

*Презентация
по английскому языку
учителя татарской
гимназии №15
Бикмухаметовой А.Р.*

ТЕМА:

The media

The mass media

WHAT IS THE MEDIA?

press television radio internet





educate

inform

*The role of the Media
in our life*

entertain



HOW DO PEOPLE USE
THE MEDIA?





To receive information
– *получать*
информацию



THE MEDIA HELP PEOPLE

To relax- *отдыхать*
To entertain -



To travel around the
world without wasting
money-
путешествовать по
миру без затрат

The Media



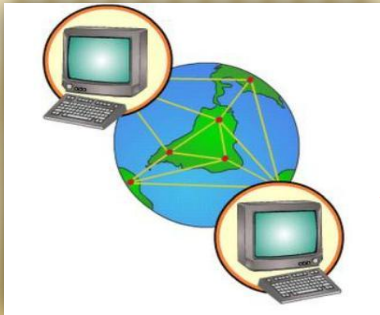
Newspapers



Radio



Television



The internet

Progress
test

What is a Newspaper ?

It is a paper printed and sold daily or weekly with news , advertisements , articles about political, crime, business , art, entertainment , sport events.



I will go on and on, says defiant Speaker

Speaker Defiant
The Speaker of the House of Commons, Bercy Russell, has said she will continue to lead the opposition to the government's plans to cut the number of MPs. She said she would not be deterred by the prospect of being replaced by a woman.



Welfare mothers to be forced to work

Welfare Mothers
The government has announced that it will force welfare mothers to work. The new rules will require mothers to take up a job or training within a set period of time. The government says this is necessary to reduce the number of people on welfare and to help them get back on their feet.

Entertainment -
развлечение

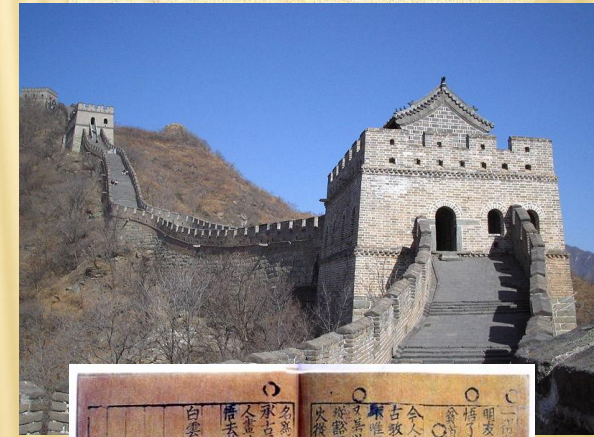
FROM HISTORY OF NEWSPAPER...

In ancient Rome, announcement bulletins of the **Acta Diurna** government were made public by **Julius Caesar**. They were carved on stone or metal and posted in public places.

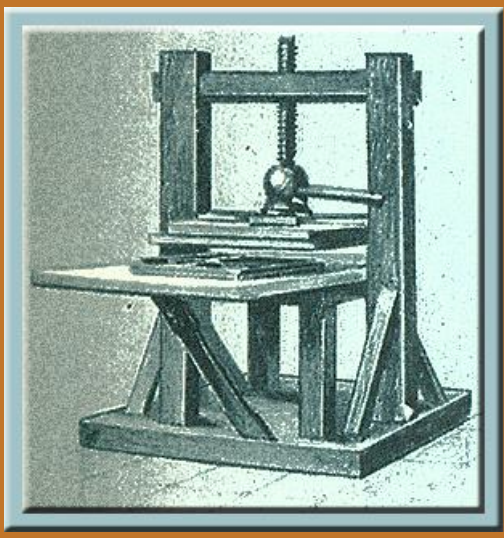


In China, early government-produced news sheets, during the late **Han dynasty** (second and third centuries AD).

Between 713 and 734, the Chinese **Tang Dynasty** published government news; it was handwritten on silk and read by government officials.



NEWSPAPERS IN BRITAIN



Printing press was invented in the 15th century in Germany

The first newspaper in Britain appeared in 1513.



