



Media and Communication Studies



Авторы:

**Н. Р. Маммадова, Н. С. Измайлова, В. Э. Беляева,
Н. С. Оприщ, А. Е. Локонова**

Под редакцией А. С. Дружинина

Данное учебное пособие, состоящее из 6 уроков (Units), ставит своей целью формирование умений и навыков чтения, письма, аудирования, развития навыков говорения на основе прочитанного и прослушанного текста в соответствии с уровнем В2. В пособии представлены упражнения, позволяющие сформировать иноязычную коммуникативную компетенцию, необходимую для осуществления основных видов профессиональной деятельности в области медиа коммуникации и журналистики.

Пособие рекомендуется к использованию на занятиях по английскому языку у учащихся 10-х классов, выбравших направление предпрофессионального образования «Медиакласс».

<i>Предисловие</i>	4
<i>Методическая записка</i>	6
Unit 1 NEWS AND NEWSPAPER VALUES	8
Unit 2 MAGAZINES	29
Unit 3 RADIO AND JOURNALISM	46
Stop and check 1 (Units 1–3)	64
Unit 4 TV AND JOURNALISM	67
Unit 5 NEW MEDIA	85
Unit 6 ADVERTISING	102
Stop and check 2 (Units 4–6)	118
Appendix 1	122
Appendix 2	128
<i>Список литературы</i>	145
<i>Список источников</i>	151

Предлагаемое учебное пособие «Media and Communication Studies» (уровня B2) предназначается для учащихся 10-х классов, обучающихся в рамках проекта предпрофессионального образования «Медиа-класс в московской школе». Данное пособие может быть использовано как для аудиторных занятий, так и для самостоятельной работы учащихся.

Цель настоящего пособия — формирование иноязычной коммуникативной компетенции, необходимой для осуществления основных видов профессиональной деятельности в области медиа коммуникации и журналистики. Реализация поставленной цели предполагает осуществление следующих частных задач:

- ▶ достижение уровня владения иностранным языком, достаточного для делового общения в рамках выбранного профиля;
- ▶ формирование умений коммуницировать в рамках выбранного профиля, используя профессиональную лексику, развитие навыков письменной и устной речи в рамках выбранной области;
- ▶ умение самостоятельно ставить учебные и познавательные задачи;
- ▶ самостоятельное планирование альтернативных путей решения для поставленных задач;
- ▶ устанавливание причинно-следственных связей, построение грамотных рассуждений;
- ▶ применение и преобразование различных знаково-символических средств (модели, схемы) для решения поставленных задач.

Предметное содержание учебника отражает основные профессионально-значимые и актуальные темы в сфере международной журналистики, а именно:

1. Газеты как средство массовой информации в современном мире;
2. Роль глянцевого журналистики в СМИ;
3. Радиожурналистика и ее роль в медиа коммуникации;
4. Основы тележурналистики;

5. Социальные сети как средство передачи информации в XXI веке;
6. Реклама в медиа.

Пособие подготовлено в соответствии с рабочей программой дисциплины, разработанной в рамках проекта предпрофессионального образования Департамента образования и науки г. Москвы «Медиа-класс в московской школе». Курс «Иностранный язык (английский) для (специальных целей)», реализуемый на основании данного пособия, рассчитан на 64 часа.

Учебное пособие включает аутентичные материалы из современной англоязычной прессы и свободных электронных ресурсов.

В соответствии со статьей 1274 Гражданского кодекса Российской Федерации авторы данного пособия использовали в своей работе с обязательным указанием имени автора произведения, которого используются, и источника заимствования правомерно обнародованные произведения и отрывки из них в качестве иллюстраций в объеме, оправданном поставленной целью или методикой.

Авторы выражают благодарность декану факультета Международной журналистики, кандидату социологических наук Я. Л. Скворцову, а также заведующей кафедрой английского языка № 3, доктору филологических наук, профессору Т. А. Ивушкиной.

Работа по пособию рассчитана на 2 полугодия исходя из 64 академических часов.

Пособие состоит из 6 уроков (Units), в каждом из которых представлены 5 частей (Parts). Каждый урок посвящён отдельной лексической теме в сфере медиа и журналистики. В рамках разделов предусмотрено деление на секции (Sections).

Первый раздел урока *Listening* направлен на развитие способностей восприятия аутентичных аудио- и видеоматериалов в рамках предпрофессиональной подготовки.

Второй раздел *Reading* направлен на формирование навыков чтения, понимания и анализа текстов в сфере медиа.

Раздел *Grammar and Vocabulary* содержит упражнения, направленные на развитие знаний английской грамматики и лексики в формате ЕГЭ, а также задания для обсуждения в классе.

Четвертый раздел *Speaking* содержит задания, направленные на развитие подготовленной и неподготовленной монологической и диалогической речи, на развитие оценочных суждений, осмысление пройденного материала, способность выражать мнение по заданной тематике, проектов, заданий повышенной сложности для индивидуальной работы.

Раздел *Writing* направлен на формирование навыков академического письма в рамках предпрофессиональной подготовки. Задания ориентированы на обучение написания личного электронного письма, эссе, блога, статьи и описания графиков.

Авторами пособия разработана система упражнений следующих типов:

- ▶ понимание ключевой информации; заполнение пропусков недостающей информации; понимание в прослушанном тексте запрашиваемой информации или определение в нем ее отсутствия;
- ▶ понимание текста, выбор заголовков к текстам, выполнение заданий в формате *Multiple choice* и *True or False* на основе прочитанного материала.

- ▶ преобразование начальной формы слова в подходящую по контексту грамматическую форму, словообразование, поиск лишнего слова, множественный выбор лексики, дискуссионные и творческие задания по тематике предпрофессиональной подготовки.
- ▶ монолог / диалог в ролевой профессиональной среде; выступление с сообщениями на английском языке по темам на базе оригинальных материалов; индивидуальная проектная работа.
- ▶ заполнение пропусков, исправление ошибок, отработку клише академического письма и словаря для описания графиков; отработка структуры и особенностей выполнения каждого вида письма.

Упражнения направлены на расширение словарного запаса путем освоения терминологии в сфере медиа и журналистики, отработку лексической сочетаемости. Тематика упражнений и медиатекстов отражает современные реалии массовых коммуникационных процессов.

