

*Презентация  
по английскому языку  
учителя татарской  
гимназии №15  
Бикмухаметовой А.Р.*

ТЕМА:

*The media*

# *The mass media*

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# WHAT IS THE MEDIA?

press television radio internet





educate

inform

*The role of the Media  
in our life*

entertain



HOW DO PEOPLE USE  
THE MEDIA?





To receive information  
– *получать*  
*информацию*



# THE MEDIA HELP PEOPLE

To relax- *отдыхать*  
To entertain -



To travel around the  
world without wasting  
money-  
*путешествовать по*  
*миру без затрат*

# The Media



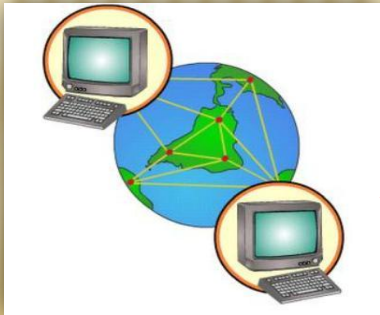
Newspapers



Radio



Television



The internet

Progress  
test

# What is a Newspaper ?

*It is a paper printed and sold daily or weekly with news , advertisements , articles about political, crime, business , art, entertainment , sport events.*



**I will go on and on, says defiant Speaker**

**Speaker's Defiant Outlook**  
The Speaker of the House of Commons, Bercy Russell, has said she will continue to lead the House of Commons for as long as she is able to do so. She said she was determined to see the House through the current crisis and would not step down until she was physically unable to do so. She also said she was proud to be the first woman to hold the office of Speaker.



**Welfare mothers to be forced to work**

**Welfare Reform**  
The government has announced that it will force welfare mothers to work. The new rules will require mothers with dependent children to be in full-time work or on a jobseeker's allowance by the end of the year. The government says this is necessary to reduce the number of people on welfare and to encourage people to get back into the workforce.

**Entertainment -  
развлечение**



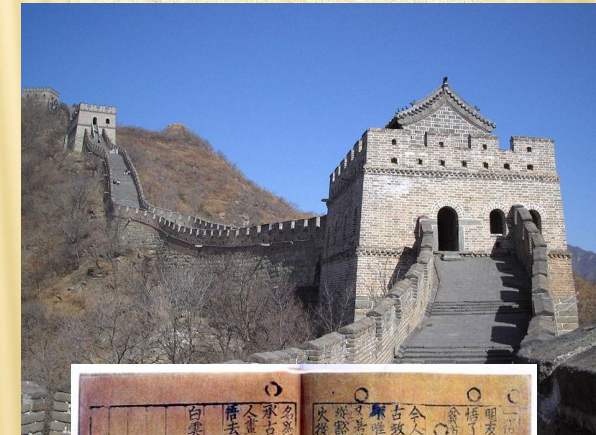
# FROM HISTORY OF NEWSPAPER...

In ancient Rome, announcement bulletins of the **Acta Diurna** government were made public by **Julius Caesar**. They were carved on stone or metal and posted in public places.

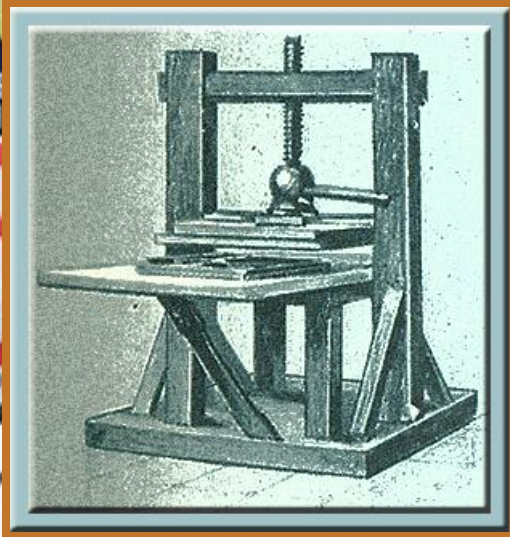


In China, early government-produced news sheets, during the late **Han dynasty** (second and third centuries AD).

Between 713 and 734, the Chinese **Tang Dynasty** published government news; it was handwritten on silk and read by government officials.



