

EXERCISE VIII

Make a short summary of each paragraph.

1. _____

2. _____

3. _____

4. _____

4to. SEMESTRE

INGLÉS

UNIDAD 4

75

INTRODUCCIÓN:

Recuerda que la comprensión de un texto se obtiene cuando se responde a preguntas tomadas de una lectura determinada y no sólo identificando el significado del texto. Por lo tanto, realiza correctamente todos los ejercicios correspondientes a los textos para que vayas ejercitando tu destreza en la comprensión de lecturas en Inglés.

OBJETIVOS:

1. Analizar información escrita en Inglés.
2. Identificar palabras similares en Inglés y Español.
3. Traducir frases dadas en Inglés.
4. Reconocer información dada en un texto en Inglés.
5. Expresar en Español información requerida en Inglés.

6. Localizar en un texto en Inglés información requerida en Español.
7. Resumir en Español un texto en Inglés.

PROCEDIMIENTO:

1. Lee y resuelve el contenido del material -- incluído a continuación.
2. Asiste al Laboratorio de Idiomas.

REQUISITO:

1. Asistir al Laboratorio de Idiomas.
2. Entregar al maestro el trabajo que indique.

EXERCISES
 MASS COMMUNICATION

(1) Mass communication occurs when a message transmitted from a source is received by a large number of people in different places. It is fundamentally different from face-to-face communication in that the size and dispersal of the audience does not allow any direct reaction, or feedback, to the source. The development of mass communication has mainly depended on technological progress during the 20th century, and its exploitation will increase as technology continues to advance.

(2) There are three basic means, or media of mass communication. The first is through the printed word or image, in the form of newspapers, magazines, books, microfilm and advertising. The second is through sound - primarily radio, but also records and tape recordings. Thirdly, messages can also be transmitted through a combination of sound and image, in television, film and videotape.

(3) The rapid growth of mass communication has been particularly striking since the end of the Second World War. In the USA, for example, the number of new books published trebled in the 20 years from 1950 to 1970.

El medio cuyo uso a aumentado mas rapido (4) The medium whose use has increased more rapidly than any other is television. However, radio still reaches more people than any other form of communication - there is one radio set for every five people in the world. Taking the world as a whole, however, there are great differences in the location and use of the media which averages do not reflect. In the USA, for example, virtually every home has one radio, and half the homes more than one while in parts of Africa or Asia entire communities may have, at best, a single radio.

(5) All media, to a greater or lesser extent, inform and entertain. There are, however, less-obvious roles which the media either consciously or unconsciously play. The aim may be expressly to educate - as, for example, in school programmes. Alternatively, the intention may be to persuade - as, when the media are used by advertisers or for political broadcasts.

(6) By selecting what material is to be transmitted the media can stress the greater importance of one issue than of another. And because they provide society with its topics of everyday discussion, they are in a strong position to influence public opinion by the way in which they present the issues.

Falta traducir

EXERCISE I

You can understand many of the words in this article because they are similar to Spanish. Look for them and underline them.

EXERCISE II

What do the following words mean in Spanish?

1. Mass communication
Comunicación Masiva.
2. Mass media
medios masivos.
3. Face-to-face communication
Comunicación cara a cara.
4. Audience
Público.
5. Feedback
Retroalimentación.
6. Printed word
Palabra impresa.
7. Advertising
Anuncio.
8. Sound and image
Sonido y las imágenes.

9. Public opinion

Opinión pública.

10. Media, medium

Medio de medi

EXERCISE III

Make a list of the words that are unknown to you and find their meaning.

English	Spanish	English	Spanish
1.	_____	11.	_____
2.	_____	12.	_____
3.	_____	13.	_____
4.	_____	14.	_____
5.	_____	15.	_____
6.	_____	16.	_____
7.	_____	17.	_____
8.	_____	18.	_____
9.	_____	19.	_____
10.	_____	20.	_____

EXERCISE IV

Translate the following phrases.

1. A message transmitted from a source.

un mensaje es transmitido desde una fuente

2. Large number of people in different places.

Largo número de personas en diferentes partes.

3. The size and dispersal of the audience.

La medida y dispersión del público

4. Its exploitation will increase as technology continues to advance.

Su explotación aumentará conforme al avance de la tecnología.

5. The rapid growth of mass communications.

El rápido crecimiento de la comunicación

6. The number of new books published.

El número de nuevos libros publicados.

7. Taking the world as a whole.

Tomando el mundo como un todo

8. There are great differences which averages do not reflect.

Hay gran diferencia cuyos porcentajes no reflejan

9. Entire communities may have, at best, a single radio.

Entidades enteras pueden tener, por lo menos un solo radio.

10. The aim may be expressly to educate.

El fin puede ser expresado para la educación.

EXERCISE V

Answer the following questions in Spanish.

1. When does mass communication occur?

Cuando un mensaje es transmitido de una fuente y es recibido por un

2. In what way is mass communication different from face-to-face communication?

en el tamaño y dispersión de la audiencia que no permite una reacción directa o inmediata

3. On what has the development of mass communication depended on?

del Progreso Tecnológico durante el Siglo 20 y este aprovechamiento podrá incrementarse

4. What are the three basic means of mass communication? Give an example of each.

la primera es a través de la palabra o imagen impresa por ej. el periódico. A través de Sonido como el Radio y el Tercero mensajes transmitidos

5. Which medium has increased more rapidly than any other?

Es la Televisión, que alcanza a más gente que cualquier otro medio de comunicación

6. Which is the medium that reaches more people than any other form of communication?

El Radio

- 1- gran número de personas de diferentes lugares
- 2- de una fuente.
- 3- como la tecnología continue avanzando
- 4- todos a través de la combinación de imagen y sonido como la T.V.

7. To a greater or lesser extent, what do all media do?

informar y entretener

8. What are other less-obvious roles which the media may play?

en la educación

9. How do the media give more importance to one issue than to another?

Por la Selección del Material que se va a transmitir

10. Do you think the way in which issues are presented influence public opinion?

Si porque provee a la sociedad de temas de discusión

EXERCISE VI

Write a short summary of each paragraph.

- 1.