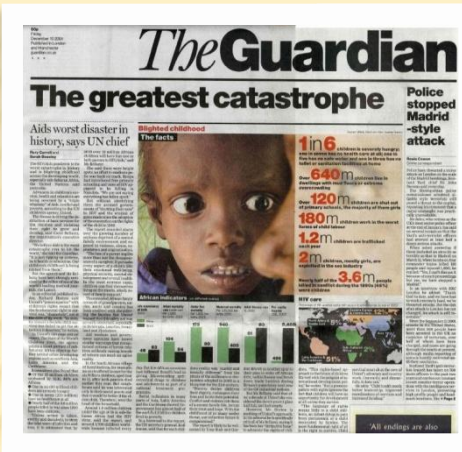
NEWSPAPERS IN BRITAIN

The longest running British newspaper is *The Times* began in 1785.



John Walter was a founder of *The Times* newspaper, London.





There are two kinds of newspapers in Britain

Quality papers

- More credible
- Contain political, industrial, financial and cultural news

Tabloids

- Less credible
- Sensationalism



NEWSPAPERS ARE DIVIDED

Daily

Published on every day of the week except Sunday

Sunday

They are larger than daily ones



Do you like to read newspapers?

What newspapers for children do you know?

What is your favourite newspaper?

How often are you delivered it?

What articles do you like to read?

Check yourself





What is a radio?

The process of sending and receiving messages through the air, broadcasting programmes for people to listen to

People can

listen to music-
послушать
музыку

get news-
узнать
новости

take part in talk *shows*-
принимать участие
в ток-шоу

FIND THE CORRECT TRANSLATION

1.Listen to the radio

a.Включить радио

2.Turn the radio on

b.Слушать радио

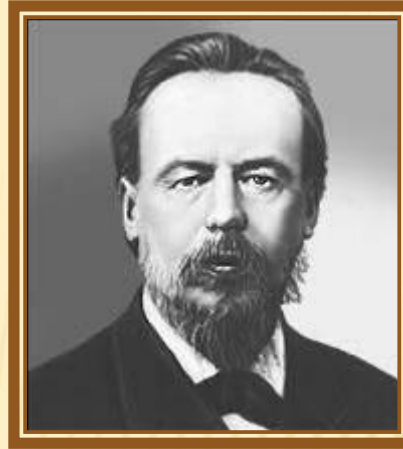
3.Miss a radio programme

c.Слушать новости
по радио

4.Get news over the radio

d.Пропустить
радиопередачу

Who invented a radio ?



Nikola Tesla developed means to reliably produce radio frequencies, publicly demonstrated the principles of radio, and transmitted long distant signals.

On May 7, 1895 the Russian physicist *Alexander Popov* performed a public demonstration of transmission and reception of radio waves used for communication. This day has since been celebrated in Russia as “Radio Day”

Guglielmo Marconi was an electrical engineer and Nobel laureate known for the development of a practical wireless telegraphy system. In 1896, he was awarded a patent for radio with British Patent .

A Radio in the UK



BBC radio

A service of the British Broadcasting Corporation which has operated in the United Kingdom

BBC operates more than 40 stations that comprise 50% of all radio listening in the UK

The BBC radio services began in 1922.

BBC
WORLD
SERVICE

Commercial Radio:

Started in 1970s, now includes over 300 private stations.



talkSPORT
1089/1053 AM and Digital Radio

BBC STUDIO

What does a radio studio look like?
How do announcers work ?
Have you ever seen the BBC studio?



NOUN

S

Check yourself!

