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

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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 media that provide a healthy balance to the mainstream. 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 the Web 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 is the opposite of mainstream media?
3 What is another word for the Internet?
4 What does Martin Dexter believe is the problem with new media?
5 What do we call the type of journalism that tries to discover the truth behind issues that are of public interest?

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

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.

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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.**

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

3.3 19b **Complete these answers to the questions in 3.2 with a suitable word or phrase. Then listen and check your answers.**

1 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 [1]t..... a lot and you're followed by the [2]p..... everywhere you go. I'd find that very [3]i..... . Famous people have no [4]p..... at all in any part of their life. Their life also seems to be very [5]s..... because they spend all of their time going to parties and trying to look glamorous. It all seems very [6]a..... to me – they just don't seem to be part of the real world at all.

2 I think they should have a positive [7]i..... on young people, but many of them don't. Some personalities are good role models and use their [8]c..... status to encourage people to think about important issues, but we often see photos of famous people behaving badly.

3 I think it can [9]a..... 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 [10]d..... view of what's happening, because even minor news [11]s..... 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 19c **Now listen and practise saying the words.**

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Test practice

Academic Writing Task 2

You should spend about 40 minutes on this task.

Present a written argument or case to an educated reader with no specialist knowledge of the following topic.

Whoever controls the media also controls opinions and attitudes of the people and there is little that can be done to rectify this.

To what extent do you agree or disagree?

Test Tip

Use the space below to make a plan before you begin to write so that you can organise your ideas logically. Do not try to learn any essays by heart. When you have finished, check your spelling and make sure you have written at least 250 words. Study the information in unit 24 before you begin.

You should use your own ideas, knowledge and experience and support your arguments with examples and relevant evidence.

Write at least 250 words.

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