

INVESTICE DO ROZVOJE VZDĚLÁVÁNÍ

MEDIA

1. Describe the pictures and say what kind of TV programme they are from. Do you watch all of these? Why?



2.

Communication is a process of sending and receiving information. The press (newspapers and magazines), radio, television - all that is called **MEDIA**. The mass media bring news about what has happened at home and in the world. They play an important role in everyone's life. They provide tools to spread news quickly. They also provide education and entertainment.

DAILY PRESS

Even in the age of television and Internet, the daily press has an important role to play, informing its readers about the latest news in political, cultural and economic life. There are interviews with famous personalities. The papers give us the most important sports results. One of the sections is on advertisements. The front page usually contains the hottest political issues from both inside and outside the country, sometimes with documentary photos.

Papers can be daily or weekly and it is possible for everyone to **subscribe to** them. Each paper gets the information from press agencies or from their own correspondents. Apart from political issues culture is a popular section. Reviews on the latest cultural achievements must be written by well-informed people as they have a massive influence on their readers. Sports is an extremely popular section, too. Sports fans find the results of various sports matches and opinions of sport editors on the course of the matches. This section occupies the last page of each paper. There is a section on things like road accidents, robberies or even murders too. **Obituaries** inform about the death of famous personalities such as politicians, writers or actors.

Supplements are pages put inside the main newspaper. Usually they appear in the newspapers once a week and they contain a mixture of news and entertainment for everyone to choose what they like.

In Britain, there are two basic types of newspaper: **quality** papers (**broadsheets**) and **tabloids**. Quality papers are larger in size, pictures are black and white and the text is serious, reliable and unemotional. The most frequently read quality papers in Britain are *The Times*, *The Daily Telegraph*, *The Guardian* and *The Independent*.





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Tabloids are much smaller in size, they have shorter texts with many coloured pictures, and there are large headlines that tell the whole story. They are not very serious, there is just gossip and sensational news. The information they give is very subjective. The tabloids with the biggest circulation are ***The Daily Mirror***, ***The Sun*** or ***The People***.

MAGAZINES

Magazines often provide entertainment or information. They are not published daily but on a weekly, fortnightly, monthly or quarterly basis. This is the main reason why they cannot supply fresh daily news. **Journals** deal with specialised issues of one particular field in which only a limited number of readers are interested. Experts such as doctors or economists are given information on the latest trends and events in their professions. Hobby magazines are of various types because people have various hobbies.

There are magazines for motorists, nature lovers, fishermen, fashion freaks or those who are keen on gardening or housing. There are cultural magazines for the lovers of theatre or cinema. A number of magazines are designed for women and their interests and hobbies. All magazine articles come with a number of photographs which makes the magazine more attractive.

TELEVISION AND RADIO

Television has a very important place in our lives. There are two **public** service stations in the Czech Republic: ČT 1, ČT 2 and two **commercial** stations: NOVA and PRIMA. There is much less advertising on public stations than there is on the commercial ones. ČT 2 is **targeted** at more demanding viewers, showing subtitled films, documentaries, dramas and concerts. Commercial channels are less serious, the news is more sensational, exciting, full of action.

Television programmes are made to satisfy as many viewers as possible that's why you can find a variety of different films, soap operas and series, quiz shows, language courses and debates. For children there are fairy tales or cartoons, for teenagers adventurous movies, for sports fans sport matches live. If you pay extra, you can have a satellite dish or cable TV.

Soap operas are never ending programmes on TV that show everyday life of a family or a group of people. They are very dramatic and emotional. They are called "soaps" because the first sponsors of these programmes for housewives were soap producers.

TV **broadcasting** usually starts around 6, the prime time comes at about half past 7 when the main news block begins.

In Great Britain there are 5 channels: **BBC 1** (The British Broadcasting Corporation) for people of general interest. **BBC 2** shows documentaries, serious drama, music and foreign films. Three commercial stations are **ITV**, **Channel 4** and **Channel 5**.

