

Unit 3



the media

 The **media** are the means of mass communication, e.g. television, radio, newspapers. Their purpose is to entertain or spread news and information to a large number of people.

EXERCISE 1

Sort the following vocabulary items into two groups:
words associated with newspapers *and* words associated with television.

article programme presenter reader viewer
print channel press show headline



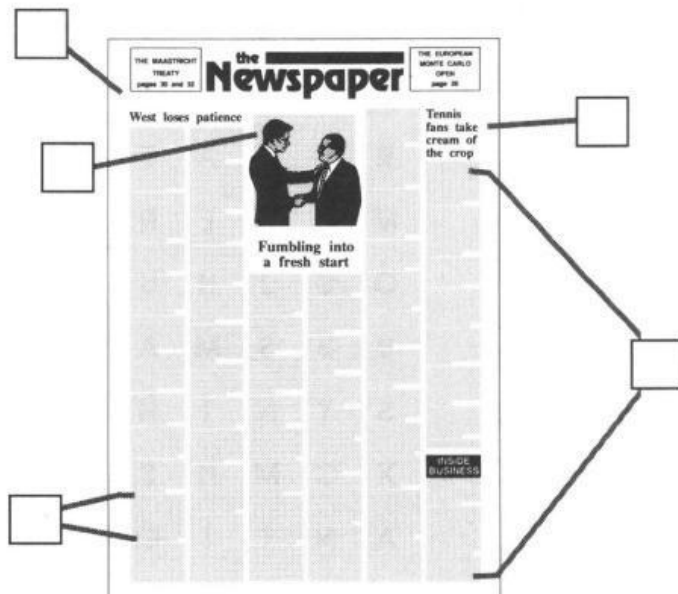
NEWSPAPERS	TELEVISION



EXERCISE 2

Look at the diagram
of the front page
of a daily newspaper and
label the following parts:

- 1 front page
- 2 picture
- 3 paragraph
- 4 column
- 5 headline



EXERCISE 3

Now complete the following sentences with the words in the previous exercise in their correct forms:

- 1 The lead(ing) story appears on the _____.
- 2 The _____ captures the reader's attention and introduces him or her to the topic of the main story.
- 3 Each article is printed down the page in _____.
- 4 A _____ provides vitality and can make the events in the news seem more immediate to the reader.
- 5 A news article is divided into _____ so that it's easier to read.

EXERCISE 4

Match the following terms with the correct definition from the choices given below:

the editor a journalist an illustrator
a correspondent the Press



- 1 Someone who collects information for and writes news articles
is _____.
- 2 The person who provides the sketches and cartoons for the newspaper
is _____.
- 3 A collective term for certain media personnel
is _____.
- 4 The person who decides on the overall policy and content of the newspaper
is _____.
- 5 A reporter working on a news story on the spot, e.g. in a foreign country,
is _____.

EXERCISE 5

The purpose of a **headline** is to sum up in a few words the main news event. Read the following imaginary newspaper headlines and write them out in full sentences:

THE MAASTRICHT TREATY pages 36 and 37

the Newspaper

THE EUROPEAN MONTE CARLO OPEN page 28

VAT to rise 6%

US killer gets 22 years

NO! to new motorway

Angry pupil bites teacher

Brits burn in Spanish sun

EXERCISE 6

 Newspapers and television have a strong influence on the ideas and opinions of the general public. However, we rely on the media as a whole to provide us with entertainment as well as information.

Can you match the definitions with the following types of TV show?

quiz show game show talk show
series/serial soap opera



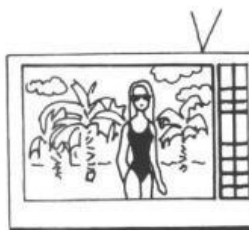
- 1 An interviewer (the host) talks to different celebrities each week, often with a studio audience present. _____
- 2 Ongoing television drama whose storyline claims to reflect issues and happenings of everyday life _____
- 3 Individuals or teams answer general knowledge questions to win cash or other prizes. _____

4 Television drama divided into a number of episodes and broadcast at regular weekly times _____

5 Individuals or teams take part in activities to win cash or other prizes. _____

Into which category of television show do you think the following fall?

Coronation Street	
Wheel of Fortune	
Lost	
Who wants to be a millionaire?	
The Larry King Show	



EXERCISE 7

Research

Go to a newsagent's or kiosk which sells foreign magazines and newspapers and find British examples of the following:

1 a women's magazine _____

2 a sports magazine _____

3 a daily newspaper _____

4 a music magazine/newspaper _____

5 a computer magazine _____