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Mass Media

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Part 1 **Mass Media**

Different types of Mass Media

There are different types of mass media that we are accustomed to in this day and age. Whether it's children, young people, or adults, we've all had our share of media-related exposure every day. Learn more about what the media comprises in our modern-day world.

Mass media refers to communication devices, which can be used to communicate and interact with a large number of audiences in different languages. Be it the pictorial messages of the early ages, or the high-technology media that are available today, one thing that we all agree upon, is that mass media are an inseparable part of our lives. Entertainment and media always go hand in hand, but in addition to entertainment, mass media also remains to be an effective means of communication, spreading information, advertising, marketing, and in general, of expressing and sharing views, opinions, and ideas.

There are several types of Mass Media:

1) *Print Media:*

- Newspapers
- Magazines
- Booklets and Brochures
- Billboards

2) *Electronic Media:*

- Television
- Radio

3) *New Age Media:*

- Mobile Phones
- Computers
- Internet
- Electronic Books

Print media encompasses mass communication through printed material. It includes newspapers, magazines, booklets and brochures, house magazines, periodicals or newsletters, direct mailers, handbills or flyers, billboards, press releases, and books.

Newspapers: Newspapers enjoyed the position of the most preferred medium to reach a wider audience until electronic communication emerged on the media scene. In the early days, newspapers were the only medium that masses at large depended on, for daily news. A newspaper carries all kinds of communication related to a variety of topics like politics, current affairs, entertainment, finance, stocks, etc. Apart from this, it also includes topics which are in lighter vein like cartoons, crosswords, Sudoku, movie reviews, book reviews, puzzles, crosswords, etc. This captivates the imagination and interests of readers from all age groups. Newspapers are an important platform of mass communication as they reach every

nook and corner of the world where electronic media fails to reach. It plays a pivotal role in providing authentic firsthand information, building opinions, updating the knowledge of the reader, and serves as a good platform for advertisers to promote their products. However, with the emergence of the Internet, which updates information every second and is just a click away, the popularity of newspapers has reduced.

Magazines: Magazines are another type of popular culture print media. They usually cater to a specific type of audience who are looking for information based on a particular subject. Magazines cover a plethora of topics like current affairs, business, finance, consumers, gadgets, self-help, luxury, lifestyle, beauty, fashion, entertainment, travel, etc. Magazines like TIME and Reader's Digest include information which is all-pervasive. The frequency of magazines can be weekly, fortnightly, bi-monthly, quarterly, half-yearly, or yearly. These magazines are the best forum for advertisers as they have a niche readership. The readers look for a specific type of information; say for example, a camera ad in a Gadget magazine will definitely have a direct brand impact on the reader who wants to buy a camera. Also, the shelf life and brand recall of magazines is far better than newspapers which have a short life span.

Booklets and Brochures: Booklets and brochures are part of the promotional literature of a product, or an organization. There are two types of booklets and brochures.

- Pre-buying promotion: Usually in malls and stores, promotional literature is distributed free to all (with discount offers, or other schemes which seem profitable). For example, a free booklet about cosmetics will include information about the products, latest trends, contents, the benefits of using them, the available range, or colors, discount coupons, etc. This, will most likely, have a positive impact on your decision-making.

- Post-buying promotion: These booklets and brochures are usually given with a product for better customer experience and easy usage post purchasing. You must have observed when you buy any new item that it is usually accompanied with a small booklet giving details about the benefits of using the product, usage directions, cleaning and storage instructions. The guidelines are usually followed by a series of 'how to' images which facilitate easy information about the product. These booklets may also include 'Other offerings' section. Organizations also have their own profiles in the form of brochures which they give to their stakeholders to create a favorable image. It highlights the information about the company, its capacity and capability, services and solutions offered milestone achievements, sustainability, innovation, awards, etc. In this case people "do judge the book by its cover", and hence, these booklets and brochures are designed in an attractive format using colors and photos.

Billboards: Billboards are huge advertisements that are put up at a height in strategic locations to draw more attention. They usually attract the target audience by their bold colors, attention-grabbing headlines, creativity, designs, special effects, etc. Initially, billboards started by hand painting huge boards, and eventually graduated to putting up printed sheets. Later came a trend for incorporating neon signs, videos, and cut-outs which extend out from the boards, 3D rubber, or plastic balloon objects, etc. Such billboards are called bulletins. They command the best customer exposure. Communication in these types of billboards should be in minimum words. The images should speak louder than the words. They are a successful medium of communication as they are good at captivating and retaining customer's attention.

Electronic media is the kind of media which requires the user to utilize an electric connection to access it. It is also known as 'Broadcast Media'. It includes television, radio, and new-age media like the Internet, computers, telephones, etc.

Television: Television appeals to both the auditory and visual senses, and hence is an important communication device as it beholds the attention of the audience. For many people, it is impossible to imagine a life without their television sets, be it the daily news, or even the soap operas. Television has become an advertising hub where advertisers are ready to spend huge amounts of money for an ad of a few seconds, especially for programmes with high viewership. An apt example would be Super Bowl Season. It offers various programs to appeal to the masses of different age groups. It is a popular means of communication which provides both information and entertainment. This category also includes electronic media like movies, CDs and DVDs as well as the electronic gadgets.

