

The mass media

WHAT IS THE MEDIA?





educate

inform

**The role of the Media
in our life**

entertain



HOW DO PEOPLE USE THE MEDIA?



To receive information



THE MEDIA HELP PEOPLE

To relax



To travel around the
world without wasting
money



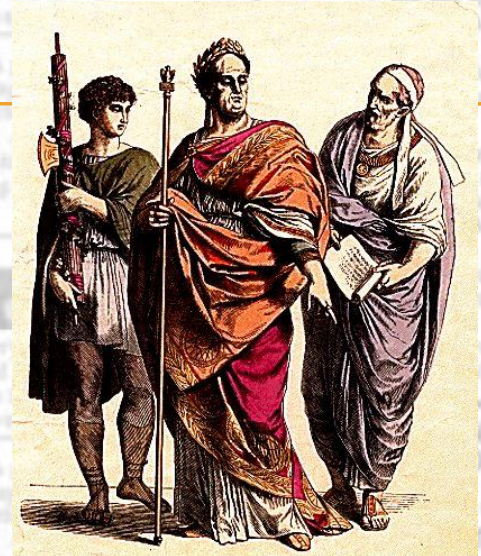
What is a Newspaper ?

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



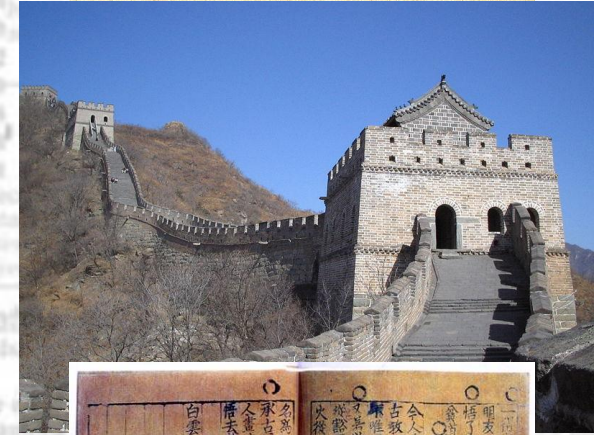
FROM HISTORY OF NEWSPAPER...

In ancient Rome, announcement bulletins of the **Acta Diurna** government were made public by **Julius Caesar**. They were carved on stone or metal and posted in public places.

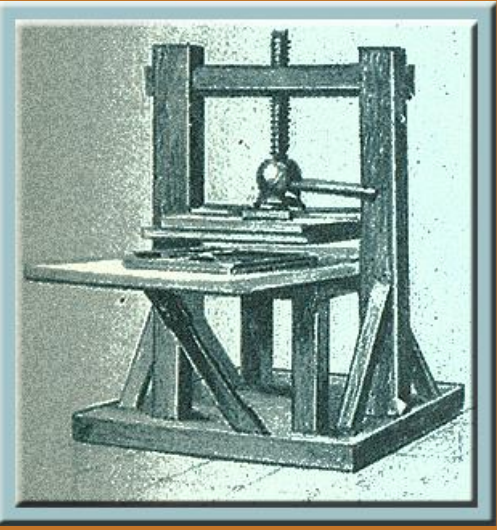


In China, early government-produced news sheets, during the late **Han dynasty** (second and third centuries AD).

Between 713 and 734, the Chinese **Tang Dynasty** published government news; it was handwritten on silk and read by government officials.



NEWSPAPERS IN BRITAIN



Printing press was
invented in the 15th
century in Germany

The first newspaper in
Britain appeared in 1513.



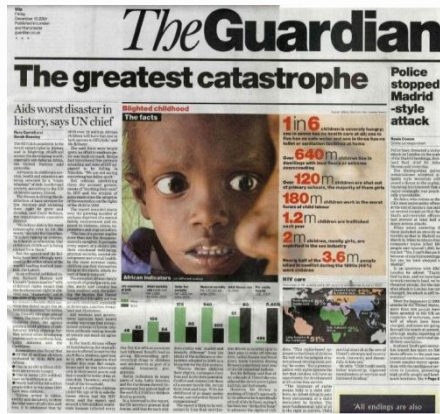
NEWSPAPERS IN BRITAIN

The longest running British newspaper is *The Times* began in 1785.



John Walter was a founder of *The Times* newspaper, London.





There are two kinds of newspapers in Britain

Quality papers

More credible
Contain political, industrial, financial and cultural news

Tabloids

Less credible

Sensationalism



NEWSPAPERS ARE DIVIDED

Daily

Published on every day of the week except Sunday

Sunday

They are larger than daily ones





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

Who invented a radio ?



Nikola Tesla developed means to reliably produce radio frequencies, publicly demonstrated the principles of radio, and transmitted long distant signals.



On May 7, 1895 the Russian physicist Alexander Popov performed a public demonstration of transmission and reception of radio waves used for communication. This day has since been celebrated in Russia as "Radio Day".



