ENGLISH 12. UNIT 4. READING

Read the text and answer the questions.

News Media are the means or methods by which people learn what is happening in the city, in the country and in the world. The news media can be classified into two general categories: the categories of print media and electronic media. Print media use the written material to communicate news to readers. Electronic media use air waves to send news into homes, offices and public places. Print Media are usually divided into magazines and newspapers. Most newspapers print news daily. For example, the newspaper "**The New York Times**" is published every day of the year. Most news magazines are published weekly, for instance, Newsweek and Time magazines are published once a week. The electronic media are generally divided into radio and television, Radio news is news that you listen to. In the United States many radio stations broadcast five minutes of news every hour. T.V news is that you not only listen to but also watch. In Canada and the United States, for example, many people watch an hour of news on TV at 6 o'clock in the evening. In the future, new categories of news media will develop. Even today, computers are beginning to influence the transmission and reception of news.

1. What do the print media use to communicate the news'?
   A. TV B. radio C. airwaves D. newspapers
2. What do the electronic media use to broadcast news?
   A. air waves B. magazines C. newspapers D. all of the above
3. What is **the New York Times** an example of?
   A. magazine B. newspapers C. radio program D. television program
4. Which of the following print media are published?
   A. Newsweek B. Time C. The New York Times D. All are correct.
5. Which of the following electronic media are broadcast?
   A. TV program B. newspapers C. magazines D. None is correct.

Drag and drop the word in the box to complete the text.

until	*get*	*live*	*events*	*transmitted*
landing	*use*	*space*	*signals*	*expensive*

All early television was broadcast in black and while. Color television was possible, but it was too (1) _____ and of very poor quality (2) _____ the middle of the 1950s. Color television broadcasts began in the United States in 1954, in Japan in 1960, and in Europe in 1967.

The first (3) _____ on the moon was broadcast (4) _____ on television in 1969, and now television programs are (5) _____ all over the world immediately through the (6) _____ of satellites that transmit the (7) _____ from the Earth, through (8) _____, and back to the Earth.

More people now (9) _____ their news and information through television than through newspapers and radio. The development of television is one of the most rapid and exciting (10) _____ of our century.

LIVEWORKSHEETS