



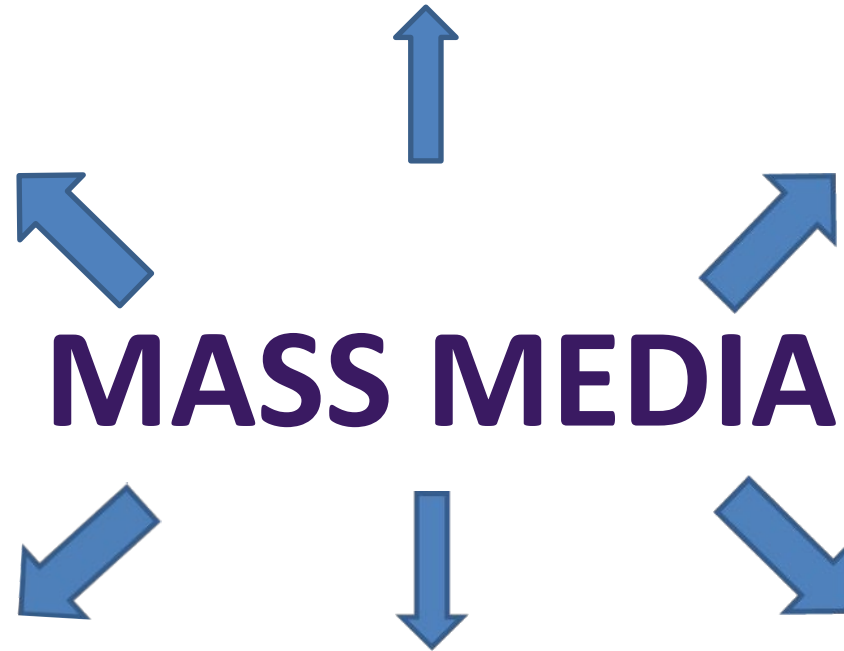
# MASS MEDIA



Internet

Books

Radio



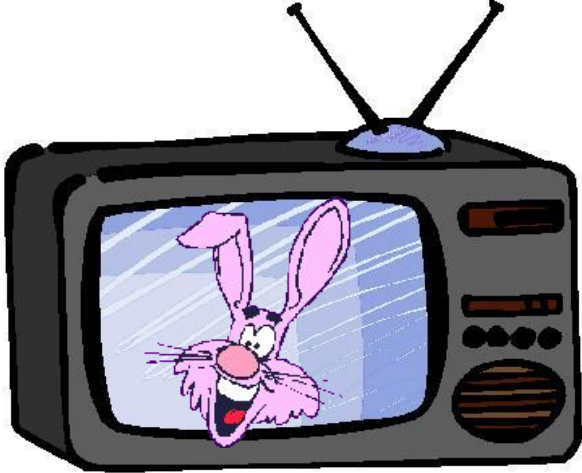
**MASS MEDIA**

Newspapers

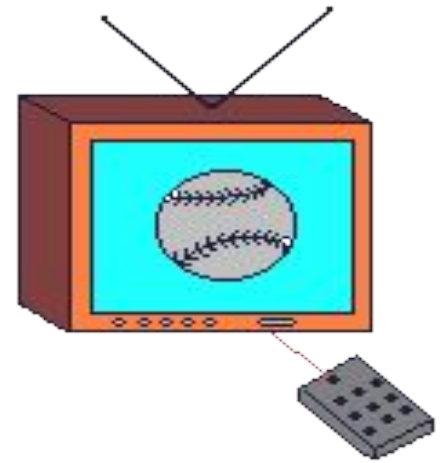
Television

Magazines





# Television



Broadcasting programmes (the news, plays, advertisements, shows) for people to watch on their television sets.

The main source of news for millions of people is television.

People like TV news because they can see everything with their own eyes. And that's an important advantage.

Seeing, as we know, is believing. Besides, it's much more difficult for politicians to lie in front of the cameras than on the pages of newspapers.





# Newspaper



Newspaper is a paper which is printed and sold usually daily or weekly with news, advertisements.

Newspapers don't react to events as quickly as TV, but they usually provide us with extra detail, comment and background information.