Radio: Radio has a significant reach. A considerable number of Americans tune into radio every week while on their way to work. Advertising on the radio with catchy jingles and phrases is a tried and tested means of communication. Radio lost its popularity with the boom of television. But till day, radio remains one of the favorite means of electronic communication. Moreover, it is an interactive means of communication with all the dial-in programs which give the listeners an opportunity to feature on radio.

New age Media: With the advent of the Internet, we are now enjoying the benefits of high technology mass media, which is not only faster than the old school mass media, but also has a widespread range. Mobile phones, computers, and the Internet are often referred to as the new-age media. The Internet has opened up several new opportunities for mass communication which include e-mail, websites, podcasts, e-forums, e-books, blogging, Internet TV and many others, which are booming today. The Internet has also started social networking

sites which have redefined mass communication all together. Sites like Facebook, Twitter, and YouTube have made communication to the masses all the more entertaining, interesting, and easier!

Mobile Phones: Mobile phones have become a boon to mankind. It has made communication possible at any time, and from anywhere. Nowadays, a smart device like a mobile phone is not only used for interaction, but also for other technical utilities like operating pumps from remote locations, etc. You can also get alerts of your monetary transactions on a mobile phone. About a decade ago, who would have thought of having the Internet on mobiles? Today, we can stay in touch with the whole world via the Internet on our mobile phones.

Computers: With the invention of computers the impossible has become possible. We virtually get information about everything from pin to piano with the help of computers. It has added speed and multimedia to the information which was earlier available only in the print format. Also, anyone can voice their opinions through computers. Computers have added a new breakthrough in the mass media by combining human intelligence with the cutting edge technology.

The Internet: This is the most important device of the new age media. The discovery of the Internet can be called the biggest invention in mass media. In earlier days, news used to reach people only with the morning newspaper. But today, live updates reach us simultaneously as the events unfold. For example, the royal wedding of Kate Middleton and Prince William was watched live on the Internet by millions of people around the world. The Internet has inspired interaction and connectivity through its social networking medium. It has become one of the core means of mass communication. We cannot think of leading our lives without it. Let us see how the Internet impacts mass communication through the following mediums.

▫*E-mails:* e-mails or electronic mails have drastically reduced the time it took for drafting and sending letters, or mails. Electronic mails have also facilitated lesser usage of paper.

▫*Websites:* the Internet has a plethora of websites dedicated to various people, companies, brands, causes, activities, etc. The most significant usefulness of these websites is in providing information, search engines, downloads through libraries, and interaction through the social networking sites. Due to these websites carrying out e-commerce transactions has also become easy.

▫ Podcasts: Podcasts are mediums of mass communication that include short video or audio files. They can be seen and heard on mobiles, computers, and portable media instruments. They are engaging devices of communication.

▫ E-Forums: E-Forums are bulletin boards on websites where people start threads on topics. These are usually hosted on a website. These forums are open platforms to discuss a range of topics. People give their opinions and share their experiences on various topics.

▫ E-Books: There are a number of websites which have hosted eBooks and online libraries. The main benefit of having eBooks is that you don't have to carry bulky books. You can read them on your eBook readers, mobiles, computer screens, or other devices. You can even adjust the font size to suit your requirements.

▫ Blogging: A blog is a space on the Internet where a single person or a group of people record their information, opinions, photos, videos, etc. It is an interesting and free platform to talk about any topic. Interaction happens in the form of comments or feedback.

▫ Internet TV: It is also known as online TV. It usually has an archive of programmes. You have to choose the programme, you wish to view from the list. You can either view the programs directly from the host server, or download the content on your computer. It is an effective means of communication.

▫ Facebook: It is the most popular social networking website. Facebook has several applications which people utilize. It is the best platform to meet old friends, or make new ones. Advertisers also like this forum for communicating about their products.

▫ Twitter: It is also a famous social networking website. Twitter is a micro blogging site which allows interaction and feedback of different people. There was a time when it was very popular among celebrities and individuals. Today, the governments of various nations have understood the importance of "tweeting" information to the public, and regularly share information through Twitter.

▫ YouTube: It is a website which uploads content in a video format. It houses a range of interesting videos that appeal to people of all generations. From films to educational videos, you will find everything on YouTube.

**From: <http://www.buzzle.com/articles/different-types-of-mass-media.html>*

Answer the following questions and discuss them with your partner.

1. What is Mass Media? What is it used for?
2. Name several types of Mass Media. What kind is the most popular now?
3. What are the main features of New Age Mass Media?
4. What do you think about all the advantages and disadvantages of every kind of Mass Media? Name as many as possible.
5. What kind of New Age Media do you prefer most of all?

