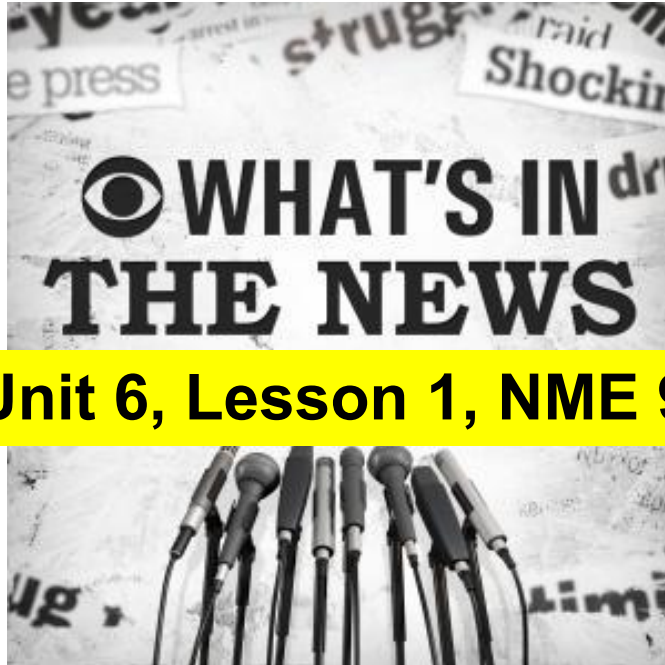


# What's in the News?



**Unit 6, Lesson 1, NME 9**

**Волхонцева Юлия Вячеславовна,  
учитель английского языка  
МБОУ «Лицей № 1»  
г. Лысьва Пермского края**

# ARE YOU A COUCH POTATO? TV QUIZ.



Answer these questions with «yes» or «no». For «yes» you'll get two points, for «no» - one point.

**1. Do you have 'watching television' on the top of your list of hobbies?**

**2. Do you get offended, if someone refers to television as 'an idiot box'?**

**3. You do not remember birthdays and anniversaries, but remember the entire month's TV schedule.**

**4. You remember over 100 channels by their numbers on the remote control.**

**5. You prepare for a TV session with lots of popcorn, burgers, pizzas etc.**

**6. You have seen all the seasons of 'Friends' and remember every episode.**

**7. Watching television for 5-7 hours on a stretch is a normal routine for you.**

**8. You wait desperately for new shows, which are being advertised heavily.**

**9. You meet your friends only to watch TV together.**

**10. You are always looking out to buy a bigger, better television.**

# Let's count your score.



**If your score is 10-12 points**

**YOU ARE NOT IN LOVE WITH YOUR TV SET**

**IT IS GOOD THAT YOU DO NOT WATCH TV SO MUCH. KEEP TV WATCHING TO A MINIMUM, AND ENJOY LIFE. THAT IS THE WAY TO GO.**

**If your score is 13-20 points**

**YOU ARE IN LOVE WITH YOUR TV SET**

**YOU ARE IN LOVE WITH YOUR TELEVISION SET. YOUR FAVORITE PASTIME IS WATCHING TV SHOWS. YES, YOU ARE A COUCH POTATO. WE WOULD SUGGEST - SWITCH OFF THE TV SET FOR A WHILE, AND EXPLORE THE OUTDOORS AND SOCIALIZE MORE.**

# Mass Media

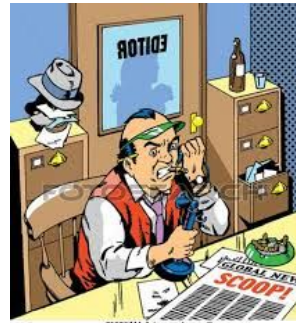
- Mass Media refers collectively to all **media technologies**, including the Internet, television, newspapers, film and radio, which are used for mass communications, and to the organizations which control these technologies.
- The different **methods of giving information** to lots of people, for example, through newspapers, television, and radio.



- Those **means of communication** that reach and influence large numbers of people, esp. newspapers, popular magazines, radio, and television.
- All the **people** and organizations that provide information and news for the public, including television, radio, and newspapers.

# Match the people who work in the mass media and make news for us to the explanations (Ex.2a p.82)

1. A reporter
2. A photographer
3. A cartoonist
4. A journalist
5. A sub-editor
6. A foreign correspondent
7. A newsreader
8. An editor



1. d
2. h
3. g
4. c
5. f
6. b
7. e
8. a

 **Ex.2b p.82**



**Mobile phones**  
from about 2000

**Print (books,  
newspapers,  
magazines,  
etc.)**  
from the late  
15<sup>th</sup> century



**Recordings  
(records, tapes,  
cassettes,  
CDs, DVDs,  
etc.)**  
from the late  
19<sup>th</sup> century



**MASS MEDIA**



**Internet**  
from about 1990

**Cinema**  
from about 1900



**Television**  
from about 1950

**Radio**  
from about 1910



# Fill in the table. Add your own words.

- Aerial
- Advertisement
- Article
- Blog
- Broadcast
- Cinema
- Column
- Editor
- Editorial
- Glossies
- Internet
- Journalist
- Magazine
- Mass media
- Mobile
- News
- Newspaper
- Periodicals
- Press
- Print media
- Radio
- Recording
- Reporter
- Television
- Tabloids
- Website


# Newspapers in Great Britain

**Quality newspapers** (known as «heavies» or «broadsheets») contain a lot of serious articles, e.g. about politics, business, science, cultural news.

