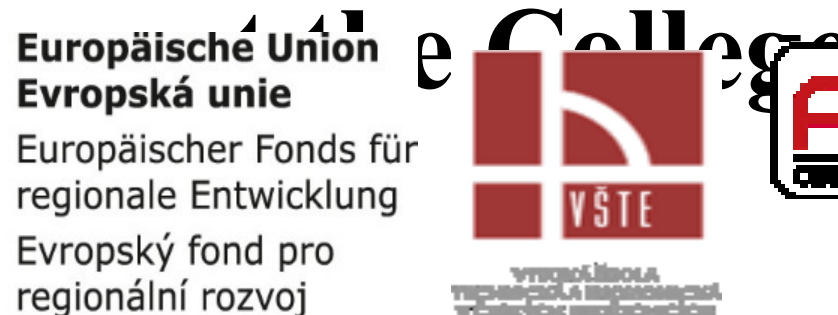


Information and communication technologies:
10. Auditive media, their history, present and future.

Methodological Concept for Effectively Supporting Key Competencies Using the Foreign Language ATCZ62 - CLIL as a



Means of audiotronics



DT MEANS	AID (information carrier)
gramophone	gramophone record
Disc tape recorder	tape
cassette recorder	Tape recorder
CD player	CD disc
Radio	broadcasting
Audiobooks	MP3

Audiovisual equipment

DT MEANS	AID (information carier)
Film projector	Sound movie
TV	TV broadcasting
Video recorder	Video cassette
Multimedia computers	CD ROMs wit multimedia programmes
Dataprojectors	Data on computers or other sources
DVD player	DVD

Auditive Media

Auditive = Hearing

Media = medium, between, middle

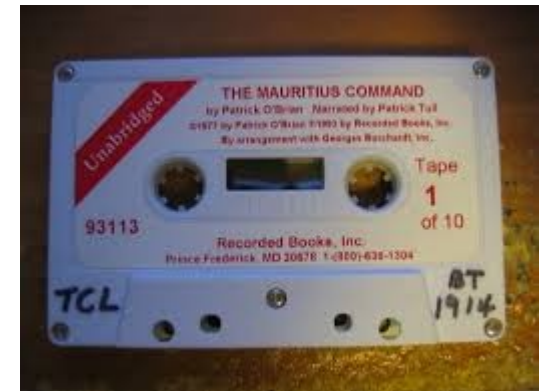


The media is an intermediary, it mediates something

Definition - it is difficult to define the term

Media, there are many definitions

They are important in the communication process



The role of 1



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Auditive Media



Examples of auditing media that fix and store

.Tape recorders, cassettes, video cassettes, films

.Classification by theoretical criteria:

.Primary, secondary and tertiary media



.Media publishing steps:

.Interpersonal communication

.Communicatio



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History

Inventors:

• T. Edison - 1877 - phonograph

• Berliner - 1878 gramophone

• Hertz - radio waves

• Marconi - 1896 signal transmission between two places

• Nikola Tesla - Founder of Radio Technology - 1891 - Beginning of Radiation

- World War I - US Army Radio Transmission

- KDKA in Pi



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History on our territory

- .1908 first attempts at radio broadcasting.
- .After the First World War there is a development - the need of establishing a communication network - wireless radiotelegraphy and radiotelephony.
- .1918 - The first radio station in Petřín in Prague - first broadcast 1919.
- .Regular radio broadcasting started on 18 May 1923 from the Scout tent in Prague Kbely.
- .Radiojournal - the first private company to operate radio broadcasting (1923)

.The Golden
Recording



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ystem,

mate (1028)

- In 1948, Communists take over Czechoslovak Radio - ideological propaganda, censorship, coverage over the whole territory - original intent to protect the population and mobilization (idea used in 1968)
- 1968-1989 - The role of informing and mapping political events, there are significant changes in broadcasting
- Hvězda News Channel - Broadcast 24 hours a day, 1976, live broadcasters.
- 1988 Termination of foreign broadcast jammers
- Velvet Revolution.
- 1991 - Establishment of private radio stations

➤ September



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Present

Auditive media - still used,

Often linked to visual →

Audiovisual media

Players - phones, tablets, computers,

TV, mp3



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Future

- Do we expect some future of auditive media? Yes x No
- Will a TV screen or a radio be part of our home, as it is so far?
- HN - Article "The future without screens is approaching, yet slow"
- TV in our homes will be replaced by projectors;
- New concept: projectors that need little space for display - huge image at 25cm distance, complicated installation, connection to set-top-box or game console with wireless system.
- Projectors for mobile phones and tablets / Lenovo, ... /.



➤ Reducing



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Future - Technology



Digital radio status
Mobile application
Smart TVs
Integrated players
Traffic news
Hybrid radio