

Programme Code: 3UAB.Voc (AT)
Course Code: 17AT101

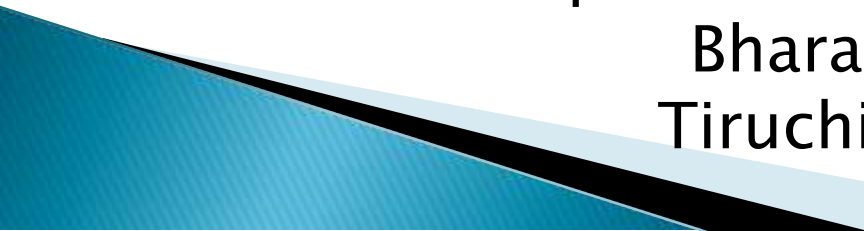
Unit – II–Mass Media

Sub: Business Communication
(General Component)

Sem: I –2017–2018

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MASS MEDIA



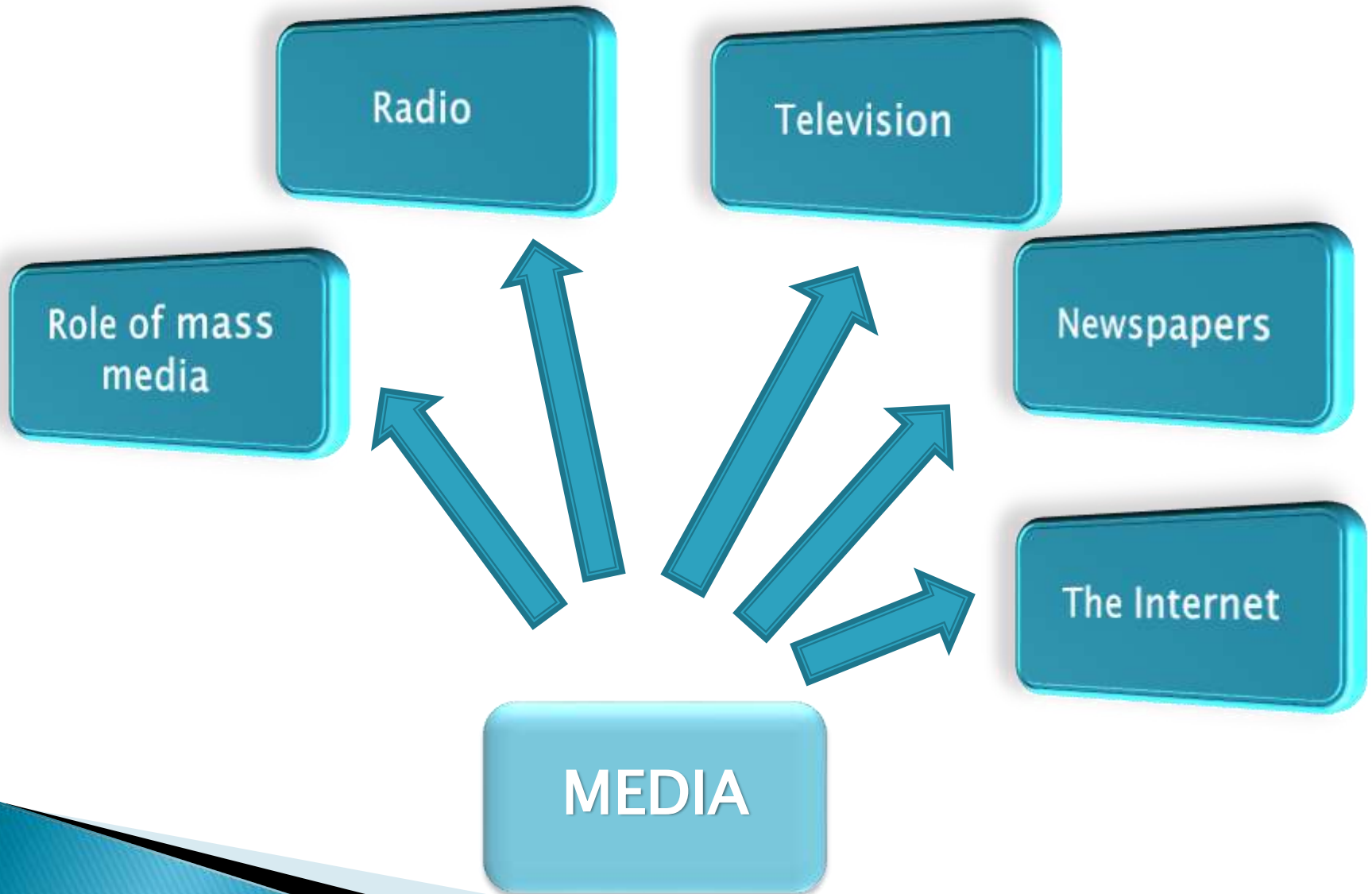
1. Main role of mass media
2. Press, radio, television
3. The Internet
4. Negative impact

Do you agree with the following quotation?
Explain.

Watching TV is a waste of time.

Frank Lloyd Wright

Brainstorm the vocabulary connected with the following subtopics:



What are the basic functions of mass media?

(click here)

- ▶ informative
- ▶ educational
- ▶ entertaining
- ▶ advertising

Talk about the advantages and disadvantages of the mass media in the pictures below.

1.



2.



3.



4.



Which of the programmes below do you listen to on the radio?

- ▶ political debates
- ▶ news
- ▶ traffic news
- ▶ pop charts
- ▶ weather forecast
- ▶ live broadcasting
- ▶ fairy tales
- ▶ talk shows
- ▶ sport matches
- ▶ morning shows

What radio stations do you listen to? Why?

What TV programmes are in the pictures below?
Which of them do you like watching?



Look at the pictures below. Talk about the negative influence of television.



What types of newspapers do you see in the pictures below?

1.



2.



3.



4.



5.

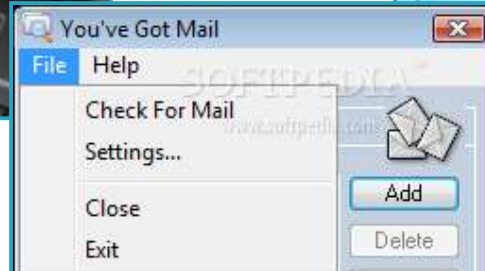


6.



Which newspapers and magazines do you read?
Why?

Look at the pictures. What is the Internet used for?



Why do you use the Internet?

Design the front page of your new school newspaper. Include its name, content, some pictures.