Newspaper - newspapers

Work - a lot of work

Snow- much snow

Food- much food

Cinema- cinemas

Money- a lot of money

Juice- much juice

**Check
yourself**



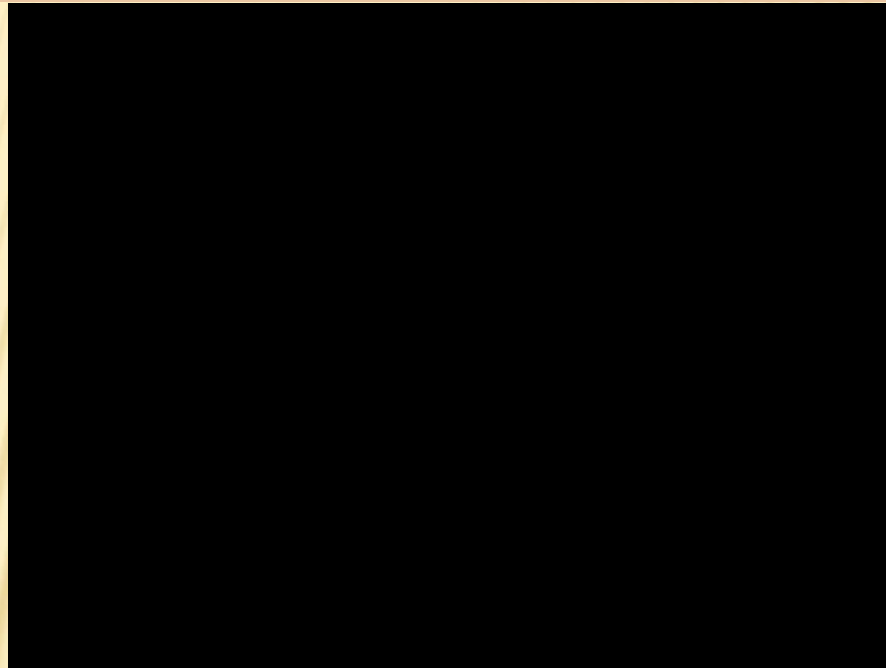
**Broadcasting(вещатель-
ные)programmes (the
news,
plays,advertisements,
shows) for people to watch
on their television sets**



PHILIPS

An advertisement

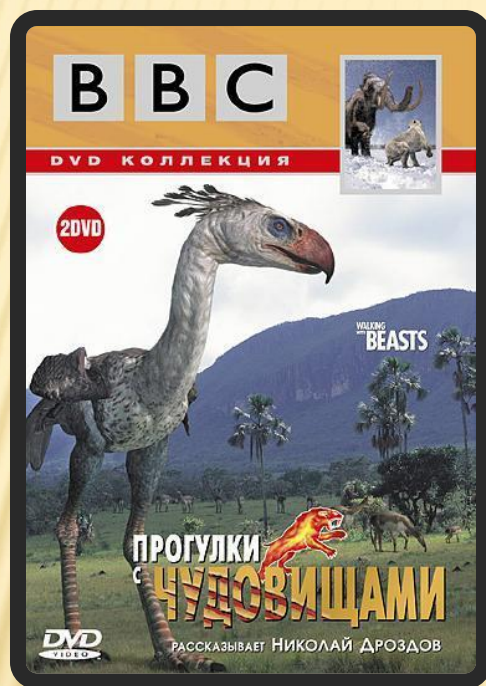
a commercial interruption, where a a thing, a product or a service are advertised . It helps people to choose best things.



Реклама

A documentary

A programme which gives facts and information about a particular subject



**Документальный
фильм**

A Weather forecast

A program, where the announcer says what the weather will be like the next day.



*Прогноз
Погоды*

TALK SHOW

It is a discussion, where different problems are discussed by participants . They express their opinions, ask and answer questions.



