Приложение 1

## Группа 1. Рекламарадио

**Radio**

*Ведущий 1*

– Good morning, dear radio listeners! We begin our broadcast. Today is the 7th of May, the day of the radio.
In the beginning of the twentieth century radio was one of the most important inventions. Through more than a fifty years radio has been staying with people as a main source of news, music and entertainment. But when the 60-s came, the television era started and some people refused from the radio.

*Ведущий 2* – Nowadays we still live in the age of visual information: TV and the Internet dominate… But even now radio is alive. Only people’s preferences changed: we mostly listen to the radio on the road to work, school or while going to other cities.

*Ведущий 1* – So in the connection with this date we invited two guests to our studio. They are also radio DJ’s and we’d like to ask them about their attitude to the radio.

*Ведущий 2* – And we are glad to introduce them: Vanya, Lera.
*Vanya*

– Good morning!
*Lera*

 – Hello! Oh, it’s a bit unusual to be there, not in our studio…

*Ведущий 2* – Well, does radio play any other role in your life?
*Lera*

– Definitely yes. Especially when I am abroad I listen to foreign stations. You see, my whole life is connected with radio…

*Ведущий 1*– Oh, we have a call! The topic of today’s interactive is “where and when you listen to the radio”

*Ведущий 2* – Hello! What’s your name?

*Звоноквстудию. Гость*– Hi, my name is Dasha.

*Ведущий 2* – So where and when do you listen to the radio?

*Гость* – I listen to the radio when I travel by car with my parents. Also I like to listen to the radio at my home.
In my opinion, the best place to listen to the radio is a beach. It is a real pleasure to listen to the FM when you are sunbathing.

*Ведущий 1*– Thank you for your opinion, Dasha.

*Гость* – I was glad to talk to you. Bye!

*Ведущий 2*– Now we will listen to our second guest’s opinion. What can you say, Vanya?

*Vanya*

 – I love radio, it is my job, it’s a very important part of my life but I’m not definitely into listening to the radio everywhere just because it is my job. The radio is such a kind of mass media when you must speak and speak a lot, you must discuss everything and people listen to you… So I think sometimes the radio makes me tired.

*Ведущий 2* – Thank you for our conversation, Lera and Vanya. I hope I’ll see you in our studio again.
*Lera,Vanya*– Good bye!

*Ведущий 1* – Now we will listen to a new song from a popular band …

## Группа 2. Реклама газет и журналов

**Newspapersandmagazines**

*Ведущий*

In the epoch of computerization newspapers and magazines are not so popular as in the XX century and now they are experiencing a crisis.
But even nowadays newspapers are still a favourite media for some of us. Some people read newspapers for entertainment; others are interested in political and sport news. Young people often prefer magazines to newspapers. There are special editions for women, businessmen, children and teens. And, you know, Russians are great readers!
Today we would like to present 2 types of newspapers: broadsheets and gossips and some kinds of magazines. We invited journalists who will present you their issues.

Let`s start with broadsheets.

*Student 1.*

It’s impossible to imagine our life without newspapers. Educated people prefer broadsheets. They contain current news, detailed articles about home and international events, pages devoted to literature and arts. Today I’d like to advertise some broadsheets which are worth reading.

-‘’Независимаягазета’’. In this paper you can find information about our country, its business and political life.

-The newspaper ‘’Известия’’ includes columns devoted to news, editorials, letters to the editor, business and finance.

-‘’Российскаягазета’’ speaks about society, TV and radio, sports and government.

-‘’Коммерсант’’.I think it’s a very interesting paper. If you are interested in culture, music, books, comics and politics, of course,this paper is for you.

*Ведущий*

Thank you. The next journalist will present us tabloids.

*Student 2.*

Those who are interested in gossips,sensations or crossword puzzles can read popular papers (or tabloids), such papers have a more sensational reporting style and contain human –interest stories than news. For example,the latest scandals in the private lives offamous people. I’d like to advertise the following tabloids.

The newspaper ‘’Всезвезды’’ presents interviews with popular stars and shocking news of their lives.

