



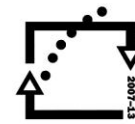
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MINISTERSTVO ŠKOLSTVÍ,
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OP Vzdělávání
pro konkurenceschopnost

INVESTICE DO ROZVOJE VZDĚLÁVÁNÍ

Název školy	Gymnázium, Šternberk, Horní nám. 5
Číslo projektu	CZ.1.07/1.5.00/34.0218
Šablona	III/2 Inovace a zkvalitnění výuky prostřednictvím ICT
Označení materiálu	VY_32_INOVACE_HoP01a
Vypracoval(a), Dne	Mgr. Pavlína Horáčková, 27. 9. 2012
Ověřeno (datum)	2. 10. 2012
Předmět	Anglický jazyk
Třída	3.A
Téma hodiny	Mass Media
Druh materiálu	Prezentace
Anotace	Žáci se seznámí s obsahem maturitního tématu „Mass Media“. Současně si rozšíří slovní zásobu i faktografické znalosti ve spojitosti s masovými médii v anglicky mluvících zemích.

MASS MEDIA

MASS MEDIA (plural)

1. Take a dictionary and try to find out singular form of the word "**media**".
2. Write down a **definition** of "mass media". What are they? What for? Do people need them? Why?

MASS MEDIA

- What kind of mass media can you name?
- What is the difference between them?
- Which of them do you use/prefer the most?
- Did your parents and grandparents have the same preferences as you when they were at your age? Why was that so?
- According to you, which of the media will be the most used in the future?

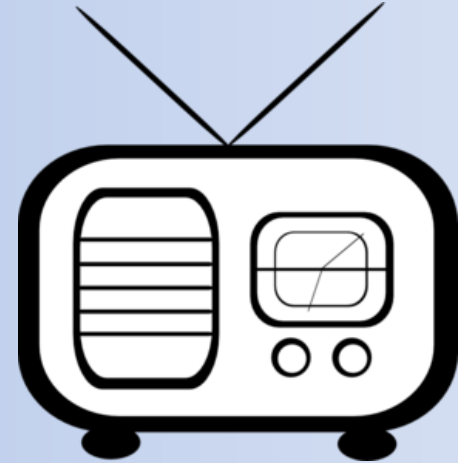
TV

- Name the advantages and disadvantages of a TV as a mass medium.
- What can you watch on TV?
- Look up some British and American TV channels.



Obr.1

RADIO



Obr.2

- Name the advantages and disadvantages of a radio as a mass medium.
- What can you listen to on the radio?
- Look up some British and American radio stations.



Obr.3

THE PRESS

- Use your dictionary to find out what is the difference between a **tabloid** and a **broadsheet**. Which of them do you prefer and why?
- Use the Internet to look up 3 British and 3 American broadsheets
- Do you know any Czech ones?
- What else can people read?





Obr. 5

Tabloid

- Work in pairs and characterize the form and style of a tabloid. What kind of information can you find there? What is typical? Who likes to read them?



Obr. 6

Broadsheet

- What is the content of a broadsheet?
- Which sections can you find inside?



Obr. 7



Obr. 8



Obr. 9

The Internet

- What are the advantages and disadvantages of the Internet? Are there any dangers of using it? Can you think of any examples?
- How often do you use it? What for?



Obr. 10



Obr.11

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Název školy	Gymnázium, Šternberk, Horní nám. 5
Číslo projektu	CZ.1.07/1.4.00/21.0390 0218
Šablona	III/2 Inovace a zkvalitnění výuky prostřednictvím ICT
Označení materiálu	VY_32_INOVACE_HoP01b
Vypracoval(a), Dne	Mgr. Pavlína Horáčková. 3.10. 2012
Ověřeno (datum)	4. 10. 2012
Předmět	Anglický jazyk
Třída	3.A
Téma hodiny	Mass Media - conversation
Druh materiálu	Konverzační otázky
Anotace	Materiál slouží k ústnímu procvičení a rozšíření maturitního tématu „Mass Media“. Ve dvojicích či skupinkách žáci navzájem odpovídají na otázky, případně diskutují ve větším počtu.

Television

- Characterize TV as a mass medium.
- How often do you watch TV?
- What kind of programme do you usually watch and why? Do you have any favourite programme / channel? Why is that so?
- What type of TV programmes / channels don't you like? Why?
- What types of programme can people watch on TV?
- Characterize: soap operas, reality show, weather forecast.
- What are the advantages of watching TV?
- What are the disadvantages of watching TV?
- Do you know anybody who is TV addicted?
- Which programmes are not convenient for small children?
- Would you like to be on TV? Why?
- Do you like commercials? What are the positives and negatives of having them on TV?
- Would you change any TV channels in the Czech Republic? How?
- What do you think about having a cable or satellite TV? Are there any advantages?
- What do you do when there is a commercial on TV? When can you usually spot them?
- What kinds of films do you know?



