

MASS MEDIA

REPORT

Three groups of media

Mass media is an influential tool nowadays. All the news, educational and informational resources are part of Mass media.

For better understanding all sources of media can be divided into three groups:

- ▶ auditory, which is presented mainly by **radio**,
- ▶ visual, which is presented mainly by **newspapers** and **magazines**,
- ▶ audiovisual, which is presented mainly by **television**.



MEDIA

INTERNET

TELEVISION

RADIO

MAGAZINES

NEWSPAPERS

Internet

- ▶ One of the media tools that many people find irreplaceable is **the Internet**. In its turn, it can replace all the above mentioned sources and all the existing ways of broadcasting.



Media development

- ▶ It is important to mention that means of media have been largely modified over the last centuries. The main idea of media development was, of course, to satisfy human need for inquisitiveness. People have always wanted to know the socially significant news ahead.



Printed press (newspapers)

- ▶ According to some historians the first newspapers were spread in Ancient Rome as early as the 5th century B.C. The most widespread paper resembled a daily bulletin about events of the day.
- ▶ In some Asian countries there were also distributed prehistoric papers. In the Middle Ages there was a wide circulation of the so-called “flying leaflets”.
- ▶ Thanks to J. Guttenberg’s invention of printing in the middle of the 15th century, mass journalism received speedy development. Thus, Western Europe can be considered as the place of origin of the printed press.

Journalism (magazines)

- ▶ With the emergence of print media a system of journalistic genres began to develop. Among them informational chronicles, pamphlets, reportages, etc. Then there were different type of newspapers and magazines launched.
- ▶ The first printed papers were mostly of religious and clerical orientation. In the 16th century there were feudal-monarchist newspapers. The bourgeois reports appeared in the 19th century.
- ▶ The orientation of the 20th century press was socialistic and the newest and most common idea noticed in media can be characterized as common humanistic.

Radio

- ▶ One of the most wonderful discoveries made by man is radio. It is the wireless transmission of signals or sounds through free space.
- ▶ The first radio receiver was introduced by Russian physicist Alexander Popov in 1895.
- ▶ Today, we use radio mainly for listening to music and the daily news.
- ▶ Radio is also one of the most powerful means of media. That's why many large and small businesses advertise on radio nowadays.

Television

- ▶ Television is considered to be one of the most powerful media sources.
- ▶ The first TVs were white and black, and only in 1967 the citizens of our country saw color television.
- ▶ Contemporary TV sets offer digital television (DTV), high-definition television (HDTV) and other new technologies.
- ▶ Television has lots of advantages, for example, keeps us informed, entertained and in some cases even educated. It can also get the family together in the evenings.
- ▶ Television has obviously changed the society, and it's probably used more than any other type of mass media.

Media functions

There are several functions that Mass media generally carries out.

- ▶ First of all, it's **information** about the current events, facts and situation.
- ▶ Secondly, it's **evaluation**. Most of the facts that we receive today are being commented, analyzed and evaluated. So, we get the overall impression about them through certain evaluation.
- ▶ And, thirdly, media is a powerful tool for **education**. All the necessary books, historical reviews, geographical facts along with information about any other sphere can be found in periodicals, TV programs and Internet resources.