# NEWSPAPERS IN BRITAIN



Printing press was invented in the 15<sup>th</sup> century in Germany

The first newspaper in Britain appeared in 1513.



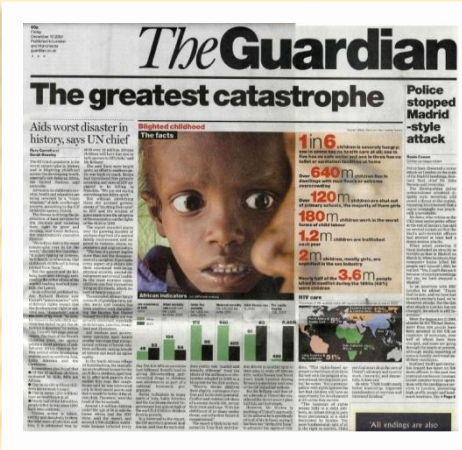
# NEWSPAPERS IN BRITAIN

The longest running British newspaper is *The Times* began in 1785.



John Walter was a founder of *The Times* newspaper, London.





There are two kinds of newspapers in Britain

Quality papers

- More credible
- Contain political, industrial, financial and cultural news

Tabloids

- Less credible
- Sensationalism



# NEWSPAPERS ARE DIVIDED

Daily

Published on every day of the week except Sunday

Sunday

They are larger than daily ones



Do you like to read newspapers?

What newspapers for children do you know?

What is your favourite newspaper?

How often are you delivered it?

What articles do you like to read?

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**Check yourself**





## What is a radio?

*The process of sending and receiving messages through the air, broadcasting programmes for people to listen to*

People can

listen to music-  
*послушать  
музыку*

get news-  
*узнать  
новости*

take part in talk shows-  
*принимать участие  
в ток-шоу*



# FIND THE CORRECT TRANSLATION

**1.Listen to the radio**

a.Включить радио

**2.Turn the radio on**

b.Слушать радио

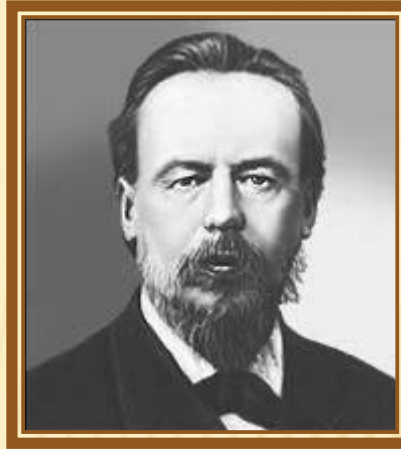
**3.Miss a radio programme**

c.Слушать новости  
по радио

**4.Get news over the radio**

d.Пропустить  
радиопередачу

# Who invented a radio ?



*Nikola Tesla* developed means to reliably produce radio frequencies, publicly demonstrated the principles of radio, and transmitted long distant signals.

On May 7, 1895 the Russian physicist *Alexander Popov* performed a public demonstration of transmission and reception of radio waves used for communication. This day has since been celebrated in Russia as “Radio Day”

*Guglielmo Marconi* was an electrical engineer and Nobel laureate known for the development of a practical wireless telegraphy system. In 1896, he was awarded a patent for radio with British Patent .

# A Radio in the UK



## BBC radio

A service of the British Broadcasting Corporation which has operated in the United Kingdom

BBC operates more than 40 stations that comprise 50% of all radio listening in the UK

The BBC radio services began in 1922.

**BBC**  
WORLD  
SERVICE

## Commercial Radio:

Started in 1970s, now includes over 300 private stations.



**talkSPORT**  
1089/1053 AM and Digital Radio

## BBC STUDIO

What does a radio studio look like?  
How do announcers work ?  
Have you ever seen the BBC studio?



NOUN

S

Check yourself!

