**Учебная дисциплина: Иностранный язык.**

**Специальность: Декоративно-прикладное искусство. 2 курс.**

**Задание:** 1. **Написать** письмо личного характера на заданную тему.

 2. Прочитать текст и **письменно** выполнить задания.

1. You have received a letter from your English-speaking pen friend Nick who writes:

*...Most of my classmates work part-time. How many of your classmates work or would like to work after school? Why would they like to spend precious time left from revising for the lessons on some dull jobs? What do you spend your pocket money on and how much money do you need weekly? My best friend is moving to a new town. I'll miss him.*

Write a letter to Nick. In your letter

* answer his questions,
* answer 3 questions.

Write 100-120 words. Remember the rules of letter writing.

**Mass media**

**Vocabulary**

Mass media                                   -средства массовой информации

To meet eminent people                -встречаться с выдающимися людьми

To shape public opinion                -формировать общественное мнение

Means of communication               -средства связи

To influence a very large audience-оказывать влияние на очень большую аудиторию

Advertising                                   -реклама

Public relations                             -связи с общественностью

To play a crucial role in smth       -играть решающую роль в чем-либо

Forming public opinion                -формировать общественное мнение

To be made up of smth                 -состоять из чего-либо

Newsgathering                              -сбор новостей

To provide news output                -обеспечивать выпуск новостей

To force attention to smth            -привлекать внимание к чему-либо

To build up a public image          -создавать имидж

Capacity to act autonomously     -способность к самостоятельным действиям

Impartial                                       -объективный, беспристрастный

**MASS MEDIA**

To live in the modern world is impossible without expanding your knowledge in all spheres. There are several ways of communicating the world of individuals-mass media, books, travelling, museums, meeting eminent people. Of all the existing ways, there are two which are the easiest, those are mass media and travelling. It’s not a secret the different media are used to communicate news and entertainment. They include print media and electronic media.

Mass media play an important role in our life. They are usually defined by encyclopedias as any of the means of communication, such as radio, television, newspapers, magazines, etc. that reach and influence a very large audience, at least as large as the whole population of a nation.

I believe mass media are so influential because they can be used for various purposes: popularization, education, entertainment etc.

Mass media play a crucial role in forming public opinion. But how much do the media influence the modern society? Early critiques suggested that the media destroys the individual’s capacity to act autonomously. Later studies, however, suggest a more complex interaction between the media and society. People actively interpret and evaluate the media and the information it provides.

**Tasks:**

***1.Fill in the blanks. The first letter of each missing word has been given*.**

1.The mass media refers to the people and organizations that provide news and i… (1) for the public. Until recently these were mainly n… (2), t… (3), and r… (4).

2.Today, computers play a very big part. The I… (5) is a computer system that allows millions of people around the world to receive and exchange information about almost everything.

3.Ordinary post has been taken over by e… (6) which stands for e… (7) mail because it is sent m… (8) to each other quickly and cheaply.

4.Ordinary p… (9) is now referred to as “snail-mail” and one wonders if the p… (10) is a job in danger of extinction!

***2.Translate into English*.**

A.Средства массовой информации-это средства коммуникации, такие как радио, телевидение, газеты, журналы, которые создают очень большую аудиторию.

B.Средства массовой информации играют ведущую роль в формировании общественного мнения, так как они, во-первых, доносят до людей информацию о мире, во-вторых, воспроизводят созданный современным обществом его собственный имидж.

C.Они создают аудиторию, которая поддерживает их в финансовом отношении.

**3.*Make your own sentences using topic vocabulary.***