

A) Types of mass media (advantages, disadvantages)**B) Press media****C) Radio, television****A) Types of mass media (advantages, disadvantages)**

Mass media – an important role in the society, too powerful and influential

Importance: source of information (easily available, complex, cheap)

We learn about: world around us, inventions, new technologies, achievements

B) Press media: newspapers, magazines and journals

- Different sorts of articles:

- on economics, politics, social life, sports
- Editorials (personal opinion of the editor about something in the news)
- Features (special reports about subject, place, person)

- *Newspapers* - published every day/ even at weekends

- Serious papers : objective + serious news

- Tabloids : entertaining stories, gossips about famous people/celebrities

- *Magazines* – published 1x a week/month

- National and international news
- various articles, stories
- different according to: hobby/age/gender

- *Journals* – serious magazines written by experts

C) Radio, television

- **Radio**

- If we don't like reading/ it's expensive to buy a newspaper every day
- We listen to the radio news read by a presenter
- Music
- Is very popular, variety of channels
- Advantage: listen throughout the day, no matter what we're doing
- Variety of radio programmes to choose from:
 - news + weather forecast
 - chat /quiz/ breakfast/morning shows
 - educational programmes
 - phone- in programmes
 - documentaries

- **Television**

- The most popular source of information
- Much time spending by watching television
- Wide selection of channels and programmes – more/less same as radio:
 - News, chat/quiz shows, documentaries, educational
 - Soap operas, sitcoms, films, cartoons

➤ **The Internet**

- the newest source of information
- Surf the various web sites to search information
- Find any type of information
- Study, relax, games, download music/films, chat, write e-mails, etc.

Tasks:

Picture :

- Talk about the types of mass media you can see in the picture; compare and contrast them.
- Tell us which one you prefer and why.

Topic

- Name types of mass media (newspapers, TV, radio, etc.); discuss pros and cons of every type of mass media.
- Tell us how mass media influence your opinion on the life and the world and what kinds of mass media you like the best. Give reasons.

Role-play:

You have been invited to the radio/TV programme about cooking. The presenter asks you to describe the process of preparation of your favourite food. Tell the listeners/spectators what you are going to cook and why, what ingredients you need, how to prepare the meal, and of course, the best way how to serve it.