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# INFORMATION IN THE MODERN WORLD



# MASS MEDIA



- 
- Newspapers
  - Magazines
  - TV Radio
  - Internet
  - Mass Media

# Sources of Information



- Sources of information
  - Mass media
    - Newspapers, Magazines
    - Television, Videos
    - Radio
    - Internet
  - Books
    - Dictionaries
    - Encyclopedias
    - Reference books
    - School textbooks
  - People
    - Parents
    - Friends
    - Teachers

# PRESS IN BRITAIN



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## The Telegraph

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### England lose out to Russia in World Cup 2018 race

Russia wins World Cup bid as English contingent headed by David Cameron and Prince William defeated.



GALLERY: DECISION TIME  
Decision time in Zurich

VIDEO: THE ENGLAND BID'S PRESENTATION  
World Cup 2018: England's bid

#### COMMENT AND BLOGS

-  **Henry Winter**  
England's World Cup defeat shows FA lacks leadership
-  **Steve Wilson**  
Eddie Afekafe was England's man of the match
-  **Paul Kelso**  
Fate of England World Cup bid in hands of select few

#### MORE ON WORLD CUP 2018

- England's 2018 bid: review**  
England's presentation featured a mulleted David Beckham but no mention of Milton Keynes.
- Blatter hails 'remarkable' England**
- What defeat means to clubs**
- Who is Eddie Afekafe?**





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CHINA POST

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本区邮编: 526635



GETTY IMAGES

# PRESS IN BRITAIN

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# THE TIMES

## US manoeuvres to force Mubarak exit

Giles Whittell, James Hider

38 minutes ago  
White House officials were in talks with Hosni Mubarak's inner circle overnight on a plan for him to resign at once in a bid to end the violence in Cairo. The talks came as demonstrators planned to give Egypt's President a fresh ultimatum, converging on the streets today for a "Friday of"

- Interactive graphic
- Video: Hider attacked
- Evacuated Britons return
- Bloody but unbowed
- Witness: being rescued



**BBC apologises over Mexico insults**  
Top Gear remarks caused outrage in Mexico after the presenters characterised Mexicans as lazy and feckless.

**'Forced marriage' mother faces jail**  
Nigerian politician's family must return teen to Britain or mother will be sent to prison

**Peer's son defrauded Tesco of £200,000**  
Alexander Trenchard stole from his employer to cover losses from a music festival

**Rumsfeld admits errors over Iraq**  
The man who planned the invasion of

PROBLEM: IS IT REAL TO FIND  
CERTAIN INFORMATION IN BRITISH  
PRESS?

What should we do?

# FINDIND INFORMATION

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- headline
- condensed
- celebrity
- crime
- to focus
- intriguing
- weather forecast
- financial
- tabloid
- broadsheet

# FINDING INFORMATION

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1. Skim the text and find the name two main kinds of the newspapers in Britain.
2. Scan the text and answer the teacher's questions.

# CHOOSING INFORMATION

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- Find the best Russian equivalents:

## **Tabloid**

- a) таблоид;**
- b) жёлтая пресса;**
- c) лёгкое чтение.**

## **Broadsheet**

- a) независимая газета;**
- b) серьёзная газета;**
- c) широкоформатная газета**

# WHICH OF THIS NEWSPAPERS ARE TABLOIDS OR BROADSHEETS ?



# BROADSHEETS

- The Independent
- The Times
- The Guardian

# TABLOIDS

- The Sun
- The Daily Express
- The Daily Mirror
- The Daily Mail
- The Metro

# MATCH THE EXPRESSIONS WITH THE RUSSIAN NEWSPAPERS:

- intriguing headlines
- a weather forecast
- crossword puzzles
- celebrity gossip
- an article about politics



# Test

## yourself:

### Broadsheets

### Tabloids

1.They are heavier.

1.You can find jokes and crossword puzzles there.

2.Their information is always very reliable.

2.Sometimes they don't check their information and get in trouble.

3.Business people start their days with them.

3.They publish a lot of photographs.

4.They always separate facts and comments.

4.They write a lot of celebrities and their secrets, scandals and private life.

5.They sometimes write about small unimportant but interesting events.

5.They publish horoscopes.

6.They publish the opinions of the best experts from all over the world/

6.More people buy them.

7.One of their main topics is politics.

7.They use intriguing headlines.

8.They never publish gossip.

8.They have a weather forecast.

# Where will you look for this information?

## Use the expressions:

- If I need information about...,  
I look for it in the ...(tabloids,  
broadsheets),  
because they write a lot  
about...

