

MEDIA

The media is everywhere you turn. You can find the media in various forms such as television, radio, magazines, newspapers, and now on the Internet.

We can say, that mass media is the main source of information. People can get the information reading newspaper, listening to the radio or watching television.

The oldest way of distributing information is the press. First newspaper appeared in the 17th century. Nowadays, we have daily printed press - newspaper, then magazines, printed weekly or monthly or in another period. Serious newspaper (the quality press) contains political, industrial and cultural news and there are also pages with sport news.

The tabloids, on the other hand, is popular press, they use more colour and contain sensational stories about famous people, violent crimes and other topics that attract people.

Radio was invented at the beginning of 19th century. It gives a lot of information from the world and local reports as well. There are stations broadcasting only music or programmes aimed at a certain group of listeners.

We can divide radio stations into two groups in our republic - state and private. State stations are financed from a charge, which everybody has to pay (radio fee). Private stations have money from advertising.

For some people, TV is the most important kind of media. There are lots of channels, some are state and there are lots of private commercial TV channels. Their main income is from advertisements.

The newest electronic media is probably the Internet. It is an international network of computers. You can get information from the whole world just sitting at home in front of your PC - the only requirement is to be connected to the net. You can read news, watch videos, write email, chat with friends or just surf the net.

Media not only inform people about the news. The media also shape our view of society and sometimes affect our thinking, the way we choose our leaders, make our rules, our lifestyle, and construct our values. But, the media can also cause confusion and disillusionment as well. It is easy for a writer to leave out facts, whether they are important or not. By leaving out certain facts in an article, it only gives the reader one side of the situation.

The network of communication systems - printed media (newspaper, magazines) and electronic media, such as radio, television, the Internet - give information and also opinions on life around us, about society, the world affairs, sometimes there are serious news and sometimes they are gossips for example from the world of pop culture and entertaining.

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- What are the most common types of media today?
 - What is the role of the media?
 - What is the oldest kind of media?
 - What can you find in newspaper?
 - What types of newspaper are there?
 - Do you know any newspapers and magazines from the English-speaking countries?
 - How often do you listen to the radio?
 - What can you do on the Internet?
 - Which type of media do you prefer?