

Ф2 Английский язык

Учебник А. С. Восковская Т. А. Карпова Английский язык

Выполните следующие упражнения из этого учебника по теме «MASS MEDIA»:

- 1 упр.1, стр 162-164 - переведите слова, выделенные курсивом
2. упр. 6, стр.167 – переведите следующие словосочетания, обращая внимание на предлоги (пишите столбиком)
- 3.упр. 15, стр. 173-174 – переведите тексты на русский язык, используя выполненные упр. 1, стр 162-164 и упр. 6, стр.167.
4. упр. 20, 176 – заполните пропуски в предложениях, первая буква пропущенного слова является подсказкой. (Используйте тексты). Предложения переведите на русский язык.
5. *Выполненные задания (скриншот, фото.) выслать*

до 30.03.2020

для проверки на электронную почту

kajgorodova2013@yandex.ru.

Unit 5

.....
Theme: Mass Media

Texts: 1. Television
2. Radio

Dialogues: 1. Conversation about Newspapers
2. Conversation about Advertising

Grammar Revision: Complex Sentences (Сложноподчиненные предложения)

.....

EXERCISE 1. a) Read, translate, and study the use of the new words to read and discuss the texts and dialogues:

- 1) *media, mass media.* TV is one of the most important mass media.
- 2) *a viewer.* Millions of viewers around the world can watch sport events and other events of worldwide interest.
- 3) *a stream, a steady stream.* TV brings its viewers a steady stream of programmes.
- 4) *to entertain, entertainment.* Television provides more entertainment programmes than any other kind of mass media.
- 5) *a quiz.* The programmes include sports events, variety shows, quiz shows, etc.
- 6) *a feature film, a cartoon, a fictional serial.* We can watch on TV different kinds of films: feature films, cartoons, fictional serials.
- 7) *an affair, current affairs.* News and current affairs programmes make up an important section of programming.
- 8) *to run.* Commercial TV stations are run by private companies.
- 9) *to advertise, advertising, advertisement, ad, advertiser.* They sell advertising time to pay for their operating costs.
- 10) *a profit, to make a profit.* They sell advertising time to make a profit for the companies.

Unit 5

- 11) *to subscribe*. People can subscribe to cable TV system.
- 12) *a fee, to pay a fee*. Viewers pay a fee for this service.
- 13) *to deliver*. Cable TV signals are delivered to home TVsets of their customers by cables.
- 14) *to broadcast*. The BBC broadcasts to all parts of the world.
- 15) *a satellite*. Satellite broadcasting is another form of TV subscription.
- 16) *to transmit*. The signals are transmitted to home TVsets from a direct broadcasting satellite in space.
- 17) *to receive, a receiver*. The viewer must have a dish-receiver aerial to receive the programmes.
- 18) *an advantage, a drawback*. We may speak about advantages and drawbacks of TV, but almost every home has at least one TVset.
- 19) *average, on average*. On average, a TVset is in use about 7 hours each day.
- 20) *means*. TV is one of the most effective means of communication.
- 21) *to compete*. Radio stations compete with one another.
- 22) *forecast*. There is a weather forecast every half an hour on this radio station.
- 23) *an ability*. The portability means the ability to be carried around easily.
- 24) *a tabloid*. I buy one of the weekly newspapers, usually a tabloid.
- 25) *an editorial*. I don't read editorials.
- 26) *either*. She doesn't read editorials either.
- 27) *to reach*. Many kinds of advertising reach people almost everywhere.
- 28) *to annoy, annoying*. Advertising is very annoying sometimes.
- 29) *a consumer*. Advertising plays a part in the competition among businesses for the consumer's money.
- 30) *a poster*. Poster ads appear in many buses, in shops, in public buildings, and even in the mailboxes.

b) Watch out!

either ←

I don't read editorials.

She doesn't read editorials either.

