

# Social media in our life

Социальные СМИ в вашей жизни

# What is social media?

## Что такое социальные СММ?

Web-sites that users can easily participate in, share and create content for, including blogs, social networks, wikis, forums and virtual worlds.

At this time, there are basically six kinds of social media.

Web-сайты, в которых пользователи могут легко участвовать делить и создавать содержание для, в том числе блогов, социальных сетей, вики, форумов и виртуальных миров.

В наше время, в основном существуют шесть видов социальных СММ.

# Basic forms of social media

## Основные формы социальных СМИ

### Social networks

sites that allow people to build personal web pages and then connect with friends to share content and communication.

The biggest social networks are

MySpace, Facebook and Bebo.

### Социальные сети

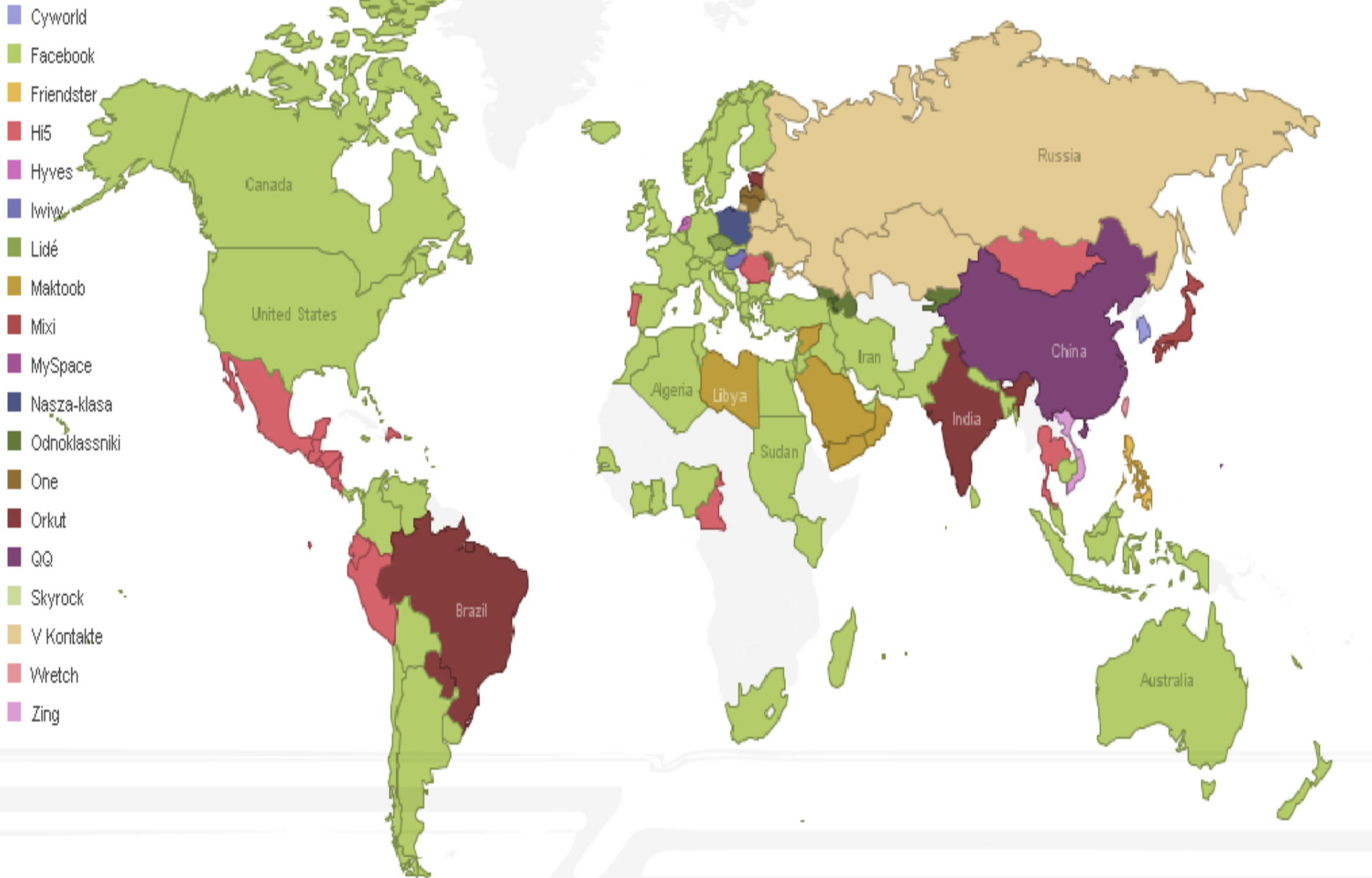
сайты, которые позволяют людям создавать личные веб-страницы и общаться с друзьями, чтобы обмениваться данными и коммуникации.

