**UNIT 2**

**TRADITIONAL VS NEW MEDIA**

**Synopsis**

This unit gives an overview of traditional and new media, describes peculiarities of both types of media and familiarizes learners with their coexistence.

|  |  |
| --- | --- |
| **Content**identify functions and features of traditional and new media;- classify different types of social media platforms;- develop their understanding about the benefits of different types of media in terms of information access.**Language****-** learn related terms and phrases to discuss roles and functions of traditional and new media;- improve speaking and fact presentation skills;**Critical thinking**activate prior knowledge and make inferences;- evaluate the benefits and drawbacks of traditional and new media;- reflect on personal progress. |  |

**PRE-LECTURING:**

**Before you read:**

1.Has your personal attitude towards social media changed during the pandemic time?

2.Has the way you use social media changed?

**Read the text and do the task that follows.**

**IT’S NOT JUST WORK AND THE ECONOMY.**

**COVID-19 IS ALSO CHANGING HOW WE USE SOCIAL MEDIA**

(Adapted from: <https://www.channelnewsasia.com/news/commentary/covid-19-coronavirus-has-changed-social-media-use-12636682> )

*By Dr. Anuradha Rao, the founder of CyberCognizanz, a training and communications company that focuses on critical digital literacy and keeping people safer in cyberspace.*

COVID-19 has been a highly disruptive period for individuals and societies the world over, as we learn to adjust to a lifestyle where social distancing and virtual communication are the norm, replacing physical intimacy and interactions.While social media has been an integral part of our lives for the past decade, COVID-19 has caused an unprecedented surge in social media usage.

Consulting firm Kantar’s global study on media habits conducted from Mar 14 to Mar 24 2020 found a 61 per cent increase in social media engagement over normal usage rates. As more countries have gone into partial or full lockdown mode since then, this figure is likely to have increased.Millions of people worldwide have turned to social media to connect with family, friends, and colleagues, as well as to stay abreast of the latest developments regarding the pandemic.

The unique nature of this crisis has also disrupted some of the usual ways in which social media is used and consumed, generating a shift away from more narcissistic and individualistic narratives to a more public-service oriented use of social media. While selfies, wefies and images of activities conducted in lockdown abound – cooking, gardening, art and music have emerged as frontrunners – an increased public consciousness has also emerged on social media.

This is reflected in various ways, such as informative posts providing updates from governments and other credible sources; offering help, support, and (free) resources; messages of solidarity and hope; and expressing concern for and helping the less fortunate during this difficult time.

Social media use is also driven by shares, likes, and reposts, prompting us to post content that is popular or fashionable at that time — whether it is socially conscious or not. Undoubtedly, as we get used to life under COVID-19 and as the crisis resolves itself, we will return to many of our familiar social media habits.

However, there is no denying that COVID-19 has triggered a global soul-searching, from which a greater social consciousness has emerged.

And as we share this new, frightening reality, there is no better time to introspect about our relationship with social media, and how to use it in ways that are more empowering and beneficial –not just for ourselves and our loved ones, but for the larger global community.

1. What is stated in the text as for the way people use social media now?
2. Is the author optimistic as for further development of social media? Specify your answer.
3. What is your own opinion about further development of social media?

**PART 1. ACTIVATING PRIOR KNOWLEDGE** (10 minutes)

**Ex.1. Answer the questions:**

1. What is Traditional Media? Give examples of Traditional Media.

2. What is New Media? Give examples of New Media.

3. What forms of media do you consume on a regular basis?

* Traditional media\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* New media \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

4.What is meant by social media?

**Ex.2. Comment on the quotations about traditional and new media. Do you agree with the authors? Why? Why not?**

“[I think that learning to read between the lines of traditional media is one way to stay informed, and also realizing that eventually you're going to have to cross-reference all sorts of different information coming from different sources”](https://www.quotemaster.org/qb92780ba5201b6378e55c09471deba59)

- **Immortal Technique**, a Peruvian American hip-hop recording artist and activist

“Being the first is old media, while being to the point is new media. And Twitter never forgets.”

-**[Mercedes Bunz](https://www.azquotes.com/author/41378-Mercedes_Bunz)**, a German art historian, philosopher and journalist.

“[The new media are not ways of relating to us the ‘real’ world; they are the real world and they reshape what remains of the old world at will.](https://www.azquotes.com/quote/1041875?ref=new-media)”

- **[Marshall McLuhan](https://www.azquotes.com/author/9882-Marshall_McLuhan)**, a Canadian philosopher, who worked on media theory

##### **Find the information how the authors of the given quotations influenced the development of new media.**eltávolítás önkormányzatok Eladás idea lamp - creventivestudios.com

**PART 2. PROVIDING AND ENCOURAGING OUTPUT** (25-30 minutes)

**Ex. 3. Watch the video “What is traditional media” prepared by Duong Huong <https://www.youtube.com/watch?v=8gTpzA8kFrY>** (watch till 5:46 min).

**Make notes and answer the questions:**

* In what way do types of traditional media differ? Give examples.
* Why is advertising important for traditional media?
* What are the features of traditional media?

**Ex.4. Watch the video “New Media vs Traditional Media” prepared from the point of view of a business owner ([www.INeedWebsiteTraffic.com](http://www.ineedwebsitetraffic.com)) <https://www.youtube.com/watch?v=qRg9iefZK9Q>** till 5:46 min.

Do you agree with the statement that traditional media has been shifted by new media in contemporary world?

