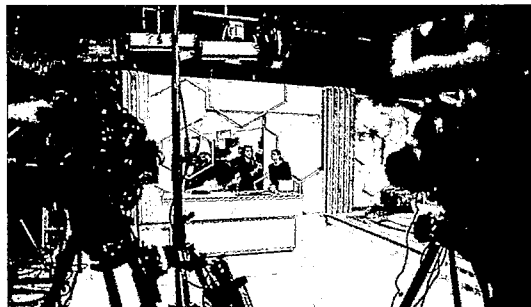


19 The media

The news, fame

The news



1.1 Answer these questions.

- 1 Are you
 - A well-informed about current affairs?
 - B not interested in current affairs?
- 2 Do you consider newspapers to be
 - A biased
 - B entertaining
 - C informative?
- 3 Do you prefer to get the news from
 - A newspapers
 - B the internet
 - C the radio
 - D the television?

1.2 19a Listen and say whether the following statements are true or false according to the speaker. Correct the statements that are false.

- 1 The speaker believes the general public is well-informed. False - they are ill-informed.
- 2 The Manly University project focused on stories about famous people.
.....
- 3 Dan Taylor believes that the main aim of today's mass media is to inform people.
.....
- 4 The study revealed that newspapers avoid reporting on the gap between the rich and the poor.
.....
- 5 Important news stories appear in the back pages because this highlights their importance.
.....

1.3 19a Listen again and find words or phrases that match these definitions.

- 1 a situation in which newspapers, radio and television are allowed to express opinions openly
- 2 to send out a programme on television or radio
- 3 written about or spoken of in the news
- 4 large systems consisting of many similar parts, all of which are centrally controlled
- 5 newspapers, radio and television when seen as a group
- 6 the deliberate removal of sections of a text or film considered to be unsuitable
- 7 a popular newspaper with lots of pictures and short articles
- 8 words in large print at the start of a news story or the main stories in the news

1.4 Read the following information about the same story and complete the text with words from the box.

biased controversial exposés front page publications press safeguards sources

In response to the study, Martin Dexter from the Associated Press said: 'This study seems to be rather a harsh attack on the ¹..... and I can't agree with its conclusions. You need to remember that we have a broad range of media sources available to us nowadays. There is an enormous amount of alternative news sources that provide a healthy balance to the mainstream media. If people want to be informed, they are unlikely to turn to tabloid newspapers to do so. Instead, they can access a wide range of journals, magazines and smaller ²..... . They can also search online for the most up-to-date information from any part of the world. On the negative side, there is a problem with editor verification with some stories reported on the internet because ³..... can be unreliable. The ⁴..... in place for traditional media just don't exist there at the moment.'

'I'll admit that stories about ⁵..... issues are less likely to be seen by the tabloids as ⁶..... news. But I would be more concerned about content which is politically ⁷..... or motivated. I believe there are many publishers and broadcasters that do still have a strong tradition of ⁸..... and investigative journalism. If there is an emphasis on entertainment rather than more serious issues, then this is being driven by consumer demand. Perhaps ultimately we only get the media we deserve.'

1.5 Now answer these questions.

- 1 What do we call newspapers when seen as a group?
- 2 What phrase is used to refer to traditional news sources (i.e. newspapers, TV and radio)?
- 3 What two problems with new media does Martin Dexter mention?
- 4 What do we call the type of journalism that tries to discover the truth behind issues that are of public interest?
- 5 What reason does Martin Dexter give for newspapers not focusing on serious issues?

Fame

2.1 Use a dictionary to check the meaning of these verbs. Find out the noun and adjective forms and write them in your notebook.

bias exploit expose inform intrude invade investigate publish publicise
sensationalise verify speculate

2.2 Use a suitable form of the words in 2.1 to replace the words in bold.

- 1 There has been a lot of ~~gossip~~ *speculation* in the media about the identity of the victim.
- 2 Not surprisingly, the reporter was unable to **prove the truth behind** the claims.
- 3 The government has agreed to launch an official **inquiry** into the matter.
- 4 There has been a great deal of **media hype** about the new James Bond movie.
- 5 I'm not sure celebrities are being **used**; they often seem to court fame.
- 6 Most people believe that this newspaper favours the government too much to provide an **impartial** coverage of the election.