В целях формирования коммуникативных навыков в пособии предлагаются вопросы для обсуждения в группах, позволяющие развить навыки монологической и диалогической речи.

Рубрики *Appendix* содержат дополнительный материал, способствующий развитию коммуникативных умений учащихся.

Для контроля уровня освоения пройденного материала в пособии предусмотрен раздел *Stop and check*, включающий в себя задания на самопроверку с ответами. Данные задания могут быть выполнены обучающимися самостоятельно в качестве домашнего задания.

Материал рекомендуется изучать в выстроенной в пособии последовательности.

Авторы

UNIT 1

NEWS AND NEWSPAPER VALUES

Part 1. Listening

News is an essential part of our life. On the one hand, news gives an opportunity to keep up with current events and to form the opinion on different issues. On the other hand, it helps to broaden the outlook.

Look at the questions and discuss:

1. How often do you read news? What kinds of news are you interested in? Do you prefer reading print or online newspapers?
2. What sources do you use to keep abreast of the recent developments in the world?

You are going to watch the video — ‘And now, the real news’ by Kirk Citron published in TED Talk.

- a) Before you watch the video, read the sentences, and try to guess the meaning of the words in bold.
 1. People are **drowning in** news in the modern world.
 2. Some of news will **fall by the wayside in the long run**.
 3. First, the publishing house should **set the agenda** of the future issue.
 4. Every day a lot of people **pick** the news they are going to read.
 5. People read books, watch interesting shows and travel to **push the limits** of what they know.
- b) Complete the sentences using the words and collocations below in the appropriate form.

on the agenda, to fall by the wayside, to drown in, in the long run, to pick

1. The head coach is going to _____ students for the forthcoming football match.
2. A lot of things such as holidays and exam preparation are _____ of this parents' evening.

UNIT 1

NEWS AND NEWSPAPER VALUES

4. According to the author, the top story of the past year was ecology.
1) T 2) F 3) NS
5. The speaker gives examples of news stories on various topics.
1) T 2) F 3) NS
6. The author's key message is that all news stories are of equal importance.
1) T 2) F 3) NS

Discussion:

1. Why do you think people are drowning in news nowadays?
2. Why are some news stories more important than others in the long run?
3. What news stories do you find essential in the future?

Part 2. Reading

Pre-reading discussion. *Work in pairs and discuss newspapers which you read online.*

- ▶ Give examples of newspapers which exist online only / both online and in print / in print only.
- ▶ Give reasons why newspapers go online
- ▶ Express your opinion on the trend

Section 1

1. *Work in pairs and match each type of an article with the definition:*

- | | |
|--------------|--|
| 1) column | a) an opinionated story written by a prominent journalist |
| 2) editorial | b) a long, more in-depth article |
| 3) op-ed | c) a regular feature often on a specific topic, written by the same person who is known as a columnist |

UNIT 1

NEWS AND NEWSPAPER VALUES

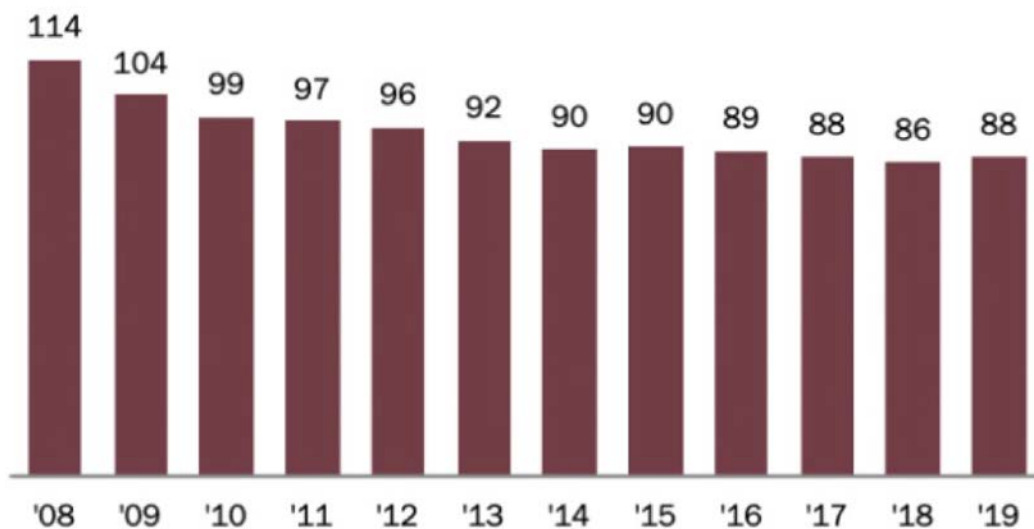
4) leader	d) an article written by, or on behalf of, an editor, giving the news organization's opinion on an issue
5) feature article	e) an article written by the editor or a specialist giving the opinion of the newspaper on an issue and published on the front page

2. *Comment on the following graph. Remember to:*

- ▶ say what is the subject matter of the graph
- ▶ what trend it illustrates
- ▶ give possible reasons for the trend
- ▶ explain possible consequences of the trend

Newsroom employment in the United States declined 23% between 2008 and 2019

Number of U.S. newsroom employees in news industries, in thousands



3. *Work in a group and name possible problems and issues each of the newspaper type is facing in different countries, give reasons why.*

UNIT 1

NEWS AND NEWSPAPER VALUES

Section 2

Look through the articles from Task 1 and Task 2 and figure out the meaning of words and collocations in bold.

Task 1. Read the text and complete the gaps A–E with the sentences 1–6. One sentence is odd.

Are Newspapers Dead or Adapting in the Age of Digital News? (Part 1)

By Tony Rogers

Updated January 28, 2019

Are newspapers dying? That's the **raging debate** these days. Many say the **demise** of the daily paper is just a matter of time — and not much time at that. The future of journalism is in the digital world of websites and apps — not newsprint — they say.

But wait. Another **group of folks** insists that newspapers have been with us for hundreds of years, and although all news may someday be found online, **A** _____.

