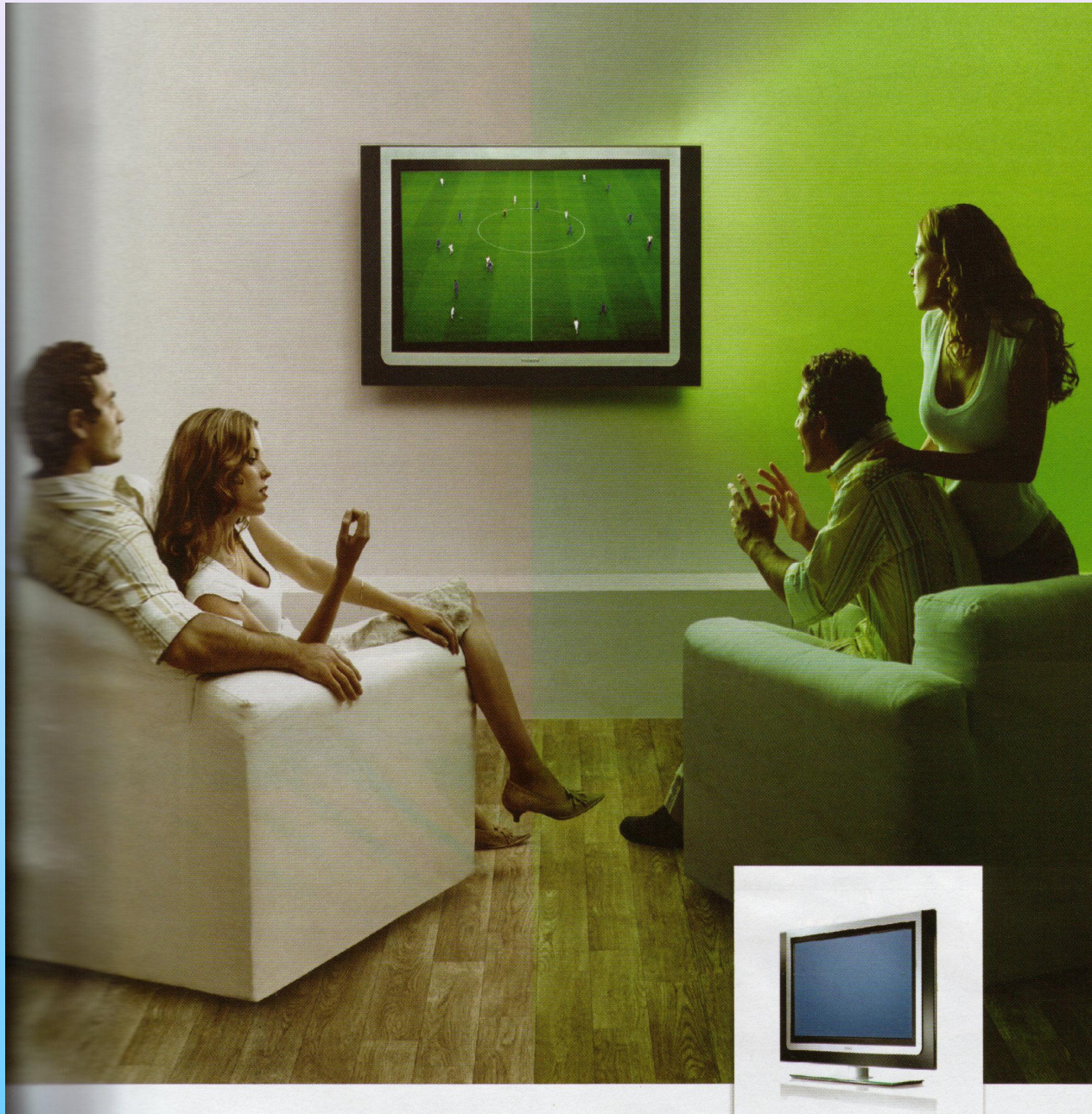


Mass Media



Television is
the most
popular
entertainment
in British home
life today.