Newspaper - newspapers

Work - a lot of work

Snow- much snow

Food- much food

Cinema- cinemas

Money- a lot of money

Juice- much juice

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**Check  
yourself**



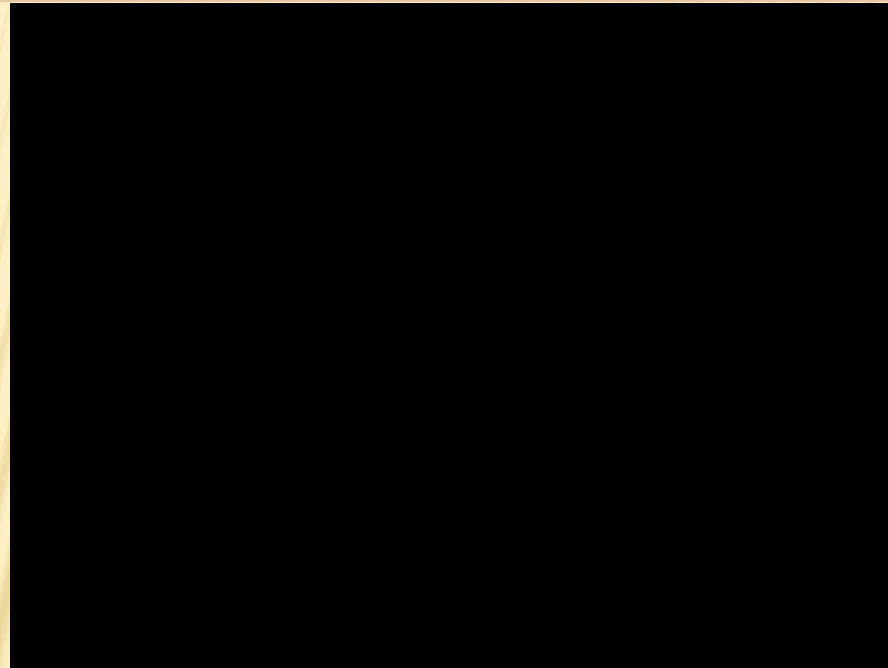
**Broadcasting(вещатель-  
ные)programmes (the  
news,  
plays,advertisements,  
shows) for people to watch  
on their television sets**



PHILIPS

# *An advertisement*

a commercial interruption, where a a thing, a product or a service are advertised . It helps people to choose best things.

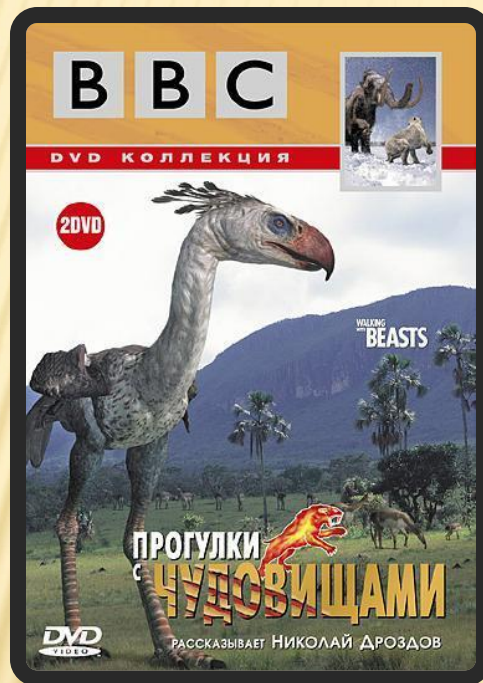


*Реклама*



# A documentary

A programme which gives facts and information about a particular subject



**Документальный  
фильм**

# *A Weather forecast*

A program ,where the announcer says what the weather will be like the next day.



*Прогноз  
Погоды*

# TALK SHOW

It is a discussion, where different problems are discussed by participants . They express their opinions, ask and answer questions.



