Вот выполненные задания по английскому языку:

**Exercise 1. Произношение слов**

1. **media** (n) – /ˈmiː.di.ə/
2. **brochure** (n) – /broʊˈʃʊr/
3. **appreciation** (n) – /əˌpriː.ʃiˈeɪ.ʃən/
4. **advertising** (n) – /ˈæd.vɚ.taɪ.zɪŋ/
5. **emerging** (adj) – /ɪˈmɝː.dʒɪŋ/
6. **buoy** (v) – /bɔɪ/
7. **insurance** (n) – /ɪnˈʃʊr.əns/
8. **perceive** (v) – /pɚˈsiːv/
9. **audience** (n) – /ˈɑː.di.əns/

**Exercise 2. Перевод словосочетаний на русский**

1 **mass media** – средства массовой информации (СМИ)  
**print media** – печатные СМИ  
**electronic media** – электронные СМИ

2 **media programs** – медиа-программы  
**anti-tobacco programs** – антитабачные программы  
**anti-narcotic programs** – антинаркотические программы

3 **correct information** – правильная информация  
**useful information** – полезная информация  
**latest information** – последняя (новейшая) информация  
**relevant information** – актуальная информация  
**precise information** – точная информация

4 **up to date knowledge** – актуальные знания  
**fresh knowledge** – свежие знания  
**gained knowledge** – полученные знания

**Exercise 3. Английские эквиваленты**

* **средства массовой информации** – mass media
* **средства общения** – means of communication
* **рекламный проспект** – brochure
* **несомненно** – undoubtedly
* **природные бедствия** – natural disasters
* **благодаря усилиям и самоотверженности** – due to efforts and dedication
* **помогли многим людям отказаться (от вредных привычек)** – helped many people give up (bad habits)
* **похвальный** – laudable
* **благо для молодых** – boon for the youth
* **влияние на умы** – influence on minds
* **сообщение правдивых новостей** – delivering truthful news
* **беречь доверие людей** – maintain people’s trust
* **большинство рекламных объявлений** – most advertisements
* **устоять от соблазна** – resist temptation
* **транслировать информацию** – broadcast information
* **аргументы «за» и «против»** – pros and cons
* **целевая аудитория (группа)** – target audience
* **рекламодатель** – advertiser
* **последние новости** – latest news
* **неверное истолкование ситуации** – misinterpretation of the situation
* **листовки** – leaflets
* **в конце концов** – eventually
* **зависит от** – depends on

**Exercise 4. Части речи и значения**

1. **means** – noun – средства
2. **entertainment** – noun – развлечение
3. **information** – noun – информация
4. **laudable** – adjective – похвальный
5. **surroundings** – noun – окружение
6. **shoulder** – verb/noun – брать на себя/плечо
7. **appreciation** – noun – признательность
8. **truly** – adverb – действительно
9. **fights** – noun/verb – борьба/бороться
10. **impressionable** – adjective – восприимчивый
11. **insurance** – noun – страхование
12. **target** – noun/verb – цель/нацеливать
13. **public** – adjective/noun – общественный/общественность
14. **news** – noun – новости

**Exercise 5. Определения из текста**

* **mass media** – средства массовой информации, охватывающие печатные, электронные и цифровые форматы
* **the Internet** – глобальная сеть, предоставляющая информацию и связь
* **mass communication** – процесс распространения информации среди большого количества людей
* **print media** – печатные издания, такие как газеты и журналы
* **electronic media** – цифровые и электронные СМИ, включая телевидение и интернет
* **visual effect** – визуальный эффект, создаваемый в медиа

**Exercise 6. Слова и фразы с похожим значением**

* **world** – globe
* **illness** – disease
* **citizens** – population
* **disaster** – catastrophe
* **advanced** – developed
* **overweight** – obese
* **young people** – youth
* **influence** – impact
* **pros and cons** – arguments for and against
* **modern** – contemporary
* **help** – assist
* **media** **preconception** – media bias

**Exercise 7. Слова и фразы с противоположным значением**

* **positive** – negative
* **weakness** – strength
* **rights** – restrictions
* **wrong information** – accurate information
* **precise reporting** – misinformation
* **children** – adults
* **boon** – burden
* **global audience** – local audience

**Exercise 8. Выбор основного смысла текста**

**Ответ:** (A) Different types of mass media and their influence on audience.

Хорошо, вот выполнение всех упражнений:

**Exercise 9. Незнакомые слова и их определения**

1. **phenomenal** – выдающийся, невероятный (очень сильный эффект)
2. **buoy (v)** – поддерживать, подпитывать (например, идеи или эмоции)
3. **laudable** – похвальный, достойный уважения
4. **misinterpretation** – неверное истолкование, неправильное понимание
5. **manipulate** – управлять чем-то или кем-то в своих интересах
6. **preconception** – предвзятое мнение, сформированное заранее
7. **sensationalism** – склонность СМИ к преувеличению и драматизации

**Exercise 10. Структура "...is known to be..."**

**Предложение из текста:**

* *Media is known to be the most powerful means of communication.*  
  (**Медиа известно как самое мощное средство коммуникации.**)

**Примеры предложений:**

1. **This book is known to be a bestseller.**  
   (Эта книга известна как бестселлер.)
2. **London is known to be a very expensive city.**  
   (Лондон известен как очень дорогой город.)
3. **The Great Wall of China is known to be one of the wonders of the world.**  
   (Великая Китайская стена известна как одно из чудес света.)