EXERCISE 2. a) Read the words following the rules of reading. Pronounce correctly. Practise aloud:

[e] set, steady;

[æ] animal, jazz, mass, advertise, advertising, ad, satellite, average, tabloid;

[a:] advantage;

[ʌ] public, cultural, government, customer, current, run;

[ɔ:] broadcast, important, almost, drawback, forecast, editorial;

[ɒ] [ɔ] profit;

[u:] cartoon;

[i:] media, stream, feature, fee, receive, means, reach, compete;

[ɪ] sit, dish, quiz, film, fictional, deliver, transmit, ability;

[ɜ:] [ə:] world, commmercial, advertisement;

[eɪ] main, station, cable, entertain, pay;

[əə] [ɛə] affair;

[aʊ] around;

[əʊ] [ɔʊ] poster, most, home;

[iə] serial;

[aɪ] design, provide, subscribe, either;

[ɔɪ] annoy;

[aɪə] variety.

b) Look at the following pairs of words, and think if the underlined letters are pronounced in the same way, or if they are pronounced differently:

steady – stream; average – advantage; satellite – tabloid;
customer – current; run – public; editorial – important; ability – transmit; stream – feature; reach – means; fee – com

pete; main – entertain; station – cable; affair – entertain; post-er – most; subscribe – provide; variety – either.

EXERCISE 3. a) Read the international words, mind the stress:

tele'vision, mass, 'million, sport, 'interest, 'programme, de'sign, infor'mation, fact, show, film, 'serial, 'opera, 'public, com'mercial, 'cultural, 'section, 'company, 'cable, 'system, 'service, 'signal, ef'fective, communi'cation, 'radio, dis'cussion, 'interview, re'ligious, 'music, 'telephone, 'popular, 'specialize, 'classical, jazz, 'comedy, 'actor, 'studio, park, 'picnic, 'college, 'detail, 'special, 'national, 'local, dele'gation, 'student, 'problem, 'moment, 'contact, 'second, 'interval.

b) Find the Russian equivalents among the following words, and arrange them in pairs:

For example: communication – связь (коммуникация)

факт, представление (шоу), коммерческий, информация, фильм, сериал, опера, общественный (публичный), контакт, интервал, секунда, программа, дизайн, телевидение, массовый, миллион, спорт, интерес, музыка, звонить по телефону, классический, джаз, комедия, популярный, специализироваться, момент, проблема, местный (локальный), национальный, студент, делегация, культурный, отдел (секция), сигнал, сервис (услуга), система, кабель, компания, дискуссия, эффективный, религиозный, интервью, радио, студия, актер, специальный, деталь, колледж, пикник, парк.

EXERCISE 4. a) Translate, analyse the words with different suffixes, and divide the following words into three groups: nouns, adjectives, adverbs:

television, important, viewer, information, entertainment, fictional, station, public, commercial, government, usually, educational, cultural, customer, subscription, receiver, different, advantage, effective, communication, discussion, description, religious, primarily, listener, weekly, special, national, lo-

cal, independent, financial, leisure, advertisement, competition, consumer.

b) Make up as many words as you can by combining different parts of the words:

un-	view	-er
in-	entertain	-ment
	govern	-ly
	usual	-al
	education	-ent
	custom	-ive
	differ	
	effect	
	listen	
	week	
	nation	
	depend	

c) The word in capitals at the end of the following sentences should be changed to form a word that fits suitably in the blank space.

1. I ... buy tabloids **USUAL**.
2. There are many ... programmes on TV. **ENTERTAIN**.
3. ... may subscribe to the cable television **VIEW**.
4. TV is one of the most ... means of communication **EFFECT**.
5. Commercial TV stations are run ... from each other **DEPEND**.

EXERCISE 5. a) Try to match up the adjectives in column A with the nouns in column B to form meaningful phrases:

A	B
1. educational	a) kinds
2. steady	b) subjects
3. current	c) stream
4. main	d) companies

Unit 5

- | | |
|---------------|---------------|
| 5. fictional | e) serials |
| 6. public | f) stations |
| 7. cultural | g) means |
| 8. private | h) affairs |
| 9. urban | i) areas |
| 10. effective | j) programmes |

b) Decide which of the verbs on the left collocate with the nouns on the right:

- | | |
|---------------------|-----------------|
| to watch ... | the TV stations |
| to entertain ... | a profit |
| to provide ... | sport events |
| to support ... | viewers |
| to make ... | a newspaper |
| to subscribe to ... | information |
| to transmit ... | signals |
| to receive ... | questions |
| to ask ... | the radios |
| to listen to ... | the programmes |

EXERCISE 6. a) Translate the following word combinations.