**Ex. 5. To understand the difference between new and social media, analyze the given pictures. What do new and social media consist of? How do new and social media function? What makes new and social media different?**

1. *https://cyrilu.wordpress.com/2012/05/17/i-guess-thats-why-its-called-new-media/*





1. <http://internetwebconsultants.com/social-media/>

**To check your answers go to the article written by Christopher S Penn “What is the difference between social media and new media? ” <https://www.christopherspenn.com/2019/11/whats-the-difference-between-social-media-new-media/>. Were you right in defining the main difference?**

**Ex.6. Groupwork. Look at the spidergram concerning main characteristics of new media. Add the missing information in the bricks. Discuss results in groups.**

Main characteristics of New Media

Simulated

Networked

Virtual

Digital

Interactivity

Hypertextual

|  |  |
| --- | --- |
|  **To check your answers as to the spidegram consult the website Revisesociology.com**  | **pasted-image.tiff** |

**PART 3. READING** (20-30 minutes)

**Ex. 7 . Pre-reading activity. Look at the Social Media Comparison Infographic. Reflect on the following:**



1. **Analyze the infographic.**

**Characterize every platform in 2-3 sentences. How did the new media platforms** substitute the traditional ones? Give examples. 2. What are the most popular media platforms?

3. How old is new media? Is it older than you used to think?

3. What is the purpose of social platforms?

4. Do you know the meaning of the notion “Social platform” mean? In what way is it different from the traditional platform (radio, TV, printed press)?

1. What is your favorite media platform? Which media do your parents and grandparents follow? Do your preferences differ?
2. What social platforms will appear in future?

*Infographic is taken from: <https://www.leveragestl.com/social-media-infographic//>*

|  |  |
| --- | --- |
|  **Ex.8. Scan the article “6 New Media Social Media Platforms Marketers should Watch in 2021” by Pamela Bump (https://blog.hubspot.com/marketing/new-social-media). Answer the questions and fill in the given table.** | **C:\Users\Леся\Downloads\QR-code_text_6_Jul_2021_15-14-59.jpg** |

8.1. Who started media evolution? How did people manage to launch social platforms?

8.2. Fill in the first and the third columns of the given table.

8.3. Groupwork. Discuss how these inventors changed history and society. Fill in the last column together.

|  |  |  |  |
| --- | --- | --- | --- |
| Name of the inventor | Invention | Country and year | How this invention changed history and society |
|  | TikTok |  |  |
|  |  [Clubhouse](https://www.joinclubhouse.com/) |  |  |
|  | Twitter Spaces |  |  |
|  | Caffeine |  |  |
|  | Instagram Reels |  |  |
|  | Houseparty |  |  |



**Who was the inventor and who launched the most popular social platform? Prove your answer.**

**Ex. 9. Read the article “The role of traditional and new media in the digital age” from the *website of the European Union* written by the Commissioner Günther H. Oettinger. The information is taken and adapted from <https://www.science14.com/the-role-of-traditional-and-new-media-in-the-digital-age/>**

The Commissioner Günther H. Oettinger gave a lecture on the significant role of new media in the digital era to the audience of the [Deutsche Welle Global Media Forum](https://t.umblr.com/redirect?z=http%3A%2F%2Fwww.dw.com%2Fen%2Fglobal-media-forum%2Fgmf-2015%2Fs-101219&t=ZTdiNzJlNDg1ZTliZmMyYTBkZDYyOWM1ZmVmMGFkOGUwOTFkZTY5Zix0U2dqcnc2MQ%3D%3D&b=t%3AcSNd42IE7ODpVk2CJoPvrQ&p=http%3A%2F%2Fscience14brussels.tumblr.com%2Fpost%2F122584666757%2Fthe-role-of-traditional-and-new-media-in-the&m=1).

He explained that with the beginning of digitalization, media sector has been remodeled and the boundaries between traditional media and digital media are obscure.

For example, social media is hosting more and more professionally-made content and is an increasingly important route to news.

In the last few days, The Reuters Institute for the Study of Journalism published that countries like Germany, France, UK, Italy, and Spain increasingly use Facebook as their way to distribute news.

Günther H. Oettinger pointed out, that at present, a great amount of young people no longer watches the evening television news. This new generation prefers to inform themselves through multiple source of online media.

Traditional and new media are merging into a larger, predominantly-digital media environment. Physical boundaries – including among national media markets – are becoming less relevant due to mobile technologies for example.

The positive thing is that Europe has a very strong and high-quality media sector. In such a mutable context, we only need to make sure that media are up to speed as regards innovation and that our regulatory framework is adapted to the new environment.

This media convergence comes, undoubtedly, with implications and challenges on different levels. As new participants will enter the market, it becomes necessary to invest more in technology and business models research and to design an innovative space that could fit our cultural tradition and a global business mind-set.

The Digital Single Market Strategy will lead to a more integrated EU market, with better services at better prices and more choice.

The Strategy revolves around three main pillars:

* improving access to online goods and services across Europe.
* digital networks and innovative services.
* maximizing the growth potential of the Digital Economy.

Two announced legislative initiatives will have a direct impact on the European audiovisual market and on the copyright field, in order to regulate both of them. 

However, the European Union must put its attention not only in media innovation and in the modernization of regulation, but also in the sphere of media’s freedom and pluralism. Whether a media outlet is so-called traditional or online, media practitioners will always have to be warranted the right to report facts and offer their views and opinions. A lack of media freedom and pluralism impacts negatively the European media and creative industries. This can influence a media company’s decision whether to have a presence or to make additional investments in a given Member State.

The Commissioner Günther H. Oettinger added that the EU will launch two new independent projects to assure media’s freedom and pluralism. The two projects have their origin in the European Centre for Press and Media Freedom and have the support of the European Parliament.

Due to the launch of the projects, violations of press freedom and pluralism will be observed, researched, registered and reported to both the public and the relevant authorities.  Actions to support threatened journalists will also be organized. The existing monitoring tools will be enhanced and complemented by digital training and campaigning actions.