The newspaper ‘’Желтаяпресса’’ presents gossips and show-business scandals.

The newspaper ‘’Жизнь’’ gives stories about popular people.

As you can see,these papers are easy to read and I think you will buy them.

*Ведущий*

Thank you. At the end of our presentation you will learn what magazines are the most interesting for reading.

*Student 3.*

Newspapers are for adults. But if you are below the age of 18, magazines are just for you. There you can find information about sports, cookery, religion, computers, cinema and a lot of other information.
Girls enjoy magazines about pop-music, clothes and make-up. Such magazines as ‘’OOPS’’, ‘’Shopping’’, ‘’Brides’’ are for them.
Boys prefer to read about cars, sports and computers. I would advise them the following magazines ‘’Лучшиекомпьютерныеигры’’, ‘’PC игры’’, ‘’АвтоМир’’.

*Ведущий*

We suppose, we could convince you that newspapers and magazines are very important source of information. And, if you want to read our papers, it means that our presentation is useful.

## Группа 3. Рекламателевидения

**TV**

Many years ago there was no television. Sitting round the table people played toys, read books or just talked to each other. *(Сценазастолом.)*

But then a man came and brought television to them.

*(Появляется ученик и включает телевизор.Демонстрируются кадры из фильма о зарождении кинематографа.)*

Time passed and television has greatly changed. Now it’s the most important and available source of information and the best way to spend free time. With the development of television life of people has greatly changed too.

*(Появляютсялюдиразныхпоколений.)*

1: I`mapensioner. TV helps me not to stay alone. I like soap operas most of all, they help me to escape from boring everyday life.

2: I`m a business woman. But I have a lot to do at home too. When I’m in the kitchen I watch TV. They show a lot of interesting programs that broaden our minds and expand our outlook: documentaries and wildlife programs, chat shows and quizzes. They are clever and informative, aren’t they?

3: Hello! I'm a teen. Do you know my preferences? Of course, I like entertainment channels: STS, TNT and RenTV. These channels show cartoons, soaps, feature films, comedy shows and sports programmes. Oh, I forgot about MuzTV. It specializes in music.

4: Hello! I'm only 4. I can't read. When I come home from the kindergarten, I watch cartoons on TV. They are so funny! I also like to watch adverts but my parents don't like them! I can't understand, why?

Nowadays most people consider television as their most important source of information. It units people of all ages. They like it because they can see everything with their own eyes.

## Группа 4. Реклама интернета.

# [*Презентация 2.*](file:///D%3A%5CFESTIVAL%5C2335%5C632977%5Cpril2.pptx)

*Student 1.*

*Слайд 1-2*

Mass communication has revolutionized the modern world.
Electronic devices, multimedia and computers are things we have to deal with everyday.
The Internet is becoming more and more important for nearly everybody as it is one of the newest and more forward-looking media and "the" medium of the future.

*Student2.*

*Слайд 3-4*

Today the Internet is the most popular mass media. Every day more and more people use the Internet in their daily life. It’s very convenient because in the Internet you can find all you need. The Internet helps people share information. Thanks to the Internet, they can communicate with each other in an easy way.

The Internet can help with education and accommodation.

*Student 3.*

*Слайд 5*

And what can we find there?

*Слайд 6*

Practically everything!

*Слайд 7*

Teenagers prefer to use the Internet for entertainment. It is available for them everywhere if they have only a mobile phone with the Internet function.

*Слайд 8*

Nowadays we can watch films absolutely free and without adverts. We can listen to music and find any song which exists today. Oh! I clean forgot about IP- telephony. We can speak to our friends and colleagues absolutely free. It seems impossible but we can see them.

*Слайд 9-10*

We, the students, prefer to use the Internet for education. We can find information for classwork, material for reports and projects, encyclopedic articles, formulas for the exact sciences, books, sports and hobby information and of course information about current events, news or the weather forecast. It often helps people to find a job.

*Student 4.*

*Слайд 11*

To sum up, it’s impossible to say now what the Internet will be like in the future or how it will change our lives. But we must admit that the World Wide Web offers people great opportunities and we must try to make the best use of it.