**Popular newspapers** (known as «tabloids») carry a lot of big photographs, contain short, simple reports on the main news, stories about famous people.

- The Daily Telegraph
- The Guardian
- The Independent
- The Observer
- The Times
- etc.

- The Sun
- The Daily Mail
- The Daily Mirror
- The People
- The Daily Express
- etc.





# 8 grammar rules for writing newspaper headlines:

## I. Use present simple tense for past events

The present tense is quick and current, and helps to emphasise the action happening, rather than its completion.

- Parliament confirms new stray dog policy
- Lion escapes zoo

If we want to demonstrate the result of an action, or that something was completed, we can use perfect tenses, and for changing events, the present continuous may be used. However, these tenses are often shown by using participles alone.



## 2. Leave out auxiliary verbs

With perfect, progressive and passive structures, auxiliary verbs are not necessary. This makes some headlines appear to be in the past tense, when actually the headlines use past participles, or particles, not the past simple. Similarly, changing events are represented by the present participle on its own.

- New policy decided by Parliament (New policy has been decided by Parliament)
- Temperatures rising as climate changes (temperatures are rising)

## 3. Use infinitives for future events

- Parliament to decide new policy tomorrow
- President to visit France for further talks

Using the infinitive, a future time is not always necessary to demonstrate the future tense in headlines.



#### 4. Leave out articles (a, an, the)

- Prime Minister hikes Alps for charity (The Prime Minister hiked the Alps)
- Man releases rabid dog in park (A man released a rabid dog in a park)

#### 5. Leave out “to be”

- Residents unhappy about new road (residents are unhappy)

#### 6. Leave out “to say”

- Mr Jones: “They’re not taking my house!”

Reported speech is usually represented by a colon, or a hyphen, with the subject introduced with ‘on’. This includes leaving out other verbs such as comment, tell, argue, announce, shout – unless the act of speaking needs emphasising, for instance to demonstrate a promise or official policy.

## **7. Replace conjunctions with punctuation**

- Police arrest serial killer – close case on abductions
- Fire in bakery: hundreds dead

As with reporting speech, commas, colons, semi-colons, hyphens and so on can replace all conjunctions, or some joining verbs, to join clauses. Commas may also be used to join nouns (more common in American English).

## **8. Use figures for numbers**

- 7 days to Christmas – shoppers go mad



# WHAT'S IN THE PAPERS?



## Bomb suspected in Russian crash

At least 39 people were killed and nearly 100 injured when a Russian express train came off the rails last night in what is being investigated as a bomb attack.

THE INDEPENDENT



## Johnson condemns hacker to Xmas in a US jail

by Paddy McGuffin



Computer hacker Gavin Johnson is facing Christmas in a US jail after the Home Secretary refused to block his extradition.

 **Morning Star**  
online.co.uk

H.t.: Ex.3 p.83



Thank you for attention!



# List of References

- [https://en.wikipedia.org/wiki/Mass\\_media](https://en.wikipedia.org/wiki/Mass_media)
- <http://en.academic.ru/dic.nsf/enwiki/11883>
- [http://business\\_finance.enacademic.com/21817/mass\\_media](http://business_finance.enacademic.com/21817/mass_media)
- [http://world\\_en.enacademic.com/44651/mass\\_media](http://world_en.enacademic.com/44651/mass_media)
- [http://contemporary\\_en.enacademic.com/22945/mass\\_media](http://contemporary_en.enacademic.com/22945/mass_media)
- <http://itua.info/tag/%D1%86%D0%B8%D1%84%D1%80%D0%BE%D0%B2%D0%BE%D0%B5-%D1%82%D0%B5%D0%BB%D0%B5%D0%B2%D0%B8%D0%B4%D0%B5%D0%BD%D0%B8%D0%B5>
- <http://freesoftpc.ru/internet/browsers/browser-internet-explorer.html>
- <http://www.fm-club.ru/stati/409-sposoby-izmereniya-radio-auditorii.html>
- <http://vestnikkavkaza.net/news/Sevastopol-s-cinemas-resume-work.html>
- [http://softwarez.ucoz.org/load/cd\\_dvd\\_diski\\_i\\_obrazy/58-1-0](http://softwarez.ucoz.org/load/cd_dvd_diski_i_obrazy/58-1-0)
- [http://www.myenglishpages.com/site\\_php\\_files/vocabulary-lesson-mass-media.php](http://www.myenglishpages.com/site_php_files/vocabulary-lesson-mass-media.php)
- <http://www.englishlessonsbrighton.co.uk/8-grammar-rules-writing-newspaper-headlines/>