(picture source: <https://www.science14.com/the-role-of-traditional-and-new-media-in-the-digital-age/>)

**Answer the questions about the text.**

1. What content is currently on social media?Why?

2. What does the Commissioner Günther H. Oettinger say about news and young people?

3. How did the boundaries of the media market expand?

4. What does media need to be up to speed?

5. What are the implications and challenges of media convergence?

6. What is The Digital Single Market Strategy? What will this lead to?

7. How can freedom and pluralism of the media be guaranteed? Do you think there is a problem of freedom of speech on social networks now?

**PART 4. GUIDING TO MORE CALP** (20-30 min.)



**Ex. 10. Access to information.**

**Functions and Theories of Mass Communication. Scan the article “A Brief History of Newspaper Lingo” by *the University of Minnesota Libraries Publishing* (<https://open.lib.umn.edu/communication/chapter/15-2-functions-and-theories-of-mass-communication/>).**

**Collect the data and discuss your results in small groups by filling in the table:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Name of the function**  | **Why did it appear?** | **Platforms** | **Other information** |
| **Information**  | The media saturation has led to increased competition to provide information | news media outlets |  |
|  | ethical gray |  |  |
|  |  |  | More than passing on information |
|  | people who share common values and interests wanted to gather online |  |  |
| **Diversion**  |  |  |  |
|  | mass media requires some third party to get a message from people and messages needs “hitch a ride” to be received on additional channels  |  |  |

**Optional. If you are interested in the theories of mass communication, continue reading and fill in the table**

|  |  |  |  |
| --- | --- | --- | --- |
| **Name of the function**  | **Why did it appear?** | **Platforms** | **Other information** |
| **Name of the theory**  | **Time/creator** | **idea of the theory** | **Other information** |
| **The hypodermic needle** |  |  |  |
|  |  |  |  |
| Theories of primacy and recency |  |  |  |
|  | George Gerbner |  |  |
|  |  |  |  |
|  |  |  |  |

**Answer the questions:**

Did you know about all functions of Mass Communication?

Which function came as a surprise for you?

Do you find the theories interesting? Share your ideas.

Which function is the most important for society and why?

|  |  |
| --- | --- |
|  |  |
| **11. Watch the video “The History of Social Media” (https://www.youtube.com/watch?v=Z1D7\_NH5TBA&feature=youtu.be).** Write out 10 terms connected with social networks. Check their meaning if necessary.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |  |
| **11.1. Answer the questions:** 1. When and where did the first social network appear? 2. When did it appear in your country and town?3. What are the most popular social networks today? Why are they popular? 4. Who are the famous bloggers in your county/in the world? How did they change media?  |  |
| Free People Speaking Cliparts, Download Free Clip Art, Free Clip Art on  Clipart Library | **12. Case Study. Working in groups, decide which social media platform you use most often and present it in class. Make your presentation, using the terms and the information from the video/from the lesson.** |

**PART 5. WRITING**

 **Ex.13. Discuss the given pictures with statistics below. Why is social media considered to be a modern concern?**

|  |  |
| --- | --- |
| Which Countries Use Social Media the Most? – BRINK – News and Insights on  Global Risk | Social Media Usage Stats in 2016 | Visual.ly |

**Ex. 14. Prepare a presentation on the types of media platforms and their influence on people’s life. Use the given statistics.**

**PART 6. FURTHER EDUCATIONAL RESOURCES**

**Ex. 14. Check if you remember the terms and expressions from this unit. If necessary, consult Appendix A.**

Anchorman, broadcast media, blogger, digital age, conventional/cable/streaming television, entertainment industry, platform, lead, new media, online platform, paparazzo (paparazzi), print media, printing press, social network, social media, streaming (service), tabloid, to televise, traditional media, to transmit sound / image, variety show, yellow journalism.

**Ex. 15. Read the article “What is New Media?” by *Joe Cote*(https://www.snhu.edu/about-us/newsroom/2020/02/what-is-new-media).**

**15.1. Comment on the quotation from the article:**

“Earning a new media degree can be an excellent way to develop a wide array of skills to work in media and technology across many industries”

**15.2. Answer the questions:**

Do you agree with the author’ approach to new media? Why/Why not?

What does the author mean by the term “soft skills”?

Are soft skills important to deal with new media or social media? Explain your answer.



|  |  |
| --- | --- |
| **Ex. 16. Watch a TED-talk “The hidden influence of social networks” by Nicholas Christakis, MIT Media Lab founder. <https://www.youtube.com/watch?v=2U-tOghblfE>** (18:45min)**While watching, make notes and finish the statements:**1. People are embedded in social networks because …
2. The clusters of obesity are caused by …
3. Degrees of separation and body size states …
4. Spreading information from person to person is …
5. This network is changing across time, it has…
6. Social networks can be viewed as …
7. Transitivity in networks means …
8. Networks have values, they …
9. Human people form a kind of super organism which …
10. Understanding how social networks are formed and operate helps …

**Answer the questions:**How can a wide range of traits - from happiness to obesity - be transmitted from person to person? What causes similarity and clustering?What is the way out of this situation?Free People Speaking Cliparts, Download Free Clip Art, Free Clip Art on  Clipart Library**Ex. 17.** **Group work.** **Choose any traditional media and social media, and describe/draw a portrait of its user: name, gender, social status, way of living, friends, hobbies, profession, likes/dislikes, preferences in spending free time. Think about stereotypes we have about users of definite media and risks users face.** **Ex.18.** **Optional.** Poster presentation. Prepare a poster presentation about your favourite social network | **D:\Users\Alesia\Downloads\frame (7).png** |

**PART 7. REFLECTION**

**You can use the given self-learning questions to help you reflect on your learning during and after the session/**



1. What do I want to learn? What is my learning objective in the given course?
2. What new things do I expect to learn?Why do I need to know them?
3. What do traditional and social media mean to me? What do I already know about new media?
4. What am I planning to do with the new knowledge I have attained during the session? How will I implement it in my work right now and in the future? Is it relevant to my field of studies?
5. What new things did I learn in this session? Was the information useful for me?
6. What are my plans for using social platforms?
7. How will I continue learning the topic of media literacy and critical thinking after the session?

