

Lesson 9 - The Media

Learning Objectives

After this lesson, students will be able to:

1. Explain what constitutes as the media.
2. Define terminologies related to print media.
3. Compare the contrasting views society has towards the media.
4. Explore why less English people are watching TV.
5. Infer relevant information from the provided text.
6. Identify parts of the media.
7. Recall the information delivered in a weather forecast.
8. Use active and passive sentences correctly in connection with the mass media.
9. Match phrasal verbs related to the mass media with their correct definition.
10. Contrast the enunciation of the “G” and the “D” sound in the same sentence correctly.

Lesson 9. The Media

What message does this quote aim to deliver?



**“If you’re not careful,
the newspapers will
have you hating the
people who are
being oppressed, and
loving the people
who are doing the
oppressing.”**

— Malcolm X

Lesson 9. The Media

In A Nutshell

Media is the collective communication outlets or tools that are used to store and deliver information or data. 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. Generally, the media is divided into three categories, which are:

- Print media
- Broadcasting media
- Internet media

Ponder this!

What roles does the media play in our society?



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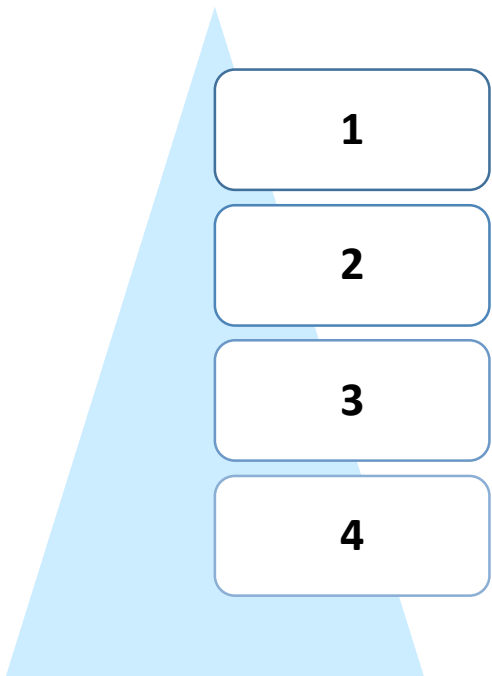
Match each terminology on the right with its correct definition on the left

1. An article which gives the opinion of the editor.
 2. A newspaper with large pages and long, quite serious articles.
 3. A notice of a death, typically including a brief biography of the deceased person.
 4. An advertisement in a newspaper, magazine, or the like generally dealing with offers of or requests for jobs, houses, apartments, used cars, and the like.
 5. A person who writes for a newspaper.
 6. A story in only one newspaper.
 7. A page of a newspaper given over to sports news.
 8. The person who is in charge of a newspaper.
 9. A newspaper with small pages, short articles and lots of photos.
 10. A sequence of drawings in boxes that tell an amusing story.
 11. The title of a news story.
 12. The way that a newspaper reports a news story.
- a. **broadsheet**
 - b. **editor**
 - c. **obituary**
 - d. **editorial**
 - e. **classified ads**
 - f. **comic strip**
 - g. **exclusive story**
 - h. **tabloid**
 - i. **sports page**
 - j. **coverage**
 - k. **journalist**
 - l. **headline**

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How do the citizens view the mass media? The following shows the varying views society has towards the media

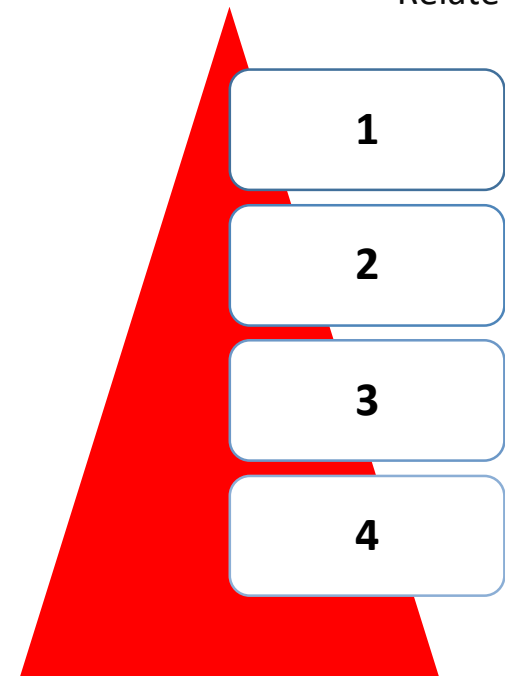
According to [iEduNote](#), here are a few main functions of the media.
Rank the functions from 1-4. Place the most important at the top.
Relate it with your daily life.



- ❖ Inform people.
- ❖ Help in facing disaster and calamity.
- ❖ Circulate government policies.
- ❖ Provide pleasure and entertainment.

Explain what each point means for you

According to [Pew Research Center](#), here are a few reasons why less and less people believe in the mass media.
Rank the reasons from 1-4. Place the most critical point at the top.
Relate it with your daily life.



- ❖ Video/images that are altered or made up.
- ❖ Made-up news and information.
- ❖ Factual information that is one-sided.
- ❖ Breaking information that is not checked.

Explain what each point means for you

What key takeaway can you conclude having done this activity?

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Read this text below and study the highlighted words.

Young people in Great Britain are watching less and less news on television. This is according to Ofcom, a **regulatory body** that **oversees broadcasting practices** in the UK. This comes as **no surprise** as young people become increasingly addicted to their smartphones. Youth are **opting for** online distractions like YouTube videos, social media and games rather than switch on a TV and watch a news programme. Britain's Guardian newspaper reported that: "The youth of the nation are more likely to get their day's news about the world from social media or by reading graffiti in bus stations than seeing it on the **telly**, with the average 16-24-year-old watching just **two minutes' worth of live TV news** per day."

Ofcom **commissioned** research into the **news-viewing habits** of people around the country. The report is called "News Consumption in the UK: 2019". The research suggests that young people are increasingly using social media as their primary news source. Researchers wrote: "There is evidence that UK adults are consuming news more actively via social media." They reported an increase in posts and comments on Facebook and Twitter about the news compared to last year. Ofcom suggested presenting news stories in a less complicated, more **accessible** way to attract young people's attention. Some people suggested this would be "**dumbing down** content for young audiences".

Lesson 9. The Media

True Or False?

1. A regulatory body said young people are watching less TV news.
2. The article said it was a surprise that young people watch little TV news.
3. A newspaper said people get news by reading graffiti in bus stations.
4. The article says young people watch 2 minutes of live news per day.
5. The article said young people use the radio as a primary news source.
6. The article said young people are not using social media to get news.
7. People are posting more about news on social media.
8. Some people suggested making news stories more complicated.



- 1. Would you say that TV is the best place to get news?**
- 2. How often do you watch TV these days?**
- 3. How much do you feel the need to catch up with the latest news/to stay informed?**
- 4. Why do you think young people are watching less TV news nowadays?**
- 5. How attached are you to your cellphones/gadgets?**

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What do we call these parts of the media?



1



2



3



4



5



6



7



8



9



10



11



12



13



14



15

- a. Paparazzi
- b. Libel
- c. Censorship
- d. Photojournalism
- e. Freedom of speech
- f. Weather forecast
- g. Blog
- h. Press conference
- i. Live broadcast
- j. Exclusive interview
- k. News anchor
- l. Press release
- m. Hoax
- n. Talk-show
- o. Breaking news

Lesson 9. The Media



Listening 9.1

Listen to the recording carefully and answer these questions below.

TRUE OR FALSE?

1. It will start raining at lunchtime today in the east.
2. The weather in the north-west will be worse than in the south.
3. There will be thunder in Leeds tonight.
4. Most of England will be hot this week.
5. Wet weather will move from the north to the south at the weekend.
6. It will stay hot when the rain comes.



When was the last time you watched/checked the weather forecast on TV?



Lesson 9. The Media

❖ Active Form

In active sentences, **the thing doing the action is the subject of the sentence** and **the thing receiving the action is the object**. Most sentences are active.

❖ Passive Form

In passive sentences, **the thing receiving the action is the subject of the sentence** and **the thing doing the action is *optionally* included near the end of the sentence**. You can use the passive form if you think that the thing receiving the action is more important or should be emphasized.

You can also use the passive form if you do not know who is doing the action or if you do not want to mention who is doing the action.

