

16 - Mass media

Mass media – we can divide them into:

- **The press** - tlača) **Newspapers** - noviny) **Magazines** - časopisy

- **The television**

a) **Public** - verejná (the national TV – národná / verejnoprávna TV - e.g. STV in Slovakia) b) **Private** - súkromná) **Regional** - regionálna

- **The radio** The importance of mass media – they are our source of information.

They are easily available, complex and cheap. Thanks to the press, radio and television we learn about the world around us, important inventions, new technologies and everything that happens in the world.

1. THE PRESS –

newspapers and magazines – they have a great influence (veľký vplyv) on public opinion (verejnú mienku) and they also influence the political life. **Newspapers** can be:

- **National** – Pravda, SME...

- **regional /local/** - Kysucké noviny, Kysuce, Žilinský Večerník...

- **broadsheets** – vážne noviny

- **tabloids** - bulvár

Newspapers are published every day, some of them are published even at weekends – for example Pravda, SME...

- **Broadsheets** they are printed on large pages and are serious in tone => they bring information that is serious and objective => for example national and political news, financial and economical news, sports news, listings of television and radio programmes, the weather forecast, crosswords, advertisements and so on. They are usually published daily, and so we call them dailies.

- **The tabloids** (bulvár) - they have a smaller size and bring less serious news => they bring entertaining articles => these are usually “human-interest stories” and often discuss the personal lives of famous people – gossips from the famous’ people lives.

- **Regional /local/ newspapers** /Kysuce, Kysucké noviny, Žilinský večerník.../ - they are weeklies and they contain news of local events and sports, publish advertisements for local businesses and real estate agencies. **Magazines** are usually published weekly, have more pages than newspapers and are in colour.

Many magazines are of general interest, they concentrate on subjects of interest to many people: an ideal home, garden news, good food, mother and baby, DIY, cars, sport, travel, films, music and theatre.

- **Women`s and men`s magazines** contain stories, articles on fashion, make-up,

food and fitness, cars, music, sport and so on

- **Children`s magazines** publish short fairy tales, short poems, simple crosswords and so on.

- **Magazines for specialists** in a particular field – for example computer programming, fashion, medicine, biology, etc.

- **Journals** – serious magazines – they publish articles written by experts – e.g. doctors, scientists, teachers etc.

2. THE TELEVISION

Television is the most popular source of information for people and many people spend most of their free time watching TV.

On TV we can watch:

- **news programmes** – správy

- **the weather forecast** – predpoved' počasia

- **talk shows**

- **quiz shows**

- **documentaries** – dokumentárne programy

- **educational programmes** – vzdelávacie programy

- **soap operas** – telenovely

- **films**

- **cartoons** – kreslené filmy a rozprávky

- **sitcoms** – an amusing series in which there is a different story each week about the same group of people – e.g. Friends, Married With Children, Beverly Hills ...

On TV I like watching films because it is a good way of relaxation and I can discuss the film later with my friends at school or with my family. I also like watching news programmes because I can learn a lot of new information and I can be informed about the life and events in the world. Sometimes I also watch sitcoms and documentaries, especially documentaries about animals and wild life. I never watch soap operas because I think that they are boring.

Disadvantages of TV

Many people watch TV long hours and until late night and become addicted to it. The next day they are tired and cannot concentrate at work or at school. Their eyes suffer and they can have health problems. They should listen to radio or read more books and go to bed early.

In Slovakia we have:
a) Public television /verejná TV/ is our national television. In Slovakia it is STV. It has two channels STV 1 and STV 2. It is a serious television. **STV 1** usually broadcasts news programmes, educational programmes and films. There is an evening program for children regularly every day. **STV 2** usually broadcasts documentaries and stories about famous people.
b) Private

television /súkromná TV/ – in Slovakia it is for example Markíza, TV JOJ... Private televisions are less serious than the national TV and broadcast many films, shows and entertaining programmes. There is a lot of violence shown on private televisions.**c) Regional televisions** /regionálna TV/ – e.g. KTV - they usually broadcast news about the region and events that happened in the region. Sometimes there are interviews with people who are well-known in the particular region – e.g. the Mayor of a town, village, owners of local companies...

3. THE RADIO

Some people prefer listening to radio to watching TV or reading the press. There is a lot of good music. The news is read by a presenter and the radio offers many good programmes:

- **news programmes** – správy
- **weather forecasts** – predpoved' počasia
- **chat shows** – ako talk show – people speak about their problems
- **quiz shows** - kvízy
- **educational programmes** – vzdelávacie programy
- **breakfast / morning shows** – ranné vysielanie
- **phone-in programmes** – people telephone in to give their opinions or get advice
- **documentaries** – dokumentárne seriály

Many people listen to radio all day long – at work, when they cook dinner, work in the garden and so on. Young people usually listen to a lot of music – e.g. Express, Fun Radio and so on.

In Slovakia we have a national radio – Slovenský rozhlas - it has 5 channels /Slovenský rozhlas 1, Slovenský rozhlas 2, Rádio Regina, Rádio Devín, hudobné rádio/.**Vocabulary:****divide** - rozdeliť**importance** - dôležitosť**source of information** – zdroj informácií**available** – dostupné**thanks to** – vďaka**world around us** – svet okolo nás**invention** – vynález**happen** – stať sa**influence** - ovplyvňovať**publish** – vydávať, publikovať**printed on large pages** – vytlačené na veľkých stranách**they are serious in tone** – majú vážny tón**objective** – objektívny /obsahujúci pravdivé fakty/**the weather forecast** – predpoved' počasia**crosswords** – krížovky**advertisement** – inzerát**dailies** – denné noviny**size** – veľkosť **less serious** – menej vážny**entertaining articles** – zábavné články**“human-interest stories”** – “zaujímavé príbehy ľudí”**discuss** – diskutovať**gossip** - klebetá**weeklies** – týždenníky**contain** – obsahovať**event** – udalosť**a real estate agency** – realitná kancelária, realitka**general interest** - všeobecný záujem**concentrate on** – sústrediť sa**subjects of interest to many people** – predmet záujmu mnohých ľudí**DIY /Do It Yourself/ magazine** - “urob si

sám” – časopis pre domácich majstrov **fashion** – móda **food** - jedlo **fairy tales** –
 rozprávky **poems** – básničky **simple crosswords** – jednoduché krížovky **a specialist**
in a particular field – odborník v určitej oblasti **scientist - vedec** **spend** - stráviť
 (čas) **most of their free time** – väčšina voľného času **watch** - pozerať **an amusing**
series – zábavný seriál **different story** – odlišný príbeh **each week** – každý týždeň **a**
good way of relaxation – dobrý spôsob na relaxovanie **later** – neskôr **also** –
 tiež **wild life** – život v divočine **boring** - nudný **disadvantages** – nevýhody **until late**
night – až do neskorej noci **become addicted to something** – stať sa a niečom
 závislým **the next day** – na druhý deň **tired** – unavený **suffer** – trpieť **health**
problems – zdravotné problémy **they should** – oni by mali **early** - zavčas **a channel** –
 kanál **broadcast** – vysielateľ **regularly** – pravidelne **violence** – násilie **shown** -
 ukázané **well-known** – dobre známy **particular region** – určitý región **the Mayor of a**
town – primátor mesta **owners of local companies** – majitelia miestnych
 spoločností **prefer** – uprednostňovať **a presenter** – hlásateľ **offer** – ponúkať **all day**
long – celý deň