

Ještě nevíš, co budeš dělat po úspěšném složení zkoušky? Přijď se za námi bavit a studuj jazyk se **statusem studenta**. U PELICANA navíc získáš ISIC a druhý jazyk zdarma. Více informací i přihlášku k **pomaturitnímu studiu** najdeš na stránkách www.skolapelican.com.



MEDIA

DEFINITION OF MASS MEDIA

Mass media is a means of communication that reach a very large number of people, informing about important events happening in the world. Through mass media we can discover or learn new information. Mass media can be divided into printed and electronic. An example of printed mass media would be newspaper and or electronic radio, TV and the Internet.



TV IN THE UK

In the UK, there are two major TV networks: BBC Television, which stands for British Broadcasting Corporation, and Independent Television, abbreviated to ITV. The BBC's domestic television channels are: BBC One (The Corporation's primary network, broadcasting mainstream entertainment, comedy, drama, documentaries, films, news, sport, and some children's programmes. It is also the oldest channel), Two (specialist programming, including comedy, documentaries, dramas, children's programming and minority interest programmes), Three (16-34-year olds, new comedies and documentaries), Four (niche programming for an intellectual audience: specialist documentaries, 'serious' dramas, live theatre and foreign language films), News, Parliament, CBBC (for children aged seven and above), Cbeebies (for children aged seven and under), BBC Alba (broadcast in Scottish Gaelic) and BBC Scotland, have no commercial advertising and collectively they account for more than 30% of all UK viewing. The services are funded by a TV licence. Conversely, ITV was launched in 1955 to provide competition to BBC, established in 1932. ITV also offers various channels: ITV, ITV2 (American programming such as Gossip Girl and The Vampire Diaries), ITV3 (UK dramas, including Agatha Christie's Poirot, Classic Coronation Street and Inspector Morse), ITV 4 (sport, police shows, Bond films and US comedies and dramas, classic action series of the 1960s, 1970s and 1980s), ITVBe (targets young female audience, airing reality and unscripted shows, including US imports) and CITV (for children). Other popular UK TV networks are Channel 4, Channel 5 and STV.

TV IN THE US

The Federal Communications Commission (FCC) is an independent agency of the United States government that regulates communications by radio, television, wire, satellite and cable in all 50 states. It was established in 1934. There is no official censorship, TV programs are controlled and regulated and the channels are paid from advertising. The largest and most popular TV networks in the USA are: ABC (American Broadcasting Company), CNN (Cable News Network), MTV (Music Television), NBC (National Broadcasting Company) and CBS (Columbia Broadcasting System). ABC offers sports programming, award shows, late-night shows, talk-lifestyle shows, soap operas, news, political shows as well as children's programming. CNN is known for its dramatic live coverage of breaking news and for its efforts to be nonpartisan. On NBC Americans can watch soap operas, news, interviews, political talk shows, late-night shows, children's programming and sports. MTV broadcasts music videos and original reality programming for teenagers and young adults. CBS shows news, game shows, soap operas, talk shows, sports and children's programming.

TV IN THE CZECH REPUBLIC

In the Czech Republic, TV stations can be divided into public (state-owned), private, cable and regional. Czech Television is a public television broadcaster in the Czech Republic, broadcasting seven channels (ČT1, ČT2, ČT3, ČT24, ČT Sport, ČT Déčko, ČT art). It's funded through television concession fees which are paid by all households and legal entities that own a television or any television signal receiver. There are practically no commercials shown. On the other hand, Nova is a commercial television station and the first privately held nationwide Czech TV station. Nova attracts the most audience. Prima is another privately-owned TV station, also quite popular. Both Prima and Nova are funded from advertising. Popular cable and satellite TV stations are Óčko and MTV (music channels). An example of a regional TV station would be TV Brno 1.



Originally the term "radio" only included transmissions freely received over-the-air, such as the AM and FM bands, now commonly called "terrestrial radio". However, the term refers to streaming audio services in general, including subscription satellite and cable and Internet radio.

RADIO IN THE UK

BBC Radio 1 broadcasts modern and pop music. Radio 2's main focus is on contemporary music and targets a middle-aged audience. On Radio 3 you can listen to classical music, jazz and opera. If you tune in to Radio 4, there will be news, debates and comedy, science, history and art shows. On BBC Radio 5 Live, you can listen to news, sport, discussion, interviews and phone-ins. It is the principal BBC radio station covering sport in the UK. Independent National Radio is the official term for the three national commercial radio stations broadcasting on analogue radio: Classic FM (classical music), Absolute Radio (guitar-based rock, mostly British) and talkRADIO (discussion about topical issues and consisting entirely or almost entirely of original spoken word content). Heart is a radio network of 13 adult contemporary local stations providing local news coverage, traffic and weather reports, podcast, and, of course, music.

RADIO IN THE US

In the US, most people like listening to the radio while driving, as many Americans commute to and from work by car every day. The aforementioned FCC issues licences to radio stations and decides which frequency they can use. NPR, the National Public Radio, is a privately and publicly funded non-profit media organisation. It serves as a national syndicator to a network of over 1,000 public radio stations in the United States. NPR produces and distributes news and cultural programming. The organization's flagship shows are two drive-time news broadcasts, Morning Edition and the afternoon All Things Considered, are among the most popular radio programs in the country. WTOP is a popular news radio channel based in Washington, D.C., and KIIS-FM from Los Angeles, California, is a huge hit music maker popular and familiar to most people over 20. Last but not least, KBIG-FM, also from LA, features top and pop music from the 1990s to the present day. The majority of programming in the United States is in English, with Spanish the second-most popular language; these are the only two languages with domestically produced, national radio networks. In the largest urban areas of the United States, "world ethnic" stations broadcast a wide variety of languages, including Russian, Chinese, Korean and the languages of India.

