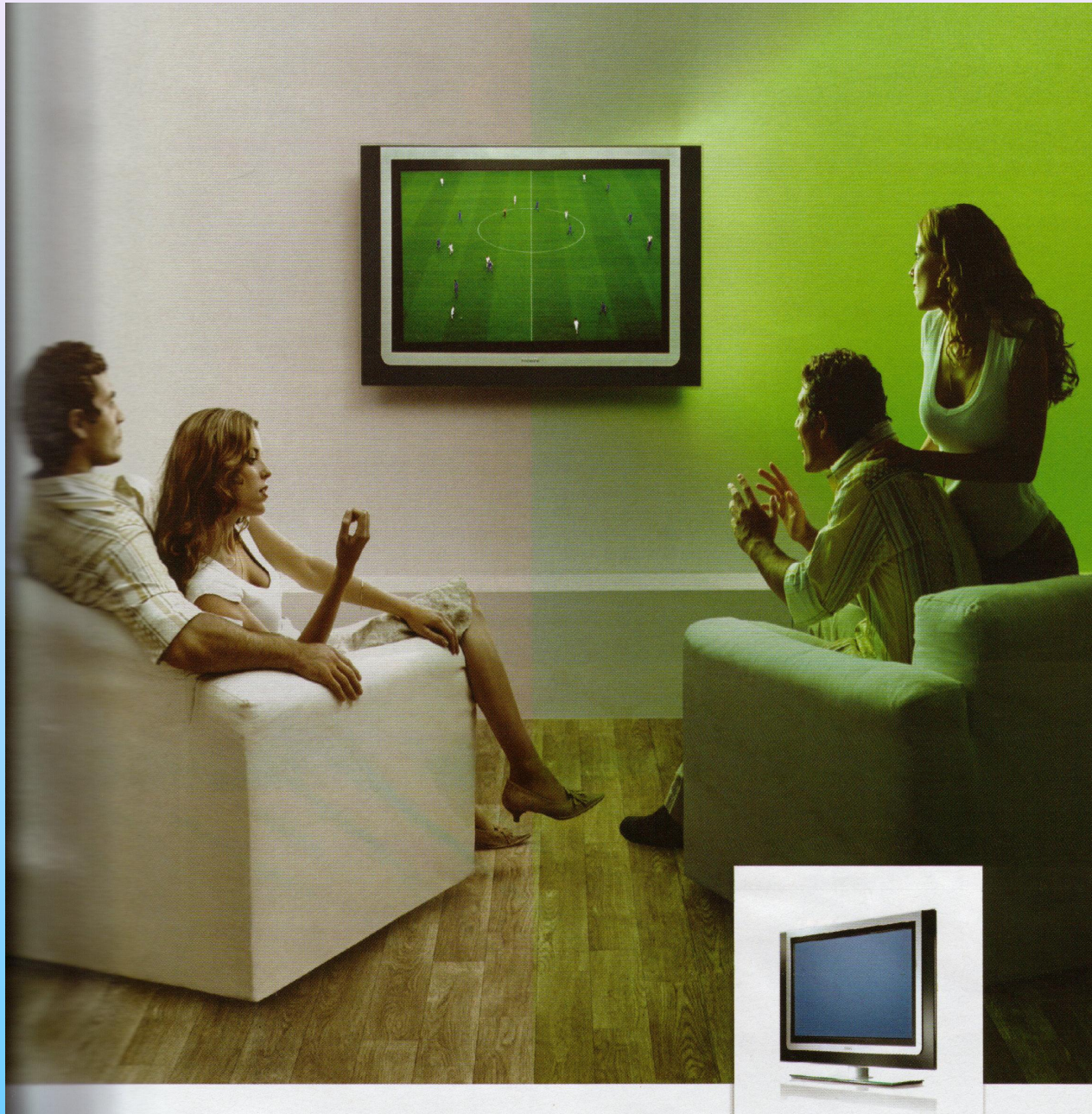
