**MEDIA**Media is/are the main means of mass communication. They include broadcasting, publishing, and the Internet.

More specifically, we can talk about the news media. They are forms of mass media that focus on delivering news to the general public or a target public. These include print media (newspapers, newsmagazines), broadcast news (radio and television), and more recently the Internet (online newspapers, news blogs, etc.).

The first newspaper written in English was "The Weekly Newes", which was published in London in 1621. In 1690, the first American newspaper was published in Boston. A newspaper is usually printed on low-cost paper called newsprint. It may be general or special interest, and may be published daily, weekly, biweekly, monthly,
bimonthly, or quarterly.

General-interest newspapers are usually journals of current news on a variety of topics. Those can include political events, crime, business, sports, and opinions. Many also include weather news and forecasts. Newspapers increasingly use photographs to illustrate stories; they may include entertainment, such as crosswords.

A story is a single article, news item, usually concerning a single event, issue, theme, or profile of a person. Correspondents report news occurring locally, from their own country, or from foreign cities where they are stationed.

Most reporters write their stories electronically from remote locations. Some journalists also interpret the news or offer opinions and analysis to readers. Reporters take notes and also take photographs, either on their own, by citizens or through a photographer.

Newspapers are traditionally divided into two main categories:

**Broadsheets**: 600 mm × 380 mm (23 1⁄2 in × 15 in), generally associated with more intellectual newspapers. E.g. "The Daily Telegraph", "The Independent" in the United Kingdom. "The New York Times", "The Washington Post". They tend to use their greater size to publish stories exploring topics in depth, while carrying less sensationalist and celebrity-oriented material.  This distinction is most obvious on the front page: whereas tabloids tend to have a single story dominated by a headline, broadsheets allow two or more stories to be displayed, of which the most important sit at the top of the page—"above the fold". The sentences are longer and more complicated, and the vocabulary will be more advanced. The tone is more formal and serious as they focus on important national and international issues.

**Tabloids**: half the size of broadsheets at 380 mm × 300 mm (15 in × 11 3⁄4 in), and often perceived as sensationalist in contrast to broadsheets. Examples include (UK) "The Sun", "The Daily Star", "The Daily Mirror"; (US) "New York Post", "The Chicago Sun-Times". The emphasis is on such topics as sensational crime stories, astrology, celebrity gossip and television. Celebrity gossip columns tend to focus on their sexual practices, misuse of narcotics. Often, they tend to be written with a simplistic, straightforward vocabulary and grammar. Their layout usually gives greater prominence to the picture than to the word. The writing style is often accused of sensationalism. In the extreme case, they have been accused of lying or misrepresenting the truth to increase circulation. Tabloids have shorter sentences and paragraphs and use more basic vocabulary; reports use emotive language.

Newspapers have traditionally been published in print (usually on cheap paper called newsprint). New technologies have enabled newspapers to publish color photographs and graphics, as well as innovative layouts and better design. To help their titles stand out on newsstands, some newspapers are printed on coloured newsprint. For example, “the Financial Times” is printed on a distinctive salmon pink paper.

However, today most newspapers are also published on websites as online newspapers, and some have even abandoned their print versions entirely.

There are several different **types of newspaper articles**:
**News Reports** - these are found at the front of a newspaper. They inform readers about things that are happening in the world or in the local area. They will be full offacts, like names, dates and places. Reports tend to have a more formal, neutral tone.

A **feature article** explores the issues raised by news stories in more depth. It tends to less formal than a report, often taking a personal point of view.

**Editorials** (úvodník, komentář, redakční článek) and **columns** (sloupek, rubrika). They might be there to inform (because the writer's expert opinion is valued), or they might be there to entertain (because the writer has a comic or interesting way of describing everyday life). Columnists develop a style of their own  – for example, polemical or sarcastic. They create this style through vocabulary choices and rhetorical devices.

An **obituary** (úmrtní oznámení, nekrolog)- a notice of a death, especially in a newspaper, typically including a brief biography of the deceased person.

**Television (**TV), sometimes shortened to tele or telly, is a telecommunication medium used for transmitting moving images in monochrome (black and white), or in colour,and sound. The term can also refer to a television set. Television is a mass medium for advertising, entertainment and news.

Television became available in the late 1920s. After World War II, an improved form of black-and-white TV broadcasting became popular in the United States and Britain,and television sets became commonplace in homes, businesses, and institutions. In the mid-1960s, color broadcasting was introduced in the US and most other developed countries. Since 2010, Internet television has increased the availability of television programs and movies via the Internet through streaming video services suchas Netflix and Amazon Video.

Broadcast systems: terrestrial TV, cable TV, satellite TV, Internet TV

Types of TV programmes:
educational
factual: documentaries
entertainment: game shows, cooking shows, music TV, serial, films (western, comedy, drama, sci-fi, art films, ...), cartoon series,
religious
adult TV channels
sports

TV stations: BBC (British Broadcasting Corporation), Sky One, ITV (Independent TV); USA: CNN (Cable News Network), ABC (American Broadcasting Company), NBC (National Broadcasting Company)

The origins of **the Internet** date back to research commissioned by the federal government of the United States in the 1960s. The Internet gave birth to new services such as email, Internet telephony, Internet television, online music, digital newspapers, and video streaming websites. Newspaper, book, and other print publishing
are adapting to website technology. (e-books, e-zines, online newspapers...) The Internet has enabled and accelerated new forms of personal interactions through instant messaging, Internet forums, and social networking. Online shopping has grown exponentially both for major retailers and small businesses and entrepreneurs, as it enables firms to extend their "brick and mortar" presence to serve a larger market or even sell goods and services entirely online. (e-shops)

Many people use the World Wide Web to access news, weather and sports reports, to plan and book vacations and to pursue their personal interests. People use chat, messaging and email to make and stay in touch with friends worldwide, sometimes in the same way as some previously had pen pals. Social networking websites such as Facebook, Twitter, and Instagram have created new ways to socialize and interact. Users of these sites are able to add a wide variety of information to pages and to connect with others. It is also possible to find existing acquaintances, to allow communication among existing groups of people. YouTube and Flickr specialize in
users' videos and photographs. While social networking sites were initially for individuals only, today they are widely used by businesses and other organizations to promote their brands.

The Darknet, the darkweb, the Deep Web, the invisible web, the hidden web - is part of the world wide web (www) It may be used to avoid censorship, to sell drugs, weapons, stolen credit card details, etc.

Which newspaper, magazine, e-zine or website is your favourite and why?

Do you sometimes listen to the radio?

Which bloggers are popular in your country? Do you have your own blog or a YouTube channel?

Some people say that Facebook is useless. What do you think?

When do you watch TV? Which programmes are you fond of and why?

How much time a day do you spend in the cyberspace?

Do you use the Internet to learn new things?

How can the media help you to learn a foreign language?