Pay attention to the prepositions:

with a TVset, at home, about people, in faraway lands, million of viewers, events of worldwide interest, in fact, supported by the government, on cultural subjects, for most public TV stations, run by private companies, to pay for their operating cost, to make a profit for the companies, for this service, delivered to home TVsets by cables, in the largest urban areas, from a satellite, in space, at least, on average, for about 7 hours, in the world, with one another, from country to country, by telephoning, about the topic, for entertainment, specialize in one kind of music, by actors, for the widespread use of radios, in parks, at beaches, along the street.

b) Fill in the gaps with the proper prepositions.

TV is one ... our most important means ... communication.
It brings pictures and sounds around the world ... millions

... homes. Communication satellites ... space transmit TV pictures ... oceans and continents.

... the late 1970's, such devices as video cassette recorders, videodisc players, and personal computers have changed the way people use television ... their homes. ... example, TVsets may be used ... such purposes, as playing electronic games and receiving televised information services.

EXERCISE 7. Divide the following words and word combinations into three groups, those, which describe a) television, b) radio, c) newspapers:

TV, to watch, radio, TVset, a tabloid, a newspaper, editorials, feature films, cable TV, a dish-receiver aerial, listeners, viewers, readers, portability, articles, cartoons.

EXERCISE 8. a) Decide which word is the odd one out in each of the following groups of words:

1. television, radio, newspapers, telephone;
2. weather forecasts, fictional serials, feature films, cartoons;
3. to listen, to view, to see, to watch;
4. readers, viewers, affairs, listeners;
5. to bring, to operate, to transmit, to deliver.

b) Find the names for the groups of words. Fill in each of the spaces:

1. television, newspapers, radio ...;
2. educational, cultural, political ...;
3. variety, quiz, talk ...;
4. public, cable, satellite

EXERCISE 9. a) Translate the following definitions of the words:

1. A *quiz* is a competition or game in which competitors have to answer questions.
2. An *affair* is an event or set of connected events.
3. A *profit* is money gained by trade or business.

4. *A fee* is a sum of money paid for professional services.
5. *A tabloid* is a newspaper the pages of which are about half size of a standard newspaper.

b) The following words also appear in the texts and dialogues. Match each one with its correct definition to advertise, to subscribe, to annoy, to run, to broadcast:

1. to control an organization or system;
2. to make (something for sale, services offered) known to the public, for example in a newspaper or on television.
3. to pay regularly in order to receive a magazine, newspaper, etc.;
4. to send out radio or television programmes;
5. to make someone a little angry or impatient, especially by repeated troublesome actions.

EXERCISE 10. a) Study the use of the complex sentences.

1. *Подлежащее придаточное:*

What he loved best of all to watch on TV was a sporting events program (То, что он любил больше всего смотреть по телевизору, была программа о спортивных новостях).

2. *Предикативное придаточное:*

The fact was *that he didn't like to watch TV* (Дело было в том, что он не любил смотреть телевизор).

3. *Дополнительное придаточное:*

I listened to *how she travelled* (Я слушал, как она путешествовала).

4. *Определительное придаточное:*

It was the best film *that he had ever seen* (Это был лучший фильм, который он когда-либо видел).

5. *Обстоятельственные придаточные:*

He made some notes *while he was reading an article* (Он сделал несколько пометок, в то время когда читал статью).

Wherever he was he was thinking about her (Где бы он ни был, он думал о ней).

I switched on the TVset *because I wanted to watch a new feature film* (Я включил телевизор, потому что я хотел посмотреть новый художественный фильм).

They were so disappointed *that they stopped watching that TV programme* (Они были настолько разочарованы, что перестали смотреть ту телевизионную программу).

I shall explain it once more *that you can understand it better* (Я объясню еще раз, чтобы ты понял лучше).

