Worksheet: Understanding Mass Media

Name: _____ **Date:** _____ **Class:** 10th Grade

Part 1: Pre-Class Study

Before completing this worksheet, please study the following resources to gain a foundational understanding of the topic:

1. Video: https://rutube.ru/video/e73132338fbd145c721468aa3c701ac5/?r=wd

Instructions: Complete the following tasks based on the information from the educational video on Mass Media.

Part 1: Vocabulary Matching

Task: Match the type of mass media on the left with its correct description on the right.

Type of Media	Description
1. Print Media	A. The oldest form of electronic media, provides audio content like news and music.
2. Radio	B. Digital platforms like websites and social networks for information sharing.
3. Television	C. A system of interconnected computers for global information exchange.
4. Internet	D. Traditional media including newspapers, magazines, and books.
5. New Media	E. A powerful audiovisual medium that combines sound and moving images.

Part 2: Fill in the Blanks (Drag and Drop)

Task: Complete the paragraph below using the words from the word bank. Drag and drop the correct word into each blank.

Word Bank: `information`, `Internet`, `influence`, `television`, `newspapers`, `entertainment`, `radio`

Mass media are the means of transmitting _____ to a large audience. The main types include print media like _____, electronic media like _____ and _____, and the _____. The primary functions of mass media are to provide information, education, and _____. Mass media has a significant _____ on public opinion and society.

Part 3: Multiple Choice (Single Correct Answer)

Task: Choose the best answer for the following questions.

LIVEWORKSHEETS

1. According to the video, what is considered the main function of mass media? a) To generate profit for large corporations b) To provide information, education, and entertainment c) To control public thought d) To replace traditional forms of communication

2. Which of the following is mentioned as a key characteristic of "New Media"? a) It is the most expensive form of media. b) It has a very slow speed of information dissemination. c) It allows for greater interactivity and user participation. d) It is only accessible to a young audience.

Part 4: Multiple Choice (Multiple Correct Answers)

Task: Select all answers that are correct. There may be more than one.

Which of the following are listed as types of electronic media?

- [ ] Newspapers
- [ ] Radio
- [ ] Magazines
- [ ] Television
- [ ] The Internet

Part 5: Select the Correct Word/Phrase

Task: Complete the sentences by selecting the most appropriate word or phrase from the dropdown list.

1. The speed at which information spreads through social media is an example of its incredible **(reach / bias / entertainment)**.
2. One criticism of mass media is that it can sometimes present a **(balanced / simplistic / educational)** view of complex events.
3. The ability for users to comment on news articles online demonstrates the **(interactive / expensive / outdated)** nature of new media.

Part 6: Short Answer

Task: Provide brief answers to the following questions.

1. List two advantages that television has over radio as a medium for news.
2. What is one major social function of mass media besides providing news?

Part 7: Open-Ended Question

Task: Answer the following question in 3-4 sentences, using your own critical thinking and the concepts from the video.

LIVEWORKSHEETS

“Do you believe the influence of traditional print media (newspapers, magazines) is increasing or decreasing in the digital age? Explain your reasoning, considering the advantages and disadvantages discussed in the video.”

LIVEWORKSHEETS