INTERNET

The Internet is becoming medium number 1. Reasons are numerous. It is relatively **cheap, very comfortable and fast**. You can travel across the world by sitting at your table. You can join discussions, send and receive e-mail, read a newspaper, do your shopping, chat, search for any information you wish or simply download music, films or programmes. Website is a place on the Internet containing pages with different information. The letters WWW stand for World Wide Web.

However, there are also different dangers of using it. The Internet is **anonymous**, you never know if you speak to the person you think you do. The online world opens the door for trusting young people to



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interact with **virtual** strangers - even people they'd normally cross the street to avoid in real life. Through e-mail various **viruses** may spread, and these can **hack** into your computer system and destroy it.

A huge risk is also in **misuse** of information put on the net. One of the most widely used crimes on the Internet is the e-mail **scam** or **phishing**. A lottery **scam** is a type of fraud. **Phishing** is the process of attempting to acquire sensitive information such as usernames, passwords and credit card details by masquerading as a trustworthy entity in an electronic communication.

Another danger on the Internet is called **cyberbullying**. Cyberbullying includes sending hateful messages or even death threats to children, spreading lies about them online or making nasty comments on their social networking profiles.

VOCABULARY

press	tisk	circulation	náklad, též oběh
advertisement	reklama (též inzerát)	provide	poskytnout
political issue	politické téma	offer	nabídnout
daily	denně (též denní noviny)	fortnightly	1x za 14 dní
weekly	(týdeník)	supply	dodávat
subscribe to	předplatit si něco	public service	veřejná služba
press agency	tisková agentura	commercial	komerční(soukromá) TV
correspondent	dopisovatel	target at somebody	zaměřit se na někoho
review	kritika (literární, filmů, apod.)	channel	kanál, stanice
influence	vliv	viewer	divák
obituary	nekrolog	subtitled	s titulky
supplement	novinová příloha	broadcasting	vysílání
spread	šíří, rozšířit	soap opera	telenovela
broadsheet	seriózní noviny	series	seriál
tabloid	bulvární noviny	news block	hlavní zprávy
gossip	drby	bedtime stories	pohádky
reliable	spolehlivý	cartoon	komiksy, kreslený film
satellite dish	satelit	hack into	vloupat se do počítače
misuse	zneužít	journal	žurnál, seriózní časopis
scam	podvodné chování na internetu	phishing	snaha vylákat osobní informace
cyberbullying	internetová šikana		



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3. Which newspapers or magazines do you know? Do you read them? How often?





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4. An extract of a daily TV guide in the UK

		
6:00 pm	BBC News at Six – The latest national and international news stories from the BBC News team, followed by Weather.	Eggheads - Jeremy Vine hosts the general knowledge quiz in which teams from all over the UK battle to beat the Eggheads, some of the country's top quiz champions.
6:30 pm	Regional News and Weather - The latest local news, sport and weather from newsrooms around the country.	Priceless Antiques Roadshow - Fiona Bruce takes another look back over the 30-odd years of Antiques Roadshow. Furniture specialist John Bly reveals what first fired his passion for antiques.
7:00 pm	The One Show - If it has Britain talking then it will be talked about on The One Show. Adrian Chiles and Christine Bleakley present the stories that matter from across the country.	Andrew Marr's History of Modern Britain - Paradise Lost: Presented by Andrew Marr. As the 1960s progress, Harold Wilson takes centre stage in a rapidly changing Britain as the country looks to a fairer, liberated future.
7:30 pm	A Question Of Sport - Sue Barker hosts the fast-paced sports quiz. Matt Dawson and Phil Tufnell are joined by gymnast Beth Tweddle, midfielder Leon Osman, rugby star Paul Wellens and boxer Amir Khan.	Andrew Marr's History of Modern Britain – Cont....
8:00 pm	Eastenders - Jack is stunned by a new piece of evidence - has he found Archie's murderer? Meanwhile, Syed is pressured by Zainab, and Bianca welcomes her little brother back to the Square.	Mastermind - Quiz show with John Humphreys. The specialist subjects include the novels of Stan Barstow, the history of Portmeirion, and motorcycles of the 1950s.
8:30 pm	QI - Quiz show where guests get more points for being interesting. Stephen Fry gives gifts, with help from Jan Ravens, Jimmy Carr, Clive Anderson and Alan Davies.	An Island Parish - Grey Skies... Outlook Brighter : Series charting a year in the life of the Isles of Scilly. After months of secret planning, it's time for the Rev David Easton's big farewell party.
9:00 pm	Silent Witness - Drama about a team of forensic pathologists. Nikki is forced to make some hard choices when she discovers that Anton has been less than honest with her.	Empire of The Sea's: How the Navy Forged the Modern World - Sea Change: In the last of this four-part series, historian Dan Snow looks at Britain's 19th-century Navy, which used 'gunboat diplomacy' to push British interests further afield.



