



INVESTICE DO ROZVOJE VZDĚLÁVÁNÍ

Číslo projektu	CZ.1.07/1.5.00/34.0499
Název školy	Soukromá střední odborná škola Frýdek-Místek, s.r.o.
Název materiálu	VY_22_INOVACE_475_AJ_35
Autor	Mgr. Taťána BLAHUTOVÁ
Tematický okruh	Anglický jazyk
Ročník	4 Forma denní
Datum tvorby	Březen 14
Anotace	Text slouží k výuce, samostudiu a E-learningu. Celek tvoří základy konverzace, gramatiky a obsahuje také cvičení
Zdroje	MRÁKOTA, Jiří. <i>Maturitní otázky z angličtiny</i> . Severografia a.s., Most: Jirí Mrákota - Vydavatelství jazykové literatury, C.Boudy 514/3,67401 Třebíč, 2004, ISBN 80-902572-9-1. http://www:freefoto.com/cz/index.jsp



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THE MEDIA – příprava k SMZ

INTRODUCTION

Could you introduce yourself to us?

Tell us something about yourself and your practise. Which branch do you study and why?

Do media play important role in your job? How should news and media help you in your practise and life?

TASK ONE

Imagine you have had a homework about the role of the media today. Try to talk on your own about the role of the media in our life and work. Teacher is going to ask you some questions and she and all students find out information on PC too.

What can you see on the Internet?

What are the advantages and disadvantages of the Internet over traditional media?

What can you say about age of users of the Internet?

What are the most common types of media today?

How do you use the them? And how often?

What should the media do and not do?

What types of newspaper are there?

Try to call some newspapers and magazines. Which of them do you read?



Describe and compare the pictures.



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Where do you buy magazines and newspapers? And how much do you pay for them?



Talk about shopping in big shopping centers and new trends, typical and popular small shops like CORNER SHOP IN GREAT BRITAIN.

Describe the pictures and find out information on PC. Use dictionary on PC on www.seznam.cz or other pages and addresses.

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TASK TWO

You and the examiner are going to talk together about listening to a radio and watching television.

Which films and documentaries do you watch on TV? And why?

You are asked to express your opinion on some TV channels, Czech and British channels.

What news programmes can you see on TV?

How much time do you spend by watching TV weekly?



You can use photographs and information on PC and describe the pictures.

Why is objectivity in media so important ?

Do you listen to radio? Where and how often?

Which radio stations do you listen to and why?

