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**Mass
Media**

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Mass Media

The mass media is a diversified collection of *media technologies* that reach a large audience via **mass communication**. The technologies through which this communication takes place includes a variety of outlets.



Match the words and their definitions

- Television

- Newspaper

- Tabloid

- Radio

- The Internet

- 1.a paper printed and sold usually daily or weekly with news, advertisements etc.;
- 2.the process of sending and receiving messages through the air; broadcasting programmes for people to listen to;
- 3.broadcasting programmes (the news, plays, advertisements, shows, etc.) for people to watch on their television sets;
- 4.a newspaper with rather small pages, many pictures and little serious news;
- 5.a way to communicate with your partner who might be a thousand miles away using the computer (e-mails).

Broadcast media

It transmits information electronically, via such media as film, radio, recorded music, or television.



Digital media

It comprises both Internet and mobile mass communication.

Internet media comprise such services as email, **social media** sites, websites, and **Internet-based** radio and television.



Print media

It transmits information via physical objects, such as *books, comics, magazines, newspapers, or pamphlets.*



Outdoor media

It transmits information via such media as AR (*Augmented reality*) advertising; billboards; blimps; flying billboards (signs in tow of airplanes); *placards* or *kiosks* placed inside and outside of buses, commercial buildings, shops, sports stadiums, subway cars, or trains; signs; or skywriting.



Event organizing and public speaking

can also be considered *forms of mass media*.



Thank you for watching!