RADIO IN THE CZECH REPUBLIC

In the Czech Republic, there are public (state-owned) and private radio stations. Furthermore, some are nationwide and others local. The most famous public radio broadcaster is Český Rozhlas, which has been operating since 1923. It is the oldest radio broadcaster in continental Europe and the second oldest in Europe after the BBC. The service broadcasts throughout the Czech Republic both nationally and locally. Its four national stations are Radiožurnál ("infotainment" station (pop music, news, traffic announcements, sports and other information), Dvojka (talk and family programmes), Vltava (culture, art and classical music) and Plus (spoken word). An example of a public local station is Český Rozhlas Ostrava. Conversely, there are also numerous private radio stations that broadcast nationally, such as Impuls (it broadcasts Czech songs and is the most popular radio station overall in the number of listeners), Evropa 2 (pop music) and Frekvence 1 (music from the 60s and onwards). Kiss Morava (the 90s and onwards), Rádio Čas (news, pop and talk) and Hit Rádio Orion (news, sports, music, and podcasts) are all examples of private local radio stations.



PRESS IN THE UK

In the UK, Fleet Street is used to refer to British national newspapers and to the journalists who work for them. The quality papers, otherwise known as broadsheets, have a larger physical format and are more "serious" in tone. They report national and international news. They always contain an editorial, which is an article expressing the editor's opinion on a subject of particular interest or reflect their political stance. It is divided into sections such as finance, politics, sport, weather, ads, entertainment, obituaries, etc. The Daily Telegraph and The Times would be classified as right-wing newspapers, whereas The Guardian is on the centre-left as well as The Independent. The Financial Times could be situated somewhere between the political left and right. While these are all daily newspapers, some people only buy newspapers on Sunday. In the Sunday Times or the Observer, readers can find more pages and supplements. Naturally, there are local papers too. These are usually free and delivered to people's homes free of charge. They are paid for from advertisements and usually published every week. There are also tabloids, which are printed in a smaller format than broadsheets and referred to as "the gutter press" because they report less serious news and tend to have sensational headlines. They especially focus on celebrities (with paparazzi pictures), sports and crime stories. Examples of tabloids are: The Sun, The Mirror, The Express, The Daily Mail and Metro, which is the UK's highest-circulation print newspaper. It's distributed on public transport networks (trains, trams, buses and the London Underground) and high-traffic commuter zones throughout the UK.

PRESS IN THE US

In the United States, the press, or "Fourth Estate", plays a vital role as a guardian of U.S. democracy. That role is guaranteed by the First Amendment to the U.S. Constitution, adopted in 1789, stipulating that Congress not enact any laws abridging freedom of the press. The US is not as big on tabloids as the UK, but there's a very popular American weekly magazine called People that specializes in celebrity news, human-interest stories, and gossip. Just like in the UK, Americans can choose to subscribe to a newspaper or magazine and get it delivered home on a regular basis, which works out cheaper than buying it all the time at a newsstand or store. The subscription can be annual or monthly. USA Today is a daily newspaper that is ranked first by circulation on the list of newspapers in the United States. It has been shown to maintain a generally centrist audience, in regards to political persuasion. USA Today is distributed in all 50 states, Washington, D.C. and Puerto Rico. Atypical of most daily newspapers, the paper does not print on Saturdays and Sundays; its Friday edition serves as the weekend edition. Of course, there are some Sunday newspapers as well as newspapers in other languages spoken in the US. Despite the fact that the New York Times, the Washington Post and the Los Angeles Times are read all over the country, they can be considered "local" newspapers. The Wall Street Journal (also known as The Journal) is an American business-focused, English-language international daily newspaper based in New York City, with international editions also available in Chinese and Japanese. The editorial pages of The Journal are typically conservative in their position.

PRESS IN THE US

Czech readers can choose from a wide selection of broadsheets (e.g. MF Dnes and Hospodářské noviny) and tabloids (e.g. Blesk, Aha!). Broadsheets are usually less colourful, contain fewer and smaller pictures, are more serious in tone and more formal in language. They are divided into different sections just like the newspapers in the US and the UK: finance, economy, business, politics, science, environment. They usually contain advertisements, sometimes supplements such as TV programming or a magazine. On the other hand, tabloids contain a lot of pictures that are big in size accompanied by little text. They don't always report the truth but speculations and the language would be more colloquial. They primarily focus on celebrities and regular people with interesting or extraordinary life stories. Just like their US and UK counterparts, Czech people can buy magazines, which often aim at a specific group (car lovers, scientists, fitness enthusiasts, children, teenagers, gardeners, people who like knitting or nature, etc.)

THE INTERNET



Obviously, in all three countries, most newspapers, tabloids, magazines, TV programmes, radio stations can nowadays be accessed online. Some of them require a paid access, others are freely (especially radio stations) available to readers, listeners and viewers. At present, people are used to reading news on social media. The problem is that it's a place where it's quite difficult to determine the authenticity and reliability of the information. Not all news websites employ qualified and experienced journalists, e.g. BuzzFeed. Fake news could be considered mainly an Internet phenomenon. They are false news stories, often of a sensational nature, created to be widely shared or distributed for the purpose of generating revenue, or promoting or discrediting a public figure, political movement, company, etc. It's practically impossible to avoid them on social media. So even though the Internet has enabled countries to share breaking news with an international audience within seconds, one must always verify the source the information is coming from and maybe double-check it's true by consulting one of the well-established newspapers with a good reputation.