*Ток -шоу*

# MATCH THE WORDS WITH THE DEFINITIONS

1. A documentary

2. A quiz show

3. An advert

4. A cinema

5. Sport news

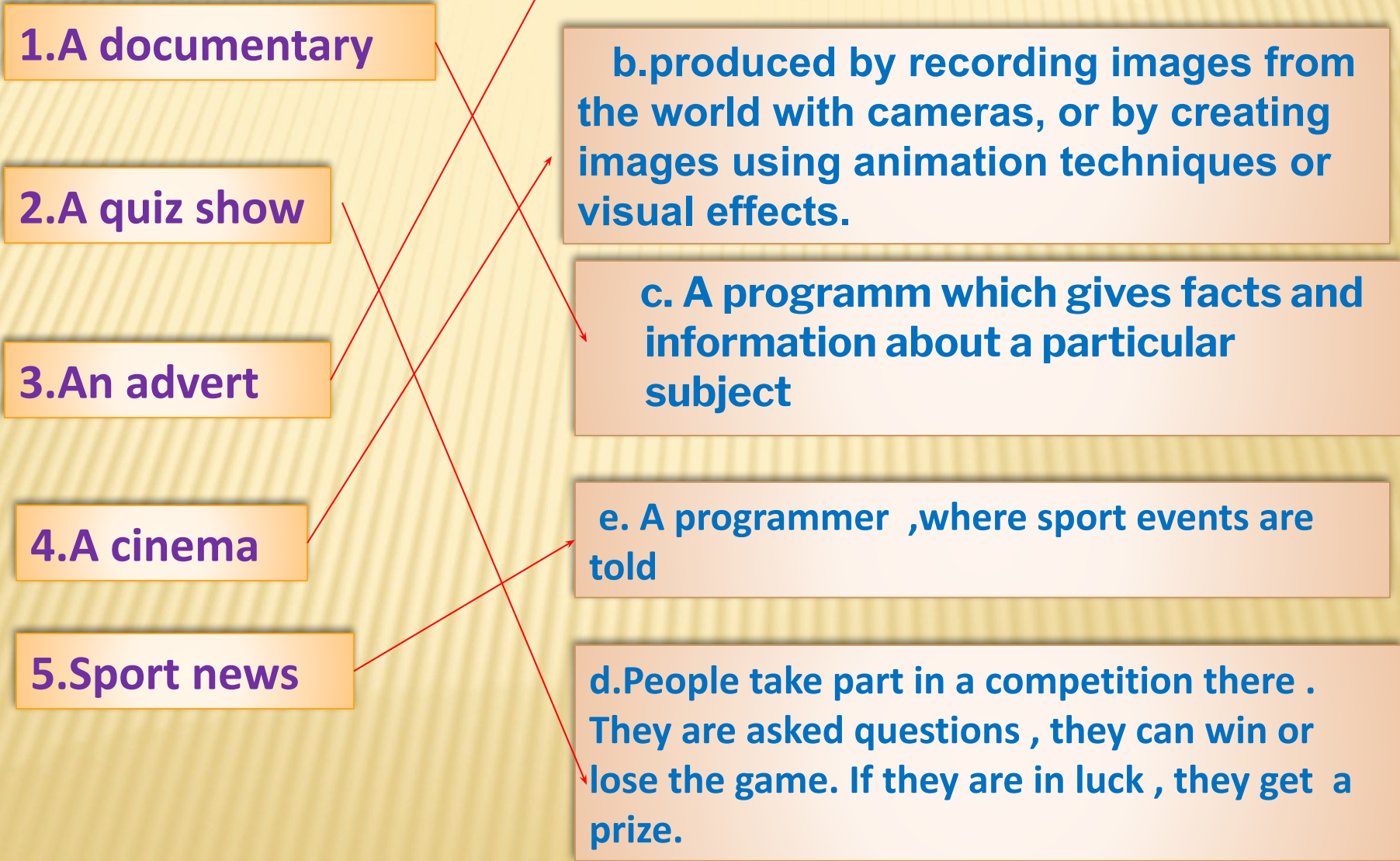
a. a commercial interruption, where a thing, a product or a service are advertised . it helps people to choose best things.

b. produced by recording images from the world with cameras, or by creating images using animation techniques or visual effects.

c. A program which gives facts and information about a particular subject

e. A program , where sport events are told

d. People take part in a competition there . They are asked questions , they can win or lose the game. If they are in luck , they get a prize.



# MATCH THE DEFINITIONS WITH THE PICTURES

a. There are a lot of music In this kind of programmers, we can watch singers and listen to songs

b. A film with a lot of series , which is shown during a long time

c. A discussion, where different problems are discussed by participants . They express their opinions, ask and answer questions.

d. A film with a lot of sepias , which is shown during a long time

e. produced by recording images from the world with cameras, or by creating images using animation techniques or visual effects.

