

## MASS MEDIA

The mass media play an important part in our lives. Newspapers, radio and \_\_\_\_\_ TV inform us of what is going on in this world and give us wonderful \_\_\_\_\_ for education and \_\_\_\_\_. They also influence the way we see the world and shape our views.

Of course, not all newspapers and TV programmes report the events objectively, but serious journalists and TV reporters try to be fair and provide us with reliable information.

It is true that the world today is full of \_\_\_\_\_ events and most news seems to be bad news. But people aren't \_\_\_\_\_ in ordinary events. That is why there are so many programmes and articles about \_\_\_\_\_ disasters, plane crashes, wars, murders and robberies. Good news doesn't usually make headlines. Bad news does.

Some people say that journalists are given too much freedom. They often intrude on people's private lives. They follow celebrities and print sensational stories about them which are untrue or half-true. They take photos of them in their most intimate moments. The question is - should this be \_\_\_\_\_?

The main source of news for millions of people is television. People like TV news because; they can see everything with their own eyes. And that's an important advantage. Seeing, as we know, is believing. Besides, it's much more difficult for \_\_\_\_\_ to lie in front of the cameras than on the pages of newspapers.

Still, many people prefer the radio. It's good to listen to in the car, or in the open air, or when you do something about the house.

Newspapers don't react to events as \_\_\_\_\_ as TV, but they usually provide us with extra detail, comment and background information.

The Internet has \_\_\_\_\_ become another important source of information. It's main advantage is that news appears on the screen as soon as things happen in real life and you don't have to wait for news time on TV.

ESPECIAL

POSSIBILITY, ENTERTAIN

DRAMA  
INTEREST

NATURE

ALLOW

POLITICS

QUICK

RESENT

1. Especially
2. Possibilities
3. Entertainment
4. dramatic
5. Interested
6. natural
7. allowed
8. politicians
9. quickly
10. recently

## **NEWSPAPERS IN RUSSIA**

Today Russia can be proud of the variety of newspapers circulating throughout the country. On the news stalls one can find newspapers of all kinds: national and local, official and private, quality and popular, newspapers issued for children, teenagers, people of different trends, for all kind of fans: sport-fans, car-fans, etc. The freedom of press has become actual and real today.

The Russian government continues to exercise control over the newspaper industry, but at a lower scale.

Most of the newspapers can boast their independence, their individual styles, their peculiarities. Now it is almost impossible to classify all the Russian newspapers into two big groups: quality and popular. But it is possible to name the newspapers and the bodies responsible for the issue of this or that newspaper to illustrate the variety of the modern Russian press. 'Moscovsky Komsomolets' is a social and political newspaper of the Russian youth; 'Soviet Russia' is an independent newspaper; 'The Evening Club' is a newspaper of Moscow intellectuals; 'Evening Moscow' is an independent people's newspaper; 'Moscow Truth' is a newspaper of the Press Committee of the Russian Federation; 'The Red Star' is the newspaper of the Defence Ministry.

The weekly newspapers are: 'My Newspaper', 'Seven Days', 'The Business Visit', etc. There are a lot of local and professional newspapers. Today people have a chance to have full information about events in their own country and abroad, they can compare the positions and programmes of different political parties and make their own choice. Various genres and forms are used in the Russian newspapers. The most space is taken by topical information and public pieces.

Usually there are four or eight pages in a newspaper, but some newspapers have twelve or sixteen pages. There is no need to read all the articles. People can look through the newspapers and read the columns they are interested in.

Newspapers come out all the time to provide people with the fresh and objective news.

Newspapers have become a daily and essential necessity with all Russian people. Russian press calls the readers' attention to outstanding issues of the day, reports about various aspects of life.

### **The Press in Great Britain**

In Britain newspapers differ greatly from each other in the type of news they report and the way they report it.

On the one hand, there are "quality" newspapers: *The Times*, *The Financial Times*, *The Guardian*, *The Daily Telegraph*. These papers report major national and international news stories, with the world of politics and business and with the arts and sport.

On the other hand, there are "populars" or "tabloids", so called because of their small size. Popular papers (*The Daily Mail*, *The Daily Express*, *The Daily Mirror*, *The Sun*, *The Daily Star*) pay much attention to sensational news, extraordinary events, catastrophes, accidents, private lives of royalty and nobility, of people of art, of music and movie stars.

Popular papers use many photographs and cartoons. It is often said that the popular press aims to entertain its readers rather than inform them. The tabloid press is far more popular than the quality press. The average daily circulation for *The Daily Mirror* is almost **3,200,000** while for *The Times* it is 450,000. The most popular quality paper is *The Daily Telegraph* with a circulation of around **1,100,000** per day, compared with *The Sun's* circulation of over **4,170,000**. It is estimated that two out of every three adults regularly read a national daily newspaper.

In addition to 12 national daily newspapers there are 9 national papers which are published on Sundays. Most of the Sunday papers contain more reading material than the daily papers, and several of them include colour supplements - separate colour magazines which have special supplements with articles on music, TV, sports and a lot of advertisements of consumer goods. Reading a Sunday paper, like having a big Sunday lunch, is an important tradition in many British families.

