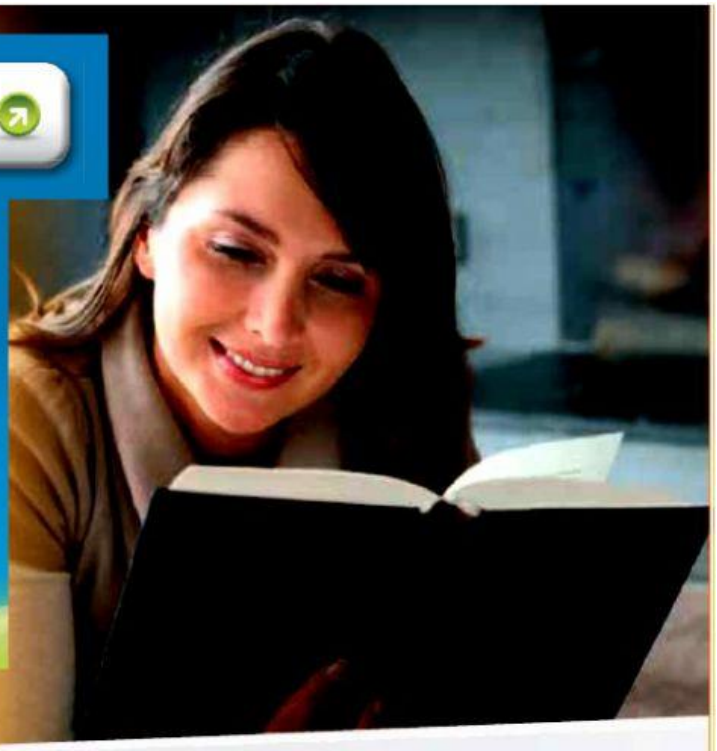
7 The Media



Reading

Is print media doomed?

Is physical, printed media dying? Will this generation of young people be the last to experience traditional books and newspapers? As digital media becomes increasingly popular, we look at current newspaper and book trends.

The newspaper industry, like the music industry, has been hit hard by the Internet. Just like pirated music, news is readily available for free online, so people are choosing not to pay for it. The Internet can also provide news the second it happens. It is clear that the traditional print newspaper, which is still published once a day, is no longer a practical way to receive information.

To keep their readers, most newspapers have now produced digital online versions. Plenty of news is available for free, but some famous, well-respected papers like *The Times*, for example, only give the reader full access to the digital version if they pay a subscription. Compared to the cost of a print newspaper every day, a digital membership is more affordable. Not only that, but online readers get an interactive experience since they can express their views by posting comments on articles that are of particular interest to them. The newspaper benefits from being online too. Money that was needed for materials such as ink and paper, warehouses, delivery vans, and so on required by a daily print newspaper can be saved. An online newspaper can make more profits and there is less wastage of resources.

And what about books? If print newspapers are impractical compared to their digital versions, could e-books on tablets and e-readers replace print books? Here the situation is less clear because print books have some definite advantages over e-books. Firstly, the print on a page won't give you headaches or eye strain like a screen does. Also, you have to charge a

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When answering multiple-choice questions, first try to eliminate the answer options that are clearly wrong. Sometimes, these are often options that include negative words such as 'no one', 'never', etc. These are extreme and are usually incorrect with regards to the text. Look at question 4. Which options are likely to be wrong?

device or you can't read at all. And what happens if your device is stolen or breaks? You could easily drop it, or take it to the beach with you and get sand or sea water in it; then you will be unable to read until you have it fixed or get a new one. That's something you'll never have to worry about with a normal book. Cost is also an issue. You have to purchase an often expensive digital device and then the e-books you buy are only a little cheaper than the paper editions.

But best of all, a print book is a physical thing and people like holding books, turning the pages, collecting them, filling their shelves and bookcases with them. People prefer the overall experience of reading a real book because it is more relaxing than using an electronic device. We love curling up on the sofa on a wet weekend and getting lost in an amazing adventure, or lying under a beach umbrella on holiday with a good detective novel. No matter how easy the Kindle or the iPad are to use, these machines will never be as user-friendly as a proper book, which you just pick up and open. The charm of a real book might be hard for those who are gadget-savvy to understand, but it looks like printed books are a long way from dying.

