

UNIT 4 - Stay in touch



Different
kinds of
MEDIA



There are different kinds of media: print media and electronic media...

Newspapers, magazines, books, comics, cartoons, calendars, photography, brochures, flyers, leaflets...

Broadcast media: Television and radio



Video game consoles

Storage media: DVDs, CDs, USB connectors, hard drive disks...

...and digital media

The Internet: online newspapers, magazines etc., online television and radio stations, websites, video platforms, social media/social networks (like facebook, twitter, WhatsApp, Telgram, Instagram...): used for social networking (make a profile; find/chat with friends; write/send/receive/read/comment on messages; watch/share/comment on photos/videos etc.)



You need one or more **electronic devices** to use digital media, because you must be able to watch/listen:

For example you need a personal computer, a tablet pc, a laptop/notebook, a mobile/smart phone, an e-book reader...

Print media, broadcast media and digital media are kinds of **mass media**.

Mass media are used to reach many people.