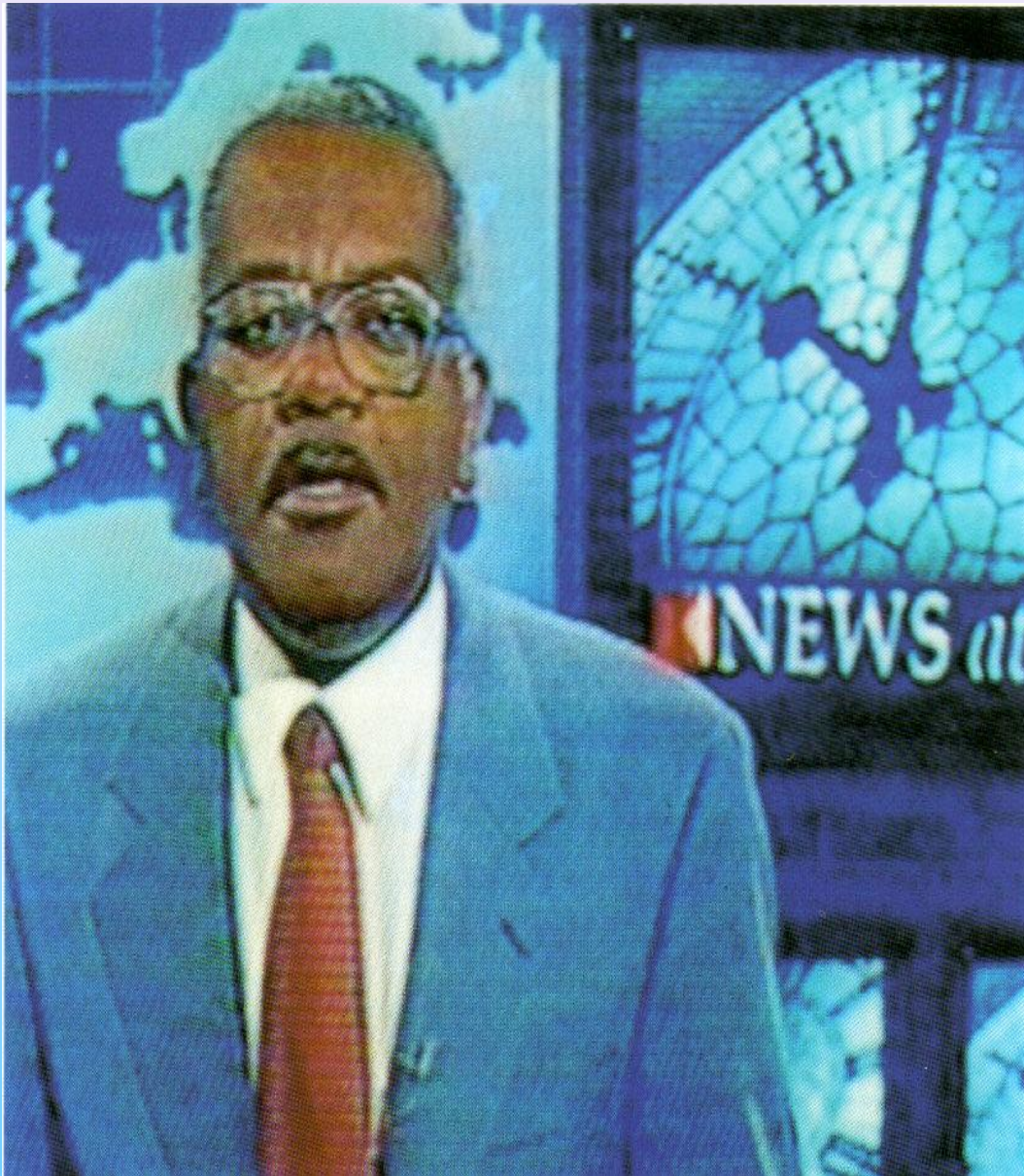