**Reading**

1. “5 Major Differences between Traditional Media and Social Media”. Muck Rack Blog. <https://muckrack.com/blog/2018/08/01/differences-between-traditional-media-and-social-media>
2. “Functions and Theories of Mass Communication”. <https://open.lib.umn.edu/communication/chapter/15-2-functions-and-theories-of-mass-communication/>
3. “Traditional Media vs New Media: Which is Beneficial” by Megha Shah <https://www.techfunnel.com/martech/traditional-media-vs-new-media-beneficial/>

## Reference

1.Bernstein, B., “The Story of the Times Gory Empire State Shooting Photo,” *On the Media*, August 24, 2012, accessed September 20, 2012, <http://www.onthemedia.org/blogs/on-the-media/2012/aug/24/story-times-gory-empire-state-shooting-photo1>.

2.Coronel, S. S., “The Media as Watchdog,” Harvard-World Bank Workshop, May 19, 2008, accessed September 19, 2012, <http://www.hks.harvard.edu/fs/pnorris/Conference/Conference%20papers/Coronel%20Watchdog.pdf>.

3.Griffin, E., *A First Look at Communication Theory*, 7th ed. (Boston, MA: McGraw-Hill, 2009), 352–53.

4.<https://www.channelnewsasia.com/news/commentary/covid-19-coronavirus-has-changed-social-media-use-12636682>

5.<https://open.lib.umn.edu/communication/chapter/15-2-functions-and-theories-of-mass-communication/>

6.<https://www.science14.com/the-role-of-traditional-and-new-media-in-the-digital-age/>

7.<https://blog.hubspot.com/marketing/new-social-media>

8.<https://www.christopherspenn.com/2019/11/whats-the-difference-between-social-media-new-media/>

**Further Reading**

1. Video lecture by Professor Nick Carbonaro “Traditional vs Social Media” <https://www.youtube.com/watch?v=EaaMbnhaCqc> (20:05 min in total, watch till 18:40min).

Answer the given question: (1:34min) *What differences, if any, do you see between traditional media and social networking?*

Peculiarities of traditional media (5:08 min)

Peculiarities of social media (6:29 min)

Media approaches: traditional vs social (16:53min).

1. McQuail, D., *McQuail’s Mass Communication Theory*, 6th ed. (Thousand Oaks, CA: Sage, 2010), 457. <http://docshare04.docshare.tips/files/28943/289430369.pdf>
2. Self, C. C., Edward L. Gaylord, and Thelma Gaylord, “The Evolution of Mass Communication Theory in the 20th Century,” *The Romanian Review of Journalism and Communication* 6, no. 3 (2009): 29. <https://open.lib.umn.edu/communication/chapter/15-2-functions-and-theories-of-mass-communication/>
3. “Difference between social and traditional media” <http://www.differencebetween.net/technology/difference-between-social-media-and-traditional-media/>
4. “What is new media”. <https://www.snhu.edu/about-us/newsroom/2020/02/what-is-new-media>