Самой большой социальной сети MySpace, Facebook и Bebo.

The Facebook logo, consisting of the word "facebook" in a white, lowercase, sans-serif font on a dark blue background.The MySpace logo, featuring a stylized icon of three people in white on a blue background, followed by the word "myspace" in a white, lowercase, sans-serif font with a trademark symbol.

# WORLD MAP OF SOCIAL NETWORKS

WWW.VINCOS.IT





## Talking Points Memo

by joshua micah marshall

(December 6th, 2002 -- 3:20 PM EST // [link](#))

**Hard-hitting coverage?** We report, you decide.

I've always thought that for all the jokes about age and longevity in office, the one line that really captures how long Strom Thurmond has been around is this: he ran for president against Harry Truman.

Do you really have to say any more than that?



Of course, Thurmond ran as the presidential candidate on the "States-Rights Democrat" or "Dixiecrat" ticket -- a candidacy that was based *exclusively and explicitly upon the preservation of legalized segregation and opposition to voting rights and civil rights for blacks.*

There's a sort of agreement in Washington these days -- with Thurmond's retirement and hundredth birthday -- to sort of forget about all that unpleasantness.



But look at what Trent Lott said about that candidacy yesterday...

I want to say this about my state: When Strom Thurmond ran for president we voted for him. We're proud of it. And if the rest of the country had of followed our lead we wouldn't of had all these problems over all these years, either.

Oh, what could have been!!! Just another example of the hubris now reigning among Capitol Hill Republicans.

-- Josh Marshall

Home | Who is Josh Marshall? | Articles | Archive | Document Collection | Syndication | Media Appearances | Make TPM Your Homepage | Search | Send Comments

### Support The Site

Contribute to TPM through AMAZON, PAYPAL, or By Check.

### The TPM Book List



The Threatening Storm by Kenneth Pollack See the TPM Review



The Emerging Democratic Majority by John B. Judis and Roy Teetsom See the TPM Review



Strange Victory by Ernest R. May See the TPM Review



## Blogs

A blog is a website in which items are posted on a regular basis and displayed in reverse chronological order.

Blogs are usually maintained by an individual with regular entries of commentary, descriptions of events, or other material such as graphics or video.

## Дневники

Блог веб-сайт, в котором элементы размещены на регулярной основе и отображаются в обратном хронологическом порядке.

Блоги, как правило, поддерживают отдельные регулярные записи комментариев, описания событий или других материалов, таких как графика или видео.





WIKIPEDIA  
The Free Encyclopedia

# Wikis

these websites allow people to add content to or edit the information on them, acting as a communal document or database. The best-known wiki is Wikipedia4, free online encyclopedia which has over 3 million English language articles.

# Вики

эти сайты позволяют пользователям добавлять содержание и редактировать информацию о них, как коммунальный документ или база данных.

Самая известная Wiki - Wikipedia4, свободная онлайн-энциклопедия, в которой есть более чем 3 миллиона английских языковых статей.

The screenshot shows the MediaWiki interface for the article "Taldykorgan". At the top, there is a navigation bar with "page", "discussion", "view source", and "history" tabs. Below this is a search bar and a "Welcome to MediaWiki.org" message. The main content area displays the article title "Taldykorgan" and a brief description: "Taldykorgan (Kazakh: Талдықорған / Talдықорған) formerly known as Taldykorgan, Russia; Талды-Курған, until 1992) is the administrative center of Almaty Province, Kazakhstan. It has a population of 110,441 (2008), most of the people are Kazakhs." To the right of the article is a table of contents with 8 items: Education, Transport, Sport, Sister city, Famous residents, Further reading, References, and External links. Below the article is an "Education" section with a paragraph: "Taldykorgan has a diverse educational system, including a university, institutes, institutions, technical training colleges, secondary schools and kindergartens. There are 27 public health facilities, a theater, amusement parks, libraries, a city cinema, stadium, sports complex and swimming pools.[1]" To the left of the article is a sidebar with sections for "Users", "System administrators", "Developers", "Current versions", and "News". At the bottom right, there is a "Location in Kazakhstan" map and a "Coordinates" box showing 45°10'N 78°22'0"E. The bottom of the page shows a "Government" section with "Akim (mayor)" and "Saken Zhylykaldarov".