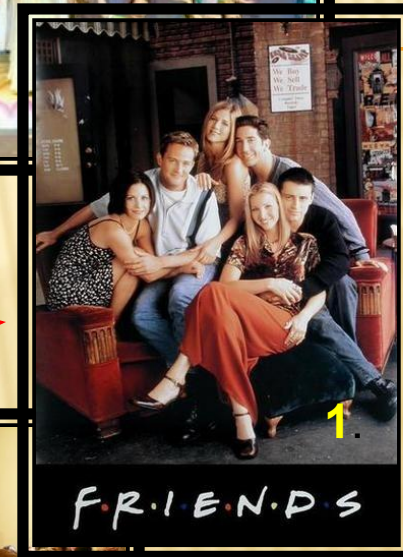


# CHECK YOURSELF!

a. There are a lot of music In this kind of programmers, we can watch singers and listen to songs



b. A film with a lot of series , which is shown during a long time



c. A discussion, where different problems are discussed by participants . They express their opinions, ask and answer questions.



d. A programmer ,where the announcer says what the weather will be like the next day.



e. produced by recording images from the world with cameras, or by creating images using animation techniques or visual effects.



# WHAT IS IT?



A cinema

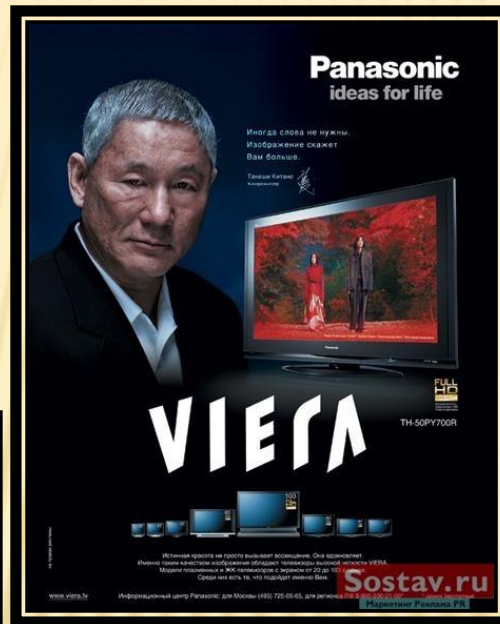
A soap opera

A music programm

# WHAT IS IT?



advert



A music programme

A talk show





# WHAT IS IT?



A quiz show



Sport news



News

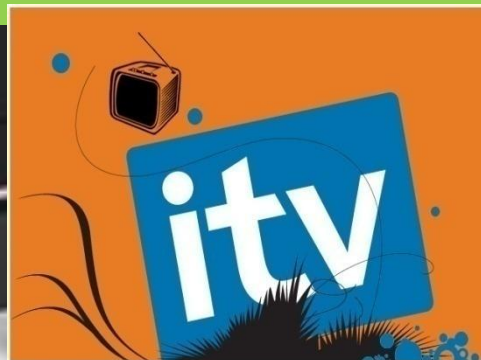
# THE BRITISH TELEVISION

There are 940 television broadcasts stations; 400 different TV channels in The UK.

Major British TV Channel is

**B | B | C**

BBC operates 14 different television channels



# REALITY TV IN BRITAIN

Programmes which ordinary people into the public eye are enjoying a wave of popularity

Popular reality TV shows in the  
UK



**BIG  
BROTHER**

Big  
Brother



**THE  
X  
FACTOR**

X  
Factor



*Strictly  
Come  
Dancing*

Strictly Come  
Dancing

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**Check  
yourself**





Google™



msn Hotmail®

It was  
invented in  
the USA in  
1965



# INTERNET



YouTube  
Broadcast Yourself

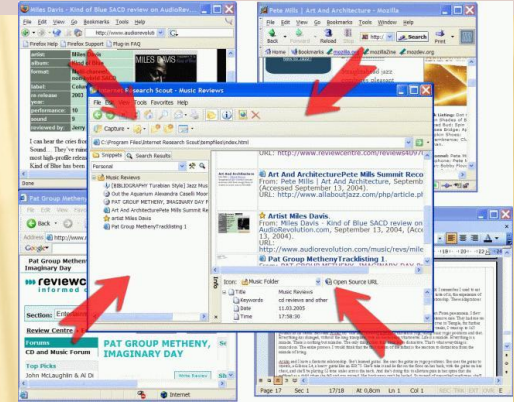
A worldwide  
system of  
interconnected  
networks and  
computers.



