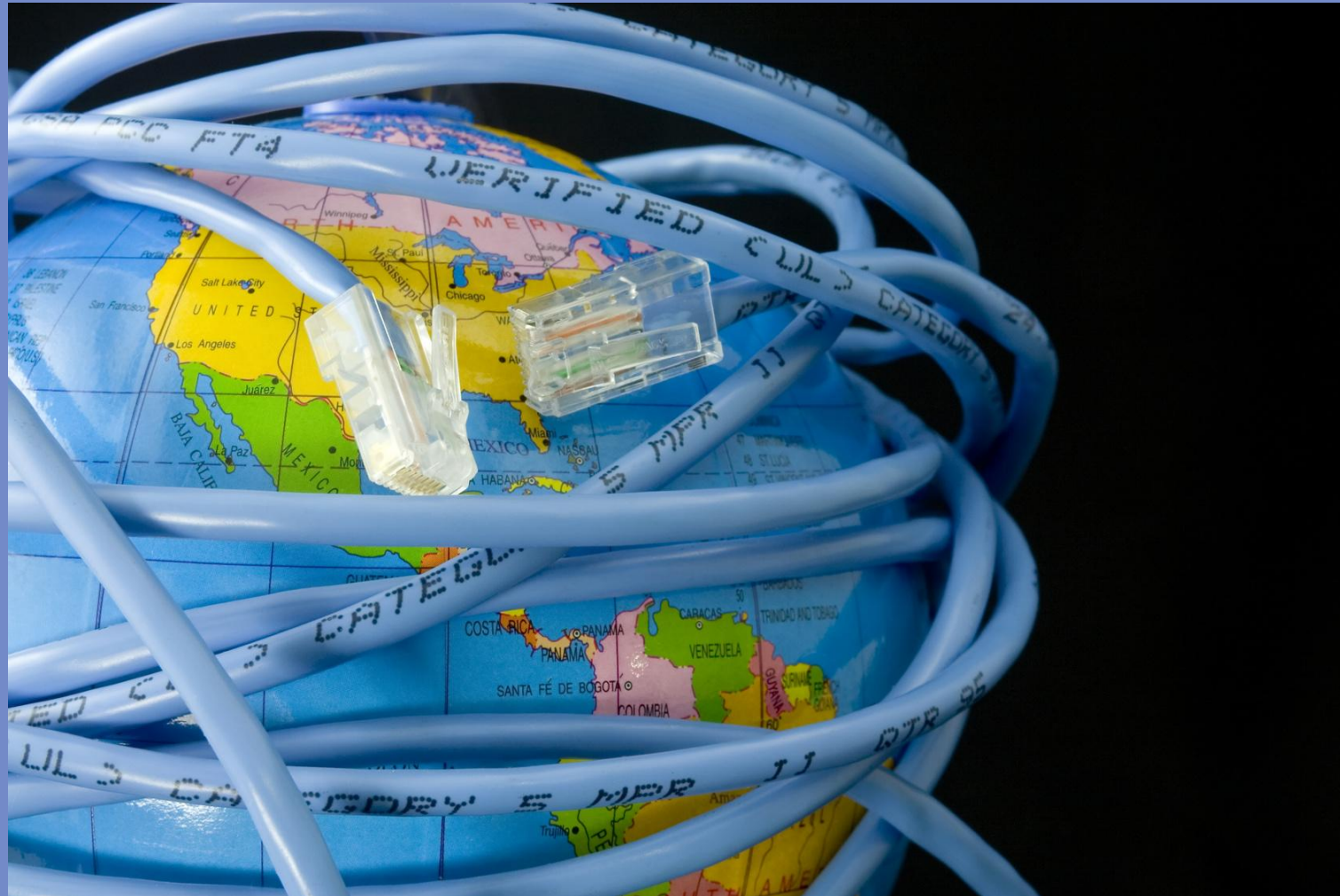
- ◆ Newspaper or magazine
- ◆ Daily or weekly
- ◆ Tabloid or serious paper
- ◆ Children`s or adult`s
- ◆ Religious or political





# INTERNET

is the most popular mass media



# What can you do in internet?

Talking to friends



Online



Watching Videos



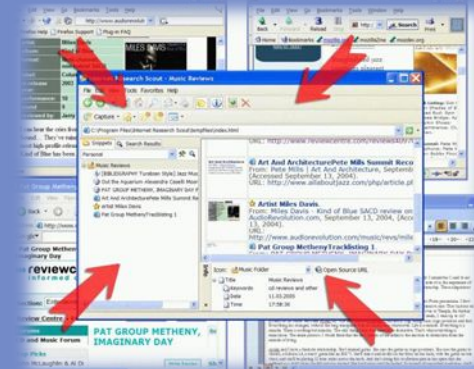
Downloading/  
listening to music



Keep fit



Research information





# The Internet is:

- a network of computers;
- an information resource;
- a communication system;
  - a community of users;
- a collection of services.



