



INVESTICE DO ROZVOJE VZDĚLÁVÁNÍ

Digitální učební materiál

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Ročník studia	4.
Předmět nebo tematická oblast	Anglický jazyk
Výstižný popis způsobu využití materiálu ve výuce	Doplňkový materiál pro výuku anglického jazyka Inovace: komplexní procvičení slovní zásoby tematického okruhu Mass Media na úrovni B1 s využitím ICT při přípravě pracovního listu.

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Mass Media

VOCABULARY

1. Complete the chart with words from the box.

<i>tabloid</i>	<i>channel</i>	<i>TV guide</i>	<i>webcast</i>	<i>broadcast</i>	<i>news portal</i>
<i>phone-in</i>	<i>announcer</i>	<i>commercials</i>	<i>broadsheet</i>	<i>regional station</i>	
<i>editorial</i>	<i>weblink</i>	<i>chat forum</i>	<i>column</i>	<i>cable</i>	

television	newspapers	internet	radio

2. Complete the sentences with the correct form of one word from the box in exercise 1.

- I don't know why so many people like reading _____ like the Sun, they're just full of gossip and celebrities.
- You need a password to log in to this _____.
- Do you have terrestrial, satellite or _____ TV?
- "That's the end of broadcasting for today", the _____ said. "Goodbye, until tomorrow."
- A _____ is a radio program in which people call with a question or opinion.
- This _____ offers all different information – weather, transport, culture, sport ...
- I really hate all the _____ that interrupt the films I want to see.
- An _____ is an article in a newspaper which gives opinions of the editor on a topic.
- Could you email me the _____ to the site, please?
- A _____ is a media presentation distributed on the Internet using streaming media technology.



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3. Match the words linked with newspapers and magazines with their definitions.

paparazzi *issue* *article* *caption* *supplement* *press*

1)	an additional, separate part of a newspaper
2)	a piece of writing published in a newspaper or magazine
3)	photographers who hunt and exploit celebrities, politicians, sportsmen ...
4)	general term for newspapers, magazines and people who write for them
5)	words that explain what a picture is showing
6)	a particular edition of a newspaper or magazine

4. Make definitions for different types of television programmes.

soap opera	
sitcom	
quiz show	
sports broadcast	
cartoon	
chat show	

5. Read the text and complete it with the following words.

entertainment *headlines* *news agencies* *sensational* *censorship*
correspondents *advertising* *gossip columns* *circulation*

A newspaper makes its money from the price people pay for it and also from the (1) _____ it carries. A popular newspaper with a (2) _____ of two or three million daily makes a lot of money. Less serious newspapers are probably read only for (3) _____. They have big (4) _____ above the news stories, funny cartoons to look at (5) _____ photos of violence. The (6) _____ are full of stories of the private lives of famous people. No one takes the political views of such papers very seriously. On the other hand, in a free country where there is no (7) _____, serious papers are read principally for their news, sent to them by their (8) _____ from the world and by the big (9) _____.

Tento projekt je spolufinancován Evropským sociálním fondem a státním rozpočtem České republiky.



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SPEAKING

6. Work in pairs. Explain the newspaper headlines in your own words:

- Police discover key witness
- Foreign minister to quit
- New bid to cut teenage smoking
- Bad weather hits farmers
- Germany backs US plan
- Government cuts spending on new hospitals
- Passerby sees woman jump
- Tommy the dog named hero

7. What kind of work can you expect from the following people? Would you like to do the job?

- war correspondent
- news presenter
- editor
- critic
- proofreader
- political commentator
- freelancer
- blog writer

8. Discuss the following questions about mass media with your partner:

- What are the most common types of mass media today?
- Why do people read newspapers? What are the advantages and disadvantages of them?
- Do you think the printed media have a future or will they be replaced with online news?
- What is the role of the radio? Do people listen to the radio to hear the news or for different reasons?
- What kind of news programmes can you see on television? Do you watch them?
- How much time do you spend watching TV? What do you watch?
- What are the advantages and disadvantages of the Internet compared with the traditional forms of media?

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9. How are the following pictures related to mass media?



1)



3)



2)



4)

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http://commons.wikimedia.org/wiki/File%3AColetiva_de_Impresa_voo_447.jpg

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Answer key:

- television:** channel, TV guide, commercials, cable **newspapers:** tabloid, broadsheet, editorial, column **internet:** webcast, news portal, weblink, chat forum
radio: broadcast, phone-in, announcer, regional station
- 1 tabloids 2 chat forum 3 cable 4 announcer 5 phone-in 6 news portal 7 commercials 8 editorial 9 weblink 10 webcast
- 1 supplement 2 article 3 paparazzi 4 press 5 caption 6 issue
- students' own answers
- 1 advertising 2 circulation 3 entertainment 4 headlines 5 sensational 6 gossip columns 7 censorship 8 correspondents 9 news agencies
- students' own answers
- students' own answers
- students' own answers

Zdroje:

Thomas, B.J.,: Intermediate Vocabulary. Harlow: Longman Group Limited, 1998. ISBN 0-17-557127-9

Belán, J.,: Vocabulary Practice. 1. vyd. Brno: Didaktis, 2006. ISBN 80-7358-054-3

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