



# Mass Media

# Types of mass media

- Radio
- TV
- Newspapers and magazines
- Billboards
- The Internet



# The functions of mass media

- Inform people
- Educate people
- Entertain people
- Shape public opinion
- Influence the way people look at the world



# Say which of the mass media are

- The most useful
- The easiest to use
- The most common
- The most expensive
- The most modern
- The most interesting
- The most convenient
- The safest
- The cheapest

**Give your reasons**



# Advantages of the media

- We can learn more about the society around us.
- We can search for information rapidly through the Internet.
- We can learn more about the society around us.
- We can express our opinions.
- Students can make good use of the media to learn.

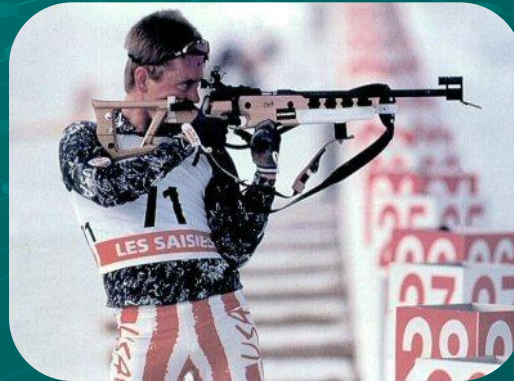


# The advantages of the different mass media

**Use:** to rest,  
to relax,  
to try your luck,  
to study at home,  
to find new friends  
to receive information,  
to study foreign languages,



# The advantages of the different mass media



Use: to get something for nothing,  
to listen (to read) about famous people,  
to listen (to read) about important events,  
to take part in shows and competitions,  
to travel around the world without wasting money.

# Disadvantages of the media

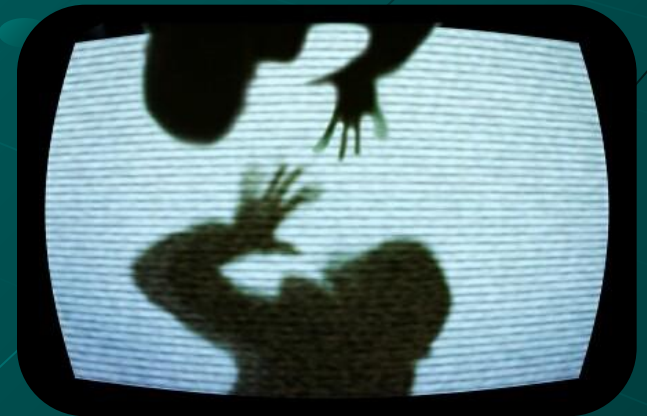
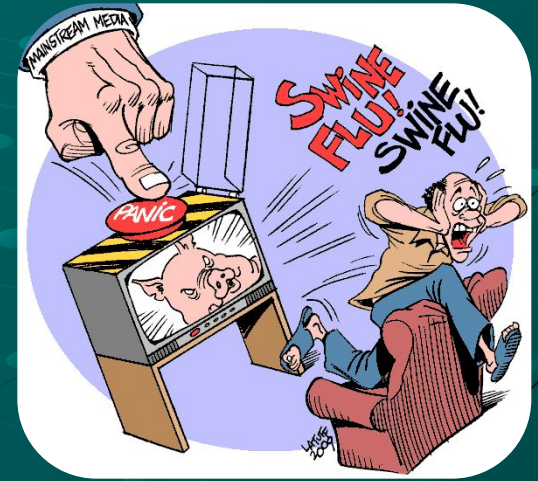
- It is dangerous to believe all the information supplied by the media because they exaggerate or give wrong message from time to time.
- When teenagers learn about crimes from the media, they may imitate and do the same.
- Students may neglect their studies if they are only interested in the media e.g. the Internet, on–line games.
- Teenagers may be exposed to pornographic materials.





# The disadvantages of the different mass media

**Use:** to get lazy,  
to put on weight,  
it's a waste of time,  
to get nervous,  
to damage your eyes,  
to sleep badly after horror films



# The disadvantages of the different mass media



Use: to watch films for adults,  
to have no time to communicate with relatives and friends,  
to have no time for sport activities in the fresh air,  
to stop writing letters to your relatives,  
to learn about the bad side of life,

# Say which of the mass media you like best of all. Why?

- As for me I like ... best
- It makes me feel better
- I can listen to it while doing something
- I enjoy watching / listening / surfing ...
- It's amazing / fantastic / exciting!
- I really relax ...
- I prefer ...

Turn the radio on / off

Switch the TV on / off

Miss a TV / radio programme

Get newspapers at home

Make new friends

Get news over the radio / over TV / the Internet

Have favourite pages / programmes, talk shows, game shows, quiz shows