Ток -шоу

MATCH THE WORDS WITH THE DEFINITIONS

1. A documentary

2. A quiz show

3. An advert

4. A cinema

5. Sport news

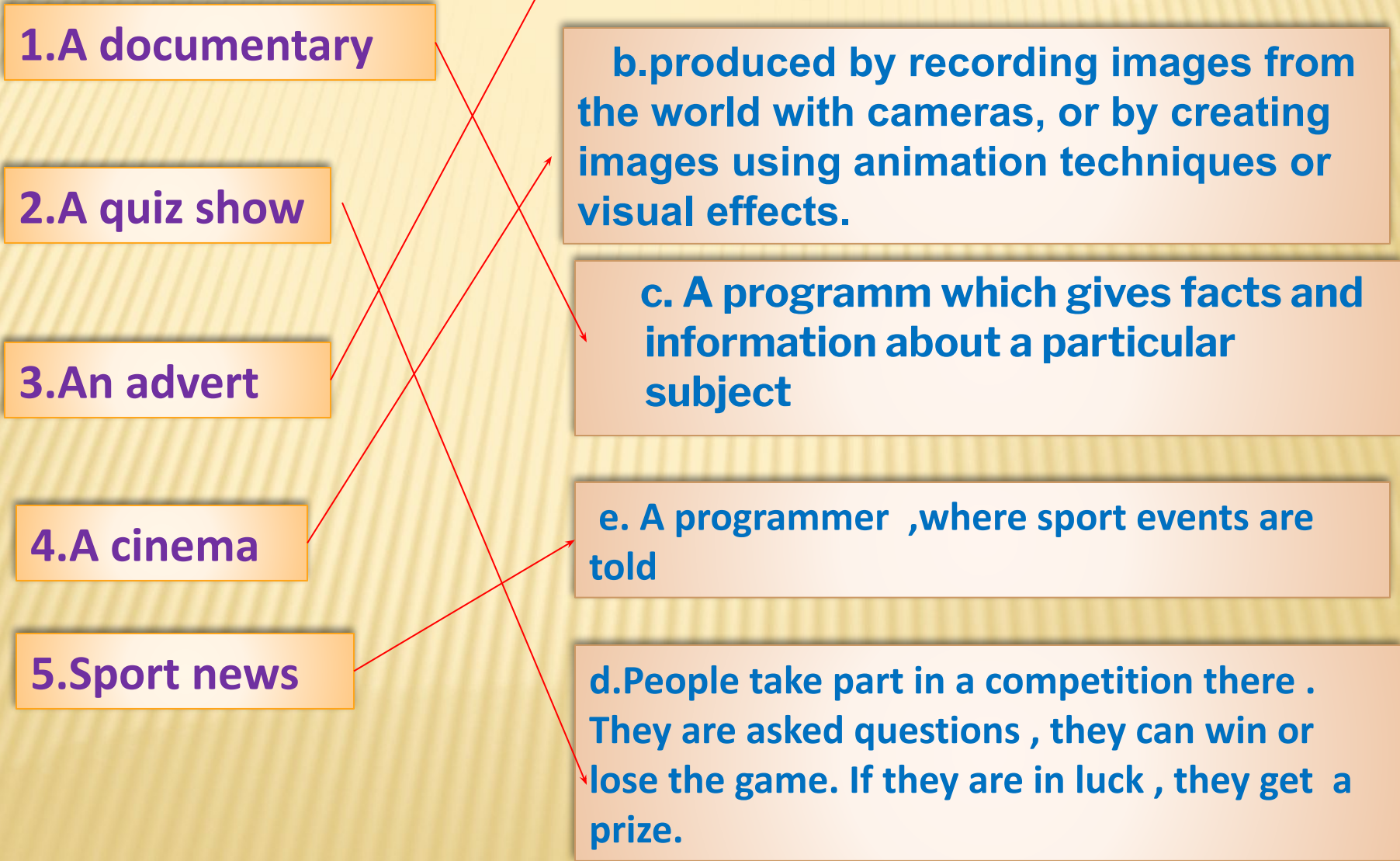
a. a commercial interruption, where a thing, a product or a service are advertised . it helps people to choose best things.

b. produced by recording images from the world with cameras, or by creating images using animation techniques or visual effects.

c. A program which gives facts and information about a particular subject

e. A program , where sport events are told

d. People take part in a competition there . They are asked questions , they can win or lose the game. If they are in luck , they get a prize.



MATCH THE DEFINITIONS WITH THE PICTURES

a. There are a lot of music In this kind of programmers, we can watch singers and listen to songs

b. A film with a lot of series , which is shown during a long time

c. A discussion, where different problems are discussed by participants . They express their opinions, ask and answer questions.

d. A film with a lot of sepias , which is shown during a long time

e. produced by recording images from the world with cameras, or by creating images using animation techniques or visual effects.

