

- To provide, to broadcast, to transmit, to feature, to list, to devote, to specialize in, to realize, to keep smb informed, to deal with, to escape, to put pressure on, to endorse, to interrupt, to host, to take (no) notice, to be sociable, to get used to, to arouse, to attract, to go online, viewing habit, TV viewer, satellite (cable) TV, network, service, audience, mass media, commercial, TV shedule, announcement, advertisement, advertising, current affair, weather forecast, telly addict, trash (garbage), scandal, gossip, on average, live, violent, worldwide, daily, harmful, no doubt

**TV viewing ...**

**2 More than 50 per cent  
...**

**3 ... about 2 hours a day  
hours a day**

**...2,000 TV stations and  
hundreds of channels**

**American children...**

**5 The Voice of America  
and  
the Radio Free  
Europe/Radio Liberty**

**7. How many daily**

**...about 1,800 daily  
newspapers  
and 11,000 magazines  
in the USA**

- 1. is America's most popular  
entertainment?**
- 2. of homes have three or more  
television sets?**
- 3. do Americans watch TV?**
- 4. are there in the USA?**
- 5. watch about 40,000  
commercials a year?**
- 6. are free from commercials?**
- 7. are there in the USA?**



1. How many US teens have a TV set in the USA?  
About 99 per cent
2. Where do 65 per cent of US teens have TV sets?  
In their own bedrooms
3. What are the top five TV networks in the USA?  
ABC, CBS, NBC, FOX
4. What channels do US teens usually watch?  
15 TV channels
5. How many commercial radio stations are there?  
11,000
6. Where/What do 65 per cent of US teens do the transmit their programs?  
Eastern Europe
7. How often do more than 85 per cent of US teens go to the gym?  
Every day

- Is devoted to
- Specializes in
- Provides
- Combines
- Keeps you informed about
- Broadcast a great variety
- Offers a great range of
- Gives a wide choice
- Shows
- Is a channel for
- Produces

**Perviy is devoted to serious programmes such as discussions, new, documentary films**

**TV Channel Russia provides general entertainment: feature films, police serials, weather forecast**

**NTV offers a great range of national and international News programmes about current events**

**TNT is a channel for young people which produces comedies, reality dhowes and quizzes**

**5<sup>th</sup> Channel keeps you informed about politics and shows political debates**

**MTV specializes in music programmes**

**Kultura broadcasts a great variety of scientific, educational programmes about literature, art, history**

**1<sup>st</sup> Channel transmits intellectual game shows and talk shows**

**Many channels are devoted to specialized topics such as cookery, gardening, sport, business**

**STS produces programmes for children and cartoons**

**Общий (всп.  
гл.  
+подлеж. V)**

**Альтернативный  
(всп. гл. +подлеж. V or ...)**

**Специальный (вопр.  
сл. + вспом. гл. + под. +  
V)**

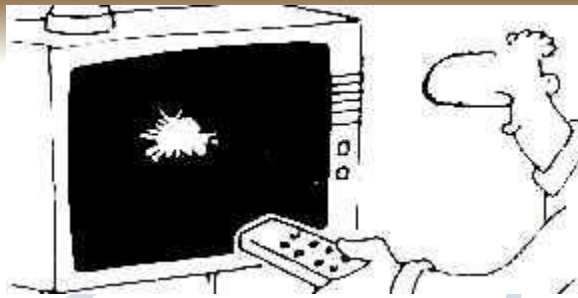
**К подлежащему  
(who,  
what V)**

**Разделительный (с  
хвостиком)**

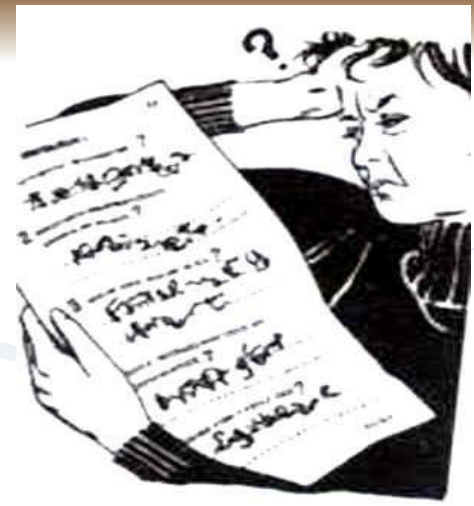
- Какой твой любимый канал?
- Ты любишь смотреть образовательные программы?
- Дети обожают мультфильмы, не так ли?
- Кто смотрит сериалы в твоей семье?
- Смотришь ли ты новости?
- Реалити шоу очень популярны, не так ли?
- Твоим родителям нравятся или нет политические дебаты?

