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



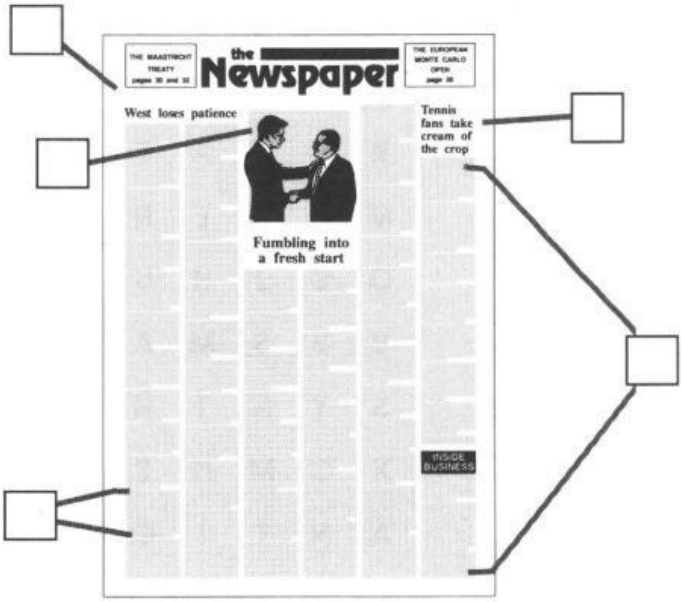
NEWSPAPERS	TELEVISION



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



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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,

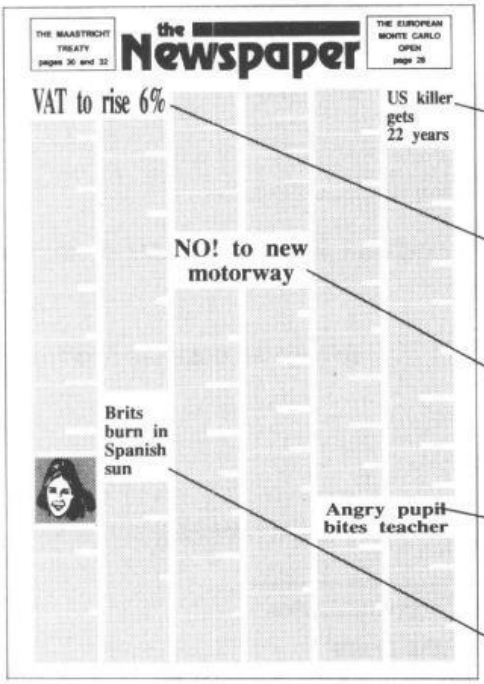
is _____ .

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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:*

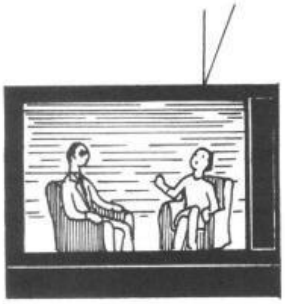


EXERCISE 6

☞ 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. _____

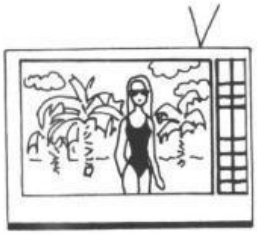
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4 Television drama divided into a number of episodes and broadcast at regular weekly times _____

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 _____

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