**World Wide Web (www.)** is the set of pages that are linked references.



\* *set* – набор

\* *referance* - ССЫЛКА



**Site** is a group of pages that belong to one organization.

## Муниципальное общеобразовательное учреждение средняя общеобразовательная школа №3 р.п. Земетчино

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\* *belong* – принадлежать

**Social Network** is a website that is designed for social interaction of people.

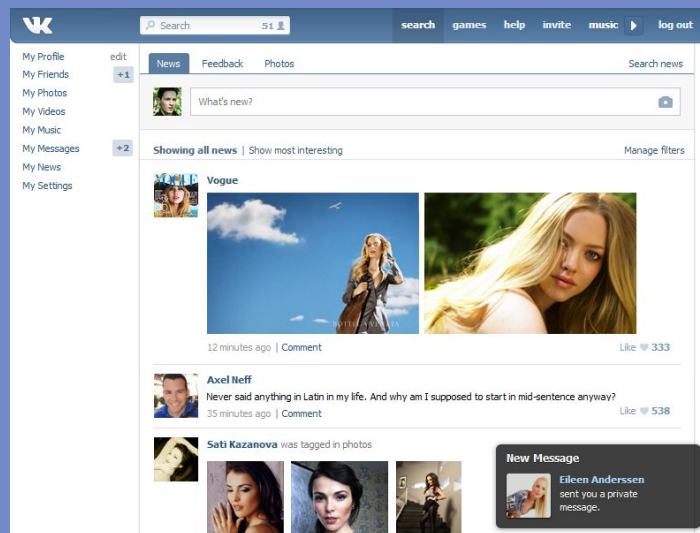


- \* *designed* – предназначенный
- \* *interaction* - взаимодействие



for example...

# Vkontakte



As well as...

[www.liveinternet.ru](http://www.liveinternet.ru)

[www.blogs.mail.ru](http://www.blogs.mail.ru)

[www.Gosuslugi.ru](http://www.Gosuslugi.ru)

[www. Mail.Ru:](http://www.Mail.Ru)

and many others.

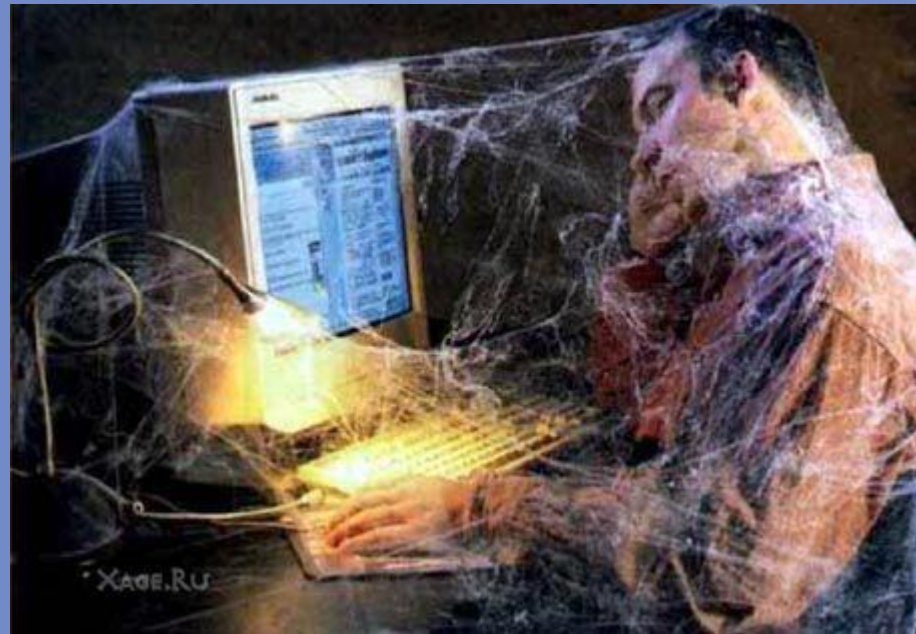
# Facebook



# Odnoklassniki



There are many advantages of Internet. I think that the Internet becomes a way of a person life and it is very harmful for our health. I don't against the Internet, but it should have reasonable limits.



\* *advantage* – преимущество; *harmful* - вредно  
*against* – против; *reasonable* - разумный



# make phrases out of these words



mass	To the radio
damage	fit
in	The Internet
study	TV
get	conclusion
mobile	media
surf	By text
find	Of time
watch	events
keep	phones
listen	Your eyes
important	New friends
vote	information
A waste	languages

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A waste	languages

1. Mass Media
2. Damage your eyes
3. Important events
4. Get information
6. Listen to the radio
7. Surf the Internet
8. Find new friends
9. A waste of time
10. Keep fit
11. Mobile phones
12. In conclusion
13. Vote by text
14. Watch TV



