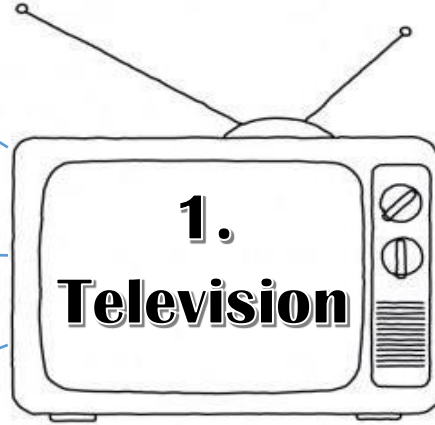


TYPES OF MEDIA



1. TV has been around since the **1920's**

4. TV dramas & movies = **EXPENSIVE** to produce

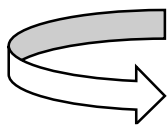
2. Used worldwide. Is one of one of main sources of **entertainment**.

5. "Soapies", talk shows & reality programs = **CHEAPER** to produce

3. TV programs does not only entertain but also **informs & educates**.

6. TV networks depend on **ADVERTISEMENTS** to cover their costs

2. SOAP OPERAS



A TV or radio drama **SERIES** that typically deals with the events in a group of characters' lives.

1. Gets recorded on
- a daily basis
- in serial format

3. The word soap comes from soap producers that used to sponsor these programs in the USA

2. Usually ends in such a way that keeps viewers guessing what will happen next. =

CLIFFHANGER. *7de laan*



3. RADIO



1. RADIO PROGRAMS

INCLUDE:

- News bulletins
- Discussions & interviews on current affairs

The purpose is to:

Inform & educate listeners

- Also includes **music / music programs** to

DJ: Disc Jockey

Someone who selects & plays music to a listening audience

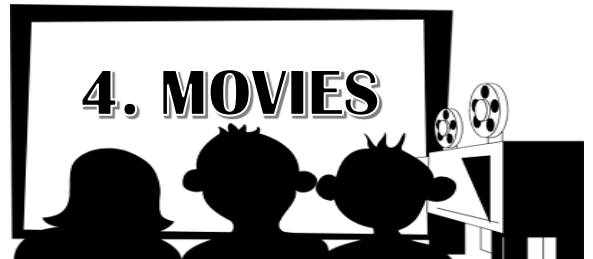
2. Sometimes **chain stores** have their own radio broadcasts where they create a specific atmosphere in the store and inform listeners on specials/ discounts

You can listen to the radio anywhere: in your house or car.

RADIO PERSONALITY/ HOST:

- Introduces & discuss various genres of music
- Or host a talk show/ take calls from listeners/ or that gives weather, news, sport or traffic reports

4. MOVIES



1. Movies has been made for over **100 years**.

2. Motion pictures = one of the main sources of **entertainment** today.

3. Before 1930 movies did not have sound and was called **silent movies**

4. Later when sound was introduced they called it **talkies**.

5. The movie theatre was found in the **1980's** during the **industrial revolution**.

6. Movies can influence the community in different ways. Some movies convey political ideas while others simply entertain.