One of Britain's bestknown newscasters, Trevor McDonald, presenting Channel 3's daily news program, News at Ten.



The press plays an important part in the life of society. Millions of Americans in their free time read newspapers.





Popular television drama programmes, such as the BBC's *Clarissa*, are shown in many countries around the world.

Radio brings into millions of homes not only entertainment and news but also cultural and educational programs.

Ежедневно "Радио России" слушают более **60 50** миллионов человек во всех регионах России и миллионов человек за рубежом.

Главная государственная радиостанция страны

Для всех
передачи о спорте, туризме, медицине и здоровье, о новинках кино и видеорынка.

Для деловых людей
новости, актуальные комментарии и прогнозы самых авторитетных экспертов, обзоры печати, финансовые новости, аналитика


Для домохозяек
полезные советы по ведению хозяйства, рецепты приготовления блюд, секреты сохранения красоты.

Для детей и подростков
развлекательные, образовательные и познавательные передачи, детский радиотеатр, встречи с любимыми писателями и композиторами

Для меломанов
музыка на любой вкус, передачи о роке и джазе, поп-музыке и классике, бардовской песне, новости музыкального бомонда, прямые трансляции из Большого театра, Метрополитен-опера и лучших концертных залов Европы.

Для любителей истории и литературы
радиоспектакли по известным произведениям русских и зарубежных писателей и драматургов в исполнении популярных артистов России