Word list

access	доступ
to be accompanied with	сопровождаться чем-то
to appeal to	привлекать
available	имеющийся в наличии, свободный
to be accustomed to	привыкший к чему-либо
breakthrough	прорыв
catchy phrases	легко запоминающиеся фразы
to comprise	состоять из
core	главный, центральный
current affairs	текущие дела
to dedicate to	посвящать
to distribute	раздавать, распределять
to emerge	появляться, выясняться
to encompass	охватывать
entertainment	развлечение
exposure	кадр
frequency	частота
to interact with	взаимодействовать с
inseparable part	неделимый
network	сеть
niche readership	ниша читателей
to observe	наблюдать
pivotal role	центральный, значительный
purchase	покупка
to reduce	снижать, сокращать
to require	требовать(ся) ,нуждаться

Part 2 Print Media

A brief history of newspapers

The earliest variation on a newspaper was a daily sheet published in 59 BC in Rome called *Acta Diurna* (Daily Events), which Julius Caesar ordered to be posted throughout the city. The earliest known printed newspaper was in Beijing in 748.

In 1451, Johannes Gutenberg uses a press to print an old German poem, and two years later prints a 42-line Bible - the significance being the mass production of print products, ushering in an era of newspapers, magazines, and books. By 1500, the genesis of a postal system can be seen in France, while book publishing becomes popular throughout Europe and the first paper mill can be found (England).

Zeitung (newspaper) is a news report published in Germany in 1502, while *Encountre Trewre* becomes the earliest known English-language news sheet in 1513. Germany's *Avisa Relation oder Zeitung*, in 1609, is the first regularly published newspaper in Europe. Forty-four years after the first newspaper in England, *the Oxford Gazette* is published, utilizing double columns for the first time; the Oxford/London Gazette is the first true newspaper. The first North American newspaper, *Public Occurrences Both Foreign and Domestic*, was published in 1690 in Boston.

The 1700s was a century in which market elements were created that encouraged the development of daily newspapers: rising literacy, the formation of nation-states, a rising literary and philosophical tradition emphasizing democratic involvement in government, and technologies that supported newspaper production. In short, it was a great news century. The first daily newspaper was *The Daily Courant* in London, 1702. In 1754, *The Daily Advertiser* in London uses the first four-column format. France's first daily newspaper appears in 1777, *Journal de Paris*, while the first United States daily was *The Pennsylvania Packet* in 1784.

In 1873, an illustrated daily newspaper can be seen in New York. In 1878 the first full-page newspaper advertisements appear, and in 1880 the first photographs are seen in newspapers, using halftones.

With the basic technical groundwork for the modern newspaper in place by the late 19th century, the story of newspapers in the 20th century was about professional development and adaptation to changing consumer and media markets. The story also involved an evolving business model that rode an ever-growing wave of mass-market advertising.

*From: <http://window.edu.ru/library/pdf2txt/938/29938/13167/page1>

Find the English equivalents in the text.

- возрастающая грамотность;
- поощрять развитие чего-либо;
- по всему городу;
- развитие модели бизнеса на растущей волне массовой рекламы;
- возвещающая об эре...;
- зарождение (возникновение) почтовой службы.

Answer the following questions.

1. What was the first regularly published newspaper in Europe?
2. In which newspaper were the double columns utilized for the first time?
3. When and where was the first North American newspaper published?
4. What were the market elements that encouraged the development of daily newspaper in the 17th century?
5. What were the first daily newspapers in London, Paris and the US? When did they come into circulation?

British Newspapers

All newspapers in Britain can broadly be divided into *the quality press* ("broadsheet") and *the popular press* ("tabloid").

The quality newspapers/ *broadsheets* are also known as "heavies" and they usually deal with home and overseas news, with detailed and extensive coverage of sports and cultural events. Besides they also carry financial reports, travel news and book and film reviews.

Broadsheet is a size and format for newspapers and a descriptive term applied to papers which use that format rather than the smaller tabloid format. Historically, broadsheets were developed when in 1712 a tax was placed on British newspapers based on the number of their pages. Broadsheet newspapers tend to be more intellectual in content than their tabloid counterparts, examining stories in more depth and carrying sensationalist celebrity stories less often. However, while this distinction is widely used, some tabloid papers - particularly *The Daily Mail* and *The Daily Express* - point out that the term "tabloid" strictly refers only to the paper size, and often use phrases such as "broadsheet quality in a tabloid format".

The Times, *The Financial Times*, *The Guardian*, *The Daily Telegraph*, *The Independent*, are known as quality papers or broadsheets. So, quality papers aim at presenting the reader with a full and serious coverage of important home and foreign events. They examine the subject more deeply and give more information than the popular papers. All the quality papers use the large, full-scale broadsheet format, their style is clear-cut and the language is straightforward, free from slang and sensation.

Apart from a classification of style and ways of presentation there is also the division between political attitudes. Although newspapers are not directly linked to political parties, there are strong connections. The majority of papers— even those which carry little serious news — are conservative in outlook. Of the six quality dailies *The Daily Telegraph* (founded in 1855) is strongly conservative. It is a broadsheet published on 28 pages with 5 per cent of the whole space given over to the pictures.