Newspaper circulation is dropping, **display and classified ad revenue** are drying up, and the industry has experienced an unprecedented **wave of layoffs** in recent years. **B** _____. Big metro papers such as the Rocky Mountain News and Seattle Post-Intelligencer have gone under, and even bigger newspaper companies such as the Tribune Company have been in bankruptcy.

C _____ “On the web, newspapers are live, and they can supplement their coverage with audio, video, and the **invaluable resources** of their vast archives,” said Jeffrey I. Cole, **D** _____. “For the first time in 60 years, newspapers are back in the breaking news business, except now their delivery method is electronic and not paper.”

Yes, newspapers are facing tough times, and yes, the internet can offer many things that papers can't. But **pundits and prognosticators** have been predicting the death of newspapers for decades. **E** _____.

UNIT 1

NEWS AND NEWSPAPER VALUES

1. Newspapers alone cannot be enough to support most news companies
2. A third of the large newsrooms across the country had layoffs between 2017 and April 2018 alone
3. director of USC's Digital Future Center
4. papers have plenty of life in them yet
5. Radio, TV, and now the internet was all supposed to kill them off, but they're still here
6. Gloomy business considerations aside, the dead-newspaper people say the internet is just a better place to get news

Task 2. Read and select the correct answer.

Are Newspapers Dead or Adapting in the Age of Digital News? (Part 2)

Contrary to expectations, many newspapers remain profitable, although they no longer have the 20 percent **profit margins**, they did in the late 1990s. Rick Edmonds, a media business analyst for the Poynter Institute, says the widespread newspaper industry layoffs of the last decade should make papers more viable. "At the end of the day, these companies are **operating more leanly** now," Edmonds said. "The business will be smaller, and there may be more reductions, but there should be enough profit there to do **a viable business** for some years to come."

Years after the digital pundits started predicting the demise of print, newspapers still take significant revenue from print advertising, but it declined from \$60 billion to about \$16.5 billion between 2010 and 2017.

And those who claim that the future of news is online and only online ignore one critical point: Online ad revenue alone just isn't enough to support most news companies. Google and Facebook dominate when it comes to online ad revenue. So online news sites will need an as-yet undiscovered business model to survive.

UNIT 1

NEWS AND NEWSPAPER VALUES

14

One possibility may be **paywalls**, which many newspapers and news websites are increasingly using to generate much-needed revenue. The 2013 Pew Research Center media report found that paywalls had been adopted at 450 of the country's 1,380 dailies, though they won't replace all the lost revenue from shrinking ad and subscription sales.

That study also found that the success of paywalls combined with a print subscription and **single-copy price** increases has led to a stabilization — or, in some cases, even an increase in revenues from **circulation**. Digital subscriptions are growing.

“In the age of Netflix and Spotify, people are coming around to paying for content again,” wrote John Micklethwait for Bloomberg in 2018.

Until someone figures out how to make online-only news sites profitable (they've also suffered layoffs), newspapers aren't going anywhere. Despite the occasional scandal at print institutions, they remain trusted sources of information that people turn to cut **through the clutter** of (potentially fake) online news or for the real story when social media outlets show them information on an **event slanted** in any number of ways.

1. What is the message of the article?

- a) Newspapers will remain the only source of information for many more years.
- b) Only if it turns out that online websites can bring enough profit to support news companies, the newspapers tend to die out.
- c) Digital subscription is the only way for newspapers to get profit.
- d) Layoffs will cause the newspaper industry decline.

2. What prediction about the future of newspapers has not come true recently?

- a) Newspapers will depend on print advertising for survival.
- b) Newspapers will have died out.
- c) Newspapers will be totally replaced by online websites.

UNIT 1

NEWS AND NEWSPAPER VALUES

15

- d) Printed media will be the only source of information in the not too distant future.
3. **What should online news companies do to overcome the crisis?**
- a) to engage in foul play
 - b) to develop entertaining strategies
 - c) to seek better skilled professionals
 - d) to find brand new ways and methods to run business
4. **“They” in the last paragraph refers to**
- a) print media
 - b) online websites
 - c) news companies
 - d) print advertisements
5. **The verb *come around* in paragraph 6 (“In the age of Netflix and Spotify, people are coming around to paying for content again...”) is a synonym of ...**
- a) remember
 - b) return
 - c) start
 - d) use
6. **What is the main finding of the research mentioned in the article?**
- a) Paywalls will not help online newspaper websites earn money.
 - b) Paywalls can be profitable, but they do not compensate for the shrinking ad and subscriptions sales.
 - c) Single-copy price increases alone may lead to a successful business.
 - d) Online-only newspapers will suffer significant layoffs.



Part 3. Grammar and Vocabulary

Task 1. Discuss in small groups the following questions. What do you know about newspaper headlines? Do you think they are different from ordinary news story titles?

Task 2. Now read the guidelines on writing newspaper headlines and do the following tasks:

A. Put the words in brackets in the correct form.

The Secret to Writing Great Headlines for Your News Stories

By Tony Rogers

Updated October 07, 2019

Writing great news story headlines is an art. You can bang out the most interesting article ever _____ (write), but if it doesn't have an attention-grabbing headline, it's likely to be passed over. Whether you're at a newspaper, news website, or blog, a great headline or "hed" _____ (get) more eyeballs on your copy.

Guidelines for Writing News Headlines

Be Accurate

This is _____ (important). A headline should entice readers, but it shouldn't oversell or distort what the story is about. Always stay true to the spirit and meaning of the article.

Keep It Short

This seems obvious; headlines are by nature short. But when space limitations _____ (not be) a consideration (as on a blog, for instance), writers sometimes get verbose with their heds. Shorter is _____ (good).

UNIT 1

NEWS AND NEWSPAPER VALUES

Fill the Space

If you're writing a headline to fill a specific space in a newspaper, avoid _____ (leave) too much empty space at the end of the head. This _____ (call) «white space» and it should be minimized.

B. *Use the word given in brackets to form a word that fits the space.*

Don't Repeat the Lede

The headline, like the lede, should focus on the main point of the story. However, if the hed and the lede are too similar, the lede will become _____ (redundancy). Try to use _____ (differ) wording in the headline.

Be Direct

Headlines aren't the place to be obscure; a direct, straightforward headline gets your point across more _____ (effective) than something overly _____ (create).

