

**Výukový materiál v rámci projektu OPVK 1.5 Peníze středním školám**

<b>Číslo projektu:</b>	<b>CZ.1.07/1.5.00/34.0883</b>
<b>Název projektu:</b>	<b>Rozvoj vzdělanosti</b>
<b>Číslo šablony:</b>	<b>II/2</b>
<b>Datum vytvoření:</b>	<b>12. 2. 2013</b>
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<b>Určeno pro předmět:</b>	<b>Anglický jazyk</b>
<b>Tematická oblast:</b>	<b>Člověk a jeho každodenní život</b>
<b>Obor vzdělání:</b>	<b>Fotograf 34-56-L/01 - 2. ročník</b>
<b>Název výukového materiálu:</b>	<b>Mass Media</b>
<b>Druh výukového materiálu:</b>	<b>Pracovní list s výkladem, otevřenými i uzavřenými otázkami a cvičeními k tématu Mass Media.</b>
<b>Čas:</b>	<b>30 minut</b>
<b>Využití:</b>	<b>Studenti se naučí vyjadřovat k tématu Mass Media, rozšíří a procvičí si slovní zásobu k danému tématu.</b>

# Mass Media

## What is communication?

Communication is a process of sending and receiving information.

## What are the mass media and what role do they play in our lives?

The press, radio, television, Internet - all that is called media. The mass media bring news about what has happened home and in the world.

They spread news quickly and provide education and entertainment.

## Daily Press

### What is the role of daily press?

The daily press has still an important role. It informs its readers about the latest news in **political**, **cultural** and **economic** life. There are **interviews** with famous personalities, **advertisements**, the hottest political issues, documentary photos and **editorial**.

### How often do newspapers come out and where do the editors get the information?

Papers are **dailies** or **weeklies**; they are bought at the **news stand**.

We can **subscribe to papers** (subscription).

**Press agencies** get information from their own **correspondents**.

### What can be read inside the papers?

There is news on various areas - political issues, culture, reports, reviews (recenze), sports, essays (fejeton).

### What are supplements?

Supplements are pages put inside the main newspaper. There are huge supplements containing a mixture of news and entertainment. Small supplements specialises in different topics such as hobbies, job advertisements or housing or in something what is topical in that time of the year, for example taxes in spring, holidays in summer... .

### What is the difference between broadsheets and tabloids?

.....  
.....

### British newspapers:

The most frequent quality papers are .....

The most frequent tabloids are .....

## Magazines

Magazines provide entertainment and information. They are published weekly, fortnightly, monthly or quarterly. Hobby magazines are of various types; they are for motorists, nature lovers, fishermen or sportsmen, for people who are keen on housing, gardening, fashions or animals. There are special cultural magazines, magazines for women, men or children. Magazines contain lots of photographs which makes them more attractive than newspapers.

Professional magazines specialize in specific topics. They are read for example by doctors, engineers, economists or lawyers who are informed about the latest development in their field.

**What kinds of magazines do you like? Do you buy magazines? Why/ Why not?**

.....  
.....

## TV and Radio

The radio has no screen and broadcast 24 hours a day. People can listen to it when working, driving, cooking or tidying. It entertains people and provides music, information, news, reports or interviews.

TV brings entertainment, relaxation and education. The Czech Republic has two public service stations - ..... and two commercial stations ..... . There is much less advertising on public stations than there is on the commercial ones. ČT2 focuses on documentaries, musical programmes, dramas, concerts, subtitled films, quiz shows, education programmes, language courses, debates and series for children. Commercial programmes focus on series, soap operas, fairy tales, cartoons or bedtime stories for children, contests and quiz shows.

The British channels are ..... which shows programme of general interest like sport or current affairs, ..... shows documentaries, travel programmes, serious drama, music and foreign films. There are commercial stations: ..... . If people pay extra, they can have a satellite dish or cable TV and receive more channels.

**Do you listen to the radio every day? When do you listen to the radio and why?**

.....

(I listen to the radio every day/evening when I relax/tidy up/wash up... because I like music/songs/news/sport news... )

**What programme do you prefer?**

.....  
.....

**What do you do when there is an advert on TV?**

.....  
.....

**Can you live without TV?**

.....  
.....

**Do you read, watch or listen to news and how often?**

.....  
.....

### **Internet**

Internet is one of the biggest medium. On the Internet, people can join discussion, browse the web, send and receive e-mails, read news, do the shopping, book the journey, chat, search for some information, use e-banking or download music, films or various programmes.

Web is a place on the Internet containing pages with different information. All institutions, schools and companies have their website. The letters www stands for World Wide Web.