[Thing doing action] + [verb] + [thing receiving action]

The host

subject doing action

interviews

verb

his sources

object receiving action/receiver

The producer

subject doing action

berates

verb

the new news anchor

object receiving action/receiver

[Thing receiving action] + [be] + [past participle of verb] + [by] + [thing doing action]

The sources

subject receiving
action

are

be

interviewed

past participle of
interview

by the host

the doer (optional)

The new news anchor

subject receiving action

is

be

berated

past participle of
berate

by the producer

the doer (optional)

Note

Optional: won't affect the sentence even when the doer is not included in the sentence

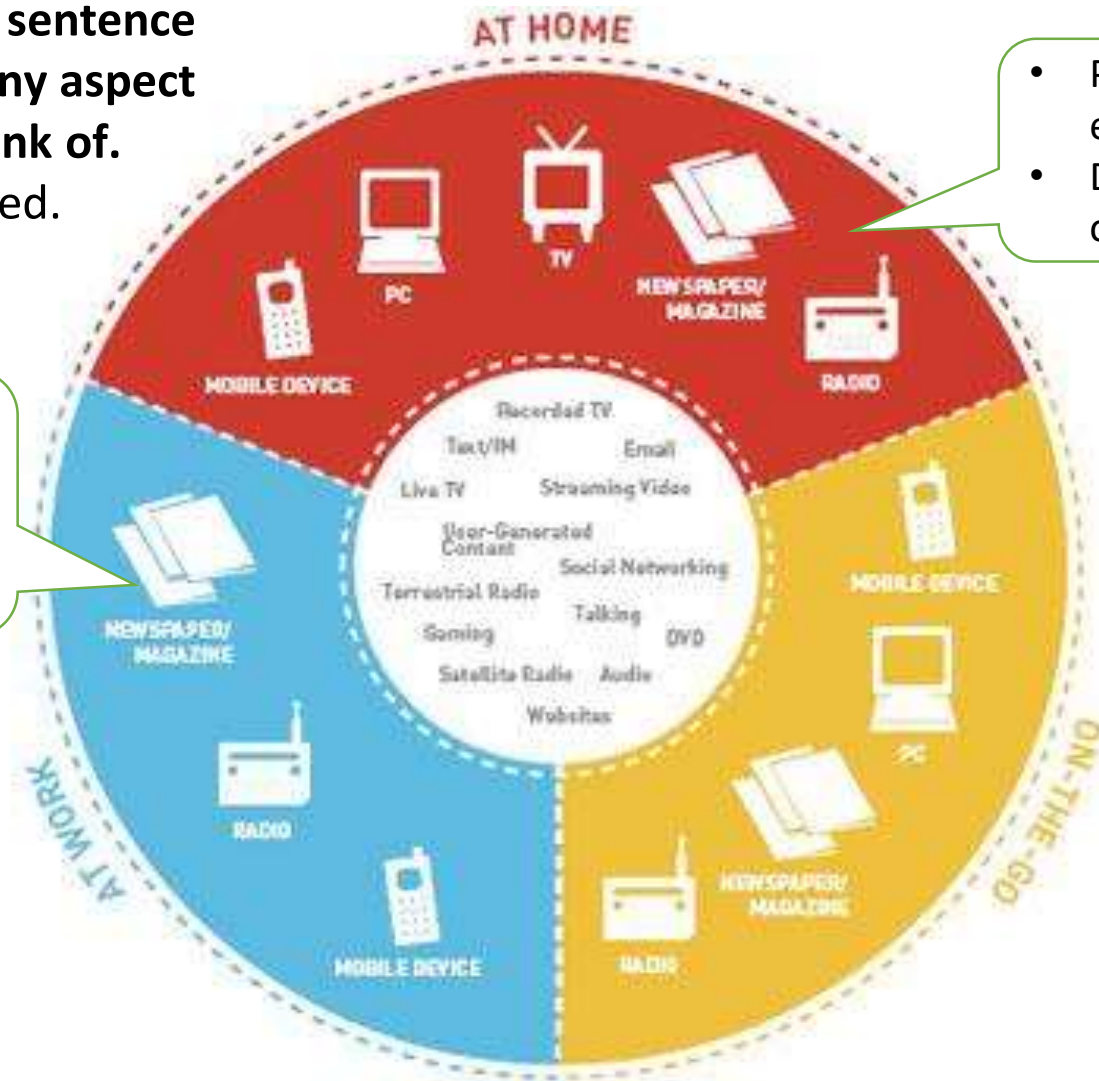
Lesson 9. The Media

Construct an active and a passive sentence of the same meaning related to any aspect of the mass media you can think of.