Use the Active Voice

Remember the subject-verb-object formula for news _____ (write)? That's also the best model for headlines. Start with your subject, write in the active voice, and your headline will convey more _____ (inform) using fewer words.

C. *Look carefully at the sentences. Some of them are correct but some have a word which shouldn't be there. Tick (V) correct ones. If a sentence has a word which shouldn't be there, write the word in the space.*

Write in Present Tense

Even if most news stories are written in the past tense, headlines should almost always use the present tense (_____).

UNIT 1

NEWS AND NEWSPAPER VALUES

Avoid Bad Breaks

A bad break is when a head with more than one line splits a prepositional phrase, an adjective, and noun, an adverb and verb, or a proper noun (_____).

For example:

Obama hosts White

House dinner

Obviously, “White House” should not be split between of the two lines (_____). Here’s a better way to do it (_____):

Obama hosts dinner at the White House

Make Your Headline Appropriate to the Story

A humorous headline may work with a lighthearted story, but it most definitely wouldn’t be appropriate for an article about someone being murdered (_____). The tone of the headline should match the tone of the story.

Know Where to Capitalize

Always capitalize the first word of the headline and any proper nouns. Don’t capitalize every word unless if that’s the style of your particular publication (_____).

Task 3. Study the headlines below and discuss how the guidelines on writing headlines are followed in them.



**Banks to
pull cheap
deals on
home loans**

**Harry in turmoil over
cutting his royal links**

**How
bad,
exactly?**

**PRISON IF
YOU SMACK
CHILDREN**

UNIT 1

NEWS AND NEWSPAPER VALUES

Task 4. Work in groups and make up your own headlines for short articles from *The Week* below. Choose the most effective headline.

Article 1

“Thankfully, for children, the risk of severe COVID remains still very small,” agreed Dr. Marcella Nuñez-Smith of the White House COVID-19 Health Equity Task Force. Of course, Americans should try to prevent any and all infections, she added, but parents should be assured that nothing has changed “so drastically” in terms of a child’s COVID-19 risk. Until kids can be vaccinated, the updated, Delta-driven mask guidelines can be used to inform parents’ risk evaluation when indoors with individuals whose vaccination status is unknown.

Article 2

Scarlett Johansson filed a lawsuit against Disney on Thursday for releasing the Marvel film *Black Widow* on streaming and in theaters at the same time, arguing this breached her contract and cost her millions of dollars since her salary was largely based on the film’s box office performance. It seems she’s hardly alone in her frustration over compensation for movies that debut on streaming, as *Variety* reports the lawsuit “appears to be emboldening other stars,” and “several Disney actors are considering their own legal challenges.”

Disney has released a number of movies both in theaters and on Disney+ for \$30 during the COVID-19 pandemic, including *Cruella* starring Emma Stone and this weekend’s *Jungle Cruise* starring Dwayne “The Rock” Johnson and Emily Blunt. In his newsletter *What I’m Hearing*, former *Hollywood Reporter* editor Matthew Belloni reports that Stone is “said to be weighing her options,” while Blunt is “likely watching the *Jungle Cruise* numbers closely this weekend.” Blunt, Belloni reports, had already raised objections over Paramount releasing her film *A Quiet Place Part II* on streaming about 45 days after its theatrical debut, sooner than the pre-pandemic norm of around 90 days.

“The floodgates might be opening,” Belloni writes.

UNIT 1

NEWS AND NEWSPAPER VALUES

20

Article 3

Rep. Sheila Jackson Lee was arrested Thursday afternoon at a voting rights demonstration held outside of the Hart Senate Office Building.

In a video she posted on Twitter, Jackson Lee said she believes “when you are getting into good trouble, when you realize that the 15th Amendment has guaranteed the fundamental right to vote, any action that is a peaceful action of civil disobedience is worthy and more to push all of us to do better and to do more.” “Good trouble” was a reference to the late Rep. John Lewis, a civil rights leader and advocate for voting rights who believed in making change through good, or necessary, trouble.

Over the last three weeks, three Black House Democrats have been arrested for protesting against strict voting restrictions being put into place. Odus Evbagharu, chair of Texas’ Harris County Democratic Party, said in a statement that it is most often Black women “at the forefront of defending our civil rights and leading the fight to save our fragile democracy,” and Jackson Lee “understands we are at a pivotal moment in the history of our nation, where our sacred right to vote is under grave threat. She recognizes that we all must take action to protect this right.”

Article 4

The glamorous first trailer for *House of Gucci* was released on Thursday night, featuring gorgeous shots of Italy, lots of high fashion, and a peek at Lady Gaga and Adam Driver as doomed couple Maurizio Gucci and Patrizia Reggiani.

Directed by Ridley Scott, the film is based on the book *The House of Gucci: A Sensational Story of Murder, Madness, Glamour, and Greed*, and is set for release on Nov. 24. *House of Gucci* will tell a story spanning three decades, showing the rise and fall of the fashion house and the aftermath of Maurizio Gucci’s murder by a hitman — who had been hired by Reggiani.

The film also features Al Pacino, Jeremy Irons, Salma Hayek, and an unrecognizable Jared Leto.

UNIT 1

NEWS AND NEWSPAPER VALUES

21

Task 5. Read the following article from the Washington Post and discuss if the headline is effective, why or why not. Choose the correct word for each empty space.

Climate scientists warned us. When will we listen?

by Eugene Robinson

July 6, 2021

Climate change is slow, gradual, almost imperceptible — until suddenly it's not. One day, it seems 1_____ a normal summer. The next, the temperature soars to an unbearable 121 degrees F. In Canada.

That record for the entire country was set last Tuesday in Lytton, British Columbia, as the Pacific Northwest suffered through its most punishing heat wave in recorded history. The same week, it was 108 F in Seattle and 116 F in Portland, Ore. — both all-time records.

In a region where many homes are not air-conditioned, it is not yet clear how many people died from the extreme 2_____; in British Columbia alone, officials said there were more than 700 “sudden and unexplained” deaths during the week, three times the normal average. At least 95 deaths in Oregon are suspected of being heat-related. Dozens of deaths are being 3_____ in Washington state as well.