**Glossary**

1. anchorman - a man who is the [main](https://dictionary.cambridge.org/ru/%D1%81%D0%BB%D0%BE%D0%B2%D0%B0%D1%80%D1%8C/%D0%B0%D0%BD%D0%B3%D0%BB%D0%B8%D0%B9%D1%81%D0%BA%D0%B8%D0%B9/main) [news](https://dictionary.cambridge.org/ru/%D1%81%D0%BB%D0%BE%D0%B2%D0%B0%D1%80%D1%8C/%D0%B0%D0%BD%D0%B3%D0%BB%D0%B8%D0%B9%D1%81%D0%BA%D0%B8%D0%B9/news) [reader](https://dictionary.cambridge.org/ru/%D1%81%D0%BB%D0%BE%D0%B2%D0%B0%D1%80%D1%8C/%D0%B0%D0%BD%D0%B3%D0%BB%D0%B8%D0%B9%D1%81%D0%BA%D0%B8%D0%B9/reader) on a [television](https://dictionary.cambridge.org/ru/%D1%81%D0%BB%D0%BE%D0%B2%D0%B0%D1%80%D1%8C/%D0%B0%D0%BD%D0%B3%D0%BB%D0%B8%D0%B9%D1%81%D0%BA%D0%B8%D0%B9/television) or [radio](https://dictionary.cambridge.org/ru/%D1%81%D0%BB%D0%BE%D0%B2%D0%B0%D1%80%D1%8C/%D0%B0%D0%BD%D0%B3%D0%BB%D0%B8%D0%B9%D1%81%D0%BA%D0%B8%D0%B9/radio) [news](https://dictionary.cambridge.org/ru/%D1%81%D0%BB%D0%BE%D0%B2%D0%B0%D1%80%D1%8C/%D0%B0%D0%BD%D0%B3%D0%BB%D0%B8%D0%B9%D1%81%D0%BA%D0%B8%D0%B9/news) [programme](https://dictionary.cambridge.org/ru/%D1%81%D0%BB%D0%BE%D0%B2%D0%B0%D1%80%D1%8C/%D0%B0%D0%BD%D0%B3%D0%BB%D0%B8%D0%B9%D1%81%D0%BA%D0%B8%D0%B9/programme);
2. broadcast media - is all media that is broadcast. That means that it is transmitted as a signal and in 99% of cases this is referring either to television or to radio;
3. blogger – is a person who writes regularly for an online journal or website;
4. digital age –is the time when large amounts of information are widely available to many people, largely through computer technology;
5. conventional/cable/streaming television - is a system of delivering [television](https://en.wikipedia.org/wiki/Television) [programming](https://en.wikipedia.org/wiki/Broadcast_programming) to consumers via [radio frequency](https://en.wikipedia.org/wiki/Radio_frequency) (RF) signals transmitted through [coaxial cables](https://en.wikipedia.org/wiki/Coaxial_cable), or live streaming services;
6. entertainment industry-  is the fields of theater, film, fine art, dance, opera, music, literary publishing, television, and radio;
7. platform – is the [type](https://dictionary.cambridge.org/ru/%D1%81%D0%BB%D0%BE%D0%B2%D0%B0%D1%80%D1%8C/%D0%B0%D0%BD%D0%B3%D0%BB%D0%B8%D0%B9%D1%81%D0%BA%D0%B8%D0%B9/type) of [computer](https://dictionary.cambridge.org/ru/%D1%81%D0%BB%D0%BE%D0%B2%D0%B0%D1%80%D1%8C/%D0%B0%D0%BD%D0%B3%D0%BB%D0%B8%D0%B9%D1%81%D0%BA%D0%B8%D0%B9/computer) [system](https://dictionary.cambridge.org/ru/%D1%81%D0%BB%D0%BE%D0%B2%D0%B0%D1%80%D1%8C/%D0%B0%D0%BD%D0%B3%D0%BB%D0%B8%D0%B9%D1%81%D0%BA%D0%B8%D0%B9/system) or [smartphone](https://dictionary.cambridge.org/ru/%D1%81%D0%BB%D0%BE%D0%B2%D0%B0%D1%80%D1%8C/%D0%B0%D0%BD%D0%B3%D0%BB%D0%B8%D0%B9%D1%81%D0%BA%D0%B8%D0%B9/smartphone) you are using, in [relation](https://dictionary.cambridge.org/ru/%D1%81%D0%BB%D0%BE%D0%B2%D0%B0%D1%80%D1%8C/%D0%B0%D0%BD%D0%B3%D0%BB%D0%B8%D0%B9%D1%81%D0%BA%D0%B8%D0%B9/relation) to the [type](https://dictionary.cambridge.org/ru/%D1%81%D0%BB%D0%BE%D0%B2%D0%B0%D1%80%D1%8C/%D0%B0%D0%BD%D0%B3%D0%BB%D0%B8%D0%B9%D1%81%D0%BA%D0%B8%D0%B9/type) of [software](https://dictionary.cambridge.org/ru/%D1%81%D0%BB%D0%BE%D0%B2%D0%B0%D1%80%D1%8C/%D0%B0%D0%BD%D0%B3%D0%BB%D0%B8%D0%B9%D1%81%D0%BA%D0%B8%D0%B9/software) (= [computer](https://dictionary.cambridge.org/ru/%D1%81%D0%BB%D0%BE%D0%B2%D0%B0%D1%80%D1%8C/%D0%B0%D0%BD%D0%B3%D0%BB%D0%B8%D0%B9%D1%81%D0%BA%D0%B8%D0%B9/computer) [programs](https://dictionary.cambridge.org/ru/%D1%81%D0%BB%D0%BE%D0%B2%D0%B0%D1%80%D1%8C/%D0%B0%D0%BD%D0%B3%D0%BB%D0%B8%D0%B9%D1%81%D0%BA%D0%B8%D0%B9/program)) you can use on it;
