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**Mass  
Media**

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# Mass Media

The mass media is a diversified collection of *media technologies* that reach a large audience via **mass communication**. The technologies through which this communication takes place includes a variety of outlets.



## Match the words and their definitions

•Television

•Newspaper

•Tabloid

•Radio

•The Internet

- 1.a paper printed and sold usually daily or weekly with news, advertisements etc.;
- 2.the process of sending and receiving messages through the air; broadcasting programmes for people to listen to;
- 3.broadcasting programmes (the news, plays, advertisements, shows, etc.) for people to watch on their television sets;
- 4.a newspaper with rather small pages, many pictures and little serious news;
- 5.a way to communicate with your partner who might be a thousand miles away using the computer (e-mails).

## Broadcast media

It transmits information electronically, via such media as film, radio, recorded music, or television.



# Digital media

It comprises both Internet and mobile mass communication. Internet media comprise such services as email, social media sites, websites, and Internet-based radio and television.



# Print media

It transmits information via physical objects, such as *books, comics, magazines, newspapers, or pamphlets.*



# Outdoor media

It transmits information via such media as AR (Augmented reality) advertising; billboards; blimps; flying billboards (signs in tow of airplanes); *placards* or *kiosks* placed inside and outside of buses, commercial buildings, shops, sports stadiums, subway cars, or trains; signs; or skywriting.



# Event organizing and public speaking

can also be considered *forms of mass media*.





# Thank you for watching!