Nearly every area in Britain has one or more local newspapers - in England alone there are around 90 daily papers and over **850** which are published once or twice a week. Local newspapers report local news and advertise local business and events.

Newspapers in Britain are privately owned and the editors of the papers are usually allowed considerable freedom of expression. The offices of most papers are situated in Fleet Street in the City of London, which is the centre of British journalism. British papers are bought and read not only in the United Kingdom, but also in many other countries.

#### **Television in Great Britain**

Television is the most popular entertainment in British home life today. In London people have four TV channels: BBC I, BBC II, ITV = Independent Television (Channel III) and Channel IV.

The BBC is known for its objectivity in news reporting. The BBC is financed by payments which are made by all people who have TV-sets. People have to pay the licence fee.

In 1932 the BBC World Service was set up with a licence to broadcast first to Empire and then to other parts of the world. There is no advertising on any BBC programme.

ITV started in 1954. Commercial television gets its money from advertising. The programmes on this channel are financed by different companies, which do not have anything to do with the content of these programmes.

ITV news programmes are not made by individual television companies. Independent Television News is owned jointly by all of them. So it has been protected from commercial influence.

There are different types of TV programmes in Great Britain. **BBC** and ITV start early in the morning. One can watch news programmes, all kinds of chat shows, quiz shows, soap operas, different children's programmes, dramas, comedies and different programmes of entertainment on these channels.

News is broadcast at regular intervals and there are panel discussions of current events. Broadcasts for schools are produced on five days of the week during school hours. In the afternoon and early evening TV stations show special programmes for children.

Operas, music concerts and shows are presented at various time. A large part of TV time is occupied by serials.

Britain has two channels (BBC II and Channel IV) for presenting programmes on serious topics, which are watched with great interest by a lot of people. These channels start working on early weekday mornings. But they translate mostly all kinds of education programmes.

Weekend afternoons are devoted to sport. Sport events are usually broadcast in the evening.

These are the main channels in Great Britain. Only about a fifth of households receive satellite or cable.

### **The American Press**

The press plays an important part in the life of society. Millions of Americans in their free time read newspapers. The daily paper dominates family life at breakfast.

The English word 'newspaper' does not really describe everything that you can read in this kind of publication. Newspapers include not only stories about recent events (news), but opinions, advertising, and other non-news items.

Newspapers in the USA are protected by the "Freedom of the Press" clause of the First Amendment to the US Constitution.

The first American newspaper was called *Public Occurrences Both Foreign and Domestic*. This paper was first published in Boston in 1690. In 1704, *The Boston News Letter* was started. This was the first regularly published newspaper in the American Colonies.

Now there are about 2,600 newspapers published in the USA. About 1,800 of these are daily papers. *The New York Times, the Washington Post, and the Los Angeles Times* are three of the most important daily papers that describe foreign and domestic news.

### **American Radio**

In the United States the radio is turned on most of the time, creating a permanent background noise. It does not interfere with your activities. You can listen to the radio while doing some work about the house, reading a book or driving a car.

On the radio one can hear music, plays, news, and different commentary and discussions called 'forums'. At a forum several authorities exchange views on social, economic and political problems. The listener can hear many opinions. Such broadcasts are popular with the listeners. - A peculiar feature of the American radio is soap opera. It is a sentimental serial drama that describes domestic problems and which is for housewives. Soap opera is usually broadcast every day. Most people find soap opera boring.

There are a lot of games on the radio. They are called 'panel games'. During a radio panel game listeners send questions to the studio. The member of the panel answers them and competes for the best results.

Radio brings into millions of homes not only entertainment and news but also cultural and educational programs. Radio stations broadcast about ten thousand hours of musical programs weekly. Many programs are made up of classical music.

### **American Television**

TV dominates the life of the American family most of the time. The TV set is not just a piece of furniture. It is someone who is "one of the family." It is also a habit-forming drug impossible to resist. An American psychologist said that television is a "chewing gum for ears and eyes."

There are many serials on TV in the USA. They appeared in the 1950s. The serials arouse viewers' interest and may run for one or two months, or even for a year. "Lucille Ball Show," the record-holder of American television, ran for 23 years!

About 30 magazines and a yearbook publish forecast of the plot of a particular serial, "biographies" of favourite characters. "This genre is very popular," say scriptwriters, "because it touches on feelings common to all people - kindness, a mother's concern for her son and a father's for his daughter..."

TV games - quiz shows - attract a large audience, too. During TV quiz programs TV viewers answer different questions.

There is a lot of education on television. For example, you can take a TV course in history, political economy, management, banking and in many other subjects, or learn a foreign language by TV. Educational TV films and programs are shown in schools and colleges as a part of the curriculum.

There is a lot of advertising on American TV. Some of the TV stations are owned by big corporations or individuals. The owners can advertise whatever they choose. To advertise their goods commercial firms buy TV time.

Here is the list of the biggest American TV companies:

ABC (American Broadcasting Companies)

CNN (Cable News Network)

CBS (Columbia Broadcasting System)

Fox Television

NBC (National Broadcasting Company)

PBS (Public Broadcasting Service)

TNT (Turner Network Television)

Westinghouse Broadcasting Co.

## **Contest**

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