## Podcasts

audio and video files that are available by subscription, through services like Apple iTunes. With podcasts you can stay current on the news, get a glimpse into someone's life, listen to movie reviews and the list goes on.

## Подкасты

аудио и видеофайлы, которые доступны по подписке через сервисы как iTunes Apple. С подкастами вы можете быть в курсе новостей, заглянуть в чью-то жизнь, слушать обзоры и двигаться далее по списку.

THE TECH FILE  
PODCAST 

ESL 



# Podcasting in the classroom



Index :: MozillaZine Forums - Phoenix

File Edit View Go Bookmarks Tools Help http://www.mozilla.org/forums/index.php

Bookmarks Daily Weblogs

Aftonbladet - Sverige... Index :: MozillaZin... Phallus Project Page Phallus Help Checkins to directorie... Bug List

# mozillaZine

You last visited on Tue 2003-04-01, 19:42  
The time now is Tue 2003-04-01, 23:42  
MozillaZine Forum Index

View posts since last visit  
View your posts  
View unanswered posts

Forum	Topics	Posts	Last Post
<b>Fine Microsoft Products</b>			
<b>Internet Explorer</b> It's the only browser we use! Moderator: djst	12	76	Tue 2003-04-01, 23:32 cdn
<b>Outlook Express</b> What's wrong with being kept on your toes? Moderator: djst	5	16	Tue 2003-04-01, 19:24 chocoba65
<b>Mozilla Suite</b>			
<b>Mozilla General</b> General discussion of Mozilla topics. Moderators: asa, djst, MozillaZine People	1142	6816	Tue 2003-04-01, 23:26 Gunnar
<b>Mozilla Builds</b> Talk about nightly Mozilla builds and the Build Bar. Moderators: asa, djst, JBassford, MozillaZine People	925	1994	Tue 2003-04-01, 20:08 JBassford
<b>Mozilla Features</b> Talk about what features you like in Mozilla, and ones you would like to see. Moderators: asa, djst, MozillaZine People	391	1747	Tue 2003-04-01, 18:07 bjkerkman
<b>Mozilla Bugs</b> Talk about bugs in Mozilla before submitting them. Moderators: asa, djst, MozillaZine People	549	2180	Tue 2003-04-01, 17:10 mash
<b>Phallus</b>			
<b>Phallus General</b> General discussion of browser topics. (Phallus) Moderators: asa, djst, MozillaZine People	1355	15555	Tue 2003-04-01, 23:22 whorfin
<b>Phallus Builds</b> Talk about nightly browser builds and the Build Bar. (Phallus) Moderators: asa, djst, MozillaZine People	292	3811	Tue 2003-04-01, 23:02 nirgava
<b>Phallus Features</b> Talk about what features you like in the browser, and ones you would like to see. (Phallus) Moderators: asa, djst, MozillaZine People	735	6424	Tue 2003-04-01, 19:09 seb
<b>Phallus Bugs</b> Talk about bugs in the browser before submitting them. (Phallus) Moderators: asa, djst, MozillaZine People	916	5365	Tue 2003-04-01, 22:03 rob08
<b>Minotaur</b>			
<b>Mail General</b> General discussion of mail topics. (Minotaur) Moderators: asa, djst, MozillaZine People	10	83	Tue 2003-04-01, 21:49 jackaon

**mozillaZine**

User Links  
[Log out \[ djst \]](#)  
[Profile](#)  
[No new messages](#)

Forum Links  
[FAQ](#)  
[Search](#)  
[Memberlist](#)  
[Usergroups](#)  
[Staff Site](#)

[submitArticle](#)

[download](#)

[fetchBuilds](#)  
[screenshots](#)  
[resources](#)  
[demos](#)  
[chat](#)

[weblogs](#)

[forums](#)

Translations  
[fr](#) - [jp](#) - [en](#) - [de](#)

[store](#)  
[members](#)  
[about](#)