The cause of all this was a massive, stubborn “heat dome” that parked itself on top of the region and refused to move. As you know, it is not possible to definitively attribute any specific weird, unprecedented weather event to climate change. But a pattern of increasingly frequent, weird, unprecedented weather events is precisely what climate scientists warned us about.

The planet is warming because human activity has 4_____ the concentration of carbon dioxide in the atmosphere by more than 47 percent since the dawn of the Industrial Revolution. Atmospheric carbon is now at level not seen since 3 million years ago, an epoch when the average sea level was 50 to 80 feet higher than today, according to the National Oceanic and Atmospheric Administration.

UNIT 1

NEWS AND NEWSPAPER VALUES

22

We desperately need to slash carbon emissions and stop making things worse. But we also need to reckon with the myriad implications of the damage we have already 5_____.

That means re-examining all kinds of assumptions — however reasonable they once were — that went into the way human infrastructure has been designed and built. What seemed like normal environmental parameters may no longer apply.

It means being smart 6_____ to use the spending that will be necessary to adapt to climate change as an engine of economic growth and transformation. It means seeing adaptation not just as an environmental program but as a jobs program as well.

The climate change and weather instability we are experiencing will be with us for centuries. But it will all get much worse 7_____ humanity reduces carbon emissions by shifting to clean, renewable energy. One simple question for climate-change skeptics: What is it about 121 degrees in Canada that you don't understand?

1. 1) like 2) as 3) alike 4) likely
2. 1) hot 2) heat 3) frost 4) boil
3. 1) researched 2) investigated 3) invented 4) inquired
4. 1) risen 2) arisen 3) raised 4) aroused
5. 1) done 2) produced 3) made 4) manufactured
6. 1) already 2) yet 3) still 4) enough
7. 1) if 2) unless 3) when 4) while

UNIT 1

NEWS AND NEWSPAPER VALUES

Part 4. Speaking

Task 1. Look at the front pages of two newspapers and discuss the differences between them in:

- ▶ the type of stories and columns: the style of headlines, pictures, content;
- ▶ the type of target audience.



Task 2. Split into groups and analyze a newspaper of your choice using the following plan:

- ▶ Type of a newspaper: tabloids/broadsheets;
- ▶ Country where the newspaper is published and its main rivals;
- ▶ Newspaper structure: types of stories and columns with brief description or examples;
- ▶ The online version of the newspaper (if any): differences and similarities between online and print versions of the newspaper;
- ▶ Most popular / top / most read stories of the newspaper, reasons why;
- ▶ Possible future of the newspaper.

UNIT 1

NEWS AND NEWSPAPER VALUES

In class, compare and contrast the analyses of the chosen newspapers and discuss the following questions:

- ▶ What do newspapers have in common?
- ▶ In what way are they different?
- ▶ Which newspaper has a better future?

Task 3. Imagine that you are doing a project “Online vs print newspapers” together with your friend. You have found some illustrations and want to share the news. Leave a voice message to your friend. In 2 minutes be ready to tell the friend about the photos:

- ▶ give a brief description of the photos (2 relevant details in each photo, minimum);
- ▶ say in what way the pictures are different (2 relevant details, minimum);
- ▶ explain why you have chosen these photos to illustrate the project “Online vs print newspapers”;
- ▶ express your opinion on the subject of the project;
- ▶ suggest the next step in your work.



UNIT 1

NEWS AND NEWSPAPER VALUES

Task 4. Look at the headlines below and decide which one came in a broadsheet and which one in a tabloid. Justify your opinion.

ANOTHER LIFE LOST!

How bad, exactly?

**Funding for schools
to increase by 4,5%**

TITANIC SINKS, 1500 DIE

Huge growth in free school meals
urged to tackle food poverty crisis

**PROOF
THAT
UFOs
EXIST**



Part 5. Writing

EMAIL MESSAGE

Task 1. Discuss the questions.

1. What types of letters do you know?
2. What are the distinctive features of an informal letter?
3. What is the difference between email messages and informal letters?

Task 2. Read these letters from different pieces of writing and decide whether they are formal or informal. Explain your choice.

- A. I hereby request to resolve my issue as soon as possible or else I have to stop using your service with an unsatisfactory note. Also, for this month, I am not going to pay for your service unless the problem is resolved.
- B. Your result has proved how much effort, hard work, and dedication you have given to your exams. I'm not shocked by this news because I've known since we were in class 2. You have always been a sincere

UNIT 1

NEWS AND NEWSPAPER VALUES

and hardworking girl. I knew that you were a bit nervous, but I was sure that you would score brilliantly. The only thing I regret is that I couldn't be there with you at the celebration party because I was having my exams then.

- C. I am just excited at the thought of me and you spending the vacation together. I just hope that you share your response with me and let me know if it is possible for you to come to my place.
- D. The event will be conducted at our company's auditorium and will last about three hours. If you are interested in attending the event, please let me know so that I can reserve a seat for you.

Task 3. Analyze and learn the email message structure.

Greeting,

Introduction (thank your friend for the letter, continue speaking about the topic discussed in the previous letter).

Main body (answer the questions given in the task).

Statement of the questions to your friend.

Conclusion (write about your further contact).

Letter closing,

Signature

Task 4. Learn the following topical vocabulary.

Match the clichés with the given groups.

*Dear Tim All the best Please write back! Thank you for your letter!
I haven't heard from you for ages! Best wishes Keep in touch!
Lots of love Sorry, I'd better go now as I have to do my homework*

Greeting:

Introduction:

Conclusion:

Letter closing:

UNIT 1

NEWS AND NEWSPAPER VALUES

Task 5. Put the extracts of the text in the correct order.

1. *Dear Anna,*
2. *You've written that you are also busy working as a scriptwriter for a popular TV show. I've always thought it might be interesting to learn certain facts about this job and people in this sphere.*
3. *Thank you for your letter! I'm awfully sorry for not writing to you earlier; I had so many tasks at school that I had very little free time.*
4. *You ask what TV shows I enjoy watching. To be honest, I'm not watching them much this year as I'm preparing for the final exams, but mostly I prefer watching interviews on YouTube to watching talk shows on TV. Such interviews can be exciting!*
5. *Sorry, I'd better go now as I have to do my homework.*
6. *I'm so glad for your sister. Pass my congratulations to her, please. Is her husband British? What does he do? Where do they live?*
7. *Best wishes,
Boris*
8. *Write back soon.*

UNIT 1

NEWS AND NEWSPAPER VALUES

Task 6. Do the exam question below.