Guglielmo Marconi was an electrical engineer and Nobel laureate known for the development of a practical wireless telegraphy system. In 1896, he was awarded a patent for radio with British Patent .

A Radio in the UK

BBC radio

A service of the British Broadcasting Corporation which has operated in the United Kingdom

BBC operates more than 40 stations that comprise 50% of all radio listening in the UK

The BBC radio services began in 1922.

Commercial Radio:

Started in 1970s, now includes over 300 private stations.



RADIO
KIDIO

BBC
WORLD
SERVICE

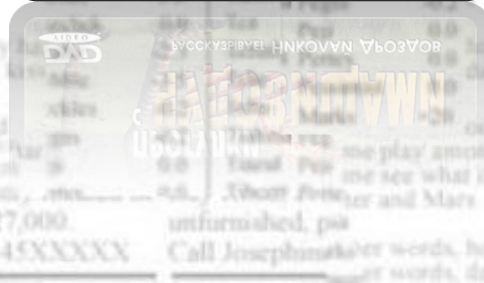
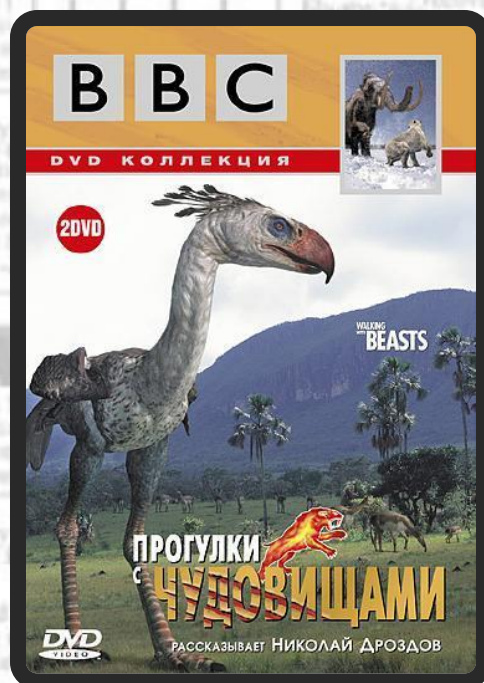
talkSPORT
1089/1053AM and Digital Radio

An advertisement

a commercial interruption, where a a thing, a product or a service are advertised . It helps people to choose best things.

A documentary

A programme which gives facts and information about a particular subject



A Weather forecast

A programme, where the announcer says what the weather will be like the next day.



TALK SHOW

It is a discussion, where different problems are discussed by participants . They express their opinions, ask and answer questions.



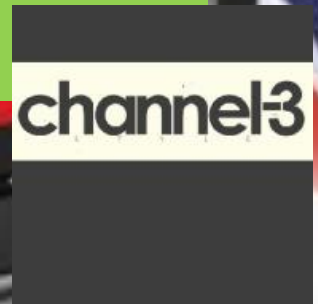
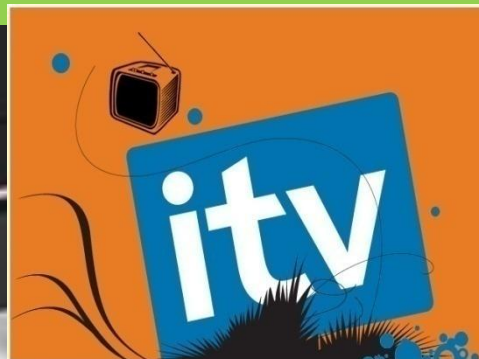
THE BRITISH TELEVISION

There are 940 television broadcasts stations; 400 different TV channels in The UK.

Major British TV Channel is

B | B | C

BBC operates 14 different television channels



REALITY TV IN BRITAIN

Programmes which ordinary people into the public eye are enjoying a wave of popularity

Popular reality TV shows in the UK



**BIG
BROTHER**

Big
Brother



X
Factor



Strictly Come
Dancing



Google™



msn Hotmail®

It was
invented in
the USA in
1965



INTERNET



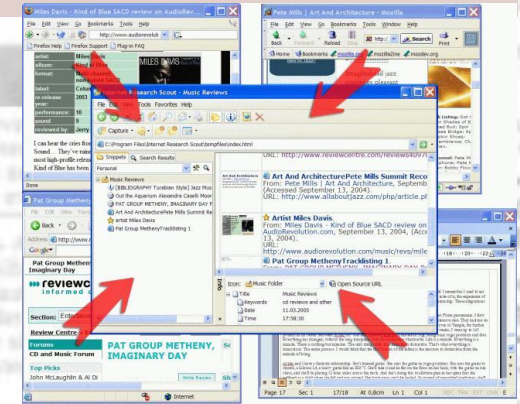
You Tube
Broadcast Yourself

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**



THANK YOU
FOR YOUR
ATTENTION