**MÓDULO DE AUTOAPRENDIZAJE**

**SEMANA 30 DE MARZO AL 03 DE ABRIL AÑO 2020**

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| **TÍTULO** | Mass Media |
| **ASIGNATURA /MÓDULO TP** | Inglés |
| **NOMBRE DEL PROFESOR/A** | Pia Cáceres González |
| **OBJETIVO DE APRENDIZAJE DE LA UNIDAD 1 (TEXTUAL)** | **O.A. 10**.- Demostrar comprensión de textos no literarios (como descripciones, artículos de revista, instrucciones, procedimientos, avisos publicitarios, emails, diálogos, páginas web, biografías, gráficos) al identificar:   * propósito o finalidad del texto * ideas generales, información específica y detalles   **O.A. 13**.- Escribir historias e información relevante, usando diversos recursos multimodales que refuercen el mensaje en forma creativa en textos variados acerca de temas como:   * experiencias personales * cultura de otros países * textos leídos |
| **MOTIVACIÓN** | La siguiente actividad busca que estudiantes tomen sus conocimientos previos acerca del uso de medios de comunicación masivos e identifiquen el vocabulario en inglés |
| **ACTIVIDAD(ES) Y RECURSOS PEDAGÓGICOS** | Actividad: Estudiantes deben investigar y escribir en inglés cinco medios de comunicación masiva. En la segunda actividad estudiantes deben leer texto “mass media” y responder preguntas de verdadero y falso.  Recursos: guía, lápiz, diccionario inglés- español, página web. |
| **EVALUACIÓN** | Se evaluará la guía de forma escrita. |
| **ESTE MÓDULO DEBE SER ENVIADO AL SIGUIENTE CORREO ELECTRÓNICO** | [pia.caceres@colegio-jeanpiaget.cl](mailto:pia.caceres@colegio-jeanpiaget.cl)  Se sugiere sacar una foto de la guía y enviarla con el nombre del estudiante y el curso al cual pertenece al correo anteriormente mencionado. |

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| GUÍA DE INGLÉS | | |
| Nombre: | | |
| Curso: Octavo básico | **Fecha:** | **Profesor : Pía Cáceres** |
| OBJETIVOS DE APRENDIZAJES  1.- OA 10 Demostrar comprensión lectora de textos informativos.  Oa 13 Escribir textos relevantes a “ MASS MEDIA” | | **CONTENIDOS**   * **Mass media** |

**Contenidos “MASS MEDIA”**

**Mass media** son medios de comunicación masiva, estos son aquellos canales o instrumentos que permiten transmitir un mismo mensaje para que sea recibido por una enorme cantidad de [personas](https://concepto.de/persona-2/) de forma simultánea.

Por su masividad, se habla de audiencias o públicos a la hora de referirse a los receptores de los mensajes transmitidos por esta vía. Con la irrupción de este tipo de medios, comenzó al hablarse de “comunicación de masas” ya que en ella participa un único emisor que formula un mensaje, que le llega a un receptor masivo. Los medios masivos de comunicación se pueden usar con diferentes fines, que serán explicados más adelante.

Por las características antes mencionadas, el surgimiento de los medios masivos está muy vinculado a los avances tecnológicos. Una carta, por ejemplo, no tiene las condiciones necesarias como para ser leída por una gran cantidad de personas, como sí lo tienen los mensajes emitidos a través de las radios, los [periódicos](https://concepto.de/periodico/), el [cine](https://concepto.de/cinematografia/), la [televisión](https://concepto.de/television-digital/) e [Internet](https://concepto.de/internet/), que tienen un alcance superior.

Algunos de los medios masivos mas importantes son la : televisión, radiofónicos, cine, periódicos, internet, etc.

Adjunto link <https://www.youtube.com/watch?v=Xd3m1wBCcmQ> en el cual pueden encontrar un video donde explican que son los MASS MEDIA, para que asi pueden practicar y familiarizarse con el tema y su correcta pronunciación en inglés.