**Online shopping**



**Research ,getting necessary information**



**Talking to friends**



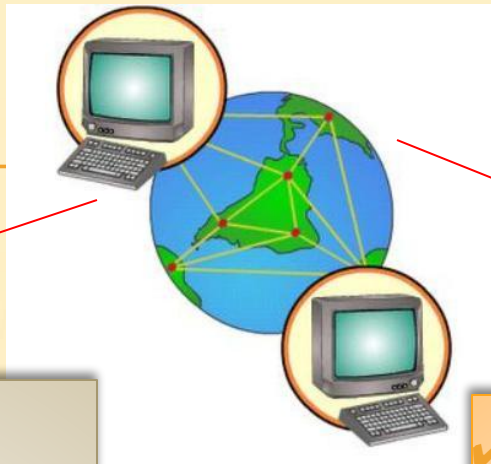
**What can you do in internet?**



**Watching Videos**

**Downloading/  
listening to  
music**





## Disadvantages

Disadvantages:

- ✓ It promotes violence and bad behaviour within society,
- ✓ It stops children from going out, as they wish to stay home and use the internet to talk to friends, to play games

## Advantages

- ✓ Allows easy and quick access to information
- ✓ People can purchase products, talk to people and much more online
- ✓ Downloading music-quick and easy

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**Check  
yourself**





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# Progress test





# You are wrong!



Try again!

~~Correctly  
answer~~





!

**Excellent!**



**You are right!**



---

**You are right! Go on!**



---

*Think...*





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# You are wrong!





# You are right!

**Panasonic**  
ideas for life

Иногда слова не нужны.  
Изображение скажет  
Вам больше.

Телевизор Viera  
TH-50PY700R

**VIERA**

Истинная красота не просто выглядит исключительной. Она вдохновляет.  
Именно такая красота изображений обладает телевизоры ведущих качества VIERA.  
Модель TH-50PY700R в ЖК-панелью с диагональю 50 дюймов.  
Среди них есть те, что созданы именно Вами.

**Sostav.ru**

www.viera.tv Информационный центр Panasonic для Москвы (800) 725-05-65, для регионов (800) 500-51-00





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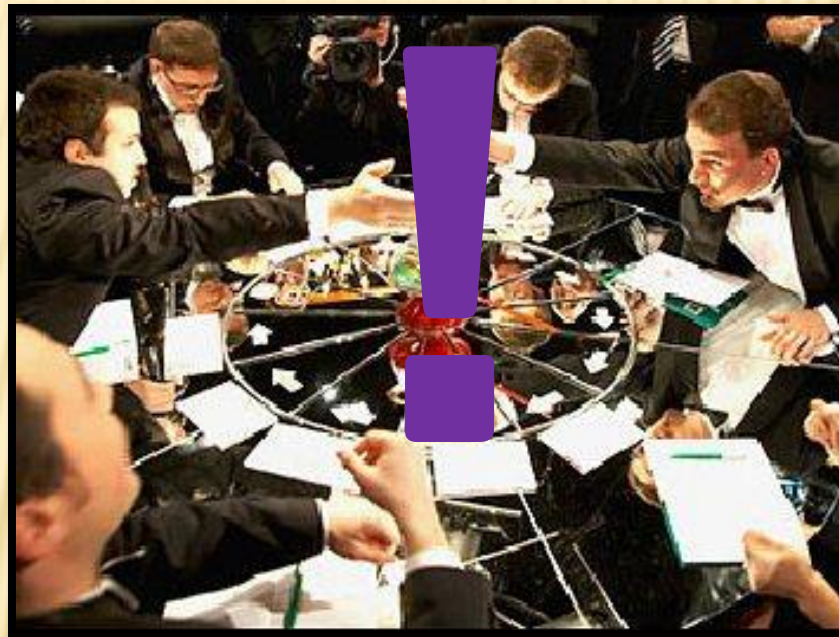
# You are wrong!







# You are right!



# You are wrong!





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# You are wrong!