There are also disadvantages of using the Internet. Viruses of various types spread through e-mail, hack into the computer system and sometimes destroy it. Also the personal information can be misused.

**Do you have the Internet at home? What do you search there for?**

.....  
.....

(I search for information which are necessary for my lessons/I chat/download films and music... .

**TV shows / TV programme (BrE)/TV program (AmE)** - televizní pořad

**TV listing(s)** - obyčejný přehled toho, co kdy kde dávají/**TV guide** - podrobnější program s popisky apod.

**TV station/TV channel** - program = televizní kanál/stanice

**documentary** - televizní dokument/dokumentární pořad x **document** - papír, lejtstro, dokument

**sitcom** = **situation comedy** (komediální seriál ukazující skupinu postav v nějakém typickém neměnném prostředí - bar, nemocnice apod.)

**soap, soap opera** - telenovela

**talk show (AmE)/chat show (BrE)**

**guest - host**

**game show** - televizní soutěže, hry či kvízy

**telenovela** - seriál z latinskoamerické produkce

**host** - hostitel/moderátor

**reality show**

**variety show** - pořad spojující písně, tance, humorné scénky apod. Mívá svého moderátora(y), který(ří) pořadem provází.

**news** (jednotné číslo - the news is)/**a news show/a news programme/a newscast** (AmE)

**music show, morning show/breakfast television, cooking show, travel, cartoon/animated, sports, children's/kids', educational**

**commercial** - reklama/propagace/inzerce/reklamní spot v televizi

**infomercial** - zvláštní typ reklamy v časech s nejmenší sledovaností, někdy až půl hodiny dlouhé, kde je představován nějaký produkt a následně si ho diváci mohou rovnou objednat na uvedeném telefonním čísle nebo webových stránkách.

**public service announcement** - spoty, které informují veřejnost o nejrůznějších věcech - zdraví, bezpečnosti, naléhavých situacích apod. Televizní stanice je obvykle vysílají zdarma.

**weather forecast** - předpověď počasí

**feature film** - tzv. celovečerní/klasický film

**reruns** - opakování

**series** - seriál(y) či pásmo(a) pořadů (j. i mn. číslo - stejný tvar)

**serial = miniseries** (AmE) - jeden ucelený příběh rozdělený na několik částí (např. jeden dlouhý televizní film vysílaný na několik částí.)

**drama** - „vážný seriál“, který má nějaký příběh (téměř vše kromě sitcomů apod.)

Teen (o teenagerech)

Legal (o právnících)

Medical (o lékařích)

Docudrama (dokumentární seriál, který vypráví příběh)

Police (krimi)

Procedural (o vyšetřovacích postupech)

Comedy (s humorným podtextem)

Science fiction (sci-fi)

drama

**Finish the sentences with the words in the box:**

<b>guide</b>	<b>remote</b>	<b>commercial</b>	<b>channel</b>	<b>scene</b>
<b>broadcasts</b>	<b>viewers</b>	<b>episodes</b>	<b>TV show</b>	<b>reruns</b>

1. This newspaper has a detailed TV .....
2. Couch potatoes love the ..... control when watching TV.
3. Some ..... mainly women love soap operas.
4. It is annoying when they cut to ..... in the middle of an exciting match.
5. I like the new sitcom although I've only seen a couple of ..... but it seems nice.
6. ČT24 ..... news every hour.

7. There are no new shows on TV, only ..... of old soaps.
8. What is your favourite movie .....
9. I hate it when you always switches the ..... in the middle of something interesting.
10. Comeback is a ..... on Nova.

**Match the word with the correct explanation:**

- |                   |   |
|-------------------|---|
| a) act            | 1) information in the newspapers/TV that tries to persuade people to buy a product, use a service etc.            |
| b) presenter      | 2) to make known, especially to the public  |
| c) announce       | 3) the people who watch a performance   |
| d) broadcast      | 4) a person who watches something directly, not on TV   |
| e) viewer         | 5) one of the parts of a play   |
| f) ad             | 6) the person who hosts/narrates/takes the main role in presenting a radio/television programme                   |
| g) spectator      | 7) to send radio or TV waves through the air  |
| h) channel        | 8) a device that you can use to control your TV without having to get out of your armchair                        |
| i) broadsheet     | 9) a show on TV or radio  |
| j) audience       | 10) a serious newspaper   |
| k) remote control | 11) a radio or television station   |
| l) programme      | 12) somebody who watches television   |
| m) TV guide       | 13) a television serial with many episodes that shows the life of a group of people, it is usually very emotional |
| n) soap opera     | 14) a division of a book, it usually has a number a sometimes a   |
| o) chapter        | 15) a timetable showing what programmes are on TV and what time they start and end                                |