

Exercise 2

Read the text that follows.

a. Point out the types of the media and the difference between them

Types of Media

News and entertainment are communicated in a number of ways, using different media. The media include print media such as newspapers and magazines, and electronic media such as radio and television. The word media is most often used to refer to the communication of news, and in this context means the same as news media. Media and mass media are *often* used when discussing the power of modern communications.

Programmes or reports are transmitted or broadcast live in a live broadcast, with events seen or heard as they happen, or recorded for broadcast later. There is, of course, a lot of competition between broadcasting and publishing organisations. Most TV, radio networks and newspapers look forward to increasing the size of their audience, or their ratings. High audience figures attract more commercials to be shown in commercial breaks between programmes or advertising published in newspapers and magazines.

Multimedia is the combining of TV, telecommunications and computers to provide information and entertainment services that will **be interactive**. Users are able to interact with the programmes and **influence** what they see.

The press usually refers just to newspapers, but the term can be **extended** to include magazines. Newspapers are either tabloid, a **format** usually associated in the English-speaking world with the popular press, or broadsheets, associated with quality journalism. Tabloids are sometimes referred to as the gutter press by people who disapprove of them. Tabloids often have large circulations and even bigger readership. Papers such as these are often referred to as mass circulation papers.

(from *Key Words in the Media*)

b. Find the English for

печатные средства массовой информации

передача новостей

вести прямую передачу

телесеть

стремиться увеличить читательскую аудиторию

телереклама

развлекательная программа

влиять на программы

широкоформатные газеты

качественная журналистика

неодобрительно относиться к грязной прессе

большой тираж

Exercise 3

Interview your partner as to the following:

- 1) what sources s/he usually receives information from;
- 2) which source of news s/he considers more reliable and why;
- 3) whether s/he reads any kind of paper or magazine;
- 4) where from and when s/he most likely gets it;
- 5) how s/he normally reads a paper / a magazine; if s/he:
 - a. reads everything from cover to cover;
 - b. reads only those articles which look interesting;
 - c. always reads the same pages of the paper;
 - d. reads some articles all the way through from beginning to end or reads only parts of some articles;
- 6) what to his / her mind most often makes people want to read a particular newspaper.

Exercise 4

Read the article below about the press in Britain. Make up 10 questions to cover its contents.

The Press in Britain

Newspapers. We love to criticize them. A famous British Labour politician, Aneurin Bevan, once called newspapers 'my only *form of continuous fiction*'. Yet we buy millions of them: