

History of the media

Media represent our society today. Thanks, in particular to the so-called 'new media', we are connected to nearly everyone in the world almost 24/7.

This development began with the emergence of print media. In the beginning, there were pamphlets and newspapers, but over time technological achievements led to electronic media, such as radio and television, and finally the Internet. They all form what is known as mass media, i.e. media designed to reach a large number of people.

History of the radio

- a) Watch the video "[History of the radio](#)" (03:30 min) about the expansion of the radio and answer the integrated questions. Don't forget to take notes, as you will need the information for the next task. If you have any questions, your teacher will be there to help you.



History of the radio

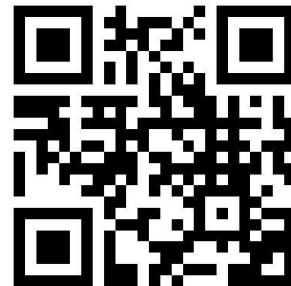
- b) Get into pairs to answer the questions below. Use your notes from task a). When you have answered the questions, switch partners and compare your answers with your new partner.
- ◆ Do you think radio still has a global reach? List some arguments pro and con.
 - ◆ Do you think radio will still be around in 50 years? Give reasons for your opinion.
 - ◆ Do you think podcasts are a new form of entertainment or just a long form of advertising? Give some reasons for your opinion.

Cinema, radio and television

- a) Use your mobile device to scan the QR Code and learn more about the development of modern communication and media by watching the video "[Cinema, radio and television](#)" (12:06 min). If you have difficulties understanding the speaker, switch on the subtitles and watch the video once again. Create a vocabulary list (for example using an Excel spreadsheet) with the words you don't know and look them up in the online dictionary. If you have any questions, your teacher will help you.
- b) Create a [mind map](#) with the most important facts mentioned in the video. When you are done, get together in pairs (find a new partner) and discuss your results.



Cinema, radio and television



Online dictionary



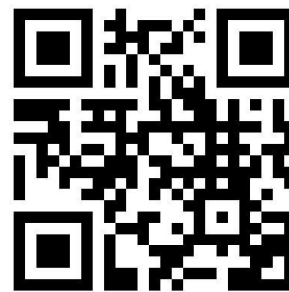
Mind map

History of mass media

- c) Watch the video “[History of mass media](#)” (13:57 min). If you have difficulties understanding the speaker, switch on the subtitles and watch the video once again. Create a vocabulary list (for example using an Excel spreadsheet) with the words you don’t know and look them up in the online dictionary. If you have any questions, your teacher will help you.
- d) Create five true/false questions that summarise the main points of the video. Then work in pairs (find a new partner) and answer your partner's questions. Finally, discuss the main message of the video in pairs.



[History of mass media](#)



Online dictionary