You have received an email message from your English speaking pen-friend Tom:

From: Tom@mail.uk

To: Russian_friend@media.ru

Subject: Interview

... In our city, we have an annual contest for teenagers who conduct their own short interviews for the local newspaper. This year I got second prize for an interview with a local music band. What do you think is the most important part of an interview? Why so?
Why do you think it is difficult to write a story based on an interview?

This month is my mom's birthday, and now I am thinking of a gift for her. I want it to be very special...

Write an email message to Tom.

In your email

1. answer his questions
2. ask **3 questions** about his mom

Write **100–140 words**.

Remember the rules of email writing.

Part 1. Listening

Magazines focus on some specific subjects, selected stories, and include a lot of images. As a rule, the issues of magazines come out less frequently than newspapers¹. Magazines are read by many people on a day-to-day basis: to unwind, to broaden the outlook, or in transport. The choice of a magazine depends on different things such as interests, age, and so on.

Look at the questions and discuss:

1. What magazines do you read? Do you prefer online or print magazines? Do you read magazines in English?
2. What magazine columns are you interested in?
3. Have you ever tried to write an interview article or been interviewed for a magazine?

You are going to watch the video — ‘How to write an interview article published by Flipsnack’.

- a) Before you watch the video, read the sentences, and try to guess the meaning of the words in bold.
 1. The interviewer should collect as much information as possible in order to have a **solid** background on the interviewee.
 2. Let your **creative juices** flow!
 3. It is not a **rule of thumb**, but still, it is better to pick one focus topic and stick with it.
 4. You can **insert** some pictures or quotes to make the interview less boring.
 5. Not all article subjects are equally **appealing** for the reader.
 6. It is important to choose the **perspective** from which the article is going to be written.

¹ Difference between newspapers and magazines: <https://keydifferences.com/difference-between-newspaper-and-magazine.html#KeyDifferences>

UNIT 2

MAGAZINES

30

- b) Complete the sentences using the words and collocations below in the appropriate form:

Solid, creative juices, insert, a rule of thumb, appealing, perspective

1. From a career _____ language skills can be very useful.
2. I need to have a _____ understanding of the problem to solve it.
3. To make a presentation more _____ for the audience, you need to _____ some pictures and diagrams.
4. Journalists have _____: the more a person knows, the more that person can learn.
5. Many people admit that they can get the _____ flowing only at night.

- c) Make up your own sentences using *the new vocabulary*.

Now watch the video and complete the chart about steps in writing an interview article:

https://www.youtube.com/watch?app=desktop&v=LEEcjD9JMP8&feature=youtu.be&ab_channel=Flipsnack



Step 1	
Step 2	
Step 3	

Follow-up:

1. What tip do you find the most interesting, why?
2. Do you use any tips / techniques while writing a report, an essay or an interview?

Part 2. Reading

Pre-reading discussion. What magazines do you read? Why do you read them? What is the most popular English-language magazine you know? What do you find difficult about reading magazines in English?

Section 1

1. Match the coverlines (1–6) to the types of the magazine below (a–f):

1. EVERYONE NEEDS AN escape Costa Rica, Sydney, Mallorca, Paris, Mexico	2. A-Z OF FASHION <i>All the Styles, Colours, and Trends for Right Now!</i>
3. Food for your Mood Things to do with Miso Chocolate that stimulates	4. YES. YOU CAN! you're stronger then you think
5. RUN FASTER PERFECT YOUR TECHNIQUE	6. Let's get married! Everything you need to know

- a) sports magazine b) cooking magazine c) fashion magazine
d) wedding magazine e) travel magazine f) women's magazine

2. Split into groups. Choose a foreign and a Russian language magazine cover. Analyze and contrast the covers according to the plan:

- ▶ genre, type, the target audience of the magazines
- ▶ structure of each cover
- ▶ linguistic and stylistic features of the coverlines

- ▶ similarities between the covers in structure / language / style / etc.
- ▶ differences between the covers in structure / language / style / etc.
- ▶ reasons why this or that cover is more appealing

Section 2

Look through the article and figure out the meaning of words and collocations in bold.

Task 1. Scan the text and decide what these numbers refer to:

- | | | |
|-----------------|-------------------------|---------|
| a) 1999 to 2001 | b) 4.7m — half the 9.4m | c) 80 |
| d) 66 | e) 12bn | f) 200m |

Between the covers:

how the British fell out of love with magazines

By Mark Sweney

Updated September 14, 2019

Another gap is about to appear on your newsagent's shelf. This week *Marie Claire* announced the closure of its UK print edition, adding to an expanding list of high-profile titles from *NME* to *FHM* that have **succumbed to** the digital revolution.

The British love affair with consumer magazines has become increasingly **tepid** since the arrival of online competitors such as YouTube and Facebook, compounded by the new **leisure-time lures** of Netflix and Amazon.

Marie Claire is the latest title to succumb, 31 years after its launch as “the thinking woman's magazine”. It mixed serious features with fashion and beauty as it took a pioneering stance on topical women's issues, which helped it **garner** four Amnesty Media Awards, including one for a report on rape as a weapon of war in the Congo. Liz Jones, the editor from 1999 to 2001, was fired after speaking out against being forced to use **bulimic models**. But as it blazed an editorial trail, circulation fell from a peak of more than 450,000 in the mid-90s to 120,000 now.

UNIT 2

MAGAZINES

33

The magazine business is in trouble, and its problems are summed up by the current top 10 chart of consumer titles that readers buy or subscribe to. In the first half of this year, the total circulation of that top 10 was 4.7m — half the 9.4m recorded in the first six months of 2001.

Total annual UK consumer magazine sales have fared even worse, **plummeting** by 60% from just over 1.2bn in 2005 to 481m last year, according to the research firm Enders Analysis.

Other titles that have struggled in the last decade include *OK!*, once the king of celebrity gossip magazines, which has seen sales fall by almost 80% to 122,000 copies.

Over the same period, *Cosmopolitan's* popularity dropped 60%, and the circulation of *Heat* magazine **slumped** by three-quarters.