Examples have been provided.

- The publisher, A. G. Sulzberger, prints The New York Times every day.
- The New York Times is printed daily.

- People watch news on TV every day.
- Different news is delivered on TV every day.



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Watch this clip below to find out how society utilizes the internet.

Use the information as insights to complete the table.



<https://www.youtube.com/watch?v=1KpziUoYhiw>

How Good Is The Internet?

Complete this table with your teacher.

Relate these following aspects with your daily life.

For...	How good?	The downside
keeping in touch		
shopping		
news		
gaming		
travel info		
self-development		
studying English		

Lesson 9. The Media

What do these phrasal verbs mean? Match them with their correct definition on the right side.

1. The tabloids have been accused of **stirring up** racial hatred with its use of language and images.
 2. I never read the news so I don't **fall for** the nonsense they spread.
 3. Multiple Reporters were caught red handed **snooping around** for more information.
 4. I **keep up with** the news by listening to the radio in my car whilst I am driving.
 5. Before 21:00, the news station tends to **tone down** the content not to offend any family audiences.
 6. Some radio stations start with an upbeat story to **brighten up** your day.
 7. Two leading newspapers have **called for** the prime minister to resign.
 8. The prince decided to stay out of the public eye until the story had **blown over**.
 9. The journalist listened to the witness whilst she **jotted down** some details in her notebook.
 10. They have been accused of **covering the accident up** and are demanding full disclosure.
- a. To try to keep secret.
 - b. To forget a situation or story.
 - c. To make happier.
 - d. To incite negative emotions.
 - e. To stay informed.
 - f. To demand action.
 - g. To believe a joke or a lie.
 - h. To investigate furtively.
 - i. To take notes.
 - j. Make less offensive or sensationalist.

Lesson 9. The Media

Idioms related to the media	Examples
Surf the net/web <ul style="list-style-type: none">To spend time looking at different pages on the internet.	He stayed up all night surfing the net .
To take by storm <ul style="list-style-type: none">To captivate people 's attention; when something becomes very popular.	The new politician is really taking this town by storm!
Raise/lift the curtain <ul style="list-style-type: none">To make something public; disclose.	When will you lift the curtains for the new story line?
Turn a blind eye <ul style="list-style-type: none">To ignore something and pretend not to see it.	The media turns a blind eye on the racial tension case.
No news is good news <ul style="list-style-type: none">If you don't hear any news it means nothing is wrong.	A : Have you heard from them yet? I'm worried! B : Don't worry. No news is good news.
Whistle-blower <ul style="list-style-type: none">A person who tells police, reporters, etc., About something (such as a crime) that has been kept secret.	Edward Snowden, formerly of the CIA, blew the whistle on the NSA.

Express Yourself

1. What are the main stories you have been following in the news recently?
2. How important is keeping up to date with the news for you?
3. How do you keep up with world events?
4. What kind of stories make the most headlines in your local newspaper?
5. What is the latest news about your country?
6. How much time do you spend discussing current events with friends/family?
7. Do you trust the information you get from the news?
8. What was the last piece of good news you heard?
9. What's the most tragic news you've seen on TV?
10. Why do you think that news is censored in some countries?
11. What news story are you following at the moment?
12. Do you think the world would be better off if no one heard the news from other countries?
13. How has the reporting of news changed over the years?
14. Would you like to work as a newscaster or a news reporter?

Minimal Pair: G And D Sound

- ✓ Go play with your play-dough!
- ✓ After dawn, the birds will be gone.
- ✓ I got an extra dot on my reward chart.
- ✓ My date went through the gate.
- ✓ The gust of wind blew the dust around.
- ✓ The dame wanted to play a game.
- ✓ The laundry guy wants to dye my shirt red.
- ✓ What a dull looking sea gull.

THE END