Mass Media

III 22-20:07

What are the most common types of media today?

3 22-10:24

What is the role of the media?

- to inform us
- to provide information
- to keep a check on government and big business
- to entertain
- to educate
- to tell us the truth
- to expose (odhalit) the truth

III 22-20:08

What should the media do and not do?

biased - zaujatý

III 22-20:11

What can you find in a newspaper?

III 22-21:27

III 22-20:27

What can you find in a newspaper?

I can find / I can read:
- the headlines
- the main story
- world news
- national news
- film reviews
- music reviews, concert reviews
- the TV guide
- the weather forecast
- gossip columns
- comics
- sports coverage (zpravodajství, reportáže)
- advertisements
- puzzles, crosswords.

III 22-20:55

What types of newspapers are there?

Broadsheets:
which are large and often have more serious news...

Tabloids:
which are smaller and have more gossip and scandal...

Dailies:
which come out every day except Sunday...

Weeklies:
which come out once a week.

III 22-21:01

What news can you find / hear on the radio?

On the radio you can find / hear:
- news updates
- breaking news
- traffic reports
- weather reports
- talk shows, when listeners phone in to speak about an event

What´s your favourite radio programme?
How often do you listen to the radio?

III 22-21:05

What can you find / see on the Internet?

What are the advantages and disadvantages of the Internet?

III 22-21:16

TV is probably the most common _____ of media. There are a lot of people who cannot imagine their lives without television. As you know we have four main _____. Two of them are state - CT1 and CT2. Prima and Nova are _____ commercial television channels. Their main _____ is from advertisements. So there are really a lot of them between the programmes or during the films. You can also watch some series, _____, and main news in the evening. But sometimes they _____ very interesting films usually from Hollywood production.

channels income broadcast

kind soap operas private

III 22-21:43

The other kind of TV station is the state one. These channels are financed from a _____ which everybody has to pay. (Even these who don't own a _____.) State TVs broadcast more _____ and educational programmes than the private ones. Especially CT2. You can also watch some music programmes and sport _____ broadcast there.

charge TV set

documentary live

III 22-22:01

Answer these questions:

- Where do you buy newspapers and magazines?
- What programmes can you see / find on TV?
- Which type of the media do you prefer?
- Do you think that newspapers have a future or they will be replaced with online news?

III 22-22:15

Facebook

- What is it?
- How can I use it?
- Is it for all age groups?
- What do I have to do to sign up?
- What should I write to my profile?
- Is it safe to use it?
- Why is Facebook better than e-mail?

III 22-22:21

The end

III 22-22:24