8. lead (information) - a [piece](https://dictionary.cambridge.org/ru/%D1%81%D0%BB%D0%BE%D0%B2%D0%B0%D1%80%D1%8C/%D0%B0%D0%BD%D0%B3%D0%BB%D0%B8%D0%B9%D1%81%D0%BA%D0%B8%D0%B9/piece) of [information](https://dictionary.cambridge.org/ru/%D1%81%D0%BB%D0%BE%D0%B2%D0%B0%D1%80%D1%8C/%D0%B0%D0%BD%D0%B3%D0%BB%D0%B8%D0%B9%D1%81%D0%BA%D0%B8%D0%B9/information) that [allows](https://dictionary.cambridge.org/ru/%D1%81%D0%BB%D0%BE%D0%B2%D0%B0%D1%80%D1%8C/%D0%B0%D0%BD%D0%B3%D0%BB%D0%B8%D0%B9%D1%81%D0%BA%D0%B8%D0%B9/allow) a [discovery](https://dictionary.cambridge.org/ru/%D1%81%D0%BB%D0%BE%D0%B2%D0%B0%D1%80%D1%8C/%D0%B0%D0%BD%D0%B3%D0%BB%D0%B8%D0%B9%D1%81%D0%BA%D0%B8%D0%B9/discovery) to be made or a [solution](https://dictionary.cambridge.org/ru/%D1%81%D0%BB%D0%BE%D0%B2%D0%B0%D1%80%D1%8C/%D0%B0%D0%BD%D0%B3%D0%BB%D0%B8%D0%B9%D1%81%D0%BA%D0%B8%D0%B9/solution) to be [found](https://dictionary.cambridge.org/ru/%D1%81%D0%BB%D0%BE%D0%B2%D0%B0%D1%80%D1%8C/%D0%B0%D0%BD%D0%B3%D0%BB%D0%B8%D0%B9%D1%81%D0%BA%D0%B8%D0%B9/found);
9. new media – mean [products](https://dictionary.cambridge.org/ru/%D1%81%D0%BB%D0%BE%D0%B2%D0%B0%D1%80%D1%8C/%D0%B0%D0%BD%D0%B3%D0%BB%D0%B8%D0%B9%D1%81%D0%BA%D0%B8%D0%B9/product) and [services](https://dictionary.cambridge.org/ru/%D1%81%D0%BB%D0%BE%D0%B2%D0%B0%D1%80%D1%8C/%D0%B0%D0%BD%D0%B3%D0%BB%D0%B8%D0%B9%D1%81%D0%BA%D0%B8%D0%B9/service) that [provide](https://dictionary.cambridge.org/ru/%D1%81%D0%BB%D0%BE%D0%B2%D0%B0%D1%80%D1%8C/%D0%B0%D0%BD%D0%B3%D0%BB%D0%B8%D0%B9%D1%81%D0%BA%D0%B8%D0%B9/provide) [information](https://dictionary.cambridge.org/ru/%D1%81%D0%BB%D0%BE%D0%B2%D0%B0%D1%80%D1%8C/%D0%B0%D0%BD%D0%B3%D0%BB%D0%B8%D0%B9%D1%81%D0%BA%D0%B8%D0%B9/information) or [entertainment](https://dictionary.cambridge.org/ru/%D1%81%D0%BB%D0%BE%D0%B2%D0%B0%D1%80%D1%8C/%D0%B0%D0%BD%D0%B3%D0%BB%D0%B8%D0%B9%D1%81%D0%BA%D0%B8%D0%B9/entertainment) using [computers](https://dictionary.cambridge.org/ru/%D1%81%D0%BB%D0%BE%D0%B2%D0%B0%D1%80%D1%8C/%D0%B0%D0%BD%D0%B3%D0%BB%D0%B8%D0%B9%D1%81%D0%BA%D0%B8%D0%B9/computer) or the [internet](https://dictionary.cambridge.org/ru/%D1%81%D0%BB%D0%BE%D0%B2%D0%B0%D1%80%D1%8C/%D0%B0%D0%BD%D0%B3%D0%BB%D0%B8%D0%B9%D1%81%D0%BA%D0%B8%D0%B9/internet), and not by [traditional](https://dictionary.cambridge.org/ru/%D1%81%D0%BB%D0%BE%D0%B2%D0%B0%D1%80%D1%8C/%D0%B0%D0%BD%D0%B3%D0%BB%D0%B8%D0%B9%D1%81%D0%BA%D0%B8%D0%B9/traditional) [methods](https://dictionary.cambridge.org/ru/%D1%81%D0%BB%D0%BE%D0%B2%D0%B0%D1%80%D1%8C/%D0%B0%D0%BD%D0%B3%D0%BB%D0%B8%D0%B9%D1%81%D0%BA%D0%B8%D0%B9/method) such as [television](https://dictionary.cambridge.org/ru/%D1%81%D0%BB%D0%BE%D0%B2%D0%B0%D1%80%D1%8C/%D0%B0%D0%BD%D0%B3%D0%BB%D0%B8%D0%B9%D1%81%D0%BA%D0%B8%D0%B9/television) and [newspapers](https://dictionary.cambridge.org/ru/%D1%81%D0%BB%D0%BE%D0%B2%D0%B0%D1%80%D1%8C/%D0%B0%D0%BD%D0%B3%D0%BB%D0%B8%D0%B9%D1%81%D0%BA%D0%B8%D0%B9/newspaper);
10. paparazzo (paparazzi)-  is a celebrity photographer;
11. print media - is a way of referring to [newspapers](https://dictionary.cambridge.org/ru/%D1%81%D0%BB%D0%BE%D0%B2%D0%B0%D1%80%D1%8C/%D0%B0%D0%BD%D0%B3%D0%BB%D0%B8%D0%B9%D1%81%D0%BA%D0%B8%D0%B9/newspaper) and [magazines](https://dictionary.cambridge.org/ru/%D1%81%D0%BB%D0%BE%D0%B2%D0%B0%D1%80%D1%8C/%D0%B0%D0%BD%D0%B3%D0%BB%D0%B8%D0%B9%D1%81%D0%BA%D0%B8%D0%B9/magazine);
