

«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

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graph TD; MM[MASS MEDIA] --> TI[THE INTERNET]; MM --> MC[MEANS OF COMMUNICATION]; MM --> P[PRESS]; MM --> R[RADIO]; MM --> TV[TELEVISION]; TI --> SB[SERIOUS BROADSHEETS]; MC --> P; P --> NP[NEWSPAPERS]; P --> PER[PERIODICALS]; NP --> D[DAILY]; NP --> S[SUNDAY]; NP --> W1[WEEKLY]; D --> SB; S --> PT[POPULAR TABLOIDS]; W1 --> PT; PER --> M[MAGAZINES]; PER --> J[JOURNALS]; R --> TV; TV --> C[CABLE]; TV --> SAT[SATELLITE]; M --> MON[MONTHLY]; M --> W2[WEEKLY]; J --> W2;
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MEANS OF
COMMUNICATION
PRESS

RADIO

TELEVISION

THE INTERNET

NEWSPAPERS

PERIODICALS

CABLE

SATELLITE

DAILY

SUNDAY

WEEKLY

SERIOUS
BROADSHEETS

POPULAR
TABLOIDS

MAGAZINES

JOURNALS

MONTHLY

WEEKLY

D



C



A



1. A PAPER PRINTED AND SOLD
USUALLY DAILY OR WEEKLY WITH
NEWS, ADVERTISEMENTS, ETC.

2. THE PROCESS OF
SENDING AND
RECEIVING MESSAGES
THROUGH THE AIR;
BROADCASTING
PROGRAMMES FOR
PEOPLE TO LISTEN TO

E



4. A NEWSPAPER WITH
RATHER SMALL PAGES,
MANY PICTURES AND
LITTLE SERIOUS NEWS

5. A WAY TO
COMMUNICATE WITH YOUR
PARTNER WHO MIGHT BE A
THOUSAND MILES AWAY
USING THE COMPUTER

3. BROADCASTING
PROGRAMMES FOR
PEOPLE TO WATCH ON
THEIR TV SETS

B



TV EXPERIMENTS TO
CREATE A
WORKABLE
TELEVISION SYSTEM
BEGAN IN THE LATE
19TH CENTURY BY
PAUL NIPKOV,
A GERMAN SCIENTIST.



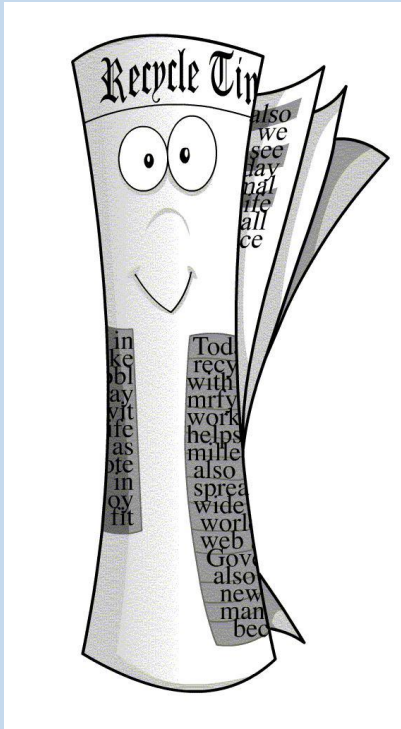


THE INTERNET
WAS CREATED IN
1983. THE
INTERNET
CONNECTS MANY
COMPUTER
NETWORKS.



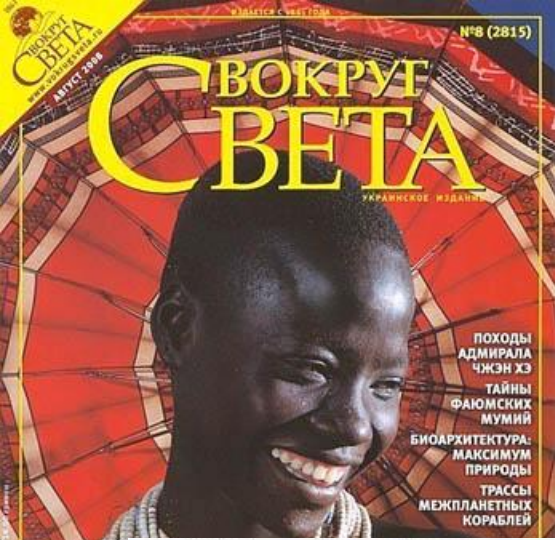
THE WORLD WIDE WEB EXPANDED
DURING THE 1990S TO BECOME THE
MOST IMPORTANT COMPONENT OF THE
INTERNET.



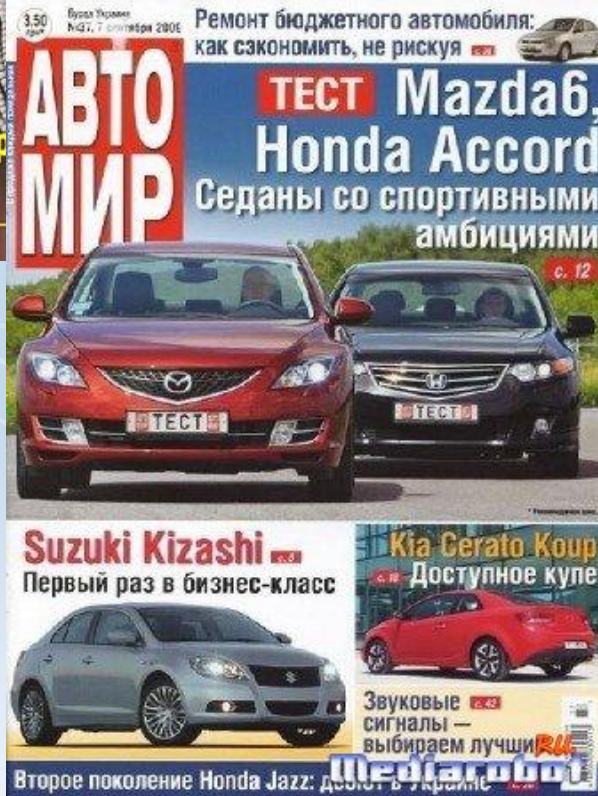


QUALITY
PAPERS OR
BROADSHEETS
ARE SERIOUS
DAILY ISSUES.
THEY PRODUCE
SERIOUS
QUALITY
JOURNALISM.





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
2. 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