She did it exactly *as he told her* (Она сделала точно так, как он сказал ей).

If it is late, we must stop our work (Если поздно, мы должны остановить нашу работу).

I enjoyed that day *though it was cold and it rained* (Мне понравился тот день, хотя было холодно и шел дождь).

b) Read the sentences, point out the subordinate clauses (придаточные предложения), translate into Russian.

1. TV brings its viewers a steady stream of programmes that are designed to give information and to entertain. 2. Television provides more entertainment programmes than any other kind of mass media can provide. 3. Commercial television stations sell advertising time so that they can pay for their operating costs. 4. Commercial TV stations make a profit for the companies that run the stations. 5. The listeners telephone the radio stations because they want to ask questions about the topic. 6. The use of radio is widespread because it has the ability to be carried around easily. 7. Who spoke was the well-known actor. 8. I went to the cinema though I was short of time. 9. It is not so easy as you think. 10. That is what TV is broadcasting.

EXERCISE 11. Transform these sentences according to the models to practise the use of the complex sentences:

a) *Model: I am glad to have told you about that.*

I am glad that I have told you about that.

1. He is happy to have apologized to her. 2. He is glad to have seen this film. 3. He is sorry to have come late. 4. You are lucky to have watched this programme. 5. I am glad to have bought this tabloid.

b) *Model: The article is too long to be read today.*

As the article is too long, I can't read it today.

1. The text is too difficult to be translated without your help. 2. The fictional serial is too long to be watched up to the end. 3. The satellite broadcasting is too expensive to be subscribed to. 4. The advertisements are very annoying to be watched. 5. This newspaper is too expensive to be bought.

c) *Model: They expect them to arrive tomorrow.*

They expect that they will arrive tomorrow.

1. They believe this film to be very interesting. 2. We expect these ads to be very annoying. 3. They suppose Ann to become a famous actress. 4. We believe this material to be used in this article. 5. I want them to come to me.

d) *Model: He is said to study here.*

It is said that he studies here.

1. They are believed to be good actors. 2. This programme is expected to be very interesting. 3. She is said to come here early. 4. TV is known to be one of the most important mass media. 5. She is said to sing very well.

EXERCISE 12. Fill in the blanks to practise the use of the complex sentences.

1) I watch this TV programme ... 2) I have subscribed to this newspaper ... 3) It was the best programme ... 4) He was drinking juice ... 5) She was his favourite actress ... 6) The fact was ...

7) You can watch TV ... 8) It is not so expensive ... 9) I liked this film ... 10) I shall watch this film once again ...

EXERCISE 13. Make up sentences according to the models to practise the use of the complex sentences.

a) *Model: Так как я должен был приготовить завтрак, я встал очень рано.*
Since I had to prepare breakfast, I got up very early.

1. Так как она хотела посмотреть художественный сериал, она пришла домой рано. 2. Так как телевидение — одно из самых важных средств массовой информации, телевизор есть почти в каждом доме. 3. Так как он не хотел смотреть рекламу, он вышел из комнаты. 4. Так как существует очень много радиостанций, они соревнуются друг с другом. 5. Так как было много интересных передач по телевизору, она не перевела текст.

b) *Model: Хотя передача была не интересная, я посмотрел ее до конца.*
Though the programme was not interesting, I watched it up to the end.

1. Хотя я был очень занят, я прочитал эту статью. 2. Хотя у нас есть радио, я предпочитаю смотреть телевизор. 3. Хотя газета была дорогая, он ее купил. 4. Хотя футбольный матч транслировался очень поздно, он его смотрел. 5. Хотя шел дождь, он пошел в кино.

EXERCISE 14. Analyze the use of the complex sentences in the following proverb:

- 1) Strike the iron while it is hot.
- 2) He that never climbed, never fell.
- 3) Never put off till tomorrow what you can do today.
- 4) Make hay while the sun shines.

