

BIG QUESTION 7

# What is the mass media?

What are some ways that people get news and information?

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What kind of news and information do you think is important for you to know?

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How does your school give students the news and information they need each day?

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## UNIT 13

## Get Ready

### Words

A Look and write.

printingpress smartphone advertising blog  
publisher newspaper magazine broadcast

1



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2



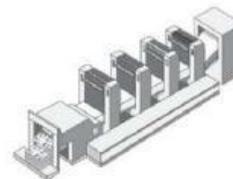
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7



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8



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**B** Unscramble and write.

The \_\_\_\_\_ is a powerful communication tool. This form of \_\_\_\_\_  
1 bWe 2 sasm imade  
can \_\_\_\_\_ news and information almost instantly around the world. In  
3 radabtosc  
addition, people can share information through \_\_\_\_\_ and \_\_\_\_\_.  
4 solgb 5 locais rekwsont

**C** Circle the correct words.

- 1 Tara was very excited to get a **smartphone** / **printing press** for her birthday.
- 2 Laurent is proud to have his own **social network** / **blog** that he writes every day.
- 3 Malin's favorite **newspaper** / **magazine** is all about tennis.
- 4 The **mass media** / **printing press** includes radio and television, too.
- 5 The **Web** / **publisher** of this newspaper sells over one million copies a day.
- 6 Social networks often **broadcast** / **advertising** news faster than newspapers.



**D** Complete the sentences with the word pairs in the box.

blogs–social networks   advertising–magazines   publishers–printing presses  
Web–mass media   newspaper–smartphone

- 1 The \_\_\_\_\_ is one of the fastest forms of \_\_\_\_\_.
- 2 I like the creative \_\_\_\_\_ in some fashion \_\_\_\_\_.
- 3 I used to read the \_\_\_\_\_ for news. Now I use my \_\_\_\_\_.
- 4 Newspaper \_\_\_\_\_ need fast \_\_\_\_\_ to get the news out.
- 5 I spend my free time reading \_\_\_\_\_ and chatting on \_\_\_\_\_.

# Read

**A** Read the news story. Why did the news about the fire travel so fast?

**B** Read the news story again. As you read, think about the main ideas and the details that support them.

## News Travels Fast

The Sarris Candy Company is a family-owned company in Canonsburg, Pennsylvania. They make delicious chocolates and candies and sell them to people all over the world. On February 3, 2012, a fire started at the company. News about the fire traveled very quickly.

At 7:00 a.m., workers at the company smelled smoke. They heard a fire alarm and had to leave the building immediately. Very soon, many fire engines arrived.



News traveled quickly in Canonsburg. First, the workers called their families. Then, neighbors and friends spread the news through phone calls, text messages, and e-mails. One worker received twenty messages on his **smartphone**. His friends asked if he was okay. Fortunately, no one was hurt.

Firefighters worked hard to put out the fire. Then local television and **newspaper** people came. They took photographs and videos.

**Think** What is the main idea in this paragraph? What details support it?



They also talked to some of the company's workers. By noon, news about the fire was on televisions everywhere in Pennsylvania. Many people in their cars heard the news on their radios.

That afternoon, **printing presses** in many cities printed the evening newspapers. The newspapers had detailed stories about the fire. Major television stations also **broadcast** the news. The **Web** had information about the fire, too. By that night, many people around the United States knew what happened at the Sarris Candy Company.

Four days later, the company posted a message on some **social networks**

on the Web. They thanked their customers everywhere for their kind words after the fire. On March 1, 2012, the company opened again. Today, it continues to make all the delicious chocolates and sweets that people know and love.

**Think** What is the main idea in this paragraph? What details support it?

# Understand

## Comprehension

- A** What did the news story teach you about the mass media and communication? Write two things you learned.

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- B** Write the number of each supporting detail under its main idea.

- |   |   |
|---|---|
| 1 Local television and newspaper people came to report on the fire. | 4 Printing presses in many cities printed the evening newspapers. |
| 2 Neighbors and friends spread the news.                            | 5 The Web had information about the fire.                         |
| 3 The workers at the company called their families.                 | 6 Many people in their cars heard the news on their radios.       |

People in Canonsburg Heard the News.	People in Pennsylvania Heard the News.	People around the United States Heard the News.
	1	

- C** Answer the questions.

1 Who spread the news about the fire in the town of Canonsburg?

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2 How did people around the United States know about the fire?