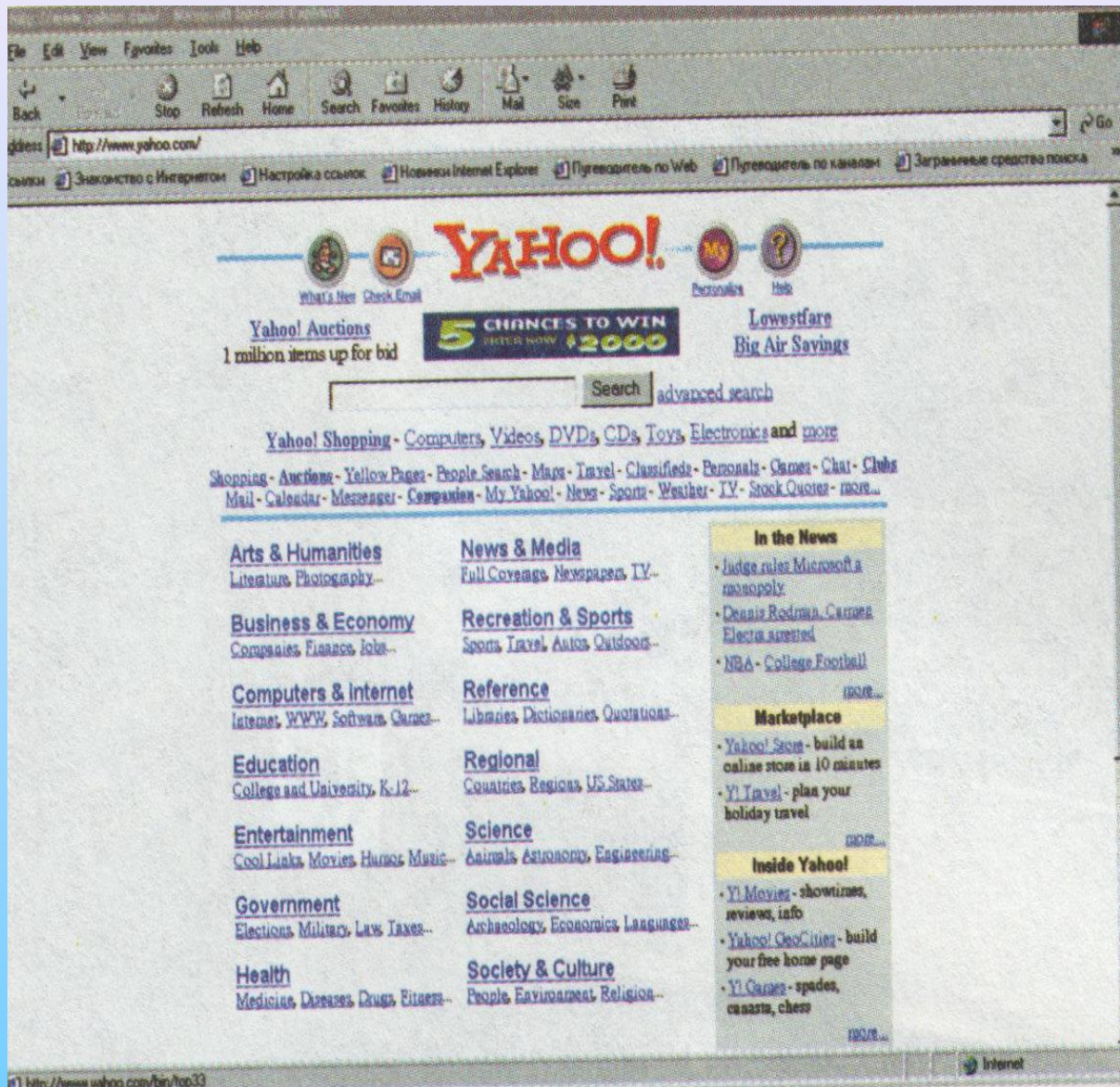
НАСТОЯЩЕЕ РАДИО
РАДИО РОССИИ
ГОСУДАРСТВЕННАЯ РАДИОВЕЩАТЕЛЬНАЯ КОМПАНИЯ



On the radio one can hear music, plays, news, and different commentary and discussions called 'forums'.



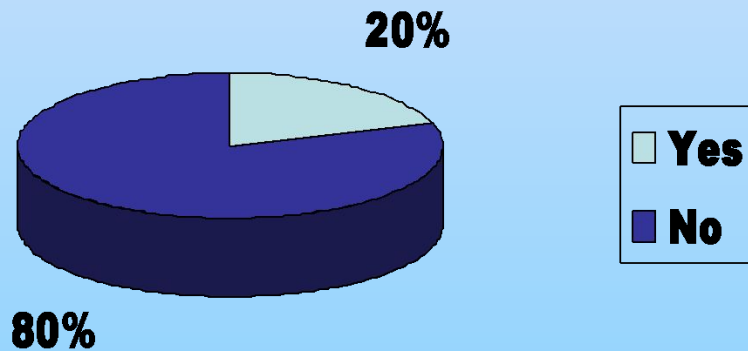
Twelve national morning daily papers (5 'qualities' and 7 'populars') and 9 Sunday papers (4 'qualities' 5 'populars') are available in most parts of Britain/



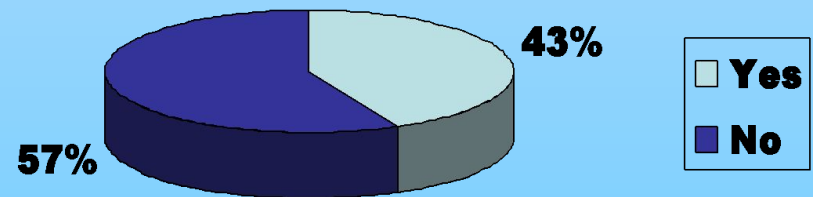
The latest addiction to trap thousands of people is the Internet.

Is TV your friend or your enemy?