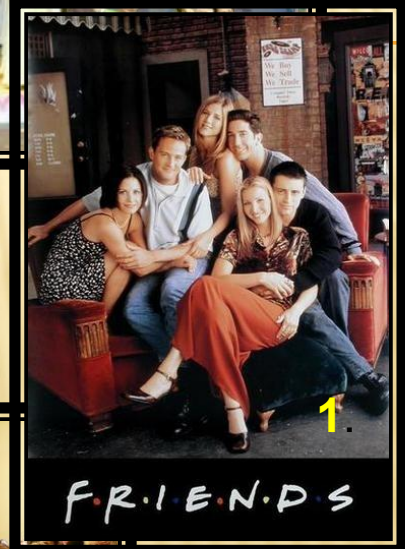


CHECK YOURSELF!

a. There are a lot of music In this kind of programmers, we can watch singers and listen to songs



b. A film with a lot of series , which is shown during a long time



c. A discussion, where different problems are discussed by participants . They express their opinions, ask and answer questions.



d. A programmer ,where the announcer says what the weather will be like the next day.



e. produced by recording images from the world with cameras, or by creating images using animation techniques or visual effects.



WHAT IS IT?



A cinema

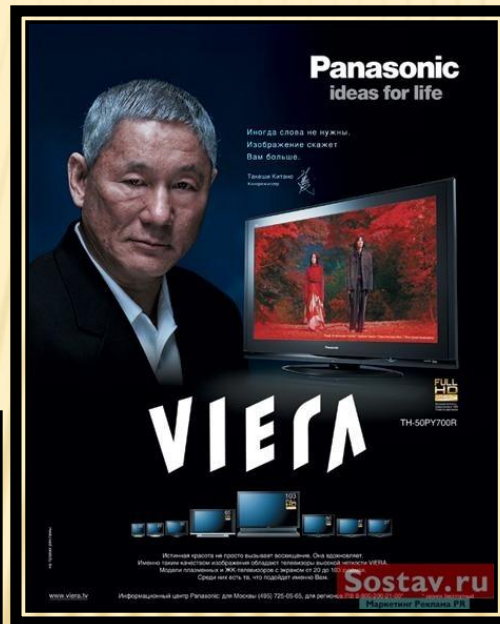
A soap opera

A music programm

WHAT IS IT?



advert



A music programme

A talk show



WHAT IS IT?



A quiz show



Sport news



News

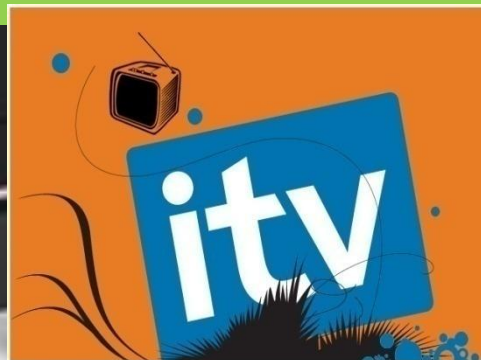
THE BRITISH TELEVISION

There are 940 television broadcasts stations; 400 different TV channels in The UK.

Major British TV Channel is

B | B | C

BBC operates 14 different television channels



REALITY TV IN BRITAIN

Programmes which ordinary people into the public eye are enjoying a wave of popularity

Popular reality TV shows in the
UK



**BIG
BROTHER**

Big
Brother



**THE
X
FACTOR**

X
Factor



*Strictly
Come
Dancing*

Strictly Come
Dancing

**Check
yourself**





Google™



msn Hotmail®

It was
invented in
the USA in
1965



INTERNET



YouTube
Broadcast Yourself

A worldwide
system of
interconnected
networks and
computers.

