



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



What is a Newspaper ?

It is a paper printed and sold daily or weekly with news , advertisements , articles about political, crime, business , art, entertainment , sport events.



NEWSPAPERS ARE DIVIDED

Daily

Sunday

Published on every day of the week except Sunday

They are larger than daily ones



MAGAZINES

A magazine a periodical publication containing a variety of articles, generally financed by advertising and/or purchase by readers.

Magazines are typically published weekly, biweekly, monthly, bimonthly, or quarterly. They are often printed in colour on coated paper, and are bound with a soft cover. Magazines fall into two broad categories: consumer magazines and business magazines.

Magazines can be classified as:

- General interest magazines (e.g. Frontline, India Today, The Week, The Sunday Indian etc)
- Special interest magazines (women's, sports, business, scuba diving, etc)





What is a radio?

The process of sending and receiving messages through the air, broadcasting programmes for people to listen to

People can

listen to music

get news

take part in talk shows

TV PROGRAMMS:

- Talk show
- Game show
- About animals of foreign countries



Films:

- Detective
- Melodrama
- Comedy
- Adventure
- Fantasy.

Sporting events:

- volleyball
- swimming
- track and field athletics
- gymnastics





Google



msn Hotmail®




It was
invented in
the USA in
1965

INTERNET



YouTube
Broadcast Yourself



A worldwide system
of interconnected
networks and
computers.

Online shopping



Research ,getting necessary information



Talking to friends



What can you do in internet?

Watching Videos



Downloading/ listening to music



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.

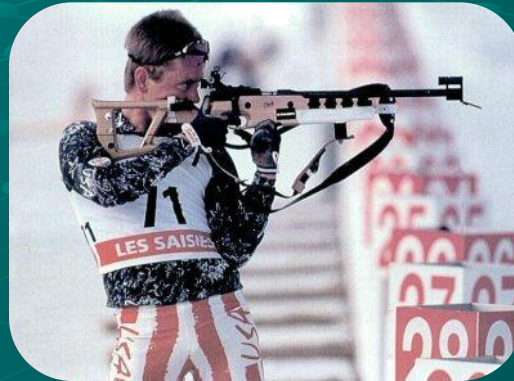


The advantages of the different mass media

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.

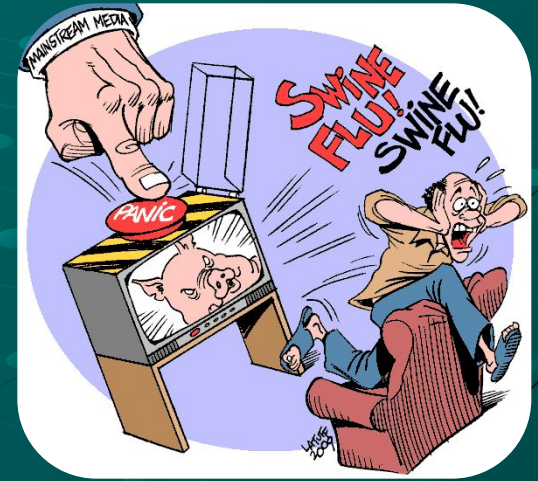
Disadvantages of the media

- 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,

THANK YOU FOR
YOUR ATTENTION