

# MASS MEDIA





## **TYPES OF MEDIA:**

- THE INTERNET
- RADIO
- NEWSPAPERS
- TELEVISION (TV)





## **INTERNET AS THE MOST USEFUL AND MODERN MASS MEDIA:**

- RECEIVING ANY INFORMATION
- STUDYING AT HOME
- FINDING NEW FRIENDS
- TRAVELLING AROUND THE WORLD WITHOUT WASTING MONEY
- STUDYING FOREIGN LANGUAGES





## THE OPPORTUNITIES OF THE INTERNET :

- LISTENING TO MUSIC
  - LOOKING THROUGH THE NEWS
  - WATCHING FILMS OR CONCERTS
  - COMMUNICATING WITH FRIENDS
  - RELAXING
  - DIFFERENT SOCIAL NETWORKS
- THE  
INTERNET





# OPPORTUNITIES OF THE RADIO:

- INTERESTING PROGRAMMES
- ALL KINDS OF STATIONS: POP OR CLASSICAL MUSIC, NEWS, SPORTS, TALK SHOWS, POLITICS RADIO





## NEWSPAPERS

THE ORIGIN - CAME FROM THE ITALIAN «GAZETTE» PAGES HAD LESS IMPORTANT EVENTS AND RUMOUR. IT WAS TYPED IN THE MIDDLE OF 16TH CENTRE IN VENETIA FOR THE FIRST TIME BEFORE RADIO, TV AND THE INTERNET WERE CREATED, NEWSPAPER WAS ONLY MASS MEDIA FOR PEOPLE. ENGLISH PEOPLE HAVE A TRADITION TO READ NEWSPAPERS WITH A CUP OF TEA BEFORE BREAKFAST.





# TELEVISION

MANY PEOPLE CAN'T IMAGINE THEIR LIVES WITHOUT TV. THEY SPEND MOST OF THEIR TIME WATCHING SERIALS, FILMS, PROGRAMMERS AND NEVER MISS IT.





# OPPORTUNITIES OF THE TELEVISION:

- REST
- RELAXATION
- KNOWING ABOUT FAMOUS PEOPLE
- TAKING PART IN SHOWS AND COMPETITIONS
- WATCHING FILMS, CONCERTS AND PROGRAMMERS
- WATCHING MUSICAL VIDEOS

