**Lesson4**

Exercise 1. Read and learn the following words.

**imagine** [ɪˈmædʒɪn]-представить

**determine** [dɪˈtə:mɪn]решать, определять

**respect** [rɪsˈpekt]-уважение, отношение

**impose** [ɪmˈpəuz]-навязывать

**contemporary** [kənˈtempərərɪ]-современный

**contradictory**[ˌkɔntrəˈdɪktərɪ]-противоречащий

**reliable** [rɪˈlaɪəbl]-правдоподобный

**comparatively**[kəmˈpærətɪvlɪ]-сравнительно

**quality** [ˈkwɔlɪtɪ]-качество, свойство

**intend**[ɪnˈtend]-предназначать, подразумевать

**tabloid** [ˈtæblɔɪd]-таблоид

**offer** [ˈɔfə]-предложение, предлагать

**viewer** [ˈvju:ə]-зритель

**current** [ˈkʌrənt]-течение, направление

**affair** [əˈfɛə]-дело

**entertain** [ˌentəˈteɪn]-развлекать

**frontier** [ˈfrʌntɪə]-граница

**establish** [ɪsˈtæblɪʃ]-основывать

**comprehensive**[ˌkɔmprɪˈhensɪv]-всесторонний

**selectively** []-выборочно

Exercise 2. Read and translate the text.

**'The role of the mass media in our life'**

I

We cannot imagine our life without mass media. Our Information Age is determined in many respects by the mass media. The mass media do not only spread the news, they impose certain values on contemporary men. The received information moulds the way of people's thinking. Sometimes information is given by television, radio, newspapers and the Internet is contradictory and man must decide which one is more reliable.
Previously it took news months to travel from one country to another; today it takes it only several seconds. People started to get news comparatively quickly with the appearance of newspapers. Newspapers are very important for a contemporary man. The choice of the newspapers is wide. Now all newspapers are classified into two groups; quality and popular. Quality newspapers are serious national papers intended for educated readers. Popular newspapers are tabloid, they are designed for common readers. Radio became widely used during World War I. At the turn of the 20th century TV became part of people's daily life. TV offers to its viewers current affairs programs, cultural programs, chat shows, sports programs, etc. It informs, educates and entertains men. The Internet is the recent innovation. It has broken the traditional frontiers and helps people to establish contacts. Due to the Internet I have found a lot friends in different countries, I have visited the greatest world museums and art galleries without leaving my apartment. The Internet is turning our planet into a global village.
To have a comprehensive picture of what is going on, people must watch TV programmes, read newspapers and magazines, use the Internet, but do it selectively.

Exercise 3. **Answer the following questions.**

Without what we cannot imagine our life?

What is determined in many respects by the mass media?

What does the mass media do?

When is information given by television, radio, newspapers and the Internet is contradictory?

How is information given sometimes?

What is very important for a contemporary man?

How are all newspapers classified now?

When did the Radio become widely used?

When did TV become part of people's daily life?

What does the Internet make our planet?

Exercise 4. **Translate the following words and word combinations from Russian into English.**

СМИ, наш информационный век, распространять новости, определенные значения,

современный человек, полученная информация, мышление людей, из одной страны в другую, качественные газеты, образованные читатели, ежедневная жизнь, публицистические программы, культурные программы, ток-шоу, спортивные программы, традиционные границы, разные страны, величайшие мировые музеи, художественные галереи.

Exercise 5. **Read the sentences. Are these statements true (T) or false (F)?**

We can imagine our life without mass media. Our Information Age is determined in many respects by the Radio. Previously it took news months to travel from one country to another; today it takes it only several seconds. Newspapers are not very important for a contemporary man. Popular newspapers are tabloid, they are designed for common readers. At the turn of the 20th century TV did not become part of people's daily life. The Internet is the recent innovation.

Exercise6. **Translate part of the sentence in brackets.**

1. (Мы не можем представить нашу жизнь) without mass media.
2. (СМИ не только распространяют новости), they impose certain values on contemporary men.
3. Sometimes information is given by television, radio, newspapers and the Internet is contradictory and (человек должен решить, какой из них более надежный).
4. Newspapers are very important (для современного человека).
5. (На рубеже 20-го века) TV became part of people's daily life.

Exercise6. **Read and translate the text in written form** **and give the title for each logical part using the key-words:**
1……………Nowadays the mass media have become daily and essential necessity with contemporary men. The mass media report about various aspects of life, they form and affect public opinion.
The mass media comprise newspapers, radio, TV and the Internet. In this or that form the mass media come into every home.
2……………The Internet was created in 1983. Since that time it has grown beyond its largely academic origin into an increasingly commercial and popular medium. The Internet connects many computer networks. The Internet has connected millions of computers throughout the world.
3…………….Newspaper are usually issued daily, weekly, or at other regular times. They provide news, views, features, and other information of public interest and often carry advertising. The first English printed news book the "Weekly News" appeared in London in 1621. In 1771 Parliament agave journalists the right to report its proceedings. Newspapers come out to provide their readers with fresh news. Today people have a chance to have full information about political, economic and cultural events in their own country and abroad.
4……………..Radio appeared earlier than TV. In 1901 ah Italian physicist named Guglielrno Marconi received wireless telegraphic messages sent from Cornwall to Newfoundland. It was hailed as a triumph. Radio underwent rapid improvement in the period before World War II. Today there are a lot of radio stations of many different types and so much variety. Talk shows and music programmes with disc jockeys are very popular.
5………………Now almost every family in the civilised world has a TV set. Television plays an important role in our society, not only as an entertainer and informant, but also because of the grip it has on many people. Television channels easily go into people's home taking in their time and life.

**The key-words to the text:**

1. Television
2. Mass media
3. Radio
4. Newspaper
5. The Internet

Exercise6. **Make your own vocabulary to the text.**

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| **Word** | **Transcription** | **Translation** |
| nowadays | [ˈnauədeɪz] | в настоящее время |
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