

*Mass media or  
“The Fourth  
power”*

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# The plan:

1. Definition of mass media
2. Why are we telling that mass media is the fourth power?
3. Advantages/Disadvantages
4. The types of mass media
5. The press
6. Electronic massmedia
7. The Conclusion
8. Resources

# 1. Mass media

means

delivering information (verbal, auditory, visual) to a large audience and acting on a regular basis



## 2. “The fourth power”

**Journalists have  
the greatest power in society.  
We have:**



**First, second and third are the  
authorities, legislative, executive and  
judicial branches**

**“The fourth power” shows a great  
influence of the media on society**

## Advantages

1. People learn more about the issues
2. There can be many types of presentation (audio, video, text)
3. Different points of view are offered
4. Development, entertainment for people

## Disadvantages

1. a lot of lies
2. effective propaganda machine
3. acceptance of other people's opinions, herd instinct

# 4. The types of mass media

- The press
- Electronic mass media



# 5. The press

- free press
- no free press
- yellow press

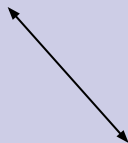
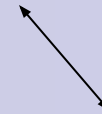
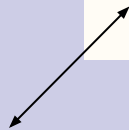


## ФИЛИПП КИРКОРОВ СЪЕЛ ДЕЦЛА!!!

На днях стало известно, что известный шоумен Филипп Киркоров съел Кирилла Толмацкого, по прозвищу децл и носит теперь его дреды...



6. Electronic mass media is  
Radio- Television-Internet- Video and audio  
recordings, films.





# Television



This is a way to transfer images from a distance. For us, it has become a the main source information and entertainment.



## 6. How do TV air?

1. Before each change in the studio there are special people, Exposing the camera and light at the leading growth.
2. Before the release of lead required to read all the news, or he sees them only on-screen electronic prompter and can get lost.
3. Costume for each *television anchorman* is selected stylists program.
4. "Morning" is much harder, they should look at the world news and get ready for the airwaves. "Evenings" in this sense easier - they can take advantage of the news, which made them to colleagues.
5. Before the newcomer will be on the air, preparing one or two channel (news release, which will never show on TV.).
6. All information is transmitted through the earphone lead. "Ear" to turn off in any case impossible, even if the noise just knocks. For it is by "ear" to pass information about the changes that occur in the program.
7. The television anchorman should be prepared to an incident on the air.

## *Conclusion*

To sum up, all the mentioned above I should say, that mass media play an important role in our daily life. All types of mass media give us lot's of information, form yourself opinion and mood. Mass media helps to raise their ratings consumer products, policies, etc.

# Resources

- [http://www.wday.ru/afisha/tv/\\_article/kak-delayutsya-tv-novosti-vzglyad-iznutri/](http://www.wday.ru/afisha/tv/_article/kak-delayutsya-tv-novosti-vzglyad-iznutri/)
- [http://ru.wikipedia.org/wiki/%D0%A1%D1%80%D0%B5%D0%B4%D1%81%D1%82%D0%B2%D0%BE\\_%D0%BC%D0%B0%D1%81%D1%81%D0%BE%D0%B2%D0%BE%D0%B9\\_%D0%B8%D0%BD%D1%84%D0%BE%D1%80%D0%BC%D0%B0%D1%86%D0%B8%D0%B8](http://ru.wikipedia.org/wiki/%D0%A1%D1%80%D0%B5%D0%B4%D1%81%D1%82%D0%B2%D0%BE_%D0%BC%D0%B0%D1%81%D1%81%D0%BE%D0%B2%D0%BE%D0%B9_%D0%B8%D0%BD%D1%84%D0%BE%D1%80%D0%BC%D0%B0%D1%86%D0%B8%D0%B8)
- <http://sait-sovetov.net/stati-obrazovanie/chto-takoe-televidenie-268.php>