**Modern Mass Media**

The media are special institutions created for an open, public transfer using a special toolkit of information to any person. Media is a relatively independent system, characterized by a multiplicity of constituent elements: content, properties, form, methods, and a certain level of organization. Distinctive features of the media are publicity, the presence of special technical means, a variable volume of audience, changing depending on the interest in a particular program, message, article.

Modern mass media has allowed information about human rights violations, genocides, civil wars and atrocities inflicted by rulers on their people to reach a wide audience, create indignation and mobilize support for the victims.

The concept of “mass media” should not be identified with the concept of “mass media”. This is not quite true, since the QMS describes a wider range of mass media. These include the cinema, theater, circus, etc., all the spectacular performances that distinguish the regular appeal to the mass audience, as well as technical means, such as telephone, telegraph, teletype, etc.

Actually, journalism is directly connected with the use of developed technical means of communication - the press (means of disseminating information using printed text and images), radio (transmitting sound information using electromagnetic waves) and television (transmitting audio and video information also using electromagnetic waves; for radio and television must use the appropriate receiver).

Through the use of these communication tools, three subsystems of the media have emerged: print, radio and television, each of which consists of a huge number of channels - separate newspapers, magazines, almanacs, books, radio and television programs that can be distributed throughout the world and small regions (regions, districts). Each subsystem performs its share of journalism functions based on its specific features.

Printing has properties for which it loses to other means of communication. If television and especially radio are capable of transmitting information almost continuously and extremely operatively, then the printing itself is doomed by the technology to the frequency of issue of numbers and books. Currently, the frequency of printing periodicals ranges from daily (newspaper) to annual (almanac). Of course, it is possible to issue newspapers, especially with emergency information, several times a day, but this is due to the difficulties of printing and delivery, and therefore this practice has almost ceased with the spread of radio and television.

Thus, the press loses in the speed of information. After all, it is impossible to avoid a significant gap in time between the preparation of the number, the printing of the circulation, the delivery and the receipt of it by the “consumer”. This is especially true of press distributed throughout the country.

Television specificity was born as if at the intersection of the possibilities of radio and cinema. From radio, television took the opportunity to transmit a signal using radio waves over long distances - this signal simultaneously has sound and video information, which on the TV screen, depending on the nature of the transmission, carries a cinematic character or the nature of a photographic frame, circuit, graphic, etc. Printed text can be reproduced on the TV screen.

This can be justified by the fact that, first of all, the mass media perform such a function as conveying important information to the public. The next advantage of the media is public accessibility. In the 21st century, the century of information technology, it is very difficult to find someone who does not use the media. There are many different types of media available to everyone.Speaking about the types of media, it is worth noting that the most common in the modern world are newspapers, magazines, television, radio, as well as the Internet. Representatives of any age group may find something to their liking, for example, older people prefer to draw information from newspapers, while young people actively use the Internet.

Everyone knows that the media have both advantages and disadvantages. The disadvantages of the media are excessive “cluttering” of the same television or the Internet. Sometimes the mass media convey to people not so much important information as completely unnecessary.

Also, for example, modern television is full of various uncultured programs. Many people prefer to spend in front of the TV, watching these programs, all their free time. It harms the development of society and leads to its active degradation.

Also, the negative aspects include the fact that the mass media negatively affect not only adults but also children. Not all representatives of the younger generation understand that a person is capable and must develop, and not spend all his time just to watch programs and shows that do not carry anything useful. The media entice children and teenagers with their interesting, entertaining and fascinating programs so that young people forget about important matters, and this can lead to serious problems in the future.

Considering all the positive and negative aspects of the media in the modern world, anyone can point out for themselves and draw conclusions, whether the media is good or they lead to disastrous consequences.

Print, radio and television are a kind of “triumvirate” of the media, each of which has a number of features, manifested in the form and methods of conveying information to the audience. However, in the presence of specific properties, print, radio and television have something in common - this is the ability to convey verbal-conceptual and emotional-image information to a mass audience more or less quickly.

The achievements of man in the field of science and technology have allowed the emergence of such media as the Internet and advertising.

In recent years, there has been an accelerated computerization of all spheres of public life and there are almost no barriers to the development of information technologies. The Internet, the global system for searching and transmitting information generated by these technologies, plays an important role in the media.

**The Positive and Negative Effects of the Internet**

The internet is so popular nowadays that almost anyone uses it. It is accessible by almost any person who tries to connect to one of its central, main networks. Moreover, it can be accessed by users of any age and condition. But what are the positives and negatives aspects of the internet?

The Internet has some great positive effects. Some of these include:

* Internet search engines are the best information retrieval systems available. They bring any kind of information for internet users, from local restaurants to international news.
* The Internet provides some of the most effective means of communication among people, including online emailing and instant messaging.
* The Internet makes possible for business and comp anies to do transactions with their clients and customers.
* Thanks to the internet, people can take action and avoid adverse circumstances. For instance, hurricane, storms and accidents can be tracked through the internet.
* The internet has allowed the interchange of ideas and materials among scientists, university professors, and students, in addition to provide servers, resource centers and online tools for their research and scholar activities. Moreover, million of books, journals and other material are available through the internet because of the digitization of public domains material from libraries in the States and Europe. This action enables people to learn all new sort of things.

Sometimes, the internet can have negative effects, including:

* Illegal or inappropriate materials can be found in the internet.
* Some people in recent years have illegally downloaded music or other copyrighted material for free. This action has had a negative impact on the music industry and has led to several lawsuits.
* The addiction to online social networks can disturb a person's way of living and professional activity.
* Some criminals use the internet for spreading computer viruses or even intercepting credit card or bank details for spurious purposes.

Advertising - information disseminated in any way, in any form and using any means, addressed to an indefinite circle of people and aimed at drawing attention to the object of advertising, the formation or maintenance of interest in it and its promotion in the market . Advertising is a part of our life. It is also the subject of study by researchers in many fields.

 **Questions**

1. What is Modern Mass Media?

2. What are the main features of Modern Mass Media?

3. What do you think about all the advantages of Modern Mass Media?

4. What do you think about all the disadvantages of Modern Mass Media?

5. What kind of New Age Media do you prefer most of all?

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 positive sides?
5. Does the Internet have negative sides?