

COMMUNICATION: IN THE PAST AND NOWADAYS

PART I.

Task 1. Match the words and phrases (1–8) with their definitions (A–H).

1. ____ to communicate	A. A person who gets a message.
2. ____ to wave flags	B. To send information from one person to another.
3. ____ to flash lights	C. Ways of sending and sharing information.
4. ____ smoke patterns	D. To make lights shine briefly as a signal.
5. ____ to receive a message	E. To get information sent by someone.
6. ____ to deliver a message	F. To carry a message to a person or place.
7. ____ a receiver	G. Shapes made by smoke to send signals.
8. ____ means of communication	H. To move flags to send a signal.

Task 2. Complete the sentences with the words and phrases from the box. There are two extra options.

Word bank

pigeons · horse riders · invention · tied · receiver · developed · quickly · piece of paper · technology · messages

1. Before the _____ of languages, people used different ways to share information.
2. People communicated by beating drums, waving flags and flashing _____.
3. In the past, people used _____ to send and receive written messages.
4. A message was written on a _____ and attached to a bird's leg.
5. The message was _____ to the pigeon's leg.
6. The pigeon delivered the message to the _____.
7. Sometimes, _____ were used to carry letters from one place to another.
8. Nowadays, science and _____ are developing very _____.

Task 3. Answer the questions using complete sentences.

1. How did people communicate before the invention of languages?
2. What did people start using when they learnt the art of writing?
3. How did pigeons deliver messages?
4. What other method was used to deliver letters?
5. What are the advantages of modern means of communication?

PART II.

PERSONAL COMMUNICATION: LETTERS

New Lexical Units

English	Ukrainian
personal communication a means of communication to be widely used a postcard a stamped envelope an aerogram an inland letter a post office a complete address a PIN code to reach its destination	

postal service Speed Post courier service postal service system to send a letter to receive a letter	
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Task 1. Match the words and phrases (1–8) with their definitions (A–H).

1. ____ personal communication	A. A service that delivers letters and parcels directly and quickly.
2. ____ an individual	B. A short message written on a card that can be sent by post.
3. ____ a postcard	C. Communication between people.
4. ____ a stamped envelope	D. A postal service designed to deliver letters faster.
5. ____ a complete address	E. A person considered separately from a group.
6. ____ a PIN code	F. An envelope with a postage stamp on it.
7. ____ Speed Post	G. The full information needed to identify where someone lives or where a letter should go.
8. ____ courier service	H. A number used to identify a particular postal area.

Task 2. Complete the sentences with the words and phrases from the box. There are two extra options.

Word bank <i>post office · destination · widely used · PIN code · aerograms · courier service · stamped envelope · individuals · personal communication · postal service</i>
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1. Telephone calls, emails and letters are means of _____.
2. Letters are one of the cheapest and most _____ means of communication.
3. People can buy postcards and envelopes at the _____.
4. We must write the complete address and the _____ on a letter.
5. A letter must have the correct address to reach its _____.
6. In the past, people could send letters using _____ designed for airmail.
7. A _____ can be used when we need to send a letter or parcel quickly.
8. Letters allow _____ to exchange information over long distances.

Answer the questions in complete sentences.

1. Why are letters popular?
2. What information should be written on a letter to help it reach its destination?
3. What service can be used to deliver letters more quickly?

PART III.
Means of Mass Communication.

New Lexical Units

English	Ukrainian
to communicate information to get information a means of communication entertainment an entertainment programme	

to broadcast a source of information to reach an audience	
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Task 1. Match the words and phrases (1–8) with their definitions (A–H).

1. ___ mass communication	A. A group of people who watch, listen to or read something. B. In many countries around the world.
2. ___ informative	C. A means of communication that provides news and programmes through sound.
3. ___ entertainment	D. Communication that delivers information to many people at once.
4. ___ newspaper	E. Giving useful facts or knowledge.
5. ___ radio	F. A printed publication containing news and articles.
6. ___ television	G. Activities or programmes that people watch or listen to for enjoyment.
7. ___ audience	H. A means of communication that transmits programmes with images and sound.
8. ___ across the world	

Task 2. Complete the sentences with the words and phrases from the box. There are two extra options.

Word bank <i>audience · informative · newspaper · at the same time · entertainment · radio · across the world · television · large number · communicate information · office · destination</i>
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- Mass communication allows us to _____ to many people.
- It can reach a _____ of people _____.
- People read a _____ to learn about current events.
- Many people watch _____ to enjoy films, news and other programmes.
- We can listen to songs and news on the _____.
- Television programmes can be both _____ and entertaining.
- People watch television programmes at home and in the _____.
- The Internet helps people get information from _____.

Answer the questions in complete sentences.

- What is mass communication?
- What types of programmes can people watch on television? What programmes are to you liking?
- What are the main differences between newspapers, television, radio and the Internet as means of mass communication?