**Vocabulary note**

We say something/someone **has a / is a** good/bad/positive or negative **influence on** someone/something: John's new friends **are a** really bad **influence on** him. Influence can be a verb or a noun: The media **influences** the way many people think. The media **has a** major **influence on** the way many people think.

Remember that **effect** is a noun and **affect** is a verb. These can be used in a similar way to **influence**: The media **affects** the way many people think. The media **has a** major **effect on** the way many people think.

Error warning!

We say **on** the radio, **on** television, **on** screen, **on** the computer, **on** the Internet. We use **in** with printed media: We learn all about celebrities **in** magazines or **on** television. NOT ~~in~~ ~~magazines or television~~. These materials are freely available **on** the Internet. NOT ~~in the Internet~~.

3.1 These adjectives can be used to talk about the media or people in the media. Decide whether they are used in a negative or a positive way and put them in the correct box.

artificial biased distorted factual
informative invasive intrusive
pervasive realistic sensationalist
superficial unbiased attention-grabbing

Positive	Negative

3.2 Think about your answers to these questions. Try to use as many of the adjectives from 3.1 as you can.

- Would you like to be famous? (Why? / Why not?)
- Do you think famous people have a positive or a negative influence on young people?
- Nowadays we have access to the news 24 hours a day. What effect does this have?

3.3 Complete these answers to the questions in 3.2 with a suitable word or phrase. Then listen and check your answers.

- I think a lot of people want to be famous nowadays and that's why reality TV is so popular. But I wouldn't like to be famous at all. Being famous nowadays simply means that you're in the ¹t..... a lot and you're followed by the ²p..... everywhere you go. I'd find that very ³i..... . Famous people have no ⁴p..... at all in any part of their life. Their life also seems to be very ⁵s..... because they spend all of their time going to parties and trying to look glamorous. It all seems very ⁶a..... to me – they just don't seem to be part of the real world at all.
- I think they should have a positive ⁷i..... on young people, but many of them don't. Some personalities are good role models and use their ⁸c..... status to encourage people to think about important issues, but we often see photos of famous people behaving badly.
- I think it can ⁹a..... us in both positive and negative ways. On the one hand, it's very convenient to be able to catch up with what's happening in the world at any time of the day or night, no matter where you are. But on the other hand, this kind of news can give you a ¹⁰d..... view of what's happening, because even minor news ¹¹s..... are given more importance than they perhaps should have.

4.1 **PRONUNCIATION** Which of the following sounds do these words have: s (stop), z (zoo), ʒ (Asia) or ʃ (shop)?

artificial ^ʃ	censor	intrusive	invasive
attention	exposed	intrusion	publication
biased	exposure	invasion	superficial

4.2 Now listen and practise saying the words.

Test practice

General Training writing Task 1

You should spend about 20 minutes on this task.

**You have seen an interesting article in a magazine.
You have a very good friend who you think will be
interested in this topic.**

Write a letter to your friend. In your letter

- explain what the article is about
- say why you think your friend would be interested in this article
- tell your friend where they can find this article.

Write at least 150 words.

You do **NOT** need to write any addresses.

Begin your letter as follows:

Dear,

Academic Writing Task 2

You should spend about 40 minutes on this task.

Write about the following topic:

**It is now very easy to get all the news we need online, so
there is no longer any need to pay for newspapers or
expensive magazines.**

Do you think this is a positive or a negative development?

Give reasons for your answer and include any relevant examples from your own knowledge or experience.

Write at least 250 words.

Test tip



In General Training writing task 1, remember to think about the tone of the language you use. If you are asked to write a letter to a family member or a friend, your tone should be less formal than when writing a business letter.

Test tip



General Training candidates can also practise with this task 2 question. When thinking about the positives or negatives of a development, think about any advantages or disadvantages this change has brought.