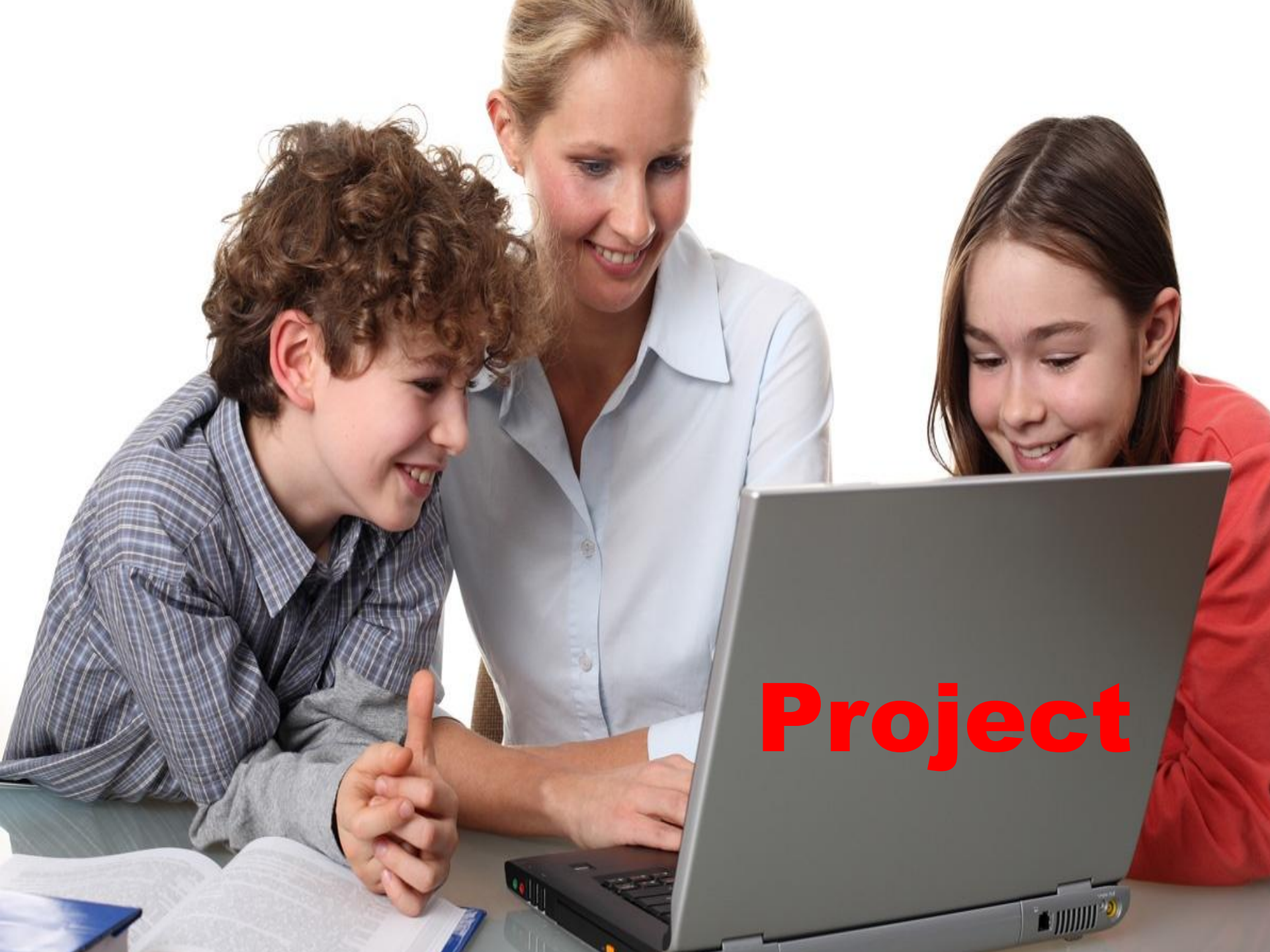
# PROBLEM: IS IT REAL TO FIND CERTAIN INFORMATION IN BRITISH PRESS?

- 1.Sort the newspapers according their format (broadsheets or tabloids).
- 2.Read the headlines.
- 3.Look the photos.
- 4.Read some articles more attentively.

# HOW TO SOLVE A PROBLEM ?

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- **Step 1.** Finding information.
- **Step 2.** Comparing and analysing information.
- **Step 3.** Defending your position.
- **Step 4.** Making conclusions.
- **Step 5.** Using practical knowledge.



**Project**

# HOW DO YOU LIKE THE LESSON?

## Now I know

What is a broadsheet	What is a tabloid	How to find information	How to solve a problem	How to express my opinion

Mark by plus+ or minus -

# **HOMEWORK:**

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Prepare a talk about any Russian newspaper.

**Ex.B, p.110.**