The roll call of well-known print casualties in recent years includes the lads' mags generation of *FHM*, *Loaded*, *Maxim*, *Nuts* and *Zoo*; female-focused titles such as *More!*, *Look*, *Instyle*, celebrity gossip magazine *Now*, *She* magazine and *Reveal*.

Last year, *NME* stopped printing after 66 years, and free magazine *Shortlist*, the biggest men's magazine in the UK by circulation, also closed down.

And experts believe it is only going to get worse. "There is a crisis in the industry," says Douglas McCabe, the chief executive of Enders Analysis. "Given how much circulation has fallen there really haven't been as many **outright closures** as you'd think. Some publishers are just hanging on. We would expect to see more closures in the next five years than the previous five."

He adds: "There is social media, Instagram, Mail Online. So why go out and buy a magazine, even a strong brand, when you can get updates every second? And that's without the wider fight for consumers' attention from services such as YouTube and even Netflix."

Against the **bleak sales backdrop** the publishers are increasingly focusing on using a household brand built up over decades to seek profitability beyond print. *Marie Claire*, for instance, will continue online and its owner says the title is simply following the readers.

UNIT 2

MAGAZINES

34

The biggest challenge with chasing readers online is fighting the **stranglehold** the Silicon Valley giants have on eyeballs — and the advertising pounds that follow them.

By 2021, Google (including YouTube), Facebook (including Instagram), Twitter and Snapchat will rake in almost £12bn in digital ad revenues in the UK, equal to 70% of the total digital market, according to research by eMarketer. By comparison, digital ad spend on consumer magazine brands will be just £130m this year.

As print advertising in consumer magazines dries up — by the end of this year it will have more than halved from £512m in 2010 to £220m — publishers are **branching out** into areas such as e-commerce and events.

The stockmarket-listed publisher *Future*, which has a portfolio of 100 publishing brands from the gadget magazine *T3* to the rock title *Metal Hammer*, has **bucked the malaise** and seen its market value hit a record high of £1bn.

However, the chief executive, Zillah Byng-Thorne, says just one-third of its more than £200m in annual revenue now comes from traditional print advertising or magazine sales. The company now makes tens of millions of pounds from the commission it earns from sales of products to readers who make a purchase from a partner — such as Amazon or John Lewis — after reading a product review on one of its sites.

Task 2. Read the text again and select the correct answer.

- 1. Which magazine most recently stopped issuing its printed version?**
 - a) NME
 - b) FHM
 - c) Marie Claire
 - d) All mention above simultaneously
- 2. What helped Marie Claire to be awarded a media prize?**
 - a) Shooting bulimic models
 - b) Printing an article about the war in Congo

UNIT 2

MAGAZINES

35

- c) Fashion and beauty sections
 - d) Dismissal of some editorial staff
3. **The term “lads’ mags” means:**
- a) Men’s magazines
 - b) Women’s magazines
 - c) Gossip magazines
 - d) All mentioned above
4. **“It” in paragraph 10 refers to:**
- a) The crisis in printed media
 - b) The drop in the number of magazines
 - c) The situation with the printed magazine’s shutdown
 - d) Online media
5. **The verb *dries up* in paragraph 15 (“As print advertising in consumer magazines dries up — by the end of this year it will have more than ...”) is a synonym of ...**
- a) Disappears
 - b) Decreases
 - c) Increases
 - d) Develops
6. **The publishing company *Future* makes its main profit from:**
- a) Online advertisement
 - b) Print ads and sales
 - c) Magazine sales
 - d) Print advertising



Part 3. Grammar and Vocabulary

Task 1. *Do you know how to get published in a magazine? Do you think it is difficult? Discuss in small groups.*

Task 2. *Now read the guidelines on getting published in a magazine and do the following tasks:*

A. *Put the words in brackets in the correct form.*

How to Publish an Article in a Magazine in 5 Steps

Written by the MasterClass staff

Last updated: Sep 7, 2021

For many freelancers, the publication process can seem confusing and complex. Here are some tips to increase your chances of _____ (get) your work published:

Choose a topic you're passionate about. Before you can see your byline in a magazine publication or website, you'll need to come up with a great article idea. If you _____ (struggle) to come up with an idea for an article, try brainstorming ideas in an area that you're passionate about. Don't be afraid to write a personal story. Oftentimes, personal stories offer the best opportunity for new writers to showcase their unique perspective, writing skills, and writing style. On the other hand, if you're passionate about writing articles that require research and in-depth analysis, you should consider story ideas that allow you to do that. What's important _____ (be) that you're enthusiastic about your idea. That will make the creative work that much _____ (easy).

Research and write. You should set aside a fair amount of time for research before you start writing. Even if your subject area _____ (not require) extensive investigation or outside source material for the writing portion, you

UNIT 2

MAGAZINES

37

should familiarize yourself with the type of work generally accepted by the publications to which you intend to submit. If you're planning on submitting to online publications, go to the outlet's homepage and look through their published articles. If they have already published work or journal articles that are similar to _____ (you), you may need to figure out a new angle. Then, you can start _____ (write) your article.

B. *Use the word given in brackets to form a word that fits the space.*

Edit your article. Once you've written your first draft, it's time to edit. Make any necessary tweaks or _____ (adjust) to make sure that your article is in the best possible shape before sending it to magazine editors. Ask a trusted friend or fellow writer (preferably someone who has published articles themselves) to review your essay or magazine article. If your article is research-heavy, you may consider reaching out to someone who is an expert in that field of research and asking them to review your work. If you don't have anyone you can send your work to, there are _____ (edit) services available online that offer peer reviews and copy editing for a small fee.

Determine which publications to submit to. Selectively choosing the right journals, magazines, or online publications to submit to can save you a lot of time and effort. Submitting a hard news article to a journal that mostly publishes short stories and _____ (person) essays, for instance, will likely not be worth your time. If you're trying to get published online, go to the publication's website and look at their editorial policy, as well as stories that they've published in the last year. See if there are any authors or co-authors that you recognize. If your _____ (intend) is to submit to a print magazine, pick up the most recent copy from the newsstand and look for the same information. Print magazines often have contact information listed in the front or back pages, which is _____ (help) to have for submissions.