# Mass Media



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.



# BEERLY

alcohol beers have been panned as terrible, a survey of 1,000 revealed yesterday. Ten said it was out of lemonade or fruit. The director of Barclay's bank, Tom Sheridan, said the bank has 300,000 clients on a part of its business. Investors are signing on for its new Share Deal in now only registered between 4.30pm and 6pm. The stock market has closed. The number of trades going to the Exchange is down 100,000. A town of about 100,000 is under heavy attacks. Al-Qaeda has two strongholds in Wahhab, Islamic. Spies their Chechen. Two Groups are together. Even if regular captures. It will still be a half of Chechnya. is already closing.

investors market and a fast-high performing technology. But the US private investment has already taken on new customers.

# it gives me

**EXCLUSIVE**  
By JAMIE PYATT

## MR BEAN funnyman Rowan Atkinson is building a Millennium Dome in his garden.

The rubber-faced comic is splashing out £50,000 on the miniature mock-up as part of a New Year's Eve bash for hundreds of showbiz pals. But neighbours do not see the funny side of the doty dome.

## Bash

They branded it an eyesore and complained builders' trucks were ruining the area's tranquillity. Rowan, 44, has spent six months planning the champagne bash at his £1million are halfway through building Rowan's 40ft-tall version of the 150ft Millennium Dome at Greenhithe, South East London. A Millionaire Rowan did not need planning permission for the fibreglass folly at Waterperry because it will be taken down after the party lined the r... the c... "C... the incr... will

## BARRIE

Report Ed

## Between rich and poor

ed under Labour

## SUN

SNOOKER fan has lost 100 games on the troy by 20 years," Al

## IT'S

LOW alcohol for tasting... in effect

## TV KIRSTY'S TUI

Secretary of State for Social Security said: "This report covers the period before our reforms were introduced. It vindicates the need for those reforms. We are determined to tackle poverty and ensure that every child has the best possible start in life," he said.

He said that the Government's new welfare budget was a welcome sign that Ministers were listening to the public. He said that the Government's new welfare budget was a welcome sign that Ministers were listening to the public.





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.

**Е**жедневно "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.

**НАСТОЯЩЕЕ РАДИО**

**РАДИО РОССИИ**

**ГОСУДАРСТВЕННАЯ РАДИОВЕЩАТЕЛЬНАЯ КОМПАНИЯ**

**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

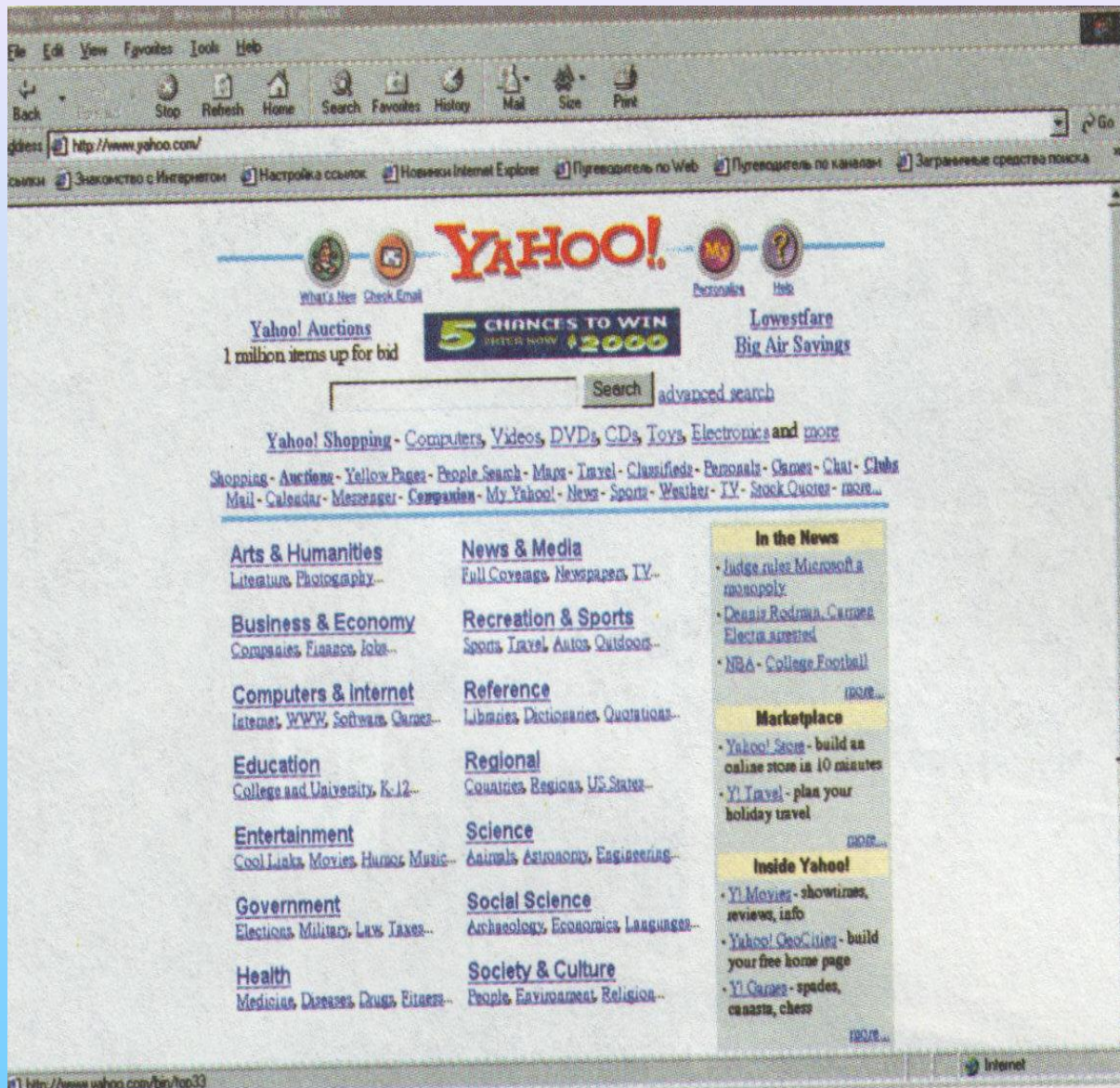
On the radio one can hear music, plays, news, and different commentary and discussions called 'forums'.