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5. TV programmes. Match each title with the correct kind of programme.

1. FRIENDS	a) Documentary	1.....
2. ESMERALDA	b) Soap Opera	2.....
3. BIG BROTHER	c) Sitcom	3.....
4. REGIONAL NEWS	d) Sports Broadcast	4
5. WHO WANTS TO BE A MILLIONAIRE?	e) Current Affairs	5.....
6. THE BLUE PLANET	f) Chat Show	6.....
7. AUSTRALIAN OPEN	g) Detective Stories	7.....
8. THE SIMPSONS	h) Quiz Show	8.....
9. UVOLNĚTE SE, PROSÍM	i) Cartoon	9.....
10. COLUMBO	j) Reality Show	10.....

6. Prepositions. Fill each gap with one of the following prepositions.

for

in

to

on

per

- That's a great song. I heard it the radio three time yesterday.
- They are showing this cartoon..... the third time this week.
- Don't forget to vote..... your favourite, or they might have to leave the competition tonight.
- You should get a subscription..... that magazine if you buy it every month anyway.
- This TV series is based..... a true story, but it's still quite unbeliavable.



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6. I'm afraid that's all for today's show, but don't forget to tune..... at the same time tomorrow. Till then, bye-bye!
7. This is getting boring. You always see the same faces this show.
8. Made-..... –TV movies don't usually have as many special effects as the ones you see in the cinema.
9. Do you think pay-.....-view channels will ever be popular here?
10. I hate phone-..... request shows – people usually ask the DJ to play horrible songs.

7. Word formation. Form new words from the ones printed in capital letters at the end of each line and fill them in the gaps.

1. have complained about the violent scenes in the reports (diváci)
2. This channel broadcasts around-the-clock news from all over Europe (zpravodajství)
3. I hate watching all these old! Why can't they show something new for a change? (repríza)
4. None of the knew the answer to the last question, so the quiz master had to ask another one. (soutěžící)
5. The..... who calls in first with the correct answer wins a fabulous prize! (posluchač)
6. This new talk show is barely I expected something much better. (nedá se na ni dívat, požij příponu –able na konci slova)
7.
8. "Lispstick" is a teenage girls..... which comes out every Wednesday. (týdeník)
9. Robert wants to become a He has already written a few articles for a local paper. (novinář)
10. Don't go anywhere because we'll be back with more amazing stories after the break! (komerční přestávka)
11. There are way too many in this magazine. There are hardly any articles to read! (reklamy)

VIEW

COVER

RUN

CONTEST

LISTEN

WATCH

WEEK

JOURNAL

COMMERCE

ADVERTISE

8. Which logos do you know? Do you use them? What for?





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Solutions 5: 1c), 2b), 3j), 4e), 5h), 6a), 7d), 8i), 9f), 10g)

Solutions 6: on, for, for, to, on, in, on, for, per, in

Solution 7: viewers, coverage, reruns, contestants, listeners, watchable, weekly, journalist, commercial, advertisement