

WORDS RELATED TO THE TOPIC

TV

# TELEVISION AND RADIO

READ THE TEXT AND SAY IF TV CHANGES PEOPLE'S WAY OF THINKING

ABSORBED  
ADDITIONAL  
AGGRESSION-PROMOTING  
AMOUNT  
AVAILABLE  
CONTRADICTION  
COMPOSITION  
COMMUNICATE  
CHANNELS  
DATA BANKS  
DEVELOPMENTS  
ENTERTAINMENT  
ENCOURAGE  
ENJOINMENT  
FEATURE FILMS  
HARMFUL EFFECTS  
IMMATURE  
INVENTIONS  
MAJOR  
PROVIDES  
RAPID  
RECEIVING  
SATELLITE TV  
TOOLS  
VALUABLE  
VIOLENCE  
VIEWERS



There are many different kinds of mass media such as television, press, radio, the Internet. We need all of them every day, but some people prefer using only some kinds of mass media. Tastes are different and every person likes to get information in different ways.

One of the greatest influences on people's lives today is television. It is one of the most important and powerful **inventions** of all time. Television has proved that it can be a wonderful **tool** of education, information as well as **harmful effects**.

TV is the source of **valuable** information. It brings the world to our living room, where we can see people of other countries; learn their customs, traditions and problems. We can see great events and famous people. The choice of programmes, modern television **provides**, is really wide: the news, **feature films**, talk shows, music programmes, documentary films, educational programmes, serials, interviews. News reports tell us about the main events of the day in the country or abroad such as economics, politics, science, culture and others.

Television started to satisfy the public's **desire** not just for **entertainment**, but also for **rapid accurate** information. Since 1980, there have been four more **major developments**. The first is video, which has given the viewer the power to control what they watch and when they watch it. The second is **satellite TV**, thanks to which lots of new **channels** are now **available** to anyone who buys a **receiving** "dish". Many of these new channels specialize in one kind of programmes - news, sport, cartoons, films, music, animal world and others. The third **development** is cable television which provides even more channels at **additional** price. Fourthly, there's HDTV (high-definition television), which now offers a much clearer and more realistic picture than was possible even a few years ago. And there are some other changes: TV sets become larger, thin and flat. Nowadays television also can be linked to computer **data banks** and the Internet and **viewers** are able to ask question what they want watching and the answer appears on their screens.

Radio has a great popularity too and it is the cheapest medium. You can hear the news or music when you are driving a car. There are many music programmes on the radio and you can even order a **composition** for yourself or for your friends for birthday for example.

On the other hand, television and the Internet **encourage** passive **enjoyment**. They cut us from the real world. Sometimes there is too much **violence** and crime on TV and on the Internet. We can see a huge **amount** of action and horror films; we can watch documentaries about killers, gangsters and so on. Violence on TV is being **absorbed** by children's **immature** minds. **Aggression-promoting** TV programmes even instruct young people how to do illegal things. Children see **contradiction** between the real world and the world of TV. Parents worry about the effect that television has on children.



ANSWER THE QUESTIONS BELOW

1. What part of your life does television take? How often do you watch it?
2. What programmes do you watch? For what purpose?
3. Is television popular source of information today? Why? Why not?

FIND IN THE TEXT THE SENTENCES WHICH POINT OUT

- a) the positive effect of television
- b) the negative effect of television

<https://freetime4english.blogspot.com>

COMPLETE THE SENTENCES ACCORDING TO THE TEXT

1. Television has proved that it can be...
2. Television encourages ...
3. TV cuts people from ...
4. TV just not only entertain but ...
5. Many of the channels specialise in ...



FIND IN THE TEXT THE DERIVATIVE WORDS THAT ARE FORMED OF THE WORDS BELOW AND WRITE THEM DOWN

ADJECTIVES

POWER  
HARM  
NATURE  
ADD  
REAL  
WONDER  
POSSIBILITY

NOUNS

INVENT  
ENJOY  
ENTERTAIN  
DEVELOP  
DEFINE  
POPULAR

VERBS

SPECIAL  
SATISFACTION  
LINK



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# Radio And Television Readings In Mass Media

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## **Radio And Television Readings In Mass Media:**

