



Read the text and choose the right options to complete the sentences.

Types of Media

The term 'news media' refers to the groups that communicate information and news to people. There are three main types of news media: print media, broadcast media, and the Internet.

Print Media. The oldest media forms are newspapers, magazines, journals, and other printed materials. Although print media are less popular today than they used to be 10- 20 years ago, many people still read a newspaper every day or a newsmagazine on a regular basis. The influence of print media is therefore significant. Regular readers of print media are usually more politically active. Many news reports on television, for example, are merely follow-up stories about news that first appeared in newspapers.

Broadcast Media (радио- и телевидение). Broadcast media are news reports broadcast via radio and television. Television news is hugely important in most countries because more people get their news from television broadcasts than from any other source.

Before the invention of television in the 1950s, most people relied on the radio for their news. Many people still listen to radio news every day, especially during morning and evening commutes (ездить на работу и с работы) in big cities. Local news stations have a particularly large audience because they can report on local weather, traffic, and events.

The Internet. The Internet is slowly transforming the news media because more and more people are relying on online sources of news instead of traditional print and broadcast media. People surf the sites of more traditional media, but also turn to unique online news sources such as weblogs. Websites can provide text, audio, and video information.

1. News media ____.

1. provide information
2. are newspapers and magazines
3. can be of 5 different kinds

2. Print media ____.

1. today include Internet websites
2. are younger than broadcast media
3. used to be more popular a couple of decades ago

3. People who read a newspaper every day are usually ____.

1. popular in their circles
2. more interested in politics
3. 10-20 years old

4. Many news reports on television ____.

1. come earlier than in newspapers
2. come later than in newspapers
3. are not printed in newspapers

5. Television ____.

1. doesn't belong to broadcast media
2. was invented at the end of the 19th century
3. is still the most popular source of news

6. Radio ____.

1. is the oldest of news media
2. is a source of news for people who have to go to work by car
3. is broadcasting from local radio stations

7. The Internet ____.

1. is used by more and more people
2. doesn't influence the other news media
3. is one of the traditional types of news media

8. In the web people can ____.

1. either read or listen to news
2. choose the news to read
3. only read texts