



# LESSON 6. THE MEDIA

# Introduction Activity

**Media** is the collective communication outlets or tools that are used to store and deliver information or data to a large number of people. There are basically two types of media- personal and print media. It is either associated with communication media, or the specialized mass media communication businesses such as: print media and the press, photography, advertising, cinema, broadcasting (radio and television) and publishing.





## *Listening 1.1*

Listen to the conversation and fill the gaps with the correct word/s.

**A:** I work for the Big City Newspaper, and I'm doing a story on

.....

**B:** I read that paper .....

**A:** Great! So I can ..... for my story?

**B:** I would love that!

**A:** Did you ..... today?

**B:** I'm ..... from voting now.

**A:** Who did you vote for?

**B:** I voted for our city's .....

**A:** Were there many people voting?

**B:** I think ..... was pretty low. It's .....

**A:** Why do you think that is?

**B:** I think people think all .....

1. The.... is the person who is responsible for the overall shape of the program.

- a. actor
- b. producer
- c. director

2. Turn on the TV! There is live ..... of the cricket match between England and Australia.

- a. coverage
- b. report
- c. review

3. "Those were today's headlines. And now it's Angela McCarthy with her weather .....".

- a. forecast
- b. broadcast
- c. presentation



4. I can't stand that stupid comedy. Can you switch to another ....., please?

- a. host
- b. channel
- c. transmission

5. A ..... is some kind of TV drama in parts based on inter-human relationships.

- a. documentary
- b. soap opera
- c. sit-com

6. We're just getting some..... news, that a tidal wave has destroyed much of the city of Atlanta.

- a. sensation
- b. arriving
- c. breaking

7. 'The Weakest Link' is a very popular ..... based on general knowledge, broadcast daily on BBC television.

- a. quiz
- b. exam
- c. test

8. The time of day when most people are watching television is known as .....

- a. prime time
- b. popular time
- c. best time

9. I like the new ..... introducing and reviewing programs on our local TV.

- a. actor
- b. guide
- c. presenter

10. Many TV viewers were shocked when late-night presenter John Smith's face started puffing up horribly while .....

- a. filmed
- b. on (the) air
- c. acting

11. "Welcome to another live TV debate. Our ..... is as usual Simon Bainbridge, and his guests today are some of Poland's most prominent politicians".

- a. announcer
- b. host
- c. actor



Read and summarize Rosa's experience with TV and what she has learned.

Rosa is the mom of four children. Her oldest child is nine. She has 5 year old twins. Her youngest child is three. She wants her kids to be kind and caring. She wants her kids to behave well. She wants her kids to use respectful language. Rosa knows the TV programs her children watch affect their behavior. Kids **mimic** what they see on TV. They act and behave like the TV characters. They repeat the words TV characters use. Rosa does not have much time to watch TV with her children. How can she know if a program is a good one for her kids? Rosa asked her child's teacher for help. The teacher told her about the TV Parental Guidelines. The guidelines are shown at the start of every TV show.

They are found in the upper left corner of the TV screen. They can also be found in TV guides. Two guidelines are used for children's TV programs. A TVY program is okay for all children, even young ones. A TV7 program is okay for children ages seven and above. Four guidelines are used for general programs. A TVG program is okay for all ages, general viewers. A TVPG program may not be okay for younger children to view. Parental guidance is needed for these shows. A TV14 program is not okay for any child under the age of fourteen. A TVMA program is not okay for children under 17 years of age. It is a program for mature viewers only.

Understanding the TV Parental Guidelines has helped Rosa choose better TV shows for her children. She wants her children to be kind and respectful. She lets them watch kind, respectful programming.

Check your comprehension. Answer the following questions.

1. What does the word **mimic** mean?
2. What are TVParental Guidelines?
3. What is the difference between a TVY program and a TV7 program?
4. What does a guideline of TVMA mean?
5. Which programs would be okay for Rosa's nine year old to watch?
6. Which programs are okay for Rosa's youngest child?
7. How does TV affect children?



## Post Comprehension Questions

- Tell about your own experience in choosing TV programs that you **tune in** to.
- Do your parents still tell which programs to watch or not?
- Do you follow any guidelines in choosing TV programs?

# Vocabulary Activity

## Match Column A with Column B

1. An article which gives the opinion of the editor.
  2. A newspaper with large pages and long, quite serious articles.
  3. A person who writes for a newspaper.
  4. A story in only one newspaper.
  5. The person who is in charge of a newspaper.
  6. A newspaper with small pages, short articles and lots of photos.
  7. The title of a news story.
  8. The way that a newspaper reports a news story.
- a. **broadsheet**
  - b. **editor**
  - c. **article**
  - d. **editorial**
  - e. **exclusive story**
  - f. **tabloid**
  - g. **coverage**
  - h. **journalist**
  - i. **headline**





## Listening 1.2

Listen to Matt and Rachel and then answer these questions.

1) Matt thinks online editions can earn more money because there\_\_\_\_\_.

- a) will be more readers
- b) is no cost for paper
- c) is no delivery cost

2) Rachel heard they get more\_\_\_\_\_online.

- a) readers
- b) ad revenue
- c) hassles

3) Rachel thinks books are different because \_\_\_\_\_.

- a) you flick through them
- b) you can read them in the bath
- c) they are read for enjoyment

4) Matt like to \_\_\_when reading online.

- a) write comments
- b) get background info
- c) click links

5) What is similar about Rachel and Matt?