The Guardian (*The Manchester Guardian* until 1956) is a broadsheet with left of center political standpoint. It is liberal in outlook though it doesn't represent the official view of the Liberal Party. Note that *Manchester Guardian* was launched in 1821. *The Guardian* enjoys particular popularity among those readers who are connected with the arts. The paper's motto is "Facts are sacred, comment is free". This paper because of its very honest comment of news is very influential.

The Financial Times saw its appearance in 1888. At present it is no more simply the commercial specialist paper it used to be and has become a major quality paper.

The Times (1785) is the oldest of the existing papers. It has always been the paper of the "Establishment" and has a good reputation for reliable and serious comment on foreign and home affairs.

The popular daily papers are also called *tabloids*. A *tabloid* is both a paper size and a term for the style of the newspapers that tend to use that format. Tabloid is the smaller of the two standard newspaper sizes; the larger newspapers are called broadsheets. The name seems to derive from a pharmaceutical trademark meaning *compressed tablet*, and has been applied to other small things. There are two distinct uses of the term today. The more recent usage, actually deriving from the original usage, is to refer to weekly or semi-weekly alternative papers in tabloid format. Many of these are essentially straightforward newspapers, publishing in tabloid format.

What principally distinguishes these from the dailies, in addition to their less-frequent publication, is the fact that they are usually free to the user, relying on ad revenue, as well as the fact that they tend to concentrate more on local entertainment scenes and issues. In its traditional sense, tabloids tend to emphasize sensational stories and are reportedly prone to create their news. Such national tabloids as *The Sun*, *The Daily Mirror*, *The Daily Mail*, *The Daily Express*, *The Daily Star*, *Today* and others do not pay a great deal of attention to important world events and when they do, the facts are often distorted in an effort to make the news exciting and entertaining. Much space is devoted to crime, scandal, while generally a small amount of information is on different topics. Sometimes opinions take more space than "hard news". Their front page news is presented in a sensational manner, with banner headlines. Popular papers use more pictures and cartoons. They deliberately employ slang and up to date expressions to give their reports more vitality. The vocabulary is forceful, abounding in words and phrases appealing to the readers' emotions.

The Daily Mail devotes its space to commercial advertisements (ads), sports reports, features, home news, human interest stories, competitions and puzzles, notices, financial news, reviews, gossip, letters from the public, comic strips, opinion and comment, horoscopes, topical cartoons, parliamentary reports and weather forecasts.

The Daily Mirror, tabloid, is the only large national paper which supports the Labour Party. It can boast of the third mass circulation. It is one of the first papers to use strip cartoons.

Most daily newspapers have no Sunday editions, but there are Sunday papers. The latter are sometimes closely linked with national dailies either because they are owned by the same proprietor or because “they are printed on the same machine”.

The Sunday press for a long time has been notorious for its extremes of good and bad quality, and for enormous circulation of some of the more scandalous papers. Much space in the Sundays is given to features, comment and leisure interests.

The national quality Sundays are *The Observer*, *The Sunday Times*, *The Sunday Telegraph*. They have smaller circulations than the popular Sunday papers. Sunday papers devote much space to literature and the arts.

The popular Sunday papers (*The News of the World*, *The Sunday Mirror*, *The Sunday Express*, *The Mail on Sunday*) are the newspapers with huge circulation bringing reports of violence, crime and scandal. With the Sunday quality and popular papers the differences between them are even more marked. The classification of British newspapers:

Daily Broadsheet: *The Times*, *The Daily Telegraph*, *The Guardian*, *The Independent*, *The Financial Times*.

Daily Tabloid: *Daily Mail*, *Daily Express*, *The Sun*, *The Mirror*, *The Star*.

Sunday Broadsheet: *Sunday Times*, *Sunday Telegraph*, *The Observer*.

Sunday Tabloid: *Mail on Sunday*, *Sunday Express*, *News of The World*, *Sunday Mirror*, *Sunday People*.

*From: <http://window.edu.ru/library/pdf2txt/938/29938/13167/page1>

Find the English equivalents in the text.

- иметь своей целью...;
- полное и серьезное освещение событий внутри страны и за рубежом;
- быть основанным;
- различные употребления данного понятия;
- намеренно использовать сленг и современные выражения;
- придавать живость;
- уделять внимание;
- особенно отличать

Answer the following questions.

1. What kinds of newspapers are mentioned in the text? Into which types are newspapers divided according to the frequency of publication?
2. How are quality papers characterized in the text (coverage of the events, language, style...)?
3. Why are quality papers called broadsheets while popular papers are called tabloids?
4. What is special about tabloids' vocabulary and headlines?

