

2.

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Falta
Traducir

(7) Communicating with vast audiences poses special problems, not least of which is the need to be as universally intelligible as possible. The rapid growth of publishing in the 18th century, couple with an increase in literacy, was a major factor in promoting the development of a single standard of spelling. On a much larger scale, the mass media today are constantly confronted with the difficulty of making any single message comprehensible to an audience with wide-ranging backgrounds, who are likely to interpret the message in a variety of ways. Many words suggest different things to different people. To the managers of industry, for example, the word automation may connote efficiency and productivity; but to the workers the word may mean the threat of redundancies and unemployment.

(8) Associated with the selection and intelligibility of material is the role played by advertisers, in countries where advertisers can choose which radio or television programmes to sponsor. To ensure that their advertising reaches the largest possible audience, they naturally tend to avoid sponsoring programmes that are aimed at too high an intellectual level, or that deal with controversial issues which might offend certain sections of the audience.

(9) In recent years there has been public

anxiety over the dangers that could arise over the misuse of the mass media. Many parents, for example, have become concerned about the possible effects - that exposure to scenes of sex and violence on television may have on their children. Most countries now have legislation controlling the content of the media. All states, whatever their political bias, have laws forbidding certain kinds of communication such as libel, treasonable speech and obscenity - although the strictness with which these laws are implemented varies from country to country.

(10) There is particular concern about the potential dangers of political and commercial propaganda. By the 1970s there had been a substantial increase in sanctions by governments, consumer groups and watch-dog committees from within the advertising profession against fraudulent and manipulative advertising.

(11) Research by social scientists has indicated that, at least in the area of mass political persuasion, fears about the power of the media have been exaggerated. Experiments have shown that political propaganda on television, for example, rather than converting viewers, tends merely to reinforce any existing prejudices they may have. Furthermore, over-exposure to a message, far from conditioning an

audience to believe it, invariably produces a negative reaction. This suggests that mass audiences are not nearly as vulnerable or passive as is sometimes believed.

(12) Propaganda need not necessarily have a malign influence. As the use of communication to promote a social cause, propaganda can perform a useful function. Campaigns to arouse public interest over such issues as road safety, for example, can be beneficial.

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. Publishing

Publicista, publicidad.

2. Literacy

Alfabetismo.

3. Over-exposure

exceso de exposicion

4. Wide-ranging backgrounds.

Publico heterogeneo

5. Message

mensaje.

6. Connote

connotar - Significar

7. Intelligibility

inteligibilidad

8. Sponsor

Patrocinar

9. Issues

edicion.

10. Misuse

maltratar.

11. Research

investigacion

12. Viewers

expectadores

EXERCISE III

Identify the paragraphs in which you find the following ideas.

1. Los medios de comunicación proveen a la sociedad de sus temas de conversación - diarios. (6)
2. El crecimiento de la comunicación de masas se ha dado con mayor intensidad después de la Segunda Guerra Mundial. (3)
3. Para asegurar que su publicidad llegará a una audiencia mayor, los patrocinadores de programas de televisión o radio evitan escoger aquellos dirigidos a un alto nivel intelectual. (7)
4. El desarrollo de la comunicación masiva ha dependido básicamente del progreso - tecnológico. (1)
5. La propaganda no necesariamente tiene una influencia negativa. (12)
6. La comunicación masiva se lleva a cabo básicamente a través de tres medios. (2)
7. Todos los medios (de comunicación), en mayor o menor grado, informan y entretienen. (5)

8. La comunicación masiva se topa con la dificultad de que un determinado mensaje sea comprensible a toda su audiencia, tomando en cuenta la diversidad de antecedentes lo cual hará entender el mensaje en forma diferente.
9. La mayor parte de los países tienen leyes para controlar el contenido de los medios.
10. La rigidez con la que las leyes se aplican varía de país a país.

EXERCISE IV

Translate the following phrases.

1. On a much larger scale.

En una escala más larga

2. An audience with wide-ranging backgrounds.

Una audiencia con Público heterogeneo

3. A word may mean the threat of unemployment.

Una palabra puede significar la faza de desempleo

4. To ensure that their advertising reaches the largest possible audience.

Asegurar que sus anuncios alcanzan el mayor número posible de público

5. Programmes that are aimed at too high an intellectual level.

Programas que están dirigidos a un nivel intelectual muy alto

6. Programmes that deal with controversial issues.

Programas que tratan de controversia.

7. Many parents have become concerned.

Muchos padres han llegado a interesarse

8. All states, whatever their political bias.

Todos los Estados, siempre sus salidas políticas

9. Fraudulent and manipulative advertising.

Anuncios fraudulentos y manipulativos.

10. Over-exposure to a message invariably produces a negative reaction.

La Sobre exposición a un mensaje, invariablemente produce una reacción negativa.

EXERCISE V

Answer the following questions in Spanish.

1. What has been a major factor in promoting the development of a single standard of spelling?

El rápido crecimiento de la publicidad en el Siglo 18 unido con un incremento del Analfabetismo

2. Why is it difficult to make any single message comprehensible to an audience?

Porque interpretan el mensaje de diferentes formas.

3. What kind of programmes do advertisers tend to avoid? Why?

Programas que causen controversia y que puedan ofender a las personas.

4. What do you understand by the expression "misuse of the mass media"?

el mal uso de ellos por diversos intereses como propaganda, asuntos políticos y comerciales.

5. What have social scientists found out?

Que el poder de los medios es exagerado

6. What have experiments shown about political propaganda on television?

que en lugar de convencer expectadores tiende a reforzar cualquier prejuicio existente de ellos.

7. What does over-exposure to a message do?

lejos de condicionar a un publico produce una reaccion negativa.

8. What kind of influence does propaganda have? Explain.

EXERCISE VI

Write a short summary of each paragraph.

1. _____

2. INTRODUCCION: _____

3. _____

4. _____

5. _____

6. _____

7. OBJETIVOS: _____

8. _____

9. _____

10.

11.

12.

4to. SEMESTRE

INGLÉS

UNIDAD

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INTRODUCCIÓN:

Pretendemos en este curso de Inglés ayudar a desarrollar en tí estrategias que te capaciten a obtener y utilizar información que puede proporcionar un texto en Inglés. Atiende tus clases con empeño y lo lograrás.

OBJETIVOS:

1. Analizar información escrita en Inglés.
2. Reconocer palabras Sinónimas y Antónimas.
3. Identificar información en textos en Inglés.
4. Expresar información en Español a partir de textos en Inglés.
5. Resumir en Español un texto en Inglés.