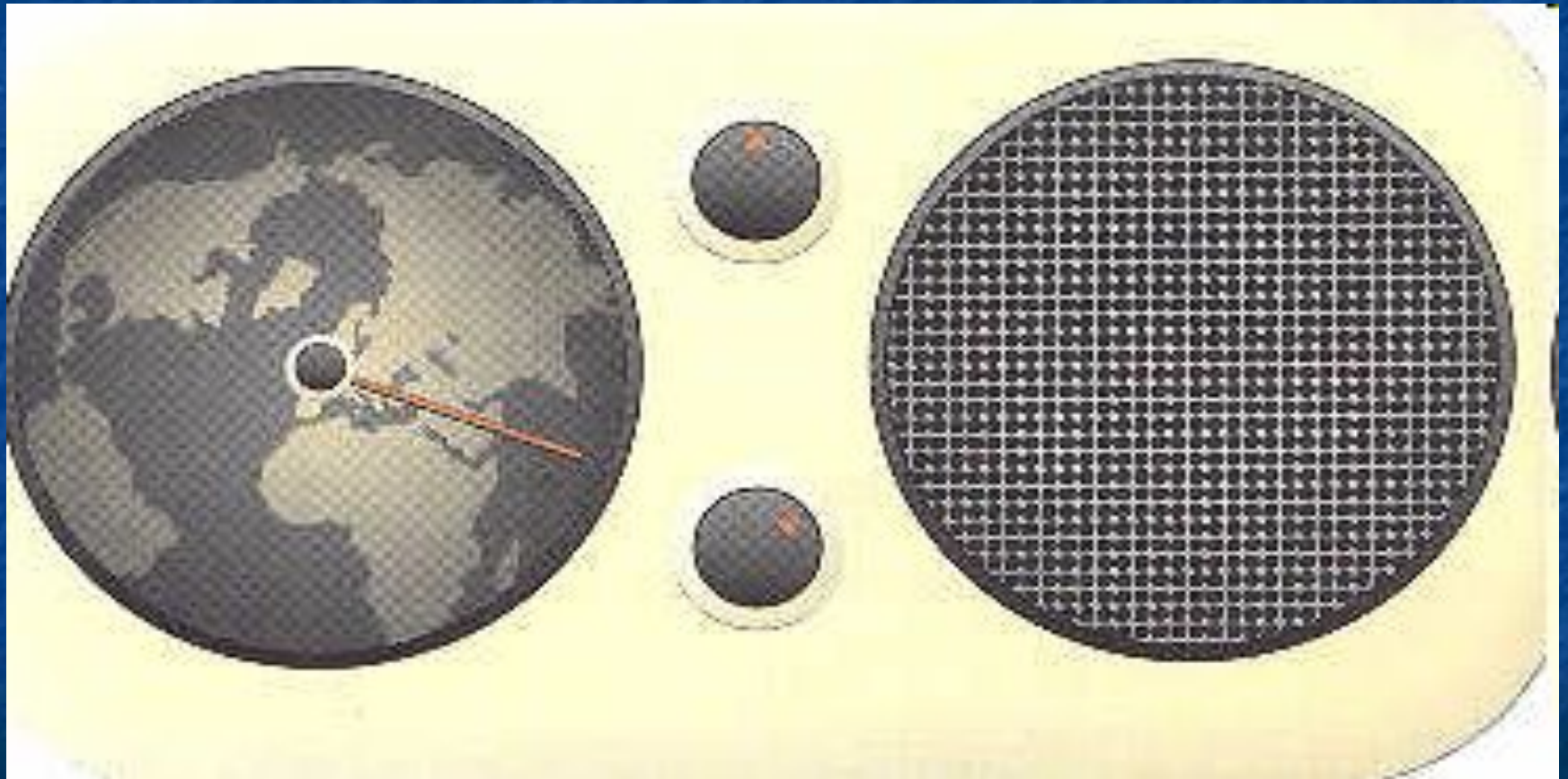


THE USA MASS MEDIA



General Information



What are the Media?

- **“Media” is the plural of “medium” which means a channel through which information is transmitted”**

- *Advertising*
- *Books Publishing*
 - *Cinema*

The Pop Music Industry

The Press

Radio

TV

Video



Special Advertising Section
Euros Times
Page 1



WORLD SUMMIT FOR CHILDREN

The summit will be the first of its kind, and will be held in the heart of the city of Seville, Spain, on the 16th and 17th of September. It will bring together the world's leading child rights experts, politicians and business leaders to discuss the challenges facing children in the 21st century. The summit will be a landmark event in the history of child rights, and will provide a unique opportunity for the world's leaders to come together to discuss the future of our children.



Plan to save thousands

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A star's goodwill

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In the Past

Hundreds of years ago news travelled either by foot or on horseback. Runners and riders took days, weeks, sometimes months to get from one place to another. And what happened when they arrived? Well, often the news was announced by the Town Crier. He was a man with a bell and a loud voice who shouted public information in the street. Communication has come a long way since then.

Here are 5 “key” events in media history

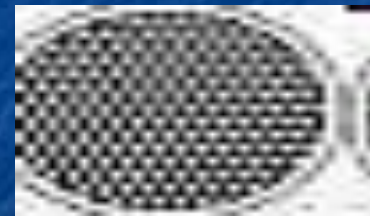
- **15th century**
Germany
Jonannes
Gutenberg
developed first
printing press



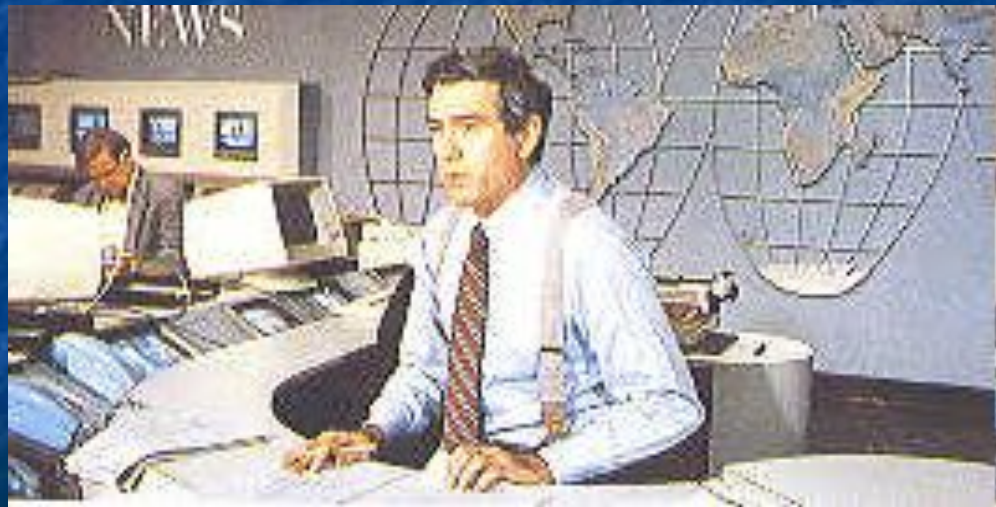


- **1621 Europe
“The Corante”
Europe’s first
printing
news-sheet
appeared**

- **1901**
- **Britain**
- **Marconi sent the first transatlantic radio message from England to Canada**



- **1962 America “Telstar” the first communications satellite went into space**



- **1970/1980 USA/Japan/Europe**
- **The micro-electronics revolution began**



What is next?



- Most news media privately owned