Word list

advertisement	реклама
to aim at	стремиться к чему-то
applied to	обращенный к чему-то
coverage	освещение события
deliberately	преднамеренно
to be devoted to	посвящать
distinct	отличный, отчетливый
to emphasize	подчеркивать; делать упор на чем-то
extensive	обширный
reliable	надежный, достоверный
significance	значение, важность
to tend to	склоняться к

Part 3 Electronic Media Television

The history of the BBC: the first TV era

The British Broadcasting Company started daily transmissions on November 14th 1922, by which time more than one million ten-shilling (50p) licences had been issued. In 1927 the company was restructured as a public corporation— the BBC that we know today— by its founding father, John (later Lord) Reith, but by this time an even newer technology was being developed —television.

In 1923 the Scotsman John Logie Baird began developing a system by which television would be made possible. Baird wasn't the only one developing this new system at that time; indeed, Earl Ferdinand Braun had invented the first commercial cathode ray tube as early as 1897. But it was Baird who developed the

disc-scanning equipment that made television possible. In 1926 Baird enlisted the aid of Selfridges in London to put on public demonstrations of his equipment.

In May of 1934 the British government appointed a committee, under the guidance of Lord Selsdon, to begin enquiries into the viability of setting up a public television service, with recommendations as to the conditions under which such a service could be offered. The results of the Selsdon's Report were issued as a single Government White Paper in January of the following year. The BBC was to be entrusted with the development of television, which had to transmit a definition of not less than 240 lines with a minimum of 25 pictures per second.

The committee proposed that the two new high definition systems (Baird's 240 line and Marconi-EMI's 405 line) would be chosen to alternate transmissions by the BBC over a set period, until it was decided which was the better. Looking for a suitable site for the new service, the BBC chose Alexandra Palace in Haringey, Greater London. Its position, high on a hill, made it the ideal place to place a transmitter that would cover all of London and many of its surrounding counties.

Sanctioned with the monumental task of bringing high-definition broadcasting to the British public as a regular service was Director of Radio Outside Broadcasting, Gerald Cox, now appointed the BBC's Director of Television. Cox's first task was to assemble a team of experts and then summon them to a meeting where a plan of strategy could be worked out. In front of camera was to be experienced Movietone News commentator, Leslie Mitchell, and female announcers Jasmine Bligh and Elizabeth Cowell were chosen from thousands of hopefuls who had applied for the job. According to popular legend Cox assembled his staff and told them that since none of them knew a thing about television broadcasting, he was going to give them ample time to find out. They were given four months to study the new medium and do all the experimenting they needed in order to get it "right on the night".

• *"Good afternoon, ladies and gentlemen. It is with great pleasure that I introduce you to the magic of television..."* - with those words Leslie Mitchell introduced Britain's first high-definition public television programme from Radiolympia. The date was 26th August 1936.

On November 2nd 1936 the world's first regular high definition service began transmitting to the 100 or so TV sets available in Britain.

The BBC began transmitting from Alexandra Palace for two hours every day (except Sunday's). A copy of the Radio Times dated October 30th reveals the opening day line-up. According to the publication, on this particular week the Baird System was being used.

The range of the service offered by the BBC covered a radius of approximately 40 miles from Muswell Hill, although that was by no means a rigid limit. Some people reported picking up pictures from beyond that range although it seemed to depend on a mixture of freak conditions and which transmission system was being used at the time.

On May 12th 1937 cameras were sent to cover the Coronation of King George VI. Following this, viewers got their first chance to witness a major sporting event when the Wimbledon Tennis Championships were first broadcast on June 21st, 1937, with a match between Bunny Austin and George Rogers. By 1939 programmes were being broadcast seven days a week.

Then on 1st September 1939 the screens went blank. Viewers waited for an announcement but none came. Britain and the BBC were about to go to war, and the first television era had come to an end.

*From: <http://www.teletronic.co.uk/tvera.htm>

Answer the following questions.

1. When was the BBC organized?
2. What kind of events did it transmit?
3. What were the two new high definition systems?
4. Do you know how it's functioning now?

TV reality shows are third-rate entertainment and not worth watching. What do you think?

There is nothing new about reality TV. Confessional shows, where ordinary people make their private life public, have been around for a long time. However, over the last five years TV reality shows such as Big Brother and Survivor have become more popular. Obviously some of these programs have been the most successful shows in television history. Is it unfair to say they are third-rate entertainment?

In order to evaluate reality TV, we need to define exactly what a TV reality show is. Reality shows have several things in common with soap operas. Actually, they both involve a group of people who have to live together and get on with each other whilst solving various problems. The difference is that reality shows aren't scripted, so the dialogues are often quite tedious. In addition, problems contestants deal with are artificial and don't arise naturally from a "story". Apparently, in this sense they could be seen as third-rate entertainment.

Why then do people watch them? Presumably, what holds the audience's attention is the "reality" or spontaneity of the shows. You never know what is going to happen next, and we are fascinated by people who will stop at nothing in their pursuit of fame. We are also fascinated by how the contestants cope in different situations, and to some extent measure their reactions against our own.

To conclude, it's probably true to say that reality shows are third-rate entertainment when compared with classical films or award-winning

documentaries. However, as audience figures prove, they are strangely compelling because we are able to empathize with ordinary people in extraordinary situations. This ultimately is what makes TV reality shows worth watching.