UNIT 2

MAGAZINES

38

Submit your article. It's time for the moment of truth: submitting your article to an online publication or journal. Each one has its own submission guidelines, so be sure to _____ (care) read the instructions before submitting. Some publications require a cover letter or query letter as part of the submission process, while others have strict word count limits. If you're submitting by email, the journal might have specific requirements about what to put in the subject line and which editor or associate editor to submit to. After you submit, don't be afraid to follow up if you haven't heard back in a week or two. These _____ (publish) likely receive a lot of submissions, and it's easy for an email to get buried — especially if this is the first article you've submitted to them.

Task 3. Now dwell on other good points you can add.

Discuss in small groups where it would be right:

- ▶ To contact a wide array of magazines;
- ▶ To ask editors if they have stories that they are looking for;
- ▶ To offer yourself as a candidate to write an article that editors are interested in;
- ▶ To balance your personal voice with the basic structure expected in magazine journalism while writing.

Task 4. Make a list of ideas on how not to get discouraged if your submission is not accepted:

- ▶ Try again;
- ▶ Self-publish your article via a blogging platform;
- ▶ ...
- ▶ ...
- ▶ ...
- ▶ ...

Task 5. Read the following article and discuss if it could be published in a magazine and what kind of magazine would be suitable. Choose the correct word for each empty space.

**The wait is over:
The green travel revolution is here.**

As we battle climate change, there are reasons for optimism: emissions-reduction strides in autos today and aircraft in the 1_____ future.

We're in the middle of one revolution — and are soon to launch another. These upheavals, both leading to a more sustainable future, are the products not of human conflict but of human ingenuity. Simply put, we're utterly reinventing how we get from here to there.

Cars and trucks are undergoing their greatest makeover since the automobile's inception more than a century ago. Almost overnight, electric cars are proliferating, as carbon dioxide-belching, internal combustion engines head for the endangered 2_____ list.

In air transportation, the other mode we examine, change is more gradual. There are promising developments in sustainable aviation fuel made from 3_____ products, planes fueled by "green" hydrogen, and aircraft with zero-emission, battery-powered electric engines.

Most market-level change still is on the horizon. For example, says writer Sam Howe Verhovek, there's no battery that can get a Boeing 747 from New York to London: "It would take the juice of 4.4 million laptop batteries just to generate liftoff. Except that the jumbo jet could never get off the ground: The batteries would weigh seven times 4_____ the plane."

Concern about climate change is driving these 5_____ and consumer shifts. But progress is taking too long: Our planet's health depends 6_____ zeroing out carbon dioxide emissions by 2050 at the latest, climate change experts say.

That's a sobering truth, but there's a reason for optimism. Global annual sales of electric vehicles are expected to soar from just over three million to-

UNIT 2

MAGAZINES

40

day to 14 million by 2025. By 2040, EVs likely will make up 70 percent of cars globally. As for planes, we depict the plane of the future in a graphic: It looks 7_____ a flying boomerang with passenger seats in the wings.

- 1) near 2) nearest 3) close 4) next
- 1) kinds 2) species 3) types 4) options
- 1) wasted 2) waste 3) wasteful 4) wasting
- 1) more than 2) as many as 3) so as 4) as much as
- 1) economic 2) economics 3) economized 4) economical
- 1) at 2) from 3) on 4) of
- 1) as 2) alike 3) how 4) like

Part 4. Speaking

Task 1. What magazines do you read? Why do you read them? What is the most popular English-language magazine you know? What do you find difficult about reading magazines in English?

Task 2. Look at the cover of an English-language magazine. Find the following things on the cover:

- ▶ Title (masthead)
- ▶ Price
- ▶ Dateline
- ▶ Bar code
- ▶ Cover line



UNIT 2

MAGAZINES

41

Task 3. Look at the covers below and guess the genre of each magazine. In class, discuss which parts of the magazine covers are the most attention-grabbing and informative. Add more other types of magazines.



Task 4. Look at the coverlines and suggest what genre of magazine they are from. Explain your choice.



UNIT 2

MAGAZINES

42

Look at the covers again and discuss their style.

Answer the following questions:

1. Why are underlining, **bolding**, CAPITALIZATION, font size, and **colour** varied in coverlines?
2. Are questions used in coverlines? Why (not)?
3. What punctuation is omitted in coverlines and what punctuation is commonly used?

Task 5. Look at a foreign and a Russian magazine cover.

Analyze and contrast the covers according to the plan:

- ▶ genre, type, target audience of the magazines
- ▶ structure of each cover
- ▶ similarities between the covers in structure / language / style / etc.
- ▶ differences between the covers in structure / language / style / etc.
- ▶ reasons why this or that cover is more appealing



Task 6. *Imagine that you and your friend are designing a cover of the magazine published in your school. You have come up with some ideas and want to share the news. Send a voice message to your friend. In 2 minutes, be ready to tell your friend about:*

- ▶ The choice of a cover picture
- ▶ The choice of one or two featured coverlines
- ▶ The layout of the cover



Part 5. Writing: article

Task 1. *Look through the following features of writing an article and decide which of them build up a writer's style.*

- | | |
|-----------------------------|--------------------------|
| ▶ Syntax | ▶ Feedback to the reader |
| ▶ Meeting deadlines | ▶ Punctuation |
| ▶ Preferred sentence length | ▶ Images |
| ▶ Paragraph length | ▶ Spelling |

Task 2. *Read the definition of house style and discuss possible reasons why it can be important in journalistic practices.*

House style (n) — the preferred style of spelling, punctuation, etc. used in a publishing house or by a specific publication.

Task 3. *Look at the steps of writing a newspaper article and arrange them in the right logical order. You may add your own steps.*

- | | |
|---|---------------------------------|
| ▶ Check your article for mistakes | ▶ Write the introduction |
| ▶ Write a plan of your future article | ▶ Research the topic |
| ▶ Brainstorm the topic and ideas connected to the article | ▶ Conclude |
| | ▶ Write the body of the article |

Task 4. Read the following information about trigger words and decide at which step of writing an article they should be considered.

There are trigger words (who, where, when, how, why) which can help a journalist follow the main idea of the article.

Task 5. Read the news story from the Washington Post and write the sentences based on trigger