**Guia n° 3 Mass Media**

**Instrucciones:**

1. Busca, dibuja y escribe en inglés 5 medios de comunicación masiva.

EJEMPLO:

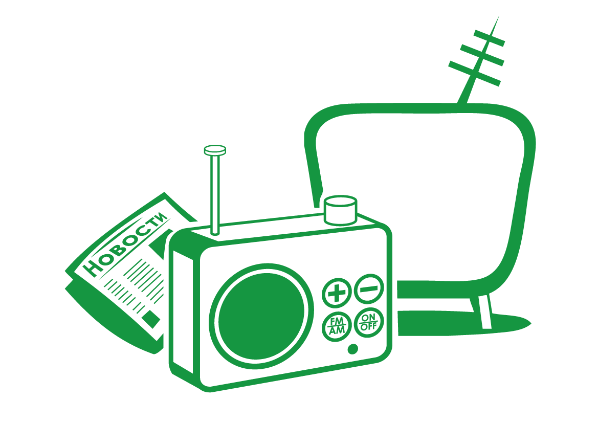
 NEWSPAPER

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| **Imagen** | **Concepto en inglés** |
| **1-** |  |
| **2-** |  |
| **3-** |  |
| **4-** |  |
| **5-** |  |

1. Lee el siguiente texto y responde con true (verdadero) o false (falso)

***THE ROLE AND INFLUENCE OF MASS MEDIA***

*“In the last five decades the media and its influence on the societies has grown exponentially with the advance of technology.*

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*First there was the telegraph and the post offices, then the radio, the newspaper, magazines, television and now the internet and the new media including palmtops, cell phones etc. There are positive and negative influences of mass media, which we must understand as a responsible person of a society.*

*The function of the media in a society is to provide news and information to the masses, which is why the present era is some time termed as the information age as well. People need news/information for various reasons, on one hand it can be used to socialize and on the other to make decisions and formulate opinions.*

*In present era of globalization, majority of people in the society depends on information and communication to remain connected with the world and do our daily activities like work, entertainment, health care, education, socialization, travelling and anything else that we have to do. A common urban person usually wakes up in the morning checks the TV news or newspaper, goes to work, makes a few phone calls, eats with their family or peers when possible and makes his decisions based on the information that he has either from their co-workers, TV news, friends, family, financial reports, etc. we need to be conscious of the reality that most of our decisions, beliefs and values are based on what we know for a fact, our assumptions and our own experience.*

*We have put our trust on the media as an authority to give us news, entertainment and education. However, the influence of mass media on our kids, teenagers and society is so big that we should know how it really works. The media makes billions of dollars with the advertising they sell and that we are exposed to, every single moment. We buy what we are told to buy by the media. After seeing thousands of advertising’s we make our buying decisions based on what we saw on TV, newspapers or magazines. These are the effects of mass media especially in teenagers, they buy what they see on TV, what their favorite celebrity advertise and what is acceptable by society based on the fashion that the media has imposed on them.* *The media has a huge impact on society in shaping the public opinion of the masses. They can form or modify the public opinion in different ways depending of what is the objective.*

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*There are some positive and negative influences in young people of our society due to these ad campaigns in the media. Here is a positive influence example, if there is a quiz show on education that is getting a lot of attention by the media and gains popularity among your friends and society, you will more likely want to actively participate and watch these quiz shows. These activities are good for the society and will promote literary activities in the youth. However a negative influence in teenagers is the use of guns and ammunition by celebrity movie stars, the constant exposure of which would seduce the teen to replicate the same behavior in the real life.*

*Teens are in a stage of life where they want to be accepted by their peers, they want to be loved and be successful. The media creates the ideal image of beautiful men and women with all the ingredients of a successful person, you can see it in movies and TV. It’s a subliminal way to persuade the masses that if you want to be successful and look like them then you have to buy that particular brand or product. Another negative influence in teenagers, especially in the USA, that has grown over the last years is obesity. There are millions of adolescents fighting obesity, but at the same time they are exposed to thousands of advertisements of junk food, while the ideal image of a successful person is told to be thin and wealthy. The media has a huge impact on society in shaping the public opinion of the masses. They can form or modify the public opinion in different ways depending of what is the objective.”*

a) The first media is the telephone. TRUE / FALSE

b) Socializing is the most important aspect of Mass Media. TRUE / FALSE

c) Mass media helps to get important information and communication. TRUE / FALSE

d) Advertising has been affected by the media negatively. TRUE / FALSE

e) Teenagers use Mass Media in order to be accepted. TRUE / FALSE

f) Obesity is not a media problem in the USA. TRUE / FALSE

g) Media doesn’t affect the public opinion of the masses. TRUE / FALSE

h) People learn through Mass Media. TRUE / FALSE