Answer the following questions.

1. What is meant by TV reality shows?
2. Why do people like watching them?
3. What's your personal attitude towards such shows? How often do you prefer to watch them?
4. What pros and cons can you name?

TV or not TV?

Television has become an everyday part of our lives. It's omnipresent, always on... But is this a good thing or a bad one? Don't we spend too much of our precious time in front of the "box"? Haven't we become lazier because of it? Is TV dangerous? Here's what different people say about television. Who do you agree with?

<ol style="list-style-type: none"> 1. Some people say that television is dangerous. I don't think so. After all, it keeps you informed about what's happening in the world. You can also see films and plays, and be entertained...or you can watch documentaries and learn something new. 2. In spite of all its defects, television can teach us a lot of things. The trick is to learn to control it and use it intelligently. The ideal is to turn on the TV only when there is a program which is really amusing and interesting. 3. A lot of rubbish has been written about television. I think it's a wonderful invention. It's a cheap form of entertainment, which gives pleasure to millions of people, especially those who live alone. It's also a wonderful way of escaping from our dull reality. 	<ol style="list-style-type: none"> 1. Television is a terrible waste of time. I know a lot of people who just sit down in front of the "box" and watch whatever's on. They spend hours watching silly soap operas and second-rate American films when perhaps they ought to be doing something else. 2. In my opinion, television makes us lazier. We stay at home instead of going out. We read less. We think less. We even talk less. It cuts us off from reality. But isn't real life better than this passive enjoyment? 3. There's too much violence on TV. We begin to believe that the world is an unfriendly place, filled with cruel people and risky circumstances. The violent, crime-filled world shown on TV may turn people into criminals. 4. Television is like a drug: we get addicted to certain TV series and
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<p>4. TV's just part of life really. It involves us in strong emotions: love, hate, passion. Even the silliest of "soaps" help me to solve my own problems by showing me what might happen if I do certain things. Sometimes they show me what not to do.</p>	<p>simply can't switch it off. Most programs are filled with silly commercials. What I hate most about TV is that it often uses strong language. It has a terrible influence on children and young people.</p>
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**From: "Speak out" (magazine)*

Answer the following questions.

1. How many hours do you spend in front of the TV?
2. Do you believe that violence on TV may turn people into criminals?
3. In what way does TV influence our language?
4. Some people say that television kills conversation. Do you agree?
5. Do you know how to protect yourself from the bad influences of television?

Word list

artificial	искусственный
to assemble	собирать
to cope with	справляться с
to define	давать определение
to be fascinated by	быть очарованным чем-то
to involve	подразумевать, быть связанным
to prove	доказывать
ultimately	в конце концов
to escape from	убегать от чего-то
to compare with	сравнивать с чем-то
successful	успешный
to have influence on	оказывать влияние на что либо

Part 4

New Age Media

How is the Internet changing lives forever?

These days with inexpensive air travel, mobile phones, email and the Internet, teenagers see the world as a smaller place than it appeared to their grandparents. Of these innovations, the Internet appears to be the one with the most potential for global influence, and which will change lives the most.

For example, up until recently friendships developed over a lifetime but that has now changed. People often made friends locally at school and continued those friendships into adulthood, but many young people today find the majority of their

friendships over the Internet. This is not restricted to teenagers. Paula Sen, who has just turned 30, says: “I’ve met most of my best friends over the Internet, through common interest forums. I couldn’t live without the Internet. It’s my lifeline.”

The Internet has also greatly influenced how people buy and sell goods. International Internet shopping is now common, with people buying all sorts of goods, from sites such as amazon, the most successful online retail site. The international auction site eBay allows millions of participants to buy from and sell to strangers, setting their own prices. But beware – there are so many unscrupulous salespeople online as on the high street.

One of the Internet’s greatest success stories is Wikipedia, the free online encyclopedia, which is compiled and updated by its users. It carries far more content than any other encyclopedia and it is a great starting point for research, but remember to double-check important facts as it does contain errors. If you don’t have time to check your facts, consider purchasing a reliable online encyclopedia such as the Encyclopedia Britannica. The other major information resource on the Internet is Google, a search engine which finds and ranks web pages according to the number of links made to them.

Probably the biggest impact that the Internet has had is the way in which it has influenced social networking. The most frequently “googled” word in the world recently was Bebo - the social networking site- followed by MySpace. People can meet new friends through sites like these, they can renew old acquaintances through different sites and they can also play games with each other in virtual worlds. This Internet-based, three-dimensional virtual world is “inhabited” by more than 6.6 million residents from around the world, and global companies even have outlets there.

It’s now much easier to share experiences with others too. Sites such as YouTube allow people to upload and share videos, with unlikely clips becoming huge hits and a number of figures becoming Internet phenomena.

