**Reading Activity 11.**

1. What does media engineering include?

2. Who gains strong technical competencies to develop new types of interaction between people and software?

3. Why is the Media Engineering Course designed?

4. What does the term multimedia mean?

5. What three broad parts does the Media Engineering Course comprise?

6. What does the course in Information and Communications Technology offer?

7. What does the Master Program in Multimedia Engineering provide?

8. What is media engineering?

9. What does Media Engineering mean for you?

10. How to abbreviate Communication and Media Engineering?

**Reading Activity 12.**

1. Under the program "Media Engineering" the university trains specialists in the field of multimedia technologies, digital communications, digital publishing and printing, as well as e-commerce.

2. Computer animation is slowly displacing all other types of cartoons.

3. Embedded information is supported in all Macintosh file formats (except GIF).

4. The Data Extraction Wizard allows you to select the data source from which you want to extract property data from the selected objects.

5. ZIP, GIF and PNG formats have been created to compress data processed on the network.

6. What is the content of information?

7. An information carrier is a phenomenon or object that is capable of storing or transmitting information.

8. When combining local power grids to work in a single synchronous mode, a new power system is formed.

9. Condition - a form of thinking in which the two judgments (judgment), called parcels (premise), follows the third - the conclusion (conclusion).

10. Digital image - an array of data obtained by sampling (digitization) (analog-to-digital conversion) of the original.