TEXT  **MASS MEDIA**

Mass media (that is the press, radio and TV) plays an important role in the life of people. They inform, educate and entertain people.They also influence the way people look at the events and sometimes make them change their views.

Millions of people watch TV and read newspapers and magazines in their spare time.People listen to the radio while driving a car. On the radio they can hear music< plays news an various discussions of current events. Lots of radio and TV games and films attract large audience.

Newspapers give more detailed reviews of political life, culture and sports. Basically they are read by the people who are subscribers and those who are interested in politics.

The is a lot of advertising in mass media. Many TV channals, radio stations and newspapers are owned by different corporations. The owners can advertise whatever they choose.

But we cannot sy that mass media do not try to raise the cultural level of people or to develop their tastes. Mass media bring to millions of homes not only entertanment and news but also cultural and educational programs.

There is a great number of TV, cable TV, satellite TV channels and a lot of radio stations being on air now.

Vocabulary

to entertain - развлекать

to influence - влиять

events - события

views - точки зрения

spare time - свободное время

current events - новости

audience - аудитория

detailed review - подробный обзор

subscribers - подписчики

advertising - реклама

to own - владеть

а satellite - спутник

the way they look at...- то, как они смотрят на ...

on air - в эфире.