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The Internet

- Characterize the Internet as a mass medium.
- Is it popular? Why? For who?
- What can you find there?
- Do you have any popular websites?
- Do you write your own blog? What about?
- What are the dangers of using the Internet on personal level?
- What are the dangers of using the Internet on global level?
- What do you think about social networks like Twitter or Facebook? Do you use them? Why / Why not?
- What do you need to be able to use the Internet?
- What do you think about future of the Internet as a mass medium?
- Do you think that there should be something prohibited to be put on the Internet? What and why do you think so?
- Explain: a virus, SPAM, hacker, pop-ups, spyware.
- Do you think that there should be any kind of censorship?

Radio

- Characterize radio as a mass medium.
- When and where do you listen to the radio?
- Do you have your favourite radio station?
- What is the difference between serious and commercial radio stations?
- Can you name any Czech or British radio stations?
- What kind of people listen to the radio?
- Do you think that radio as a mass medium will be widely used in future? Why?

Tabloid / Broadsheet

- Characterize broadsheet and tabloid. What are the main differences?
- Which of them do you prefer and why?
- What kind of information can you find in each of them?
- Do you read them often?
- Can you name any Czech, British and American broadsheets?
- Can you name any Czech, British and American tabloids?
- Where do you buy them? Is it worth it to buy them these days? Why?
- What kind of sections can you find in broadsheets? Which of them do you usually read?
- Do you read whole newspapers, i.e. from the front page to the back page?



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Television

- How much TV do you watch?
- What's your favourite TV programme? Why is it your favourite?
- What type of TV programmes do you hate? Why?
- What other popular types of TV programmes do you know?
- What do you think about soap operas?
- Do you know about the history of TV?
- Do you think that TV is good for people? Why or why not?
- How does TV influence people's lives?
- Do you think that TV is the source of all evil?
- What are the positives and negatives of TV?
- How many TV channels are there in your country/region? What are they?
- What is the difference between public channels and commercial channels?
- If you could influence the nature / selection of TV programmes, what would you change? Why?
- Do you have cable or satellite TV? What are their positives and negatives?
- How do you feel about TV commercials, especially when they are shown in the middle of a film?
- What is your favourite TV commercial? What TV commercial do you hate?
- What is a 'couch potato'? Are you a couch potato?
- How do you get to know what programmes are on? Where can you find out?

The Internet

- What is internet?
- How popular is it these days? Who uses it?
- What's your favourite website? Why do you like it?
- What sort of information can be found on the Net?
- What else can be found there?
- How do you look for information on the Net?
- Can you always rely on the information you find?
- What are the positives and negatives of the Internet?
- How do people get connected to the Internet?
- Is it difficult to publish something on the Internet?
- Do you (or anyone you know) have a website? What is it about?
- Do you think that the Internet will replace other kinds of mass media completely? Why?
- Is the Internet only used for legal purposes?
- When you are using the internet, is your privacy well protected?
- What do these terms mean: a virus, SPAM, hacker, pop-ups, spyware, adware
- Is there a lot of unpleasant advertisement on the Internet?
- Is there any censorship on the net? Should there be?



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Radio

- Do you often listen to the radio? When?
- What's your favourite radio station?
- Do you prefer regional channels or national ones?
- What type of stations are popular in your country?
- What type of programmes can you hear on the radio?
- Do you think radio will still be used in the future? Why do you think so?

Newspapers

- How often do you read a newspaper?
- What is your favourite newspaper?
- What is the difference between a 'tabloid' newspaper and a 'broadsheet'? Which is more popular?
- Do people usually read regional or national newspapers?
- Is there a lot of advertisement in newspapers?
- Are newspapers usually biased or independent?
- Do you subscribe to a newspaper? What are the advantages of a subscription?
- Do you know any internationally famous newspapers?

Magazines

- Do you like reading magazines?
- What is your favourite magazine?
- What kind of magazines is especially popular with women? With men? With girls? With boys?
- When do people usually buy/read magazines?
- What do you think about women's magazines?
- How often do magazines usually come out?
- What kind of supplement do magazines usually have?
- Do you know any internationally famous magazines?

Mass media in general

- Which type of mass media do you prefer?
- Which type of mass media is most reliable? Which is quickest? Which is most fun? Which is most up-to-date? Which one is easiest to use?
- Do you think that the government should control the media? Why or why not?
- How do you think people will get information in the future?
- How did people get information in the past?
- What is 'information revolution'?



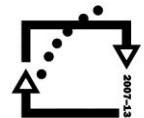
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