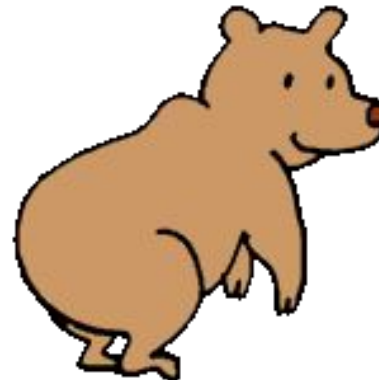




# Tabloid



Tabloid is a newspaper with rather small pages, many pictures and little serious news. Often these papers are about less important events or about private lives of well-known people.





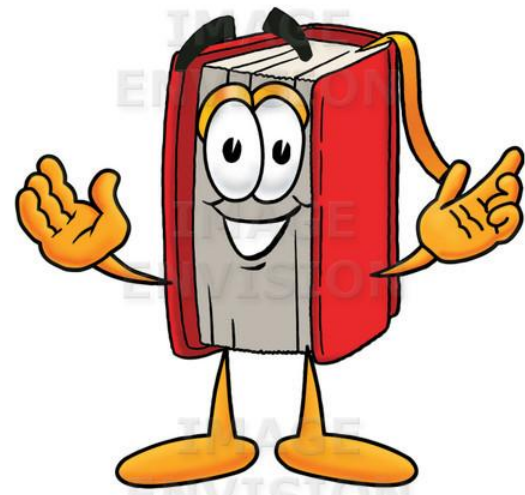
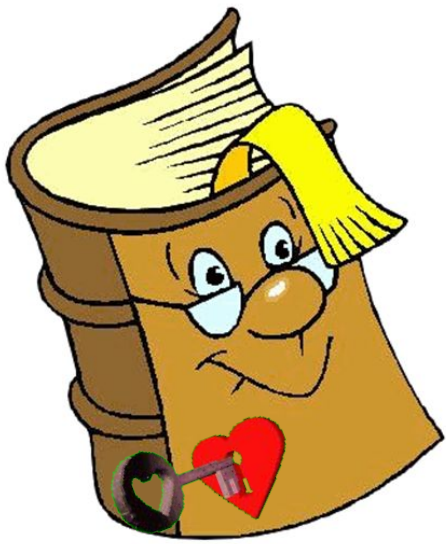
# Radio



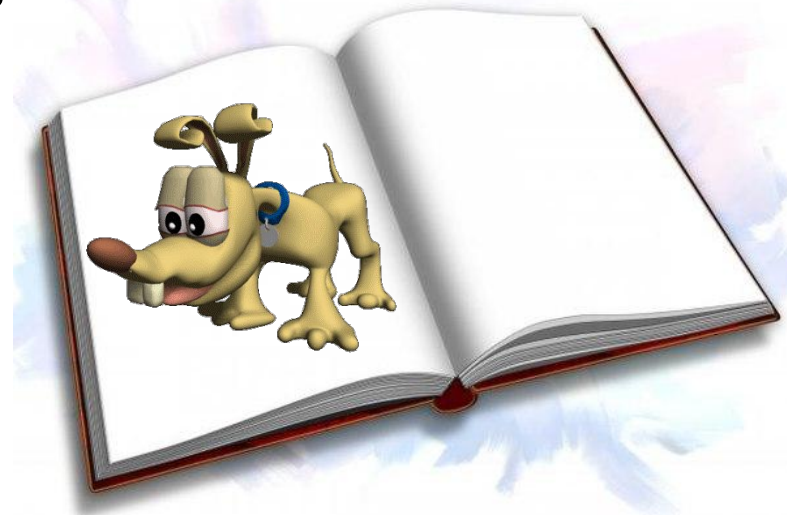
Radio is a process of sending and receiving messages through the air ; broadcasting programmes for people to listen to. Many people prefer radio, because it's good to listen to it in the cars, or in the open air, or when you do something about the house.



# Books



A book is a collection of sheets of paper, parchment or other material with a piece of text written on them, bound together along one edge within covers. A book is also a literary work or a main division of such a work. A book produced in electronic format is known as an e-book.



# The Internet



The Internet is a way to communicate with your partner who might be a thousand miles away using the computer.

The Internet has recently become another important source of information. Its main advantage is that news appears on the screen as soon as things happen in real life and you don't have to wait for news time on TV.