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/



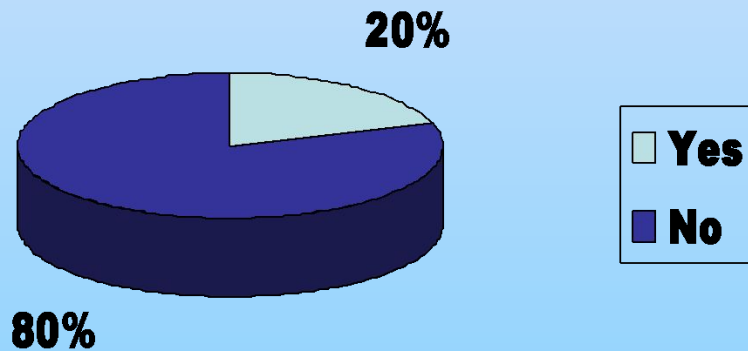


The latest addiction to trap thousands of people is the Internet.

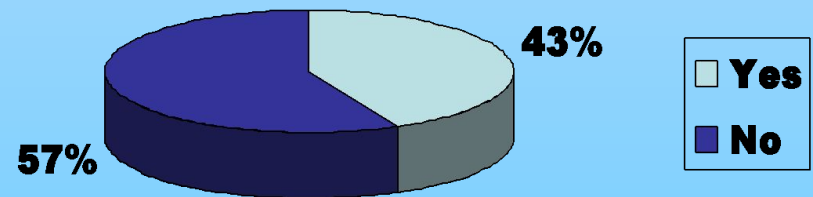


# Is TV your friend or your enemy?

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

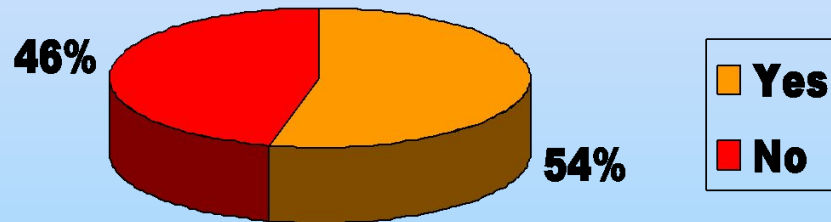


2. Basically you certain programmes (for example detectives, variety show, soap operas, etc.)

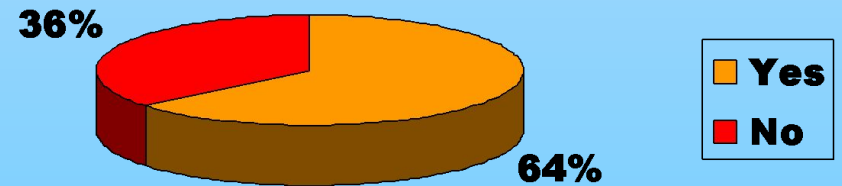




3. You often forget about lessons when you want to watch TV?

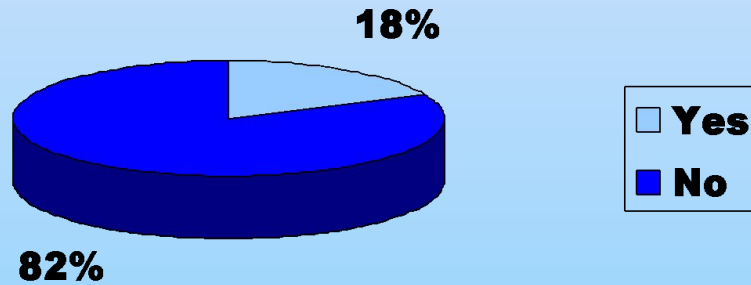


You combine TV with other kinds of mental activities such as study, reading or writing a letter?

