**Задание на 08.04.2020 (сдать 08.04.2020)**

**https://resh.edu.ru/subject/lesson/2810/start/**

**Урок 23 Internet**

**25.03.2020 на 01.04.2020**

Подготовить сообщение с презентацией «Праздники, обычаи и традиции родного края»

**26.03.2020. на 2.04.2020**

**Read and translate the text, do exercises (сдать 2.04.2020)**

**Тема THE MEDIA: PRESS, RADIO AND TELEVISION**

**1.1. The Press**

Britain's first newspapers appeared over 300 years ago. Now, as then, newspapers receive no government subsidy, unlike in many other European countries today. Ad­vertising has always been a vital source of income. As long ago as 1660, King Charles II advertised for his lost dog. Today, in­come from advertising is as crucial as in­come from sales.

Nevertheless, there are approximately 130 daily and Sunday papers, 1,800 weekly pa­pers and over 7,000 periodical publica­tions. More newspapers, proportionately, are sold in Britain than almost any other country. On average, two out of three per­sons over the age of fifteen read a national morning newspaper. Three out of four read a Sunday paper. National newspapers have a circulation of about 13,6 million on week­days and 16,4 million on Sundays, but the readership is twice this figure.

**1.2 National newspapers**

**Title**

*National dailies*

*Populars*

The Daily Mirror

The Daily Star

The Sun

The Daily- Sport

Today

The Daily Express

The Daily Mail

*Qualities*

The Financial Times

The Daily Telegraph

The Guardian

The Independent

The Times

*National Sundays*

*Populars*

The News of the World

The Sunday Express

The Sunday Mirror

The Sunday Sport

The Mail on Sunday

Sunday People

*Qualities*

The Sunday Telegraph

The Observer

The Sunday Times

The Independent on Sunday

Ownership of the press is in the hands of a few large press publishing groups. The most significant of these are News Interna­tional, owned by the Australian-born press tycoon Rupert Murdoch, and the Mirror Group Newspapers, owned by the family of the late Robert Maxwell.

The national newspapers, both on week­days and on Sundays, fall into two broad categories: the 'popular' and 'quality' press. All the popular papers, with the exception of the Sunday express, are 'tabloid' in format. The tabloids are essentially mass entertainment. They are smaller format that other papers, and are distinguished by large illustrations, bold captions and a sensa­tional prose style.

The tabloids' news content is minimal, and their emphasis is on gossip, emotion and scandal. By contrast quality newspa­pers, known as 'broadsheets,' on account of their larger, rather cumbersome format,emphasize news coverage, political and eco­nomic analysis and social and cultural issues.

All newspapers now give more attention to sports results, city finance and enter­tainment.

Almost every newspaper left its historic home in Fleet Street, the centre of the British press for over a century. Some went to new sites in the London Docklands redevelopment, while others moved else­where. The arrival of the new technology increased the profitability of the press, and this in turn allowed the creation of new newspapers. Some of these flopped. The most important of the new papers was *The Independent.*

Britain also has a substantial number of regional newspapers. Of these the two Scot­tish papers, *The Scotsman* and *The Glasgow Herald,* are the most important.

Britain's ethnic minority communities also produce their own papers, both in English and in the vernacular languages. The oldest of these is the *Jewish Chronicle,* founded in 1841 and serving a community of 300,000 Jews. But there are Asian, Caribbean and even Arabic newspapers published in Brit­ain. Finally, there are over 900 free newspa­pers, popularly known as 'freebies', almost all of them weekly and financed entirely by advertising. They achieve a weekly circula­tion of over 40 million. They function as local noticeboards, where local events are advertised, and anyone can advertise in the 'for sale' or 'wanted' columns.

Among Britain's bestselling periodicals, the favourites are the *Radio Times* and the *TV Times,* which provide detailed informa­tion concerning forthcoming programmes on ВВС and independent television. Their popularity is evidence of the dominant place of television in national life. Second to them in popularity are the women's magazines, *Woman's Weekly, Woman's Own, Woman, Woman's Realm.* The leading opin­ion journals are *The Economist,* a political and economic weekly; *New Statesman and Society,* a political and social weekly; the *Spectator,* a political weekly, and *Private Eye,* a satirical fortnightly with a reputa­tion for devastating attacks on leading per­sonalities.

With almost 900 correspondents in over 80 countries, no newspaper anywhere can compete with Britain s formidable news agency, Reuters. Across the world its name has become an assurance of objectivity, accuracy and reliability. Its reports are filed in French, German, Japanese, Arabic and Spanish, as well as English. It is read in the Kremlin, the White House and the Chan­cellery in Bonn.

People often said, "Fleet Street" to mean "the press". Today the old image of Lon­don's Fleet Street as the centre of the newspaper printing and publishing world has changed, and in fact all the big newspapers have moved from Fleet Street to more modern premises.

**Glossary**

**crucial** — решающий

**subsidy** — субсидия

**circulation** — тираж

**readership** — читатели, читательская масса

**tycoon** — промышленный или финан­совый магнат

**bold** — смелый, предприимчивый

**caption** — заголовок

**gossip** — сплетня, слухи

**cumbersome** — громоздкий

**news coverage** — освещение новостей

**profitability** — прибыль, доход

**vernacular language** — родной язык

**realm** — королевство, царство

**fortnightly** — выходящий раз в две не­дели

**devastating** — разрушительный, опус­тошительный

**formidable** — значительный, громадный

**objectivity —** объективность

**accuracy** — точность, правильность

**reliability** — надежность, достоверность

**Exercises**

I. Which word or phrase in the above means

1) money granted, by a government to society, to an industry or other cause need­ing help;

2) public announcement in the press, TV, etc.;

3) money received during a given репс as salary, receipts from trade, interest for investments, etc.;

4) printed publication, usually issued every day with news, advertisements, etc.;

5) a small size newspaper with many pictures, strip cartoons, etc. and with the news presented in simplified form;

6) language or dialect of a country district;

7) number of copies of a newspaper » other periodical sold to the public;

8) paper-covered (usually weekly monthly, and illustrated) periodical, with stories, articles, etc. by various writers;

9) magazine or other publication whit appears at regular intervals (monthly, quarterly, etc.);

10) person regularly contributing local news or special articles to a newspaper;

11) short title or heading of an article a periodical, etc.;

12) showing no fear.

II. answers the following questions.

1. Are more newspapers sold in Britain than almost any other country?

2. When did Britain's first newspaper?

3. Do newspapers receive any government subsidy in Britain?

4. What has always been a vital source

income?

5. What categories do the national newspapers fall into?

6. What are popular newspapers?

7. What are quality newspapers?

8. What newspapers give much attention to sports results?

9. What is the newspapers' historic h in London?

10. Does Britain have a substantial of regional newspapers?

11. Do Britain's ethnic minority munities produce their own papers?

III. Are the following statements true or false, ac­cording to the article above.

1. King Charles II advertised for his lost dog as long ago as 1660.

2. Today income from advertising in news­papers is not as crucial as income from sale.

3. The national newspapers' circulation on Sunday is bigger than on weekdays.

4. Ownership of the press in Britain is in the hands of the government.

5. The Independent, the Times and the Financial Times are popular tabloids.

6. There are over 900 free newspapers, known as 'freebies'.

7. "Freebies" function as local notice boards where state events are advertised.

8. Across the world the name of news agency Reuters has become an assurance of objectivity, accuracy and reliability.

9. Reuters' reports are filed only in Eng­lish.