

Conversation Media and News



Name :

Class :

No:



PARTS OF A NEWSPAPER

A: What sections of a newspaper do you prefer to read the most?

B: I like to read the front-page articles of every section in the newspaper.

A: Why do you prefer to read those?

B: By reading the front pages, I get a great idea of what is happening without having to devote a lot of time to the newspaper.

A: Is that all that you read in the newspaper?

B: Sometimes I look at the editorial section as well, but not always.

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HOW BUSINESSES USE MASS MEDIA

A: How do newspapers and magazines help with business?

B: Newspapers and magazines can help promote businesses because they print advertisements and reviews that can help attract customers.

A: How many people do they reach?

B: Newspapers are read every day by millions of people.

A: Why do businesses advertise in newspapers?

B: If businesses want to announce plans or just tell people that they exist, they can use the newspaper to gain exposure that would be difficult to get otherwise.



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