MASS MEDIA

According _____ recent research, today's teens don't really consume any traditional media such _____ newspapers or radio. They don't read the papers because they prefer to watch _____ shorter version of the news _____ TV or on _____ Internet, rather than read long pages of text. Besides, why spend money ___ buying ___ paper, when you can read everything online? Teenagers today also show no interest _____ traditional radio. They prefer listening _____ online radio stations which allow to stream music without having to put ___ with annoying ads every few minutes. The research also shows that teens don't watch so much TV any more. Their viewing behaviour is also different to that the previous generation when it comes to ads. Today's teens simply change _____ channel and watch something else when a commercial comes on.

LIVEWORKSHEETS