# **IMPORTANCE OF MEDIA IN DIFFERENT ASPECTS OF LIFE**

The media is part of our lives and has an enormous influence on our society. Digital technology is transforming how we consume information and share our opinions with others.

You might not realize it, but you’re constantly bombarded with news and information. The media plays an important role in our everyday lives as a source of information, entertainment, advertising. Media has been around for hundreds of years. It is a part of our social lives. It has shaped the way we think. We rely on social media to keep up with what’s going on in the world. For this reason, it is necessary that each one of us becomes aware of the power of the media. It is necessary to take into account that the media not only communicate but also offer their own perspective on every event that takes place.

**TO DISCUSS**

1. What’s the main source of information for you?
2. How do you define what’s true and what’s fake?
3. Don’t you think that life without such an excess of information would make us much happier?
4. What are the advantages and disadvantages of social media?
5. What frustrates you the most about social media?
6. How often do you use social networking sites?
7. Which social media apps do you use?
8. How much time do you spend on these social media apps?
9. Describe a social networking platform you use.
10. What are the popular social media sites among your generation?
11. How has social media changed social behavior?
12. How has social media changed the way we communicate with people?
13. Is there a way to prevent doomscrolling?

**VOCABULARY**

(По ссылке – <https://quizlet.com/_dcjtrb?x=1jqt&i=4zmr06> – карточки с представленными фразами и словами. Можно тренировать дома! Break a leg!)

* to prevent – предотвратить
* to keep up with – быть в курсе, следить за чем-либо (особенно касается новостей)
* to be aware of (something) – быть осведомленным
* to take into account – брать во внимание
* come across – наткнуться на что-либо (при поиске, например)
* get hooked on – быть зависимым от чего-либо
* be addicted to something – быть зависимым от чего-либо
* jumps on the bandwagon – оценить что-либо только потому, что это нравится всем, большинству
* have time to kill – впустую тратить время (killing time)
* see eye to eye – согласиться/иметь схожие представления
* take by storm – стремительно, очень быстро стать популярным
* take off – стать популярным
* crowdfunding – финансовая поддержка в виде пожертвований каких-либо проектов в Интернете
* cyberbullying – интернет-буллинг
* data privacy – сохранность данных, конфиденциальность данных
* devote time to – посвятить, уделить время чему-либо
* scrolling – пролистывать (например новостную ленту в соц.сетях)
* doomscrolling – зависимость от чтения новостей, когда человек не может остановиться, пропуская через себя всё больше и больше информации
* social media feeds – контент, предоставляемый разными платформами
* spread the word – распространять информацию

**VIDEOS TO WATCH**

* [(236) How social media creates a better world: Jan Rezab at TEDxSSE - YouTube](https://www.youtube.com/watch?v=ZcBBHxlH7-w)
* [(236) Stop Trying to Quit Social Media | Max Reisinger | TEDxRutgersCamden - YouTube](https://www.youtube.com/watch?v=wH6nOAr8vUw)
* [(236) The Battle for Your Time: Exposing the Costs of Social Media | Dino Ambrosi | TEDxLagunaBlancaSchool - YouTube](https://www.youtube.com/watch?v=4TMPXK9tw5U)
* [(236) Social media isn't bad: you're just using it wrong | Eva Amin | TEDxCherryCreekWomen - YouTube](https://www.youtube.com/watch?v=CxCsk-rvfTQ)

**TO READ**

* [The Role of Social Media and Its Importance in Modern Society (worldnoor.com)](https://worldnoor.com/blog/role-of-social-media/)