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- D** **Words in Context** Read and write.

journalist newsreels radio station latest



- 1 My uncle works at a \_\_\_\_\_. You can hear him every morning at 8:00.
- 2 Ken watches the news every night at 10:00 to get the \_\_\_\_\_ information.
- 3 The students watched \_\_\_\_\_ from the 1920s in history class.
- 4 Manuel is a \_\_\_\_\_ who has to travel to report on news when it happens.

- E** **About You** How does your family get news throughout the day?

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## Grammar in Use



### A Study the grammar.



#### Learn Grammar *Must, Mustn't, Have To, Don't Have To*

Reggie **must watch** television after school.  
**mustn't watch**

Daria **has to use** the Web for her homework.  
**doesn't have to use**

The radio stations **have to broadcast** the news.  
**don't have to broadcast**

Workers at the company **had to leave** the building.  
**didn't have to leave**

### B Complete the sentences with the words in the box.

have to   don't have to   has to   doesn't have to   had to   didn't have to   mustn't

- Information in newspapers \_\_\_\_\_ be correct at all times.
- You \_\_\_\_\_ own a smartphone, but it's very useful.
- Lisa \_\_\_\_\_ write a comment on my blog, but I'm happy she did.
- Students \_\_\_\_\_ chat on social networks while they are at school.
- My father \_\_\_\_\_ deliver newspapers when he was a boy.
- Most publishers \_\_\_\_\_ include advertising in their newspapers.
- A blog \_\_\_\_\_ look fancy. It just needs interesting news.



### C Circle the correct words.

- People **don't have to** / **mustn't** use the Web to get important news.
- Students **must** / **mustn't** use their smartphones in class.
- You **mustn't** / **don't have to** join a social network on the Web.
- Jon **doesn't have to** / **has to** buy a daily newspaper, but he always does.

**D Rewrite the sentences to make them correct.**

mustn't

- 1 Students must bring their smartphones into the classroom with them.

Students mustn't bring their smartphones into the classroom with them.

- 2 The students don't have to read newspaper articles in English class.



- 3 People who use social networks have to share news on the phone.

- 4 Pam's television isn't working, so she doesn't have to use the radio to get the news.

**E Unscramble the sentences.**

- 1 printing / has / The / new / press / a / publisher / buy / to

- 2 have / to / blog / advertising / doesn't / have / A

- 3 network / have / join / People / social / to / a / don't

- 4 news / must / mass / important / broadcast / The / media

- 5 don't / play / use / have / games / the / to / You / Web / to

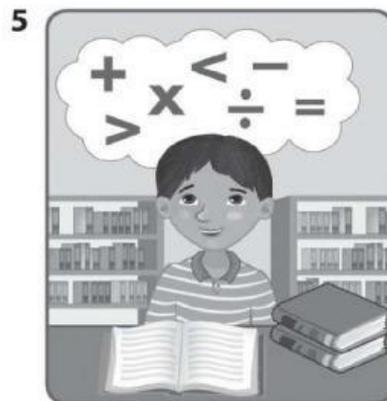
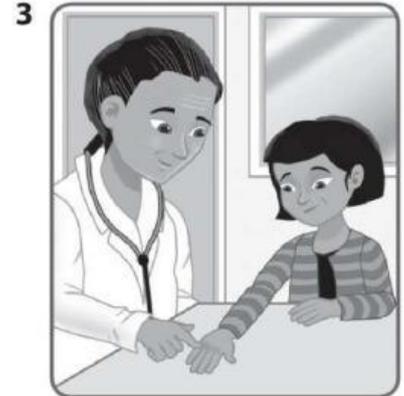
# Communicate

## Word Study

knowledge knot knight knit kneel knuckle

A Z

**A** Look and write. Circle the silent *k* in each word.



**B** Complete the sentences with the words from the box above.

- 1 This new novel is about a brave \_\_\_\_\_ who serves his queen.
- 2 Pam hurt her \_\_\_\_\_ while she was playing volleyball yesterday.
- 3 It is important to have \_\_\_\_\_, but you must also learn how to use it.
- 4 Please don't \_\_\_\_\_ on the grass in your white pants. They will get dirty.
- 5 Philip's brother works on a sailboat, and he can tie almost any kind of \_\_\_\_\_.
- 6 Tina's grandmother likes to \_\_\_\_\_ sweaters for her grandchildren.