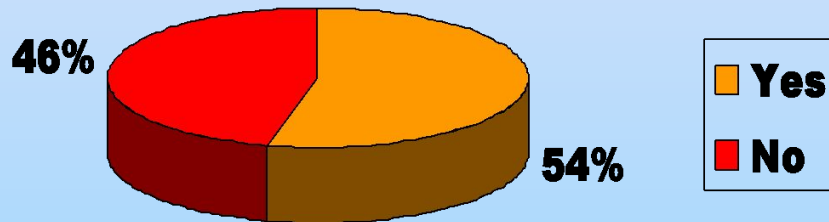
1. Every week you watch TV programmes which are considered educational?



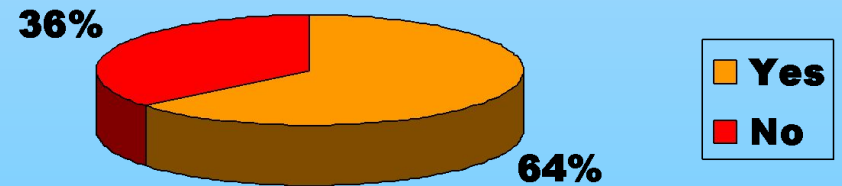
2. Basically you certain programmes (for example detectives, variety show, soap operas, etc.)



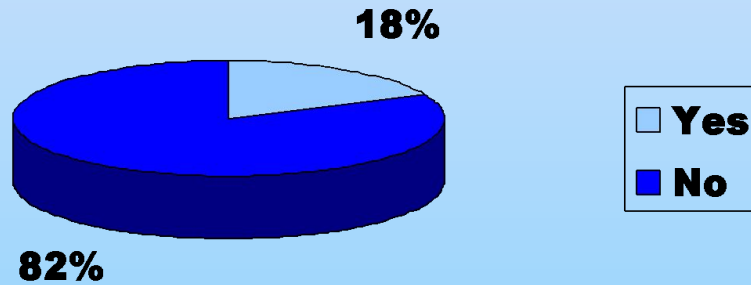
3. You often forget about lessons when you want to watch TV?



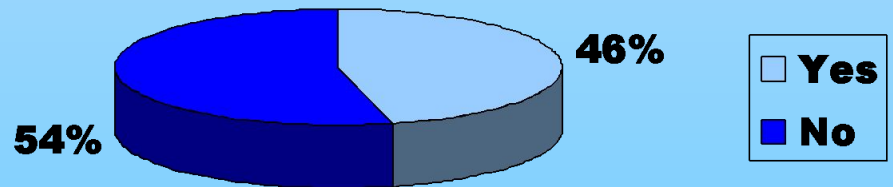
You combine TV with other kinds of mental activities such as study, reading or writing a letter?



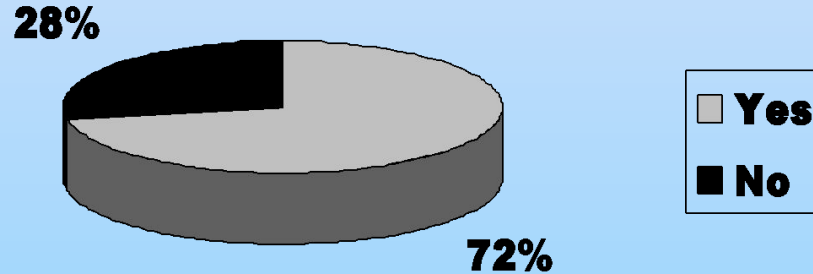
5. In your family there are often quarrels because what TV programme to choose and how much time to watch TV.



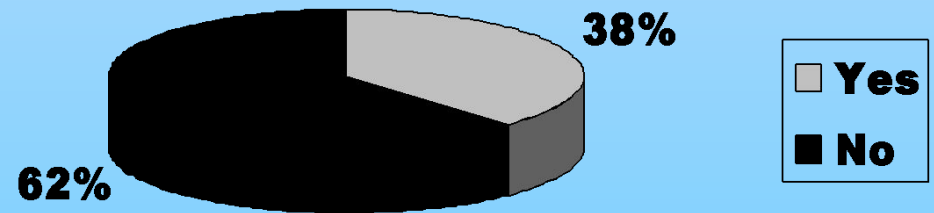
6. When your friends come you switch off the TV set if they aren't interested in TV programmes?