- What is your favorite channel?
- Do you enjoy watching educational programmes?
- Kids adore watching cartons, don't they?
- Who watches serials in your family?
- Do you watch news programmes?
- Reality shows are very popular, aren't they
- Do your parent like or hate political debates?





**Watching TV**

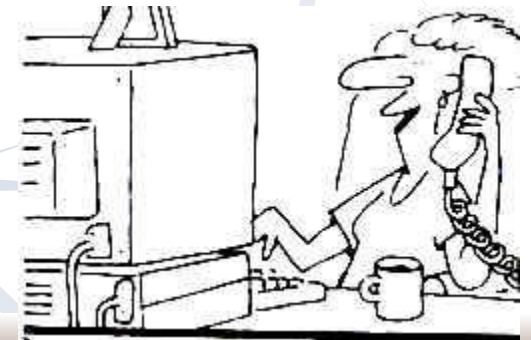


**Reading  
newspapers and  
magazines**

**Listening to the  
radio**



**Using Internet**



# *Advantages and disadvantages*

## *The best invention*

- *Informs*
- *Enriches our intellect*
- *Brings the world to our homes*
- *Brings us closer to other people*
- *Helps us to relax*
- *Good company for people who love alone*

## *The worst invention*

- *May lead to poor health*
- *Too much violence on TV*
- *Makes us passive*
- *Eats time*
- *"kills" conversation*
- *A drug impossible to resist*

*Cartoon*

*Game show*

*People compete  
against each  
other*

*People talk  
about  
themselves*

*Breakfast  
show*

*Play games*

*Wildlife  
program*

*A story for  
children with  
drawings*

*Broadcasting  
early in the  
morning*

*Soap  
opera*

*Chat show*

*A story about  
lives of people*

*Important  
events*

*About animals and  
plants*

*Facts and  
information*

*The  
news*

*Documentary*

*Quiz show*



# She said that ...

1. I watch
2. I watch
3. There is ...I'll sit... I won't
4. I leave... I am doing
5. I turn on ... I come
6. Yesterday I didn't watch ...I had
7. I have
8. I won't ...come
9. I am not ... I like
10. I have ... TV is

1. She watched
2. She watched
3. There was ... she would ... she wouldn't
4. She left... she was doing
5. She turned ... she came
6. The day before she hadn't watched ... she had had
7. She had
8. She would not
9. She was not ... she liked
10. she had ... TV was ....



- Jennifer **said** that she **was** going away for some days. She **added** that she **would** call Clarence **the following** week.
- Clarence's form teacher **said** that Clarence **had been** absent from the Science lesson **the day before yesterday**. Clarence's form teacher **was sure** that Clarence **had been missing** the lesson for good reasons.
- Alex, Jane and Phil **said** that they **were** going to watch *Star Academy* at Phil's place **that** day. They **added** that they **would** be happy if Clarence **joined** them.
- Helen **said** that she **had** two tickets for their school band concert. She **added** that she **would** be waiting for Clarence near the hall at 5:30 pm.

- Grandma **told** Clarence that she **would** be in London *the following* week. She **hoped** that Clarence **would** meet her at the station on Saturday at 5:30 pm.
- David **said** that it **was** pity that Clarence **was** out again. David **added** that he **had** tried to talk to her many times. *On the previous day* David **had been** waiting for her in the Internet cafe from 5 to 6 pm as they **had agreed**.
- Clarence **said** that *on the previous day* she **had been** waiting for David for half an hour in the school band room but Clarence **had not come**.
- Clarence **said** that she **had** got her message. She **said** she **was** sorry and added she **would** not go with her to the concert.

