

Mass media

TV, newspaper, advertising...

Even though the mass media is a very wide subject I shall only limit myself to some of its aspects.

In this speech report I am going to elaborate on television, newspaper, spam ads and Internet.

The main purpose of mass media is to entertain, to educate and inform target audience. Each media does it on its own way.

There are a substantial number of television channels and each one produces its own programme containing wide range of subjects or specialised, narrow themes. There are a few of the specialised channels:

- Educative National Geographic, Discovery channel, Travel, Animal planet,
- Entertaining Viva, MTV, TV Petelin, Hallmark,
- Info programs as TV-Info, BBC, CNN,
- As well as regular programmes intended for wide audience such as SLO I, II, POP TV, Kanal A and others.

Although similar channels mostly broadcast the same films all over again, one still has one's choice to switch the channel or use other mass media source.

A large majority of films and various news features can also be found on the Internet – the biggest and fastest growing media and communication source. The possibilities of using Internet are almost unlimited. Through it we can watch television, listen to the radio, send and receive e-mails, download various digital files, chat, have videoconference and much more. Since Internet is interactive we are also able to find all the information we need and many more different themes than on TV and in the newspapers (combined). Nevertheless much of it is uncensored and not supervised which can lead to its abuse and wide spreading of false information. At this point I would like to warn not all the information on the Internet is true and it needs to be verified. Such possibility of verification is possible at web pages of some bigger magazines, television stations, science centres and universities.

Now let's go to the newspapers and other printed media. We can say they are the most limited mass media. They must be prepared more carefully as Internet or TV and it needs to be printed and distributed. Printed media employ the biggest percentage of the working force in the media albeit its limited nature, but Internet on the other hand has only just begun to take its superior position in the mass media world.

The most common thing connecting all forms of mass media is advertising. We can find it in almost every media source. There are certain media that exist just because of its advertising feature, such as Salomonov oglasnik, Bolha.com and others.

In some cases ads are welcome. During the films on TV where we can not stop the film so we can go to the lavatory, go and empty the fridge, have a cigarette or just scratch on the buttocks. Sometimes they introduce us a new article that we may need and other times they are so mean and manipulative that they force us to buy a thing we do not need. Such unpleasant ads are commonly known as spam. Many times ads are used to fill the gaps – on TV, Internet and printed media. What else do Kanal A and POP TV broadcast in the forenoon?

Ad n.– abbreviation for advertisement

Albeit conj. – although

Broadcast n., v. – to show some film on the TV (predvajati)

Broadening, n. – the spread of sth.

Feature n. – an important and noticeable part of sth., a newspaper or magazine article or television programme about sth.

Interactive adj. – involving direct communication both ways, between the computer and the person using it

Narrow adj.- tight

Target audience n. – an audience which media refers to