4 Read the article again and choose the best answer A, B, C or D.

1 Which of the following makes newspapers impractical?
- **A** They are no longer free online.
- **B** They don't have enough readers.
- **C** They have been pirated too much.
- **D** They cannot report news quickly enough.

2 According to the article, it is true that
- **A** some well-known papers can only be read online.
- **B** digital papers cost less to produce than print papers.
- **C** there is less reading material in a digital paper.
- **D** readers can write their own articles for online papers.

3 What does 'Here' in paragraph 4 refer to?
- **A** the comparison between print books and e-books
- **B** the comparison between tablets and e-readers
- **C** the advantages of reading e-books
- **D** the differences between books and newspapers

4 What does the writer suggest about print books?
- **A** No one steals them.
- **B** E-books will never replace them.
- **C** They have a lot of positive points.
- **D** They have better prices than e-books.

5 What is the final paragraph about?
- **A** books read by people with gadgets
- **B** suggestions about what to read
- **C** all the drawbacks of reading devices
- **D** the joy of reading a traditional book

6 What does the writer believe will happen in the future?
- **A** People who use gadgets will read print books.
- **B** Print books are more likely to survive than print newspapers.
- **C** Kindle and iPad will become easier to use for reading.
- **D** More people will read while on holiday.

5 Find words in the article which mean the same as these definitions. The paragraph number is provided in brackets.

1 belonging to the present time (1) _____

2 suitable for a particular purpose (2) _____

3 reasonably priced (3) _____

4 involving the user to exchange information (3) _____

5 real, able to be seen, touched, etc (5) _____

6 easy to use or understand (5) _____

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a-z Vocabulary 1

1 Label the pictures with these words.

the Internet journal magazine newspaper radio television

1

_____

2

_____

3

_____

4

_____

5

_____

6

_____

2 **The words in bold are in the wrong places. Write them in the correct places.**

1 My grandmother spends all her afternoons watching **e-zines**. I can't understand how she remembers who is related to whom. _____

2 Did you read your **website** for today? Mine says I'm going to meet a tall, dark, handsome stranger! _____

3 I buy this because I enjoy the **commercials** it contains. Right now I'm reading one about how climate change is affecting wildlife. _____

4 **Soap operas** are very informative ... and they've got lots of great photos. They're also online which means I don't have to pay anything to read them. _____

5 This new film is getting great **scientific articles**. We should go and see it. _____

6 Have you read this **horoscope** with Tiger Woods yet? The writer asks him lots of good questions about his life and what it feels like to be such a fantastic athlete. _____

7 Milly is going to set up her own **advertisement** about how to start your own business. _____

8 Joe and I like watching our favourite programmes in the evening, but the **reviews** every five minutes drive us nuts. _____

9 Have you seen this **interview** from Nike? It's trying to sell trainers and it's got a photo of Usain Bolt with a bolt of lightning over his head. _____

3 **Circle the correct words to complete the sentences.**

1 I listen to a rock show on the radio every night. The **DJ / journalist** plays the best music in the UK.

2 The **editor / columnist** of a newspaper or magazine is the one who decides what it should include.

3 Tony is a **presenter / blogger**. Every day he goes online and writes on his webpage about cooking.

4 And now these latest updates from our **editor / correspondent** in the Philippines.

5 Pat's a **columnist / newsreader** for a daily newspaper. You can read what she thinks about fashion and style every morning.

6 I'd love to be a **presenter / correspondent** on a popular TV show. Can you imagine how many famous people you'd get to meet?

7 My brother is a well-known **blogger / journalist** who writes articles for papers like *The Times* and *The Herald*.

8 Quiet! I can't hear the **columnist / newsreader**... he's talking about what's going on in Asia.

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