



Otázka: Mass media

Jazyk: Angličtina

Přidal(a): Enabler

Media are kinds of communication. Communication is a process of sending and receiving information. A few centuries ago, people could have speak only a few kinds of communication. They could have speak to each other or communicated by smoke signals. Later on, people started make up a new kinds of communication. Nowadays the most usual for communication are mass media. We have got 4 main media – newspapers, radio, TV and the newest internet. People use these media every day and we can't live without it. Media are very important for us. They give us a lot of informations about what happened home and in the World. Mass media are tools for share information, for education and for fun.

NEWSPAPERS

The most famous are newspapers. It's the oldest kind of media and we can say that they are nowadays a little old-fashioned but newspapers have some own magic. We can read some newspapers on a internet. We can read news what happened home and in the World, interview with famous people, advertisement and there are columns about culture, economics, sports and etc.

The main kinds of newspapers are:

- **Broad Sheets** – seriously news with more details and with true facts, newspapers for businessmen and for people who don't like blabs

-Broad sheets are dailies or weeklies



- MF DNES, Lidové noviny, The Daily Telegraph

- **Tabloids** - smaller pages, lots of colours, large titles, simple language, many blabs and gossip about celebrities, short articles and many photos

-Blesk,Aha!,The Sun

-Tabloids are dailies or weeklies

- **Special magazines** - smaller pages, are more expensive than broad sheets because they are printed on the better papers, are interesting on one special thing (very famous are about cars, computers), for education

RADIO

I listen radio in a car or when I'm cooking. Radio is still very popular because we can listen radio 24 hours a day. We can listen music, important information about traffic, news or interview with traveler (f.ex. Impuls and Jirka Kolbaba). There is a lot of radio station and we can listen all kinds of music.

TV

TV has a very important place in our lives. Everybody has a TV at home. In Czech republic we have got 2 kinds of TV station. First public TV station is Česká Televize and two commercial TV stations - NOVA and PRIMA. Public services have less advertisements and news reports aren't as action as in commercial stations. Our only public station has many channels:

ČT 2 is for demanding people, there are documentaries or concert recordings or education TV shows.

ČT 4 is only about sports, we can watch many matches several sports, there are interviews with sportsmen and many others

ČT 24 is like broad sheets, we can watch news reports 24 hours a day. It's specialised about



policy and we can watch what happen at home or in the World.

INTERNET

Internet is nowadays the most usefull medium on the Word. W can communicate with people from far far away. On the internet we can find all kinds od medium. We can watch internet tv, read many newspapers or listen radio. Nowadays each TV stations,radio or newspapers have their own websites. On the internet we can find the most actualy information,we can find more information from others sources. But internet can be very dangerous too. On the internet is a lot of people from all the World and there can be some murders or other dangerous people. We can find a lot of instruction how to make a bomb or how to kill myself. Internet is very dangerous for kids and we must protect kinds before bad influenc.