

# «Средства массовой информации»

## Цели:

1. Ознакомить учащихся с различными средствами массовой информации
2. На основе полученной информации высказать своё личное мнение о преимуществах и недостатках различных СМИ

# MASS MEDIA

MEANS OF  
COMMUNICATION  
PRESS

RADIO

TELEVISION

THE INTERNET

CABLE

SATELLITE

NEWSPAPERS

PERIODICALS

DAILY

SUNDAY

WEEKLY

MAGAZINES

JOURNALS

SERIOUS  
BROADSHEETS

POPULAR  
TABLOIDS

MONTHLY

WEEKLY

D



C



A



1. A PAPER PRINTED AND SOLD USUALLY DAILY OR WEEKLY WITH NEWS, ADVERTISEMENTS, ETC.

4. A NEWSPAPER WITH RATHER SMALL PAGES, MANY PICTURES AND LITTLE SERIOUS NEWS

2. THE PROCESS OF SENDING AND RECEIVING MESSAGES THROUGH THE AIR; BROADCASTING PROGRAMMES FOR PEOPLE TO LISTEN TO

E



3. BROADCASTING PROGRAMMES FOR PEOPLE TO WATCH ON THEIR TV SETS

5. A WAY TO COMMUNICATE WITH YOUR PARTNER WHO MIGHT BE A THOUSAND MILES AWAY USING THE COMPUTER

B



TV EXPERIMENTS TO  
CREATE A  
WORKABLE  
TELEVISION SYSTEM  
BEGAN IN THE LATE  
19TH CENTURY BY  
PAUL NIPKOV,  
A GERMAN SCIENTIST.



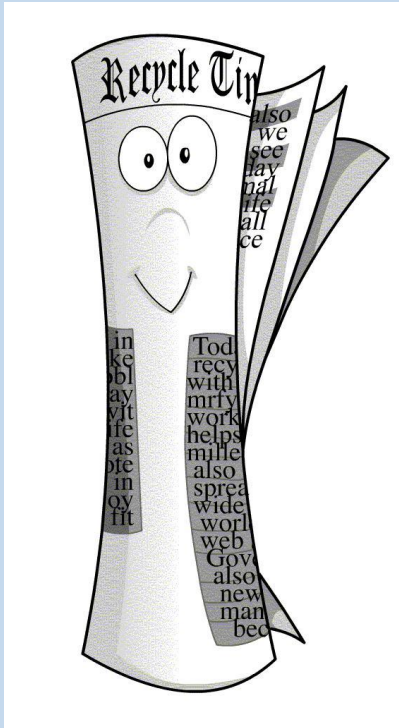
THE INTERNET  
WAS CREATED IN  
1983. THE  
INTERNET  
CONNECTS MANY  
COMPUTER  
NETWORKS.



THE WORLD WIDE WEB EXPANDED  
DURING THE 1990S TO BECOME THE  
MOST IMPORTANT COMPONENT OF THE  
INTERNET.

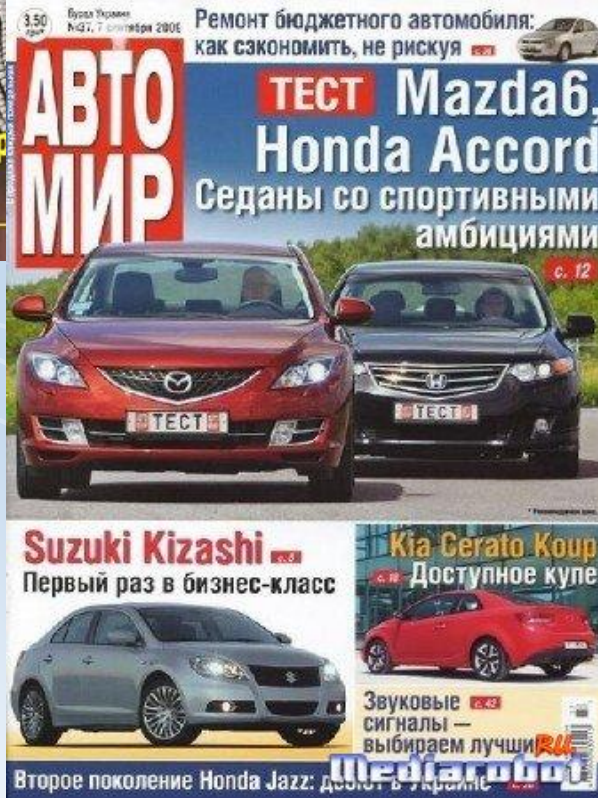


QUALITY  
PAPERS OR  
BROADSHEETS  
ARE SERIOUS  
DAILY ISSUES.  
THEY PRODUCE  
SERIOUS  
QUALITY  
JOURNALISM.





TABLOIDS OR POPULAR NEWSPAPERS ARE HALF THE SIZE OF A BROADSHEET. THEY CONTAIN A LOT OF PHOTOGRAPHS AND HAVE A MORE SENSATIONAL REPORTING STYLE.



# ADVANTAGES

1. TO RECEIVE INFORMATION
1. TO TAKE PART IN SHOWS
3. TO TRAVEL ROUND THE WORLD WITHOUT WASTING MONEY
4. TO FIND NEW FRIENDS



# DISADVANTAGES

1. IT'S WASTE OF TIME
2. TO HAVE NO TIME TO COMMUNICATE WITH RELATIVES AND FRIENDS
3. TO DAMAGE YOUR EYES
4. TO HAVE NO TIME FOR SPORT ACTIVITIES IN THE FRESH AIR