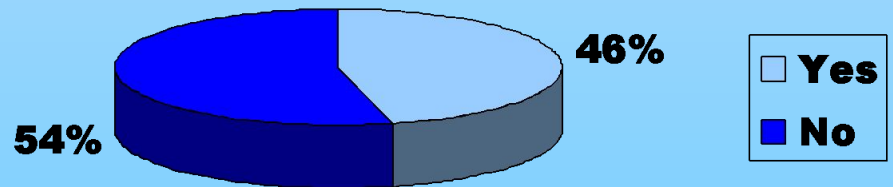




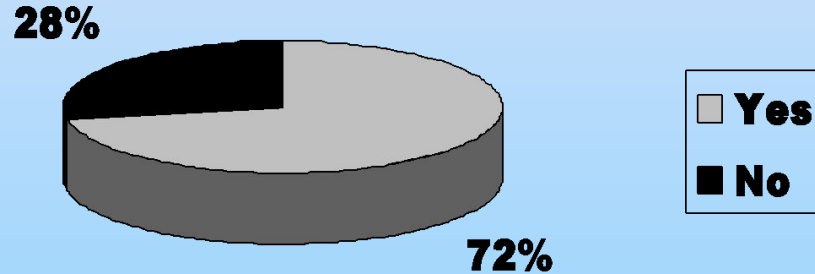
5. In your family there are often quarrels because what TV programme to choose and how much time to watch TV.



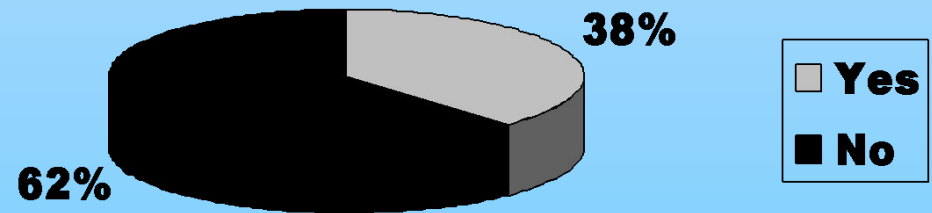
6. When your friends come you switch off the TV set if they aren't interested in TV programmes?



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

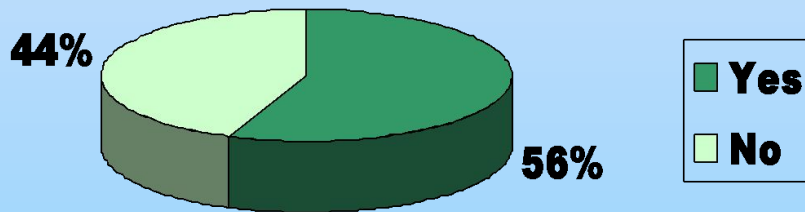


8. Nobody should concern how loudly TV set is working.

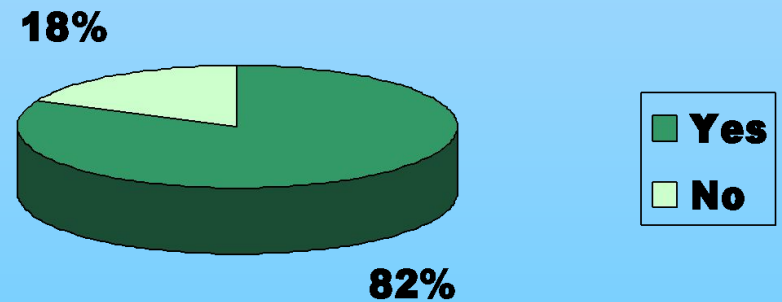




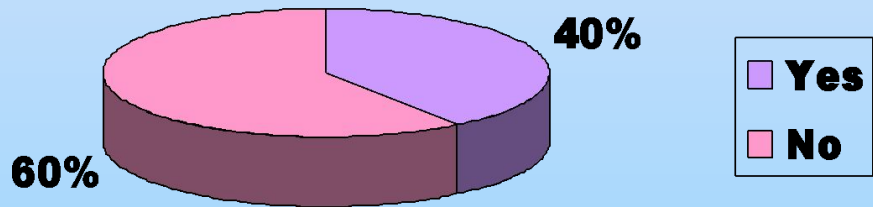
9. TV has replaced many hobbies and ways of rest from which people took pleasure in their childhood.



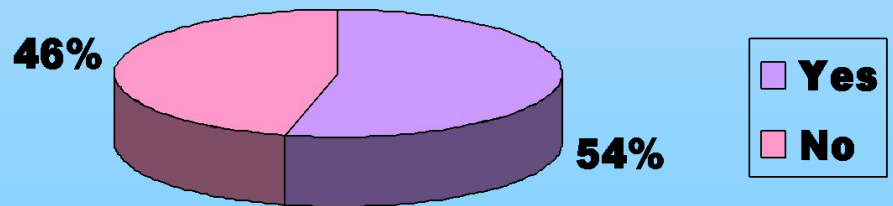
10. Sometimes you doubt in some facts or the statements heard on TV.



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?