**Exercise 11. True (T) or False (F)**

1. **F** – Mass media works globally, not just in one country.
2. **T** – It provides fresh news from various fields.
3. **T** – It has contributed greatly to anti-tobacco and anti-narcotic programs.
4. **F** – It can have both positive and negative effects on youth.
5. **F** – Sometimes mass media influences young people more than parents.
6. **F** – Advertisements mostly focus on popularity, not just on health issues.
7. **T** – Mass media interacts with people from different walks of life.
8. **F** – Political parties can manipulate media in their favor.
9. **F** – Journalists and editors can give personal preferences to issues.
10. **T** – Wrong interpretation of news can cause violence.

**Exercise 12. Важная роль СМИ в формировании личности**

The text states that mass media plays a crucial role in shaping people's personalities. It helps individuals become more aware of social and political issues, educates them about their rights and responsibilities, and influences their values and behavior. Media can also provide role models by highlighting the achievements of successful individuals. Moreover, it fosters a sense of unity and national pride by informing citizens about their country's strengths, challenges, and progress.

**Exercise 13. Упорядочить предложения**

1. **Mass media immediately provides us with the latest information about the things happening around us.**
2. **Mass media has a compelling effect on the children’s minds.**
3. **Mass media has played an important role in making people understand the meaning of democracy.**
4. **There are positive as well as negative influences of mass media on society.**
5. **The Internet is such a medium that it can give many options for the kind of information required.**
6. **News can be manipulated to influence the minds of the audiences.**

**Exercise 14. Ответы на вопросы**

1. **The text is about the influence of mass media on society, highlighting its advantages and disadvantages.**
2. **At the beginning of the text, mass media is defined as a powerful means of communication that reaches large audiences through print, electronic, and digital platforms.**
3. **The author discusses several functions of mass media, such as providing news, educating the public, influencing opinions, shaping personalities, and serving as an advertising platform.**
4. **The author reports both positive and negative influences of mass media, including its role in educating people, raising awareness, and shaping societal values, as well as its potential to spread misinformation and manipulate opinions.**
5. **The author explains that mass media influences youth by shaping their perceptions of trends, lifestyles, and social norms. Advertisements and entertainment media often appeal to young people’s desires for popularity and acceptance, which can affect their choices and behavior.**
6. **The advantages of mass media include fast and widespread communication, access to information, education, entertainment, and the promotion of positive social messages.**
7. **The disadvantages include the spread of misinformation, media bias, manipulation of public opinion, and the negative impact of unrealistic portrayals in advertising and entertainment.**
8. **In conclusion, the author emphasizes that while mass media has both positive and negative effects, it is a powerful tool that should be used responsibly to provide truthful and valuable information.**

**Exercise 15. План текста**

1. Definition and role of mass media.
2. Types of mass media (print, electronic, digital).
3. Positive effects of mass media.
4. Negative effects of mass media.
5. Influence of mass media on youth.
6. Influence of mass media on adults.
7. Pros and cons of mass media.
8. Conclusion: The need for responsible media consumption.

**Exercise 16. Сокращённая версия текста**

**Mass Media Effects**  
Mass media is a powerful way to communicate with people worldwide. It includes print media, electronic media, and the Internet.

**Positive Effects**  
Mass media keeps us informed about politics, sports, disasters, and health. It educates people and helps fight smoking and drug addiction. It also plays a role in shaping personalities and teaching democratic values.

**Negative Effects**  
Mass media can spread false information and manipulate public opinion. Advertisements influence youth, and biased reporting can mislead people.

**Mass Media Influence**  
Media affects both youth and adults. Youth are targeted by ads promoting popularity, while adults focus on financial security and health.

**Pros and Cons**  
Pros: Wide reach, accessibility, education, entertainment.  
Cons: Bias, misinformation, manipulation, over-sensationalism.

**Conclusion**  
Mass media has both positive and negative effects. People should critically analyze information.

**Exercise 18. Дискуссия о плюсах и минусах СМИ**

**Pros and Cons of Mass Media:**  
**Pros:**

* Provides quick and easy access to information.
* Educates people on important issues.
* Raises awareness about social problems.
* Connects people from different parts of the world.
* Promotes cultural exchange.
* Can be used for positive campaigns (e.g., anti-smoking, health awareness).

**Cons:**

* Can spread misinformation and fake news.
* May manipulate public opinion.
* Often portrays unrealistic lifestyles.
* Can lead to addiction to social media and digital content.
* Privacy concerns due to data collection.
* Sensationalism and biased reporting.

**Exercise 19. Влияние СМИ на молодёжь**  
Mass media has a strong influence on young people. Advertisements, movies, social media, and television shows shape their perceptions of fashion, beauty, and success. Many young people are influenced by celebrities and social media influencers, sometimes adopting unrealistic standards. However, mass media can also have positive effects by promoting educational content, raising awareness about important issues, and encouraging healthy lifestyles. The key is for young people to develop critical thinking skills and consume media responsibly.

**Exercise 20. Краткое изложение текста**

The text is headlined **"Mass Media Effects"**.  
The author of the article is **unknown**.  
The article is devoted to **the influence of mass media on society**.  
The text begins with **a definition of mass media**.  
Then, the author **dwells on its different types** and **explains its positive and negative effects**.  
The author **mentions** that media can educate people and influence democracy.  
The text **points out** that youth are the most affected group.  
In conclusion, the author emphasizes **the need for critical thinking**.  
I find the text **informative and useful**.