

«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.

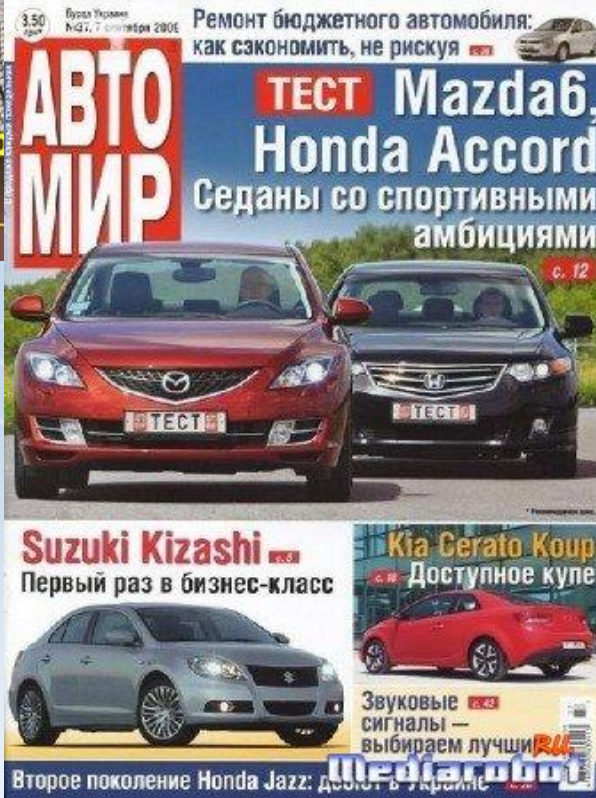


QUALITY
PAPERS OR
BROADSHEETS
ARE SERIOUS
DAILY ISSUES.
THEY PRODUCE
SERIOUS
QUALITY
JOURNALISM.





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