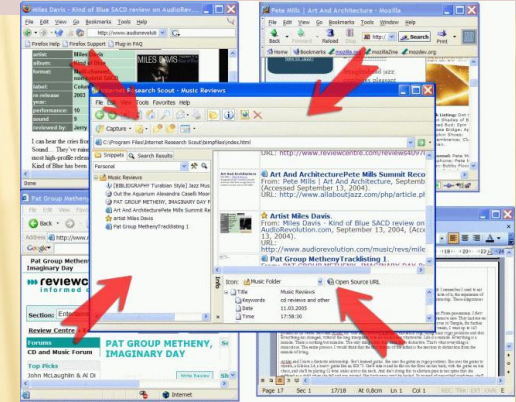


Online shopping



Research ,getting necessary information

Talking to friends



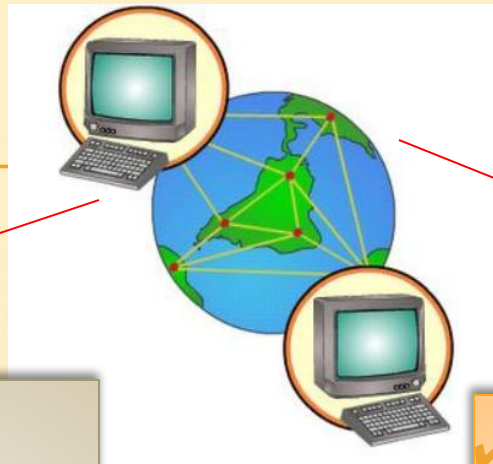
What can you do in internet?



Watching Videos

Downloading/ listening to music





Disadvantages

Disadvantages:

- ✓ It promotes violence and bad behaviour within society,
- ✓ It stops children from going out, as they wish to stay home and use the internet to talk to friends , to play games

Advantages

- ✓ Allows easy and quick access to information
- ✓ People can purchase products, talk to people and much more online
- ✓ Downloading music- quick and easy

**Check
yourself**





Progress test





You are wrong!



Try again!

~~Correctly
answer~~





!

Excellent!



You are right!



You are right! Go on!



Think...





You are wrong!





You are right!

Panasonic
ideas for life

Иногда слова не нужны.
Изображение скажет
Вам больше.

Телевизор Kitemo

VIERA TH-50PY700R

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Sostav.ru



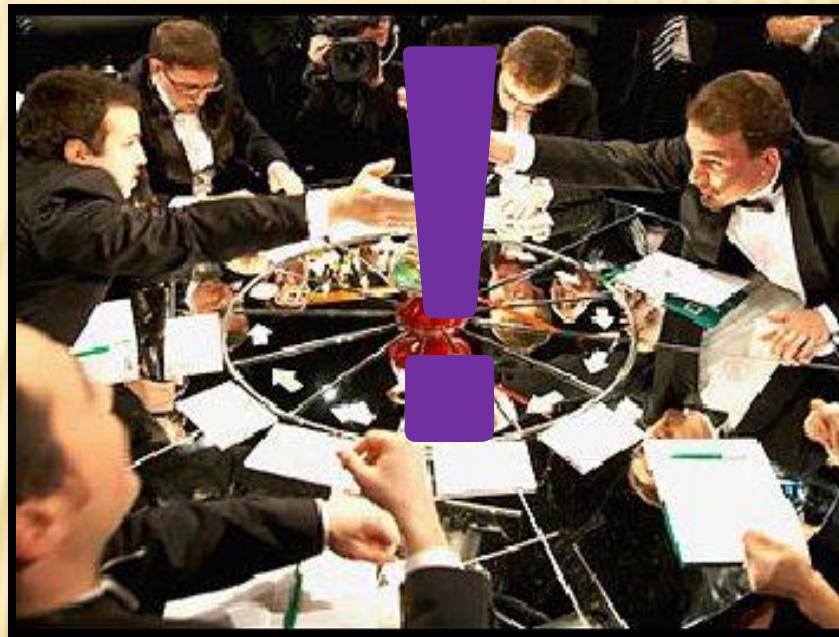


You are wrong!





You are right!



You are wrong!





You are wrong!

