

I. Read the following text:

Mass media

Mass medium is means or method we use to send a message to somebody. Mass media are necessary because they help us to communicate with other people, to express our thoughts. There are many different kinds of mass media such as telephone, television, press, radio, computer and advertisement. We need all of them every day, but some people prefer using only some kinds of mass media. Tastes are different and every person likes to get information in different ways.

The most popular media is telephone. We use it every day and it is the simplest and quickest way of sending information to other person. It helps people to communicate with their friends and relatives over great distances even across seas and oceans. This medium is rather cheap and needn't efforts to send something to a person who lives in the far end of your city or even abroad. Most people have telephones in their flats and it is very convenient. Telephone is of great importance in business too. Most businessmen use mobile phone. It is the most convenient phone because you take it with you to any place and your partners can find you wherever you are. But the only one failing is the cost of talks. One minute costs about 25 cents.

Television is also the most popular and the most universal medium. You can see and hear all the events and it goes very colorful and interesting for spectators. We can learn the main news, see interesting films and reports on TV. Every three or four hours we can see everyday news reports. They tell us about the main events of the day in our country and abroad such as economics, politics, science, culture and others. Three TV revolutions have begun in the last five years. Together they are changing the world of television. The first one is satellite. DBS stands for Direct Broadcast by satellite. What it means is very simple. Nowadays many people have a small satellite dish on the roof or in the garden. And it is possible for them to receive many additional TV channels. Cable will bring more programmes too. You must only connect your TV with independent TV channels but you must pay every month for the programmes you want to see. There is a big choice of cable programs such as music, sport or entertainments. And now some TV sets have more clear picture. It is called «high definition». And there are some other changes: TV sets come larger, thin and flat. Now there is cutthroat competition in the market of technologies that's why enterprises try to produce only goods of the best quality.

Radio has a great popularity too. Firstly not all people can buy TV set or subscribe newspapers. Radio is the cheapest medium. Secondly you can hear the news or music when you are driving a car. In general we can notice that there are many music programs on the radio and you can even order a composition for yourself or for you friends for birthday for example.

Nowadays computer became one of the most popular kinds of mass media. Many people associate computer only with science, too clever men who live only in the world of computers and don't pay any attention to other problems. People think that computer is too difficult and inaccessible thing for common people. But it isn't so. Nowadays computers become more and more popular all over the world in different groups of people: teenagers and adults, scientists, businessmen and students. I think people of many professions can use computer to ease their work and to make it more comfortable and

pleasant. Using computer you need less time to process information and to make accounts. And you can spend your free time playing colorful and interesting computer games. With the help of artificial satellites we can take pictures of the Earth and other planets. We can connect with other people all over the world with the help of Internet and to get the freshest news using it. You can find any information using computer nets or special programs. Best of all I like to study English using computer and to search some interesting information in the computer encyclopedia. You needn't go to the library to take a book with description of events. Using computer encyclopedia you can find any event happened many years ago. Moreover, there are not only articles but also pictures, animations, videos and many others. For example you can find pictures of rare animals, see their anatomy, hear their sounds. There are some entertainments too. You can find pictures of movie and music stars, read articles about them and hear many music compositions of well-known composers. There are also chronological tables in which all the events are selected on years. There are the most important events all over the world: politics, economics, science, culture. I think in time computer will be the most important medium and maybe the only one when it is accessible to all the people. Then we will not need any other mass media. Computer will be the most universal one. But I think in our country this time will come only in the far future maybe.

Press is one of the most popular mass medium. It includes newspapers and magazines. Some newspapers give serious coverage of the news and comments. They contain information on home and foreign affairs, serious editorials, art and literary reviews, provide up-to-date financial information and much professional advertising. Some newspapers have a colour supplement with photographs and advertisements. Many newspapers offer less serious information. They have only brief news reports and a large number of photos. Much attention is given to sensational stories, sport and entertainment. These newspapers are full of slang, nicknames and catchy headlines. There are many kinds of magazines: scientific, professional, entertaining, Youth culture magazines are booming. There are more mags on pop style, sport and fashion today than ever before.

Advertisement is the most colorful and interesting method to attract people's attention to goods or service. Advertising companies are called agencies and they sell a lot of different products. This is how it happens. Market researchers get the information on the phone, in group discussions, from questionnaires. The agency then writes, films, records or photographs a campaign. Here are some of the possibilities: on the radio, in newspapers and magazines, on TV. There are many reasons for showing advertisements on TV. They are amusing, colourful and pleasant to see. Most of the income comes from advertisements. Famous stars of the cinema, theatre and sports appear in them. They occupy the screen time between TV programmes.

We can notice, that mass media influence people, have great impact on public opinion. It's necessary to have all available information, because only in that case we can make our own opinion on the situation in our country and abroad. But some TV companies, newspapers and magazines present not objective information because of some reasons and people must understand it and sort out the information.

Why do we need mass media? I think every person has his own opinion on this. I, personally, consider that we need mass media to live in modern world, to have our own sights on all the questions and just to be well-educated people.

II. Find in the text definitions of:

1. Mass medium

2. Television
3. Radio
4. Computer
5. Newspaper
6. Magazine

III. Complete the following sentences.

1. Mass media are necessary because they help us
2. There are many different kinds of mass media such as
3. The most popular media is
4. Nowadays become more and more popular all over the world in different groups of people: teenagers and adults, scientists, businessmen and students.
5. Press includes

VI. Make up an outline of the text.

V. Speak on the text.

FOCUS ON SPEAKING

I. Think and give your answers to following questions.

1. What images spring to mind when you hear the word "media"?
2. What is the media?
4. Do you always believe the media?
5. Is it a good idea for a country's media to be controlled by the government?
6. Do you think the media tries to manipulate people or change their views?
7. What do you think the functions of the media are?

What are different types of the media?

II. Analyze pros and cons of the media. Make a list of advantages and disadvantages of the media.

advantages	disadvantages