Much of the power of the Internet lies in the fact that people are developing new ways to be creative and innovative, combining ideas and skills without an organization or hierarchy. No one is in overall control. Collective creativity and collaboration are the key ideas. But even more powerful than this is its power to solve crimes, help change the world through giving to charities on sites like justgiving.com or find missing individuals.

**From: “Language Leader” (upper-intermediate)*

Answer the following questions.

1. What positive characteristics of the Internet can you name?
2. How has the Internet changed our minds?
3. What kind of search engine is the most popular?

4. Does the Internet have negative sides? Could you think about them? Try to make the list of advantages and disadvantages.

Work with a partner to discuss the following.

1. Do people indulge in fantasy virtual life because of the disappointments of their real lives?
2. What are the advantages and disadvantages of:
 - a) Buying and selling over the Internet?
 - b) Social networking with people you have never met face-to-face?
3. Should teenagers' use of the Internet be limited?

Email - a good thing or a bad thing?

In recent years email has become an increasingly important means of communication. However, like most things it has both advantages and disadvantages.

<p><i>On the plus side:</i></p> <ul style="list-style-type: none"> •First of all, email is easy. All you need is the appropriate software on your computer. There are no stamps to stick and no trips in the freezing cold to postboxes. •The second point is that email is fast. No matter where you're sending your message, whether it's to the next street or to the other side of the planet it takes only seconds to reach its destination. Nowadays, whenever I send regular mail (or snail mail as email users call it), I can't believe that it's actually going to take days to reach its destination. How primitive! •Email is not only fast, it is also cheap. Unlike long distance telephone calls, you pay no more for messages. •Also, email messages are easily stored. Because they're electronic, saving an email message you've received (and calling it back up again later) is a breeze. •In addition to this, email is environmentally friendly because of being electronic. It saves natural 	<p><i>On the minus side:</i></p> <ul style="list-style-type: none"> •Firstly, email is impersonal. You can't see a person, face to face; it's difficult to get across subtle meanings in email prose with no visual or voice clues. •Secondly, it can be argued that email is in fact too easy. You can write a message in a few seconds and send it off with one click. And once sent, you can't get back a message that may have been written in a fit of irritation or anger. •Another point is that email security is lax. As your email message makes its way to its destination, it has to pass through other, public, systems. Anyone with the right technical know-how can intercept it without your knowing. •although, as stated above, it's an advantage that email messages are easily stored, this can also be a disadvantage. If you say nasty things about your boss in a message, a saved copy can come back to haunt you in the future. •A final and very important point is that email can take over your life. Because it is so easy to start getting more and more
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resources such as paper. •Last but not least, email is practically universal. More and more people use it every day.	correspondence, and you end up spending most of your day reading and responding to floods of messages.
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Overall, however, the pros of email outweigh the cons. Email has transformed the world of communication in largely beneficial ways, and alongside text messaging, is now a major way of keeping in touch.

**From: "New Headway" (upper-intermediate)*

Apple Macintosh

Are you a Mac user? For many, home computers have become synonymous with Windows and Bill Gates, but there has always been a loyal band of Apple Macintosh users, whose devotion to the Apple brand and its co-founder Steven Jobs is almost religious.

Steven Jobs and Steven Wozniak dropped out of college and got jobs in Silicon Valley, where they founded the Apple Computer company in 1976, the name based on Job's favourite fruit. They designed the Apple computer in Job's bedroom, having raised the capital by selling their most valued possessions – an old Volkswagen bus and a scientific calculator. The later model, the Apple Macintosh, introduced the public to point and click graphics. It was the first home computer to be truly user-friendly, or as the first advertising campaign put it, "the computer for the rest of us".

When IBM released its first PC in 1981, Jobs realized that Apple would have to become a more grown-up company in order to compete effectively. He brought in John Sculley, the president of Pepsi-Cola, to do the job, asking him: "Do you want to just sell sugared water for the rest of your life, or do you want to change the world?" Sculley and Jobs began to argue bitterly, however, and after a power struggle, Jobs was reluctantly forced to resign.

By 1996 Apple was in trouble, due to the dominance of Windows software and the increasing number of PC clones which could use it. Jobs, having had great success with his animation studio Pixar, was brought back to the ailing firm for an annual salary of \$1, and the company gradually returned to profitability.

Apple's computers cost more than most PCs, and have a more limited range of software available for them, but their great appeal has been the attention to design, making Apple the cool computer company. The launch of the stunning multi-coloured iMac in 1997, followed by the sleek new iMac in 2002, marked the end of the computer as an ugly, utilitarian machine, and brought the home computer out of the study and into the lounge. As Steve Jobs put it, "Other companies don't care about design. We think it's vitally important."

Apple's fortunes were transformed again with the development of the iPod in 2003, which soon became a must-have gadget and brought about a boom in Internet music sales. And of course, it was beautifully stylish.

**From: "New Headway" (upper-intermediate)*

Answer the following questions.

1. How did Jobs and Wozniak design the Apple computer?
2. What characteristics of Apple's computers can you name?
3. What is Ipod a must-have gadget?

The book is reborn

You are about to leave for holiday. You have two long weeks on a beach ahead of you— a chance to read all those books you've been planning to read all year. So you decide to pack a selection of paperbacks. You know paperback books are incredibly light and convenient, so it comes as rather a shock when you put four or five in your suitcase and realize they are as heavy as a brick. Suddenly the thought that you will have to carry all that weight through the airport doesn't seem quite so appealing.

Well, now there is a solution. Instead of carrying heavy books around you simply take an e-book. In the same way that MP3 players mean you don't have to carry around dozens of CDs, the e-book contains all the books you might want to read in one small package. So, if you're not sure whether you are going to feel like a lightweight romance or a heavyweight biography, that's no problem. You simply load all the books you might want into memory and then make up your mind when you arrive.

So, how does it work? Electronics companies had been working on the e-book for years before they found the perfect combination of materials and technology. The magic ingredient was electronic paper, a US invention that is completely different from the liquid crystal display (LDC) technology used for most computer screens. Earlier versions of the e-book had suffered from the same problems as laptop computers and mobile phone screens—the screens were impossible to see in bright sunlight and people found that their eyes were getting tired after using them for any length of time. Manufacturers knew they had to invent a superior technology, and electronic paper was the result—it is flicker-free and looks exactly like real paper and ink.

And the e-book has many other advantages. The size of text can be changed at the flick of a switch, which means many people with poor eyesight will be able to read without needing glasses. As well as text, the e-book can display pictures and diagrams, and with an electronic pen the reader can make notes on the screen which the machine will remember, making it an ideal product for students. In fact, there are several internet companies that will be supplying medical and scientific e-

book files in the near future. So the students of tomorrow won't have to spend a fortune on those expensive university textbooks—they'll simply log on the Internet and download everything they need to their e-book.

**From: "Language Leader" (upper-intermediate)*

Work with a partner to discuss the following.

1. What sort of things do you read on a computer rather than on paper?
2. How does reading a computer screen compare with reading a book?
3. Name advantages and disadvantages of e-books.

Word list

according to	согласно чему-либо
to allow	разрешать, позволять
application	приложение
appropriate	соответствующий
collaboration	сотрудничество
common	общий
to be compiled	составляться кем-то
to consider	полагать
to contain	вмещать
content	содержание
to contribute to	вносить вклад
correspondence	соответствие
destination	место назначения
to double-check	перепроверять
to download	скачать (информацию)
to enable	давать возможность
floods of messages	поток сообщений
gadget	устройство
gradually	постепенно
increasing	возрастающий
launch	запуск
profitability	доходность
pros and cons	за и против
to receive	получать

software
successful
to supply
to take over
to update
to upload

программное обеспечение
успешный
поставлять
овладеть
обновлять
загружать (информацию)

Общий словарь

access	доступ
to be accompanied with	сопровождаться чем-то
to appeal to	привлекать
available	имеющийся в наличии, свободный
to be accustomed to	привыкший к чему-либо
breakthrough	прорыв
catchy phrases	легко запоминающиеся фразы
to comprise	состоять из
core	главный, центральный
current affairs	текущие дела
to dedicate to	посвящать
to distribute	раздавать, распределять
to emerge	появляться, выясняться
to encompass	охватывать
entertainment	развлечение
exposure	кадр
frequency	частота
to interact with	взаимодействовать с
inseparable part	неделимый
network	сеть
niche readership	ниша читателей
to observe	наблюдать
pivotal role	центральный, значительный
purchase	покупка
to reduce	снижать, сокращать
to require	требовать(ся) ,нуждаться
advertisement	реклама
to aim at	стремиться к чему-то
applied to	обращенный к чему-то
coverage	освещение события
deliberately	преднамеренно
to be devoted to	посвящать
distinct	отличный, отчетливый
to emphasize	подчеркивать; делать упор на чем-то
extensive	обширный
reliable	надежный, достоверный
significance	значение, важность
to tend to	склоняться к
artificial	искусственный
to assemble	собирать
to cope with	справляться с

to define	давать определение
to be fascinated by	быть очарованным чем-то
to involve	подразумевать, быть связанным
to prove	доказывать
ultimately	в конце концов
to escape from	убегать от чего-то
to compare with	сравнивать с чем-то
successful	успешный
to have influence on	оказывать влияние на что либо
according to	согласно чему-либо
to allow	разрешать, позволять
application	приложение
appropriate	соответствующий
collaboration	сотрудничество
common	общий
to be compiled	составляться кем-то
to consider	полагать
to contain	вмещать
content	содержание
to contribute to	вносить вклад
correspondence	соответствие
destination	место назначения
to double-check	перепроверять
to download	скачать (информацию)
to enable	давать возможность
floods of messages	поток сообщений
gadget	устройство
gradually	постепенно
increasing	возрастающий
launch	запуск
profitability	доходность
pros and cons	за и против
to receive	получать
software	программное обеспечение
successful	успешный
to supply	поставлять
to take over	овладеть
to update	обновлять
to upload	загружать (информацию)