- To watch
- To peer
- To glare
- To glance
- To glue to
- To gaze

- Смотреть
- Вглядываться, всматриваться
- Пристально или свирепо смотреть
- Взглянуть мельком
- Сидеть как приклеенный у телевизора
- Пристально глядеть, глазеть, уставиться



- Mrs Wormwood sat *munching* her meal
- “I Would mind”, he *snapped*
- ... there was more to life than *cheating* people and watching TV
- “Mr Wormwood, if you think some *rotten* TV programme s more important than your daughter’s future, then you ought not to be a parent” ...
- “Why don’t you switch the *darn* thing off and listen to me” ...
- “Oh very well then”, he *snapped*
- “Don’t do that, Harry!” Mrs Wormwood *cried out*

- Миссис Уормвуд сидела и *жевала* свою еду
- « Я буду возражать!» - *рявкнул/заорал* он
- ... в жизни много других занятий помимо того, чтобы *обманывать людей (жульничать)* и смотреть телевизор
- «Мистер Уормвуд, если вы думаете, что какая-то *дрянная* передача важнее будущего вашей дочери, то какие же вы после этого родители?»
- «Почему бы вам не выключить этот *чертов* телевизор и не выслушать меня?»
- «Ну хорошо, хорошо» - *рявкнул* он
- «Не делай этого, Гарри!» - *закричала/завопила* Миссис Уормвуд

1. They were in the living room **eating** their suppers on their knees in front of the telly
2. Mrs Wormwood sat **munching** her meal with her eyes glued to the American soap opera in the screen
3. “Supper is a family **gathering** and no one leaves the table until it’s over”
4. “What’s wrong with **watching** the telly, may I ask”
5. She could feel the anger **boiling** up inside her
6. All **the reading** she had done had given her a view of life that they had never seen
7. ... there was more to life than **cheating** people and watching television
8. “We are right in the middle of **watching** one of our favourite programmes”

- Они сидели в гостиной перед телевизором и ели ужин, держа его на коленях
- Миссис Уормвуд сидела и жевала свою еду; при этом взгляд ее был прикован к экрану телевизора, где шел американский сериал
- «Ужин – это семейное дело, и никто не встанет из-за стола, пока он не закончиться»
- «Что плохого в том, что мы смотрим ТВ, можно спросить?»
- Она ощутила/почувствовала вскипавшую в ней злость
- Все, что она прочитала сформировало у нее такое представление о жизни, о котором они (ее родители) не имели никакого понятия
- ... в жизни много других занятий помимо того, чтобы жульничать и смотреть ТВ
- Мы как раз смотрим нашу любимую передачу, которая в самом разгаре

- For Miss Honey the child's future was more important than television.
- For Matilda's parents television was more important than anything else.
- For Matilda's parents there was nothing wrong with watching TV.
- For Matilda and Miss Honey there was more to life than watching television.
- For Matilda reading was more interesting than watching TV.


Can ----- could may ----- might have to ----- had to  
*must, should, could, might, ought to, had to, needn't, need*

- Jack said that the BBC had... He thought that they should
- Lucy said that the BBC was ... there were... they might...
- Jennie said that there should be ...
- William said that they should ... he would
- Olivia said that ... there had been ... and she had to ...
- Max said that the BBC should ... it showed. He thought that there was... that was worth ...
- Orlando said that the BBC needn't ... it was ...
- Pamela said that the media could ... there was....



- |                            |   |
|----------------------------|---|
| 1. Bob complained that     | 1. ... should be ...                    |
| 2. Sean thought that       | 2. they didn't need ... they could      |
| 3. Ken said that           | 3. ... must not ... they were...        |
| 4. Pam suggested that      | 4. ... shouldn't ...were ...            |
| 5. Cathy thought that      | 5. ... should not ...wouldn't ...       |
| 6. John said that          | 6. ... had ... could and couldn't       |
| 7. Marsha thought that     | 7. ... could...                         |
| 8. Joy suggested that      | 8. ... must ...                         |
| 9. Phil said that          | 9. ... needn't ... they would ...       |
| 10. Jeremy complained that | they wanted                             |
| 11. Jeff suggested that    | 10. .. Must ...                         |
| 12. Tracey complained that | 11. ... might ...                       |
| 13. Gill thought that      | 12. ...they had to ... they didn't need |
|                            | 13. ... should ... gave ...             |

- They should show/broadcast more serials and programmes on fashion and style
- There should be less advertising and low-grade reality shows
- I like watching TV a lot. They needn't change anything
- Advertisements should/must not go. We must know what to buy/what we should buy
- As well as cigarette advertisements and alcohol advertisements in prime-time, bad language should also be banned on television.
- They might show/broadcast more educational programmes and serials on history (historic serials) Serials on crime/crime serials should be banned in prime-time
- They ought to /should/must show more old (feature) films about the war as well as educational programmes about the history of Russia (our country)
- There is nothing to watch on TV. I have to turn only musical channels on. I/you may not watch but just listen to music and do your homework.