12. social network – is a [website](https://dictionary.cambridge.org/ru/%D1%81%D0%BB%D0%BE%D0%B2%D0%B0%D1%80%D1%8C/%D0%B0%D0%BD%D0%B3%D0%BB%D0%B8%D0%B9%D1%81%D0%BA%D0%B8%D0%B9/website) or [computer](https://dictionary.cambridge.org/ru/%D1%81%D0%BB%D0%BE%D0%B2%D0%B0%D1%80%D1%8C/%D0%B0%D0%BD%D0%B3%D0%BB%D0%B8%D0%B9%D1%81%D0%BA%D0%B8%D0%B9/computer) [program](https://dictionary.cambridge.org/ru/%D1%81%D0%BB%D0%BE%D0%B2%D0%B0%D1%80%D1%8C/%D0%B0%D0%BD%D0%B3%D0%BB%D0%B8%D0%B9%D1%81%D0%BA%D0%B8%D0%B9/program) that [allows](https://dictionary.cambridge.org/ru/%D1%81%D0%BB%D0%BE%D0%B2%D0%B0%D1%80%D1%8C/%D0%B0%D0%BD%D0%B3%D0%BB%D0%B8%D0%B9%D1%81%D0%BA%D0%B8%D0%B9/allow) [people](https://dictionary.cambridge.org/ru/%D1%81%D0%BB%D0%BE%D0%B2%D0%B0%D1%80%D1%8C/%D0%B0%D0%BD%D0%B3%D0%BB%D0%B8%D0%B9%D1%81%D0%BA%D0%B8%D0%B9/people) to [communicate](https://dictionary.cambridge.org/ru/%D1%81%D0%BB%D0%BE%D0%B2%D0%B0%D1%80%D1%8C/%D0%B0%D0%BD%D0%B3%D0%BB%D0%B8%D0%B9%D1%81%D0%BA%D0%B8%D0%B9/communicate) and [share](https://dictionary.cambridge.org/ru/%D1%81%D0%BB%D0%BE%D0%B2%D0%B0%D1%80%D1%8C/%D0%B0%D0%BD%D0%B3%D0%BB%D0%B8%D0%B9%D1%81%D0%BA%D0%B8%D0%B9/share) [information](https://dictionary.cambridge.org/ru/%D1%81%D0%BB%D0%BE%D0%B2%D0%B0%D1%80%D1%8C/%D0%B0%D0%BD%D0%B3%D0%BB%D0%B8%D0%B9%D1%81%D0%BA%D0%B8%D0%B9/information) on the [internet](https://dictionary.cambridge.org/ru/%D1%81%D0%BB%D0%BE%D0%B2%D0%B0%D1%80%D1%8C/%D0%B0%D0%BD%D0%B3%D0%BB%D0%B8%D0%B9%D1%81%D0%BA%D0%B8%D0%B9/internet) using a [computer](https://dictionary.cambridge.org/ru/%D1%81%D0%BB%D0%BE%D0%B2%D0%B0%D1%80%D1%8C/%D0%B0%D0%BD%D0%B3%D0%BB%D0%B8%D0%B9%D1%81%D0%BA%D0%B8%D0%B9/computer) or [mobile](https://dictionary.cambridge.org/ru/%D1%81%D0%BB%D0%BE%D0%B2%D0%B0%D1%80%D1%8C/%D0%B0%D0%BD%D0%B3%D0%BB%D0%B8%D0%B9%D1%81%D0%BA%D0%B8%D0%B9/mobile) [phone](https://dictionary.cambridge.org/ru/%D1%81%D0%BB%D0%BE%D0%B2%D0%B0%D1%80%D1%8C/%D0%B0%D0%BD%D0%B3%D0%BB%D0%B8%D0%B9%D1%81%D0%BA%D0%B8%D0%B9/phone);
13. social media –is a computer-based technology that facilitates the sharing of ideas, thoughts, and information through the building of virtual networks and communities;
14. streaming (service) – is a [service](https://dictionary.cambridge.org/ru/%D1%81%D0%BB%D0%BE%D0%B2%D0%B0%D1%80%D1%8C/%D0%B0%D0%BD%D0%B3%D0%BB%D0%B8%D0%B9%D1%81%D0%BA%D0%B8%D0%B9/service) that [sends](https://dictionary.cambridge.org/ru/%D1%81%D0%BB%D0%BE%D0%B2%D0%B0%D1%80%D1%8C/%D0%B0%D0%BD%D0%B3%D0%BB%D0%B8%D0%B9%D1%81%D0%BA%D0%B8%D0%B9/send) [video](https://dictionary.cambridge.org/ru/%D1%81%D0%BB%D0%BE%D0%B2%D0%B0%D1%80%D1%8C/%D0%B0%D0%BD%D0%B3%D0%BB%D0%B8%D0%B9%D1%81%D0%BA%D0%B8%D0%B9/video), [music](https://dictionary.cambridge.org/ru/%D1%81%D0%BB%D0%BE%D0%B2%D0%B0%D1%80%D1%8C/%D0%B0%D0%BD%D0%B3%D0%BB%D0%B8%D0%B9%D1%81%D0%BA%D0%B8%D0%B9/music), etc., over the [internet](https://dictionary.cambridge.org/ru/%D1%81%D0%BB%D0%BE%D0%B2%D0%B0%D1%80%D1%8C/%D0%B0%D0%BD%D0%B3%D0%BB%D0%B8%D0%B9%D1%81%D0%BA%D0%B8%D0%B9/internet) so that [people](https://dictionary.cambridge.org/ru/%D1%81%D0%BB%D0%BE%D0%B2%D0%B0%D1%80%D1%8C/%D0%B0%D0%BD%D0%B3%D0%BB%D0%B8%D0%B9%D1%81%D0%BA%D0%B8%D0%B9/people) can [watch](https://dictionary.cambridge.org/ru/%D1%81%D0%BB%D0%BE%D0%B2%D0%B0%D1%80%D1%8C/%D0%B0%D0%BD%D0%B3%D0%BB%D0%B8%D0%B9%D1%81%D0%BA%D0%B8%D0%B9/watch) or [listen](https://dictionary.cambridge.org/ru/%D1%81%D0%BB%D0%BE%D0%B2%D0%B0%D1%80%D1%8C/%D0%B0%D0%BD%D0%B3%D0%BB%D0%B8%D0%B9%D1%81%D0%BA%D0%B8%D0%B9/listen) to it [immediately](https://dictionary.cambridge.org/ru/%D1%81%D0%BB%D0%BE%D0%B2%D0%B0%D1%80%D1%8C/%D0%B0%D0%BD%D0%B3%D0%BB%D0%B8%D0%B9%D1%81%D0%BA%D0%B8%D0%B9/immediately) [rather](https://dictionary.cambridge.org/ru/%D1%81%D0%BB%D0%BE%D0%B2%D0%B0%D1%80%D1%8C/%D0%B0%D0%BD%D0%B3%D0%BB%D0%B8%D0%B9%D1%81%D0%BA%D0%B8%D0%B9/rather) than having to [download](https://dictionary.cambridge.org/ru/%D1%81%D0%BB%D0%BE%D0%B2%D0%B0%D1%80%D1%8C/%D0%B0%D0%BD%D0%B3%D0%BB%D0%B8%D0%B9%D1%81%D0%BA%D0%B8%D0%B9/download) it, or [rather](https://dictionary.cambridge.org/ru/%D1%81%D0%BB%D0%BE%D0%B2%D0%B0%D1%80%D1%8C/%D0%B0%D0%BD%D0%B3%D0%BB%D0%B8%D0%B9%D1%81%D0%BA%D0%B8%D0%B9/rather) than having to [watch](https://dictionary.cambridge.org/ru/%D1%81%D0%BB%D0%BE%D0%B2%D0%B0%D1%80%D1%8C/%D0%B0%D0%BD%D0%B3%D0%BB%D0%B8%D0%B9%D1%81%D0%BA%D0%B8%D0%B9/watch) or [listen](https://dictionary.cambridge.org/ru/%D1%81%D0%BB%D0%BE%D0%B2%D0%B0%D1%80%D1%8C/%D0%B0%D0%BD%D0%B3%D0%BB%D0%B8%D0%B9%D1%81%D0%BA%D0%B8%D0%B9/listen) at a [particular](https://dictionary.cambridge.org/ru/%D1%81%D0%BB%D0%BE%D0%B2%D0%B0%D1%80%D1%8C/%D0%B0%D0%BD%D0%B3%D0%BB%D0%B8%D0%B9%D1%81%D0%BA%D0%B8%D0%B9/particular) [time](https://dictionary.cambridge.org/ru/%D1%81%D0%BB%D0%BE%D0%B2%D0%B0%D1%80%D1%8C/%D0%B0%D0%BD%D0%B3%D0%BB%D0%B8%D0%B9%D1%81%D0%BA%D0%B8%D0%B9/time) when something is [broadcast](https://dictionary.cambridge.org/ru/%D1%81%D0%BB%D0%BE%D0%B2%D0%B0%D1%80%D1%8C/%D0%B0%D0%BD%D0%B3%D0%BB%D0%B8%D0%B9%D1%81%D0%BA%D0%B8%D0%B9/broadcast);
15. tabloid – is a [type](https://dictionary.cambridge.org/ru/%D1%81%D0%BB%D0%BE%D0%B2%D0%B0%D1%80%D1%8C/%D0%B0%D0%BD%D0%B3%D0%BB%D0%B8%D0%B9%D1%81%D0%BA%D0%B8%D0%B9/type) of [popular](https://dictionary.cambridge.org/ru/%D1%81%D0%BB%D0%BE%D0%B2%D0%B0%D1%80%D1%8C/%D0%B0%D0%BD%D0%B3%D0%BB%D0%B8%D0%B9%D1%81%D0%BA%D0%B8%D0%B9/popular) [newspaper](https://dictionary.cambridge.org/ru/%D1%81%D0%BB%D0%BE%D0%B2%D0%B0%D1%80%D1%8C/%D0%B0%D0%BD%D0%B3%D0%BB%D0%B8%D0%B9%D1%81%D0%BA%D0%B8%D0%B9/newspaper) with [small](https://dictionary.cambridge.org/ru/%D1%81%D0%BB%D0%BE%D0%B2%D0%B0%D1%80%D1%8C/%D0%B0%D0%BD%D0%B3%D0%BB%D0%B8%D0%B9%D1%81%D0%BA%D0%B8%D0%B9/small) [pages](https://dictionary.cambridge.org/ru/%D1%81%D0%BB%D0%BE%D0%B2%D0%B0%D1%80%D1%8C/%D0%B0%D0%BD%D0%B3%D0%BB%D0%B8%D0%B9%D1%81%D0%BA%D0%B8%D0%B9/page) that has many [pictures](https://dictionary.cambridge.org/ru/%D1%81%D0%BB%D0%BE%D0%B2%D0%B0%D1%80%D1%8C/%D0%B0%D0%BD%D0%B3%D0%BB%D0%B8%D0%B9%D1%81%D0%BA%D0%B8%D0%B9/picture) and [short](https://dictionary.cambridge.org/ru/%D1%81%D0%BB%D0%BE%D0%B2%D0%B0%D1%80%D1%8C/%D0%B0%D0%BD%D0%B3%D0%BB%D0%B8%D0%B9%D1%81%D0%BA%D0%B8%D0%B9/short), [simple](https://dictionary.cambridge.org/ru/%D1%81%D0%BB%D0%BE%D0%B2%D0%B0%D1%80%D1%8C/%D0%B0%D0%BD%D0%B3%D0%BB%D0%B8%D0%B9%D1%81%D0%BA%D0%B8%D0%B9/simple) [reports](https://dictionary.cambridge.org/ru/%D1%81%D0%BB%D0%BE%D0%B2%D0%B0%D1%80%D1%8C/%D0%B0%D0%BD%D0%B3%D0%BB%D0%B8%D0%B9%D1%81%D0%BA%D0%B8%D0%B9/report);
16. traditional media – is include radio, broadcast television, cable and satellite, print, and billboards;
17. to transmit sound - is the transmission of sounds through and between materials, including air, wall, and musical instruments;
18. yellow journalism – is the type of [journalism](https://www.collinsdictionary.com/dictionary/english/journalism) that [relies](https://www.collinsdictionary.com/dictionary/english/rely) on [sensationalism](https://www.collinsdictionary.com/dictionary/english/sensationalism) and [lurid](https://www.collinsdictionary.com/dictionary/english/lurid) exaggeration to attract [readers](https://www.collinsdictionary.com/dictionary/english/reader).