

Information and communication technologies:
12. Multimedia in the mirror of time.
Philosophy of the media.

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



What are the media?

✓DAILY PRESS,

✓MAGAZINES,

✓FILMS,

✓RADIO AND TELEVISION BROADCASTING,

✓INTERNET (news, tutorials, entertainment portals, social networking, blogs, vlogs, spoken word, movies, music ...).

These means of communication have in common that they are available to a potentially large number of users at regular intervals (diaries, magazines, radio and television) or almost constantly on demand (Internet portals, mobile operators and the due to Internet increasingly Television and radio).

The power of the media

TARGETED INFLUENCE OF PUBLIC DEFINITION



- Manipulation
- Deliberate selection of messages and their shortening
- Messaging and evaluating comments
- Exaggeration (Positive Message sounds more positive, Negative more negative).

➤ The force of
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ation (the

d with cause and effect)

Media features

INFORMATION FUNCTIONS

Especially journalism, where news, commentaries and reports are used.

ENTERTAINMENT FUNCTION

It brings music, art, sports transmissions, but also today's phenomena - TV series, reality show, cooking,

Sometimes there is a merging of individual functions

COMMERCIAL FUNCTIONS

Provides me



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1900-1925

- A journalistic industry emerged,
- 1 field reports and photo reports.

•1918 - Czechoslovak

•Political diaries.

•Independent diaries.

•Tabloits.



Restriction or freedom of the press

Even though the system of the First Republic is today a model for many of democratic establishment, the functioning of the periodical press has been much more limited at this time than today.

The Press Act determined what must be stated in the titles of each periodical form, and it also established
INSTITUTE OF THE RESPONSIBLE EDITOR
Who has been criminally liable for any violation of the letter against the laws in force

Role of radio - entertainment, news

In 1925, news began to play a new and more active role on the radio, not just reporting messages, but trying to bring events closer.

.First attempts at reporting.

.The first sports report.

RADIO AND EDUCATION

Gradually, radio courses for foreign languages, such as French, were included in the program offer.

.Lectures,

.Interviews,

.Discussion

In May 1924 an article was published in the National Letters, in which editor J.D. Richard (Richard Durdil) who first proposed using the word „wireless" instead of the word "radio" ... The station of the received message or the music actually tells all of us and therefore is certainly entitled to propose a title
Wireless

1930 - 1960

TV

A pioneer in our country was Jaroslav Šafránek (associate professor of experimental physics at Charles University in Prague) in the 1930s.

In 1935 he completed the first television reception apparatus in Czechoslovakia.

Great interest in television was shown by Czechoslovak radio amateurs.

The transmitter only served to investigate the propagation of very short waves. However, Czech TV broadcasting could not develop in the occupation. It did not recover until 1945

In March 1939, Czechoslovakia was occupied by Nazi Germany. Actor Zdeněk Štěpánek read the news about this event via ČTK radio news.

THE FORCE OF INTERVIEW CONTINUES

1939 - Radio broadcasting to the Protectorate (all employees of Jewish origin have to leave).

Film and war propaganda

A series of movies were depicted

Territorial expansion of

Third empire

These films had no significant artistic value and served primarily to promote war. Images that could have attracted great attention were sharply criticized, censored or banned.



In 1942 home news is completely subordinate to the protectorate power of the Nazi press union headed by Wolfgang Wolfram von Wolmar.

Media and Communism

In 1948 CTK was under Communist dictatorship.

- The instrument of political propaganda of the ruling party;
- Strong censorship;
- Nationalization of radio.

Two types of news:

- for public,
- Non-publ



Years of the 50th - Sharpened Ideological War

For the next 40 years the media started to serve in Czechoslovakia

to "*People and the Communist Party*",

1952 - Establishment of the Main Press Office Administration,

1952 - Czechoslovak Radio began to cancel the broadcasts of Free Europe (broadcasting started in 1950).

Ideology versus reality



1960 - 1990

The media before the occupation

Radio

- Natural civil speech, criticism, openness,

- Reception of world radio stations - extension of supply, but weakening of control by the state.

1967 - Prague Spring
1968 - Invasion of the Warsaw Pact troops
1969 - Jan Palach - personnel cleansing on television and radio
1969 - Transfer of World Cup in Czechoslovakia - Soviet Union

1966 - Zdeněk Svěrák broadcasts from the "fictive Vinárna at spider" - here was born the character of Jára Cimrman

TV

- Only one program

- A huge incr



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1968 Occupation - Time of Normalization

RADIO

- Jammers of foreign stations (Free Europe, Voice of America),

TV

- Transmitter for second program, 1973 - first color broadcast
- Personal cleansing,
- Renewing censorship,
- Ideological concept,

- Attacks on di



PRINTING

80s and others

- 1986 - Chernobyl,
- 1989 - The Velvet Revolution,
- A big change is the development of personal computers →
- 1981 - 4th generation computers.
- 1990-2017
- Early 1990s - media transformation,
- End of censorship - the media are heading into personal property,



➤ The media are a forum for discussions on matters of public interest



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