search by Google

Go

PayPal

# Forums

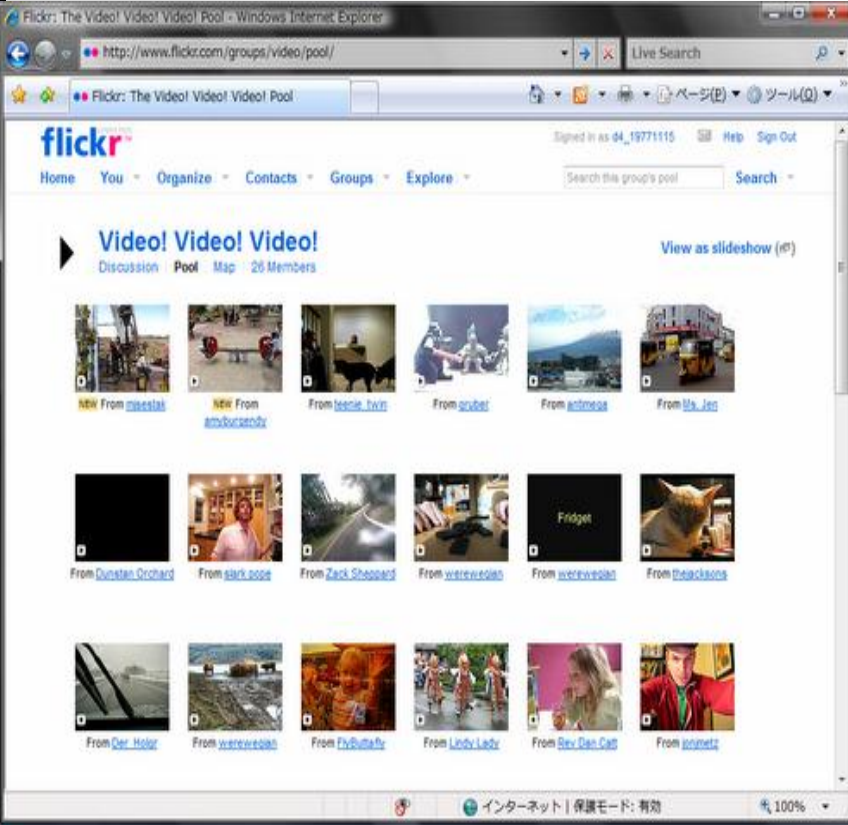
areas for online discussion, often around specific topics and interests. Forums came about before the term “social media” and are a powerful and popular element of online communities.

## Форум

области онлайн-обсуждения, часто по конкретным темам и интересам. Форумы появились перед термином "средства социального общения" и являются сильным и популярным элементом онлайн-сообщества.







# Content communities

communities which organize and share particular kinds of content. The most popular content communities tend to form around photos (Flickr), bookmarked links (del.icio.us) and videos (YouTube).



**Сообщества**, которые организуют и делятся особыми видами содержания. Самые популярные сообщества склонны формироваться вокруг фотографий (Flickr), отмеченные ссылки (del.icio.us) и видео (YouTube).



**Microblogging** social networking combined with bite-sized blogging, where small amounts of content ('updates') are distributed online and through the mobile phone network. Twitter is the clear leader in this field.

**Микроблоггинг** социальных сетей в сочетании с крохотным размером, где небольшое количество содержания ("обновления") распространяется в Интернете и через мобильную телефонную сеть. Twitter является безусловным лидером в этой области.

*so how big a deal is social media?*

Very big indeed.

As of 16 February 2011, there were over 156 million public blogs in existence

We spend around 2.9 billion hours on YouTube in a month — over 325,000 years.

There are more than **800 million active users** on social network Facebook.

Какая самая большая сделка в социальных СМИ?

Действительно очень большая

С 16 февраля 2011, было более чем 156 миллионов общественных блогов

Мы проводим приблизительно 2.9 миллиарда часов на YouTube в месяц — более чем 325,000 лет.

Есть больше чем 800 миллионов активных пользователей в социальной сети Facebook.



**MySpace** allows members to create vivid, chaotic home pages to which they can upload images, videos and music. It has built a lot of its popularity around its music services. There are said to be over three million bands and musicians registered on it, trying to attract a fan base from the 200 million registered accounts.

**MySpace** позволяет участникам создавать яркие, хаотические домашние страницы, на которые они могут загрузить изображения, видео и музыку. Это создало большую свою популярность вокруг его музыкальных сервисов. Там представлены более чем три миллиона групп, и музыканты зарегистрировались на нем, пытаясь привлечь поклонников из 200 миллионов зарегистрированных аккаунтов.



**Facebook** allow anyone to develop applications and run them on Facebook - without charging them. Facebook users able to play each other, compare each others' tastes and send 'virtual gifts', among any number of new ideas vying for attention.

**Facebook** позволяет любому разрабатывать приложения и выполнять их на Facebook - без предъявления им обвинения. Пользователи Facebook, которые в состоянии играть у друг друга, сравнивают вкусы друг друга и посылают 'действительные подарки' среди любого числа новых идей, соперничающих за внимание.

The presentation was carried  
out Kartashova Anastasia.  
Thank you for your attention.  
Презентацию выполнила  
Карташова Анастасия.  
Спасибо за внимание.