- 
- 1. give true information**
  - 2. do not talk about the products' defects**
  - 3. help you to choose best products**
  - 4. show life unrealistically**
  - 5. teach you how to get the best value for your money**
  - 6. make you buy one thing instead of another**
  - 7. realistic image of a product**
  - 8. are misleading**
  - 9. help to improve your taste**
  - 10. are impossible to check**
  - 11. put pressure on consumers**
  - 12. famous people endorse products**
  - 13. convince people to buy things they don't need**
  - 14. are creative/ silly/ funny/ clever / annoying/ stupid**
  - 15. people seem to be happy consumers**



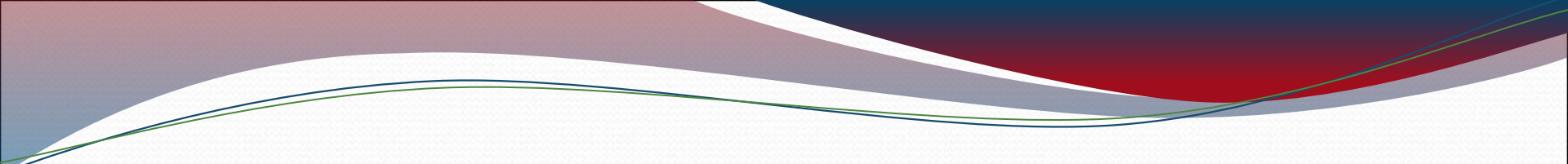
# Quality papers (broadsheets)

## Popular papers (tabloids)

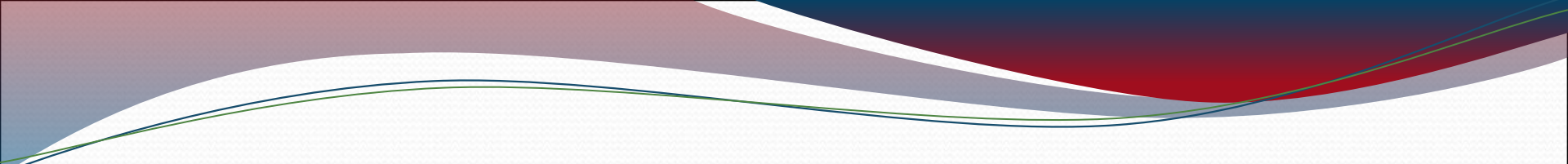
- *contain political, industrial and cultural news.*
- *devote pages to finance matters and business.*
- *have undramatic design with long commentary.*
- *have more writing than pictures.*
- *report in detail on serious news.*
- *are interested in foreign news.*
- *devote large sections to business and sports.*
- *cover national and international news.*
- *have short articles about less important events.*
- *short articles about the private lives of famous people.*
- *Contain sensational stories*
- *Have less to say and more to show in pictures*
- *Provide readers with articles about theatre and cinema performance*
- *Have a more sensational reporting style*



- I'd like to complain about the amount of toy advertising on the telly. Every time you switch on there's some kind of advert for a new toy. This annoys me because they are purposely put on when children are watching. They will then go and bother their parents until they get what they want. This puts unnecessary pressure on mums, especially those who are not well off. We all know what toys are on the market – we don't need to be constantly reminded

- 
- Watching a film on television is really like watching twenty commercials. When I sit down to watch the show and I'm really enjoying the story, suddenly the film stopped. There is a commercial interruption.
  - That is the time for me to rush to the refrigerator . I prepare a snack and come back just in time for the start of the film. I hope that the sponsors aren't counting on me to buy their products. I don't even know what they are selling. I am putting on a lot of weight.



- 
- The best thing on TV is the adverts. Some of them are wonderful – really funny. To be honest, I like them more than the programmes. Watching commercials for me is like watching a thrilling television serial. It's great! Commercials are creative and informative.
  - Watch, they are full of fun, humour and fantasy! Best of all I enjoy ads that show a beautiful or famous TV personality advertising a thing, a product or a service. Everything a famous TV personality recommends is worth buying, isn't it?

