



ДОНСКОЙ ГОСУДАРСТВЕННЫЙ ТЕХНИЧЕСКИЙ УНИВЕРСИТЕТ
УПРАВЛЕНИЕ ДИСТАНЦИОННОГО ОБУЧЕНИЯ И ПОВЫШЕНИЯ
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МЕТОДИЧЕСКИЕ УКАЗАНИЯ

по подготовке студентов к
монологической речи
по теме

«Средства массовой информации»

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Аннотация

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MASS MEDIA

Pre-reading questions:

1. What is mass media?
2. What kinds of mass media do you know?
3. What is the role of mass media in the life of modern society?
4. Is the role of press the same today as it was a century ago? How has it changed?
5. What do you know about the Internet?

Different types of Mass Media

In the past the only way to learn about the world was traveling. Nowadays, millions of people travel around the world either for pleasure or on business, because it's not necessary to travel for getting information about the world.

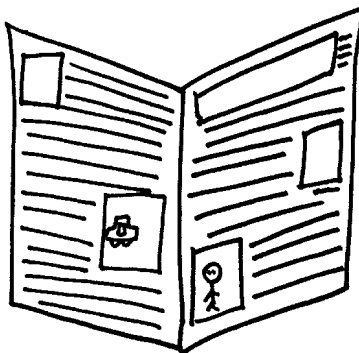
In our day there are a lot of different ways of getting new information. People can *find out* about what is happening in different parts of the world very fast using mass media. Mass media unite people into one global community.

Mass media are the press, radio, television, and, in recent years, the Internet.

1. Press

The earliest kind of mass media was printed media. The history of *publishing* is characterized by a close *interplay* of technical innovation and social change. Three major inventions which *influenced on* publishing were invention of writing, invention of paper and invention of printing. The first great event was invention of writing. Before this invention information could be spread only by *word of mouth*.

The invention of printing transformed the possibilities of the writing word and today we have a great variety of *printed issues*. Every day millions of newspapers and magazines are published all over the world. There are different national and local issues, dailies, weeklies and monthlies. People *subscribe to* various papers and magazines, but they





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have one common aim. They want to learn what is going on in the world, in the country, in the city, etc. There are also articles on sport, art, music, new books and interviews with celebrities and well-known people.

Recently traditional printed media is *losing ground* among young people, so most of papers and magazines have on-line versions.

Vocabulary

1. by word of mouth – из уст в уста
2. find out – узнавать (синоним – learn)
3. influence on – оказывать влияние на
4. interplay – взаимодействие
5. lose ground (among) – становиться менее популярным (среди)
6. printed issue – печатное издание
7. publish – публиковать, печатать(ся)
8. publishing – издательская деятельность
9. subscribe to – подписываться

Questions:

1. Do you like reading?
2. Do you read papers or magazines? Which?
3. How often do you buy newspapers or magazines?
4. Do you subscribe to newspapers or magazines? Which?
5. Do you prefer printed press or its on-line versions? Why?

2. Radio



Next type of mass media is radio. The history of radio began in the mid of 1800s with theoretical discussions that electricity and magnetism were related.

Radio is widespread for its portability. It means that radio devices can easily be carried around. People like listening to the radio on the beach or picnic, while driving a car or just walking down the street. The main

kind of radio entertainment is music, but there are plenty of different



radio programs. Radio is preferable when you are working and want to keep up-to-date in the same time, because it doesn't divert your attention from your job.

Vocabulary

1. carry around – переносить, носить с собой
2. device – устройство
3. divert attention from – отвлекать внимание от
4. keep up-to-date – быть в курсе событий, не отставать от жизни
5. widespread – широко распространенный

Questions:

1. Do you like listening to the radio?
2. How often do you listen to the radio?
3. Where do you usually listen to the radio?
4. Which radio stations do you prefer?
5. Which radio programs do you like?

3. Television

Television is one of the most important means of communication. It brings moving pictures and sound from around the world into millions of homes, so television is the main source of news for millions of people. People like TV news because they can see everything with their own eyes. And that's an important advantage.

There are two types of TV stations: commercial and non-profit (or public) organizations. Commercial TV stations broadcast mostly entertainment programs because they have to attract viewers in order to sell advertising time at high prices. These programs include light dramas called situation comedies (sitcoms); action-packed dramas about life of detectives, police officers, lawyers and doctors; shows featuring comedian, dancers and singers; quiz





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shows; soap operas; movies; cartoons as well as documentaries and talk shows. Advertising is an important part of commercial TV. Commercials appear between and during programs. They urge viewers to buy different products and to use different services. Public television focuses mainly on education and culture. It broadcasts programs on wide range of subjects as well as plays, ballets and symphonies. Public TV attracts fewer viewers than commercial TV.

Vocabulary

1. advertising time – рекламное время
2. broadcast – вещать, передавать (по радио или телевидению)
3. featuring – при участии
4. focus on – обращать особое внимание, делать упор на
5. non-profit – некоммерческий
6. TV commercial – телевизионный рекламный ролик
7. urge – побуждать

Questions:

1. Do you like watching TV?
2. How often do you watch TV?
3. Which TV channels do you prefer?
4. Which TV programs do you like to watch?
5. What do you think about TV commercials?

4. Internet

The Internet was created in 1983. Since that time it has grown into a huge network of computers spanning our planet. Some computers share the data. They are servers. Others computers just surf the web as clients downloading the data. Today everyone should have an Internet access, because it's a huge database of knowledge and information as well as mean of communication.



The Internet is the greatest source of entertainment for modern society. You can find here



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everything you need for entertainment from news to movies. Social networks are incredible popular with the young.

Vocabulary

1. spanning – охватывающий
2. the data – данные
3. share – делить(ся)
4. server – сервер (центральный компьютер сети, управляющий распределением ресурсов и централизованным доступом к данным)
5. social networks – социальные сети
6. surf the web – лазить по сайтам, сидеть в Интернете
7. download – загружать

Questions:

1. How often do you surf the Internet?
2. Which sites do you usually use for searching information?
3. Are you registered in social networks?
4. Which social networks are you favorite?
5. How often do you go to your page on a social network?