- a) Their views about books.
- b) Their interest in news.
- c) The sites they like to check.

### Vocabulary Challenge

step back • transition • go the way of flick through • campaign

1. I love to \_\_\_\_\_ old magazines.
2. The keyboard may \_\_\_\_\_ the typewriter because of touch screens.
3. We need to \_\_\_\_\_ and think about this again.
4. It is a hard \_\_\_\_\_ from living at home to living alone for many young adults.
5. We are going to \_\_\_\_\_ for better working conditions.

## Whoever-Whatever-Whenever-Wherever-Whichever-However

We can think about the W-ever words semantically as the 'W' word + the quantifier 'any'. The trick to understanding these terms is to realize that they apply to any single one of the referents, and at the same time refer to all of the referents.

1. **Whatever** - Any thing (This could also be every thing)

### Examples of Whatever

**Whatever** you do, pay attention to the road when you are driving. (You can do anything as long as you pay attention to the road)

They say you can buy **whatever** you desire in Harrods, as long as you have the money. (You can buy anything in Harrods, if you have enough money)

2. **Whenever** - Any time (This could also be 'every time')

### Examples of Whenever

**Whenever** the neighbours flush the toilet, water comes through our ceiling. (Every time they flush the toilet it happens)

**Whenever** she calls, the landlord is busy.

(Every time she calls the landlord, he/she is busy)

3. **Wherever** - Any 'where' (Anywhere or everywhere).

### Examples of Wherever

**Wherever** you go in the world, remember where you came from and where you are going. (Anywhere you go in the world, remember those things)

With a good education in English, **wherever** you go, you will have a good time.

(If you are taught well, you will have a good time anywhere)



4. **Whoever** - Anyone (Any person or every person, or used to refer to a person unknown to the speaker)

### Examples of **Whoever**

**Whoever** broke the vase, can you please replace it?

(Any specific person who broke the vase, please replace it)

**Whoever** goes to the shop, please don't steal anything.

(Any one or more of the people who will go to the shop, don't steal anything)

5. **Whichever** - Any 'which' (Choice between a group or set).

You can drive **whichever** of the cars you want.

(You can choose to drive any of the cars)

**Whichever** dress I wear tonight, I'm worried that my butt will look fat. What do you think?

(Person is worried that the person's butt looks fat in any of the selected dresses)

6. **However** - Any 'way' (In any manner or way, regardless of how).

### Examples of **However**

You can dress **however** you like for the party, it's not formal.

(You can dress the way that you want for the party) **However**

much she eats, she never puts on weight.

(It doesn't matter how much she eats, she never gets fat)

WHATEVER,

HOWEVER,

WHOEVER,

WHEREVER,

WHICHEVER

Answer the questions below. There are many possible answers.

(A) Do you think we should go to Paris on our holiday?

(B) \_\_\_\_\_

2. (A) What's for dinner?

(B) \_\_\_\_\_

3. (A) Is Monday a good time for a meeting?

(B) \_\_\_\_\_

4. (A) I always go to a gym to exercise. How about you?

(B) \_\_\_\_\_

5. (A) Do you think we should ask Bill to fix the light?

(B) \_\_\_\_\_

6. (A) Who can I invite to the birthday party?

(B) \_\_\_\_\_

7. (A) What time can I arrive at your place?

(B) \_\_\_\_\_

8. (A) Should I buy bananas or oranges?

B) \_\_\_\_\_

## Type the correct answer into the blank.

1. You are welcome to come and stay with us \_\_\_\_\_ you like.
2. I'd like to speak to \_\_\_\_\_ is in charge of sales.
3. \_\_\_\_\_ you do, don't forget to call me soon as you arrive.
4. It comes in three colors; choose \_\_\_\_\_ you prefer.
5. What do you want to do on Saturday? I don't mind - \_\_\_\_\_ you like!
6. He always makes friends quickly, \_\_\_\_\_ he goes.
7. \_\_\_\_\_ borrowed the dictionary should return it as quickly as possible.
8. The teacher says I don't participate enough, but \_\_\_\_\_ I try to speak, someone interrupts me!
9. There is no entrance fee; you give \_\_\_\_\_ you can afford.
10. He says he's from Brookstown, \_\_\_\_\_ that is.
11. Do \_\_\_\_\_ you want, just don't come to me if it all goes wrong.
12. Sit down \_\_\_\_\_ you like.
13. You can invite \_\_\_\_\_ you like — it's your party!
14. \_\_\_\_\_ hard I try, I still can't find a job.
15. There are two dictionaries in the cupboard. Borrow \_\_\_\_\_ one you want.
16. I would love to be rich enough to buy \_\_\_\_\_ I wanted.
17. We had a great time in Botswana. The people were nice \_\_\_\_\_ we went.

**Whoever-Whatever-Whenever-  
Wherever-Whichever-However**

# Vocabulary Activity

Use these expressions in a sentence

headlines	forums	both sides of the coin
breaking news	blogs	netizens
social media	networking	documentary
weather forecast	behind closed doors	parental guidance
general patronage	mass media	current events
exclusive interview	news anchor	live broadcast
censorship	freedom of speech	centerfold

1. What are the main stories you have been following in the news recently?
2. How do you keep up with world events?
3. What is the latest news about your country?
4. How much time do you spend discussing current events with friends?
5. Do you trust the information you get from the news?
6. Why do you think that news is censored in some countries?
7. Do you think the world would be better off if no one heard the news from other countries?
8. How has the reporting of news changed over the years?

**The End**