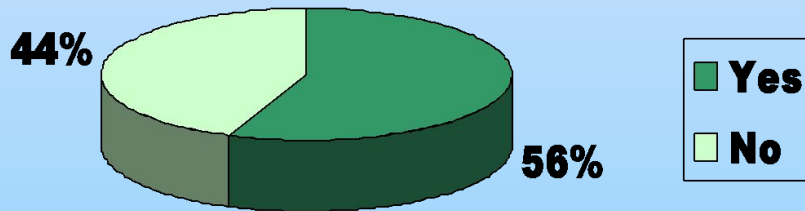
7. TV during the meal is a remarkable way to make children to be have silently and well.



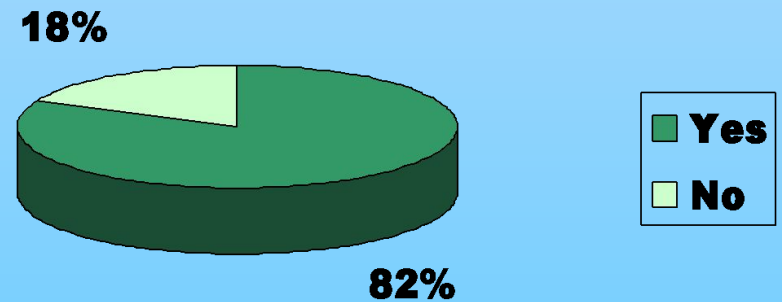
8. Nobody should concern how loudly TV set is working.



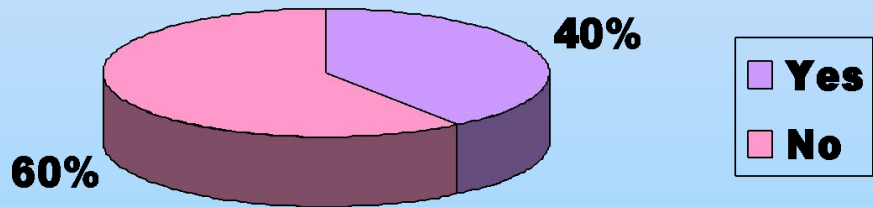
9. TV has replaced many hobbies and ways of rest from which people took pleasure in their childhood.



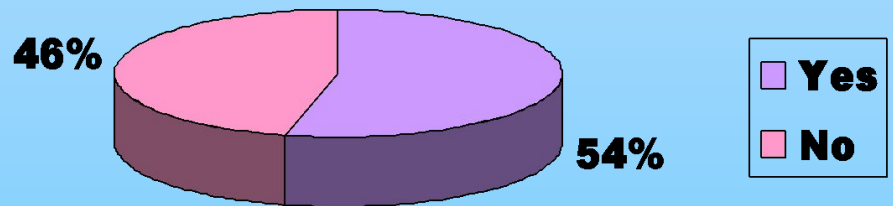
10. Sometimes you doubt in some facts or the statements heard on TV.



11. When nobody watches TV, do you frequently have to turn it off?



12. Are you interested in foreign mass media?



AT KIND WHOOF VIEWER ARE YOU?

Everyone has a different way of using television. Here are some types of television viewers.

The absent-minded

This type of viewer leaves the TV on all day. In the meantime, he eats, phones, reads or does his homework. For him television is really just background noise for his day.

The addict

He won't give up TV for anything in the world. He watches the programmes in silence, with great concentration. Even during commercials, he won't leave the screen for fear of losing a second of the programme. He usually chooses the programmes he wants to watch very carefully.

The bored

He puts the TV on when he's got nothing better to do. For him TV is the last resort. He only watches it when it's raining or when he's ill.

What sort of viewer are you?

What sort of viewer are you?