EXERCISE 15. Read the text, try to focus on its essential facts, and choose the most suitable heading below for each paragraph:

1) The Importance of Television 2) Satellite Television 3) Cable Television 4) TV is One of the Important Mass Media 5) Different Kinds of Programmes 6) Public and Commercial Stations

TELEVISION

Television, also called TV, is one of the most important mass media. People with a television set can sit at home and can see and learn about people, animals, and things in faraway lands. Millions of viewers around the world can watch sports events and other events of worldwide interest.

TV brings its viewers a steady stream of programmes that are designed to give information and to entertain. In fact, television provides more entertainment programmes than any other kind of mass media. The programmes include sports events, variety shows, quiz shows, feature films, cartoons, fictional serials called soap operas, etc.

There are two main kinds of television stations: public stations and commercial stations. Public television stations are supported by the government. They usually broadcast more educational programmes and programmes on cultural subjects. News and current affairs programmes make up an important section of programmes for most public television stations. Commercial television stations are run by private companies. They sell advertising time to pay for their operating costs and to make a profit for the companies that run the stations.

People can also subscribe to cable television system. Viewers pay a fee for this service. Cable television signals are delivered to home TVsets of their customers by cables. Some cable systems carry more than one hundred channels – far more than can broadcast even in the largest urban areas.

Satellite broadcasting is another form of subscription television. The signals are transmitted to home TVsets from a direct

broadcasting satellite in space. The viewer must have a dish-receiver aerial to receive the programmes.

We may speak about different advantages and drawbacks of television but almost every home has at least one TVset. On average, a TVset is in use for about 7 hours each day. Thus, television is the most effective means of mass communication known to mankind. It has become the people's eyes and ears on the world.

EXERCISE 16. Read and give a summary of the text.

RADIO

Radio is also one of the most important mass media. Radio broadcasts news, discussions, interviews, description of sport events, drama, religious programmes, music, and advertising.

There is at least one radio station in every country in the world, and altogether there are more than 25,000 stations all over the world. Radio stations compete with one another.

Radio programmes vary from country to country. But in all countries, programmes primarily provide information and entertainment. Programmes that provide information include news and current affairs, live broadcasts of sports events, weather forecasts, talk shows. Many talk shows allow listeners to take part in the programme by telephoning the radio station to ask questions or give their opinions about the topic. Such programmes are sometimes called phone-ins.

In most countries up to 90 per cent of all programmes are designed for entertainment. Music is a popular kind of radio entertainment. Most music stations specialize in one kind of music, such as pop, classical, jazz or folk music. Some stations broadcast several kinds of music. There are also comedy shows and plays performed «live» or recorded in the studio by actors.

A major reason for the widespread use of radios is their portability, which means the ability to be carried around easily. People listen to the radios almost everywhere – at home, in parks, at beaches and picnics, while driving a car, and even while walking along the street.

EXERCISE 17. Quote the sentences in which these words and word combinations are used in the texts:

in faraway lands, a steady stream, soap operas, by the newspapers, current affairs, to make a profit, pay a fee, a dish-receiver aerial, at least, compete, weather forecasts, phone-ins, widespread, at beaches.

EXERCISE 18. Find in the texts English equivalents for these words and word combinations:

средства массовой информации, телевидение, телевизор, дома, в далеких странах, по всему миру, спортивные новости, зрители, постоянный поток, фактически, развлекательные программы, чем какой-либо другой, развлекательные представления, шоу-викторина, художественные фильмы, мультфильмы, художественные сериалы, мыльные оперы, общественные телевизионные станции, транслировать, текущие события, составляют важную часть, продавать рекламное время, затраты, приносить прибыль, управлять станцией, кабельное телевидение, вносить плату, намного больше, спутниковое вещание, преимущества и недостатки, по крайней мере, в среднем, соревноваться друг с другом, трансляция в прямом эфире, прогнозы погоды, принимать участие, задать вопросы, выразить мнение, по теме, фольклорная музыка, главная причина, везде, на пляжах.

EXERCISE 19. a) Find in the texts the words which have the similar meanings as the following words:

to watch, type, to comprise, major, to control, to transmit, various, disadvantage, to differ, mainly, to let, to call, the theme;

b) Find in the texts the words which have the opposite meanings to the following words:

the least, without, to stand, less, to buy, near, the smallest, disadvantage, drawback, to answer;

c) Read, translate the sentences, change the words in italics into the words with similar and opposite meanings:

1. It is one of the *drawbacks*. 2. It is *more* important. 3. They *sell* advertising time on TV. 4. They want *to ask* a question. 5. It is *the largest* part of the programme.

