

INVESTICE DO ROZVOJE VZDĚLÁVÁNÍ

Název školy	Střední průmyslová škola strojnická Vsetín
Číslo projektu	CZ.1.07/1.5.00/34.0483
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Název šablony	III/2
Název DUMu	16.17 Mass media
Tematická oblast	Masová média
Předmět	Anglický jazyk
Druh učebního materiálu	<i>prezentace X pracovní list X metodika</i>
Anotace	Žák hovoří o masových médiích.
Vybavení, pomůcky	-
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Výukové cíle

- Žák používá základní slovní zásobu vztahující se k tématu masová média;
- Pracuje s textem;
- Odhaduje význam klíčových slov z textu;
- Srovnává seriózní a bulvární noviny;
- Formuluje svůj názor na pozitiva a negativa masových médií.

Klíčová slova

- Mass media
- TV
- Radio
- Newspaper
- Tabloid
- Broadsheet
- Internet

Match

- Advertisement
- Hoax
- Classified advertisement
- Magazine cover
- Broadsheet
- Tabloid
- Prime - time
- Heading
- Index
- Front page
- Column
- Obsah (novin)
- Reklama
- Záhloví
- Titulní strana
- Bulvární noviny
- Inzerce
- Seriózní noviny
- Nepravdivá zpráva
- Obálka časopisu
- Sloupek
- Hlavní vysílací čas

Read the text and guess the meaning of the highlighted words

- The **mass media** can reach a large **audience** by mass communication. The technology through which this communication takes place **varies**. Broadcast media such as radio or television **transmit** their information electronically. Print media use a physical object such as a newspaper, book or comics to distribute their information. Outdoor media is a form of mass media that **comprises** billboards or signs placed inside and outside of commercial buildings, sports stadiums, shops and buses. The digital media comprises both Internet and mobile mass communication. Internet media **provides** many mass media services, such as email, websites or blogs.

Fill the gaps - form, tune, enjoy, events, annoying, listen, choose

- If you want to _____ to the radio you have to _____ in. There are many radio stations which you can _____ from. You can listen to weekly broadcast of world _____, broadcast of football matches etc. You can also tune about for some good music. TV is also very popular form of mass media which can _____ public opinion. People often tune in to watch talk shows, reality shows, films or news. The most serious news you can find on ČT1 or ČT24 in our country. Young people _____ watching series and cartoons. Some women like soap operas. Broadcasting is often interrupted by commercials which are sometimes very _____.

Tabloids x broadsheets

- To present more serious news
- To discuss political, economic issues
- Gossip
- To form public opinion
- Information about celebrities/ film/music stars
- Investigative journalist/muck-raker/paparazzo
- More serious/colourful

Answer the questions in pairs

- What is the most influential type of mass media? Why?
- How often do you watch TV?
- What is your favourite TV programme?
- Do you sometimes buy newspapers? Why/why not?
- How do you spend your time on the Internet?
- What are the advantages and disadvantages of the Internet ?
- Would you like to become a celebrity? Why/why not?

Literatura, použité zdroje textu a obrázků

[Cit. 2013-08-10] – Dostupné z WWW:

- < http://en.wikipedia.org/wiki/Mass_media > (Mass media)

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