**Radio and Television** Allen Kirschner,1971      **Radio and Television** Allen Kirschner,Linda Kirschner,1971      **A Resource Curriculum in Broadcast Media** Roger Herian,Mary Moen,1978      The SAGE International Encyclopedia of Mass Media and Society Debra L. Merskin,2019-11-12 The reference will discuss mass media around the world in their varied forms newspapers magazines radio television film books music websites and social media and will describe the role of each in both mirroring and shaping society      **Radio and Television** Patricia Beall Hamill,United States. Office of Education,1960 Sixteen year old Tabitha the daughter of a preacher who believes science is Satan s work longs to study at a university and dig for dinosaur bones but in South Dakota at the end of the nineteenth century such ambitions are discouraged      *Mass Media* James B. Martin,2002 Mass media has become an integral part of the human experience News travels around the world in a split second affecting people in other countries in untold ways Although being on top of the news may be good at least for news junkies mass media also transmits values or the lack thereof condenses complex events and thoughts to simplified sound bites and often ignores the essence of an event or story The selective bibliography gathers the books and magazine literature over the previous ten years while providing access through author title and subject indexes      **The SAGE Handbook of Cultural Analysis** Tony Bennett,John Frow,2008-03-26 A genuine one stop reference point for the many many differing strands of cultural analysis This isn t just one contender among many for the title of best multidisciplinary overview this is a true heavyweight Matt Hills Cardiff University An achievement and a delight both compelling and useful Beverley Skeggs Goldsmiths University of London With the cultural turn the concept of culture has assumed enormous importance in our understanding of the interrelations between social political and economic structures patterns of everyday interaction and systems of meaning making In The SAGE Handbook of Cultural Analysis the leading figures in their fields explore the implications of this paradigm shift Part I looks at the major disciplines of knowledge in the humanities and social sciences asking how they have been reshaped by the cultural turn and how they have elaborated distinctive new objects of knowledge Parts II and III examine the questions arising from a practice of analysis in which the researcher is drawn reflexively into the object of study and in which methodological frameworks are rarely given in advance Addressed to academics and advanced students in all fields of the social sciences and humanities The SAGE Handbook of Cultural Analysis is at once a synthesis of advances in the field with a comprehensive coverage of the scholarly literature and a collection of original and provocative essays by some of the brightest intellectuals of our time      *TV Transformations* Tania Lewis,2013-09-13 The past decade has seen an explosion of lifestyle makeover TV shows Audiences around the world are being urged to renovate everything from their homes to their pets and children while lifestyle experts on TV now tell us what not to eat and what not to wear Makeover television and makeover culture is now ubiquitous and yet compared with reality TV shows like Big Brother and Survivor there has been relatively little critical attention paid to this format This exciting

collection of essays written by leading media scholars from the UK US and Australia aims to reveal the reasons for the huge popularity and influence of the makeover show Written in a lively and accessible manner the essays brought together here will help readers make sense of makeover TV by offering a range of different approaches to understanding the emergence of this popular cultural phenomenon Looking at a range of shows from The Biggest Loser to Trinny and Susannah Undress essays include an analysis of how and why makeover TV shows have migrated across such a range of TV cultures the social significance of the rise of home renovation shows the different ways in which British versus American audiences identify with makeover shows and the growing role of lifestyle TV in the context of neo liberalism in educating us to be good citizens This book was published as a special issue of Continuum Journal of Media and Cultural Studies Readings in Mass Communication Kimberly K. Massey,2002 This reader is designed to supplement any core textbook in Introduction to Mass Communication The goal of the reader is to help students think more critically about the media By drawing from a wide variety of sources and political and cultural viewpoints this collection is predicated on the fact that students learn about the media mainly through the media by reading or hearing about media in media publications or broadcasts These articles are drawn mostly from popular and alternative media and take a hard and critical look at the political and social forces that drive media decision making *Research in Education* ,1968 **Basic Books in the Mass Media** Eleanor Blum,1972 **List of Documents and Publications in the Field of Mass Communication** Unesco,1980 **Catalog of Copyright Entries. Third Series** Library of Congress. Copyright Office,1974 **The Great American Makeover** D. Heller,2006-11-27 The Great American Makeover is a collection of essays that explore the American makeover mythos that has been recently repackaged in the form of popular makeover television programs such as Extreme Makeover The Swan Supernanny and Queer Eye for the Straight Guy *Dictionary of Media and Communication Studies* James Watson,Anne Hill,2015-10-22 A comprehensive lexicon of all aspects of the study of interpersonal group mass communication and the world of internet communication A Handbook of Media and Communication Research Klaus Bruhn Jensen,2013-04-15 A Handbook of Media and Communications Research presents qualitative as well as quantitative approaches to the analysis and interpretation of media covering perspectives from both the social sciences and the humanities The Handbook offers a comprehensive review of earlier research and a set of guidelines for how to think about plan and carry out studies of media in different social and cultural contexts Divided into sections on the history systematics and pragmatics of research and written by internationally acknowledged specialists in each area the Handbook will be a standard reference work for students and researchers *Amendments to the National Foundation on the Arts and the Humanities Act of 1965* United States. Congress. House. Committee on Education and Labor. Special Subcommittee on Labor,1967 *Amendments to the National Foundation on the Arts and the Humanities Act of 1965, Hearings Before the Special Subcommittee on Labor...90-1, on H.R. 11308, Washington, D.C., July 18, 26, 1967* United States. Congress. House. Education and Labor,1967 **Hearings**

United States. Congress. House. Committee on Education,1971

*Resources in Education* ,2001-04

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