EXERCISE 20. Fill in gaps with the missing words in the following sentences, the first letter of each word has been given to help you.

1) One of the most important m... is TV. 2) There are a lot of e... programmes on TV. 3) I want to watch this new f... film. 4) The most important part of programming is news and c... affairs programmes. 5) Some private companies r... commercial TV stations. 6) You may s... to this newspaper. 7) C... deliver cable TV signals to home TVsets. 8) Radio b... different kinds of programmes. 9) Commercial TV stations sell the a... time. 10) V... are brought a steady stream of programmes on TV.

EXERCISE 21. Fill in the blanks with the articles *a, an, the* where necessary.

You may choose ... TV programme if you like without ... leaving ... armchair due to ... remote control. You may also buy ... TV programme printed in ... newspapers and choose beforehand ... programme you will watch in ... evening.

EXERCISE 22. a) Read and state the function of the verbs *be, have*.

I *have* heard from my parents that not long ago people preferred cinema to TV. But at present, I think, the situation *has* changed. People *are* sitting at home before TV or video. Why is it so? Because the television *has* many advantages. First of all, people *are* rather tired after their working day, they prefer to stay at home before the TV screen. Besides, in our unsteady and complex time, it *is* rather dangerous to walk in the streets in the evening. Moreover, it *is* more comfortable to sit in the cosy armchair in front of the TVset at home.

b) Fill in the blanks with the verbs *be, have*.

Besides the advantages, the television ... some drawbacks. To tell the truth, there ... many TV programmes that ... no cultural or artistic value. There ... rather many films about gangsters and killers. We ... so tired of them. Lately, so many advertisement clips ... appeared on TV screens. But still, TV remains the main source of information, and we ... spending a lot of our free time in front of our TVsets.

EXERCISE 23. Find in the texts, translate, and analyse:

a) grammar forms with the ending *-ing*:

an important section of programming
advertising time
operating costs
satellite broadcasting
a direct broadcasting satellite
by telephoning the radio station
while driving a car
while walking along the street

b) grammar form with the ending *-ed*:

television, also called TV	are sometimes called
are designed	plays performed «live»
are supported	plays recorded in the studio
are delivered	to be carried around
are transmitted	

b) grammar form with the ending *-s*:

animals	hundred channels
things	TVset
faraway lands	the people's eyes and ears
millions of viewers	radio broadcasts
sports events	religious programmes
TV brings	in all countries
television provides	live broadcasts of sports events

variety shows	weather forecasts
feature films	sometimes called phone-ins
cartoons	several kinds
fictional serials	by actors
soap operas	which means
current affairs programmes	at beaches
operating costs	in parks

EXERCISE 24. a) Translate the sentences, pay attention to the use of different conjunctions.

1. *While* he was driving a car, he was listening to the radio.
2. We may speak about different advantages and drawbacks of television, *but* almost every home has at least one TVset.
3. There is at least one radio station in every country, *and* altogether there are more than 25,000 stations all over the world.
4. They say *that* listeners take part in the programme by telephoning the radio station.
5. Radio is the source of information, *though* in most countries up to 90 per cent of all radio programmes are designed for entertainment.

b) Fill in the blanks with the proper conjunctions.

1. Radio programmes vary from country to country, ... in all countries, programmes primarily provide information and entertainment.
2. He said, ... these programmes provide information including news and current affairs, live broadcasts of sports events, etc.
3. Music is a popular kind of radio entertainment, ... most music stations specialize in one kind of music.
4. You can listen to the radio ... you are walking in the street.
5. ... I was in a hurry, I watched that feature film up to the end.

EXERCISE 25. Mind the word order.

a) Extend the following sentences with the words given in brackets:

1. Many people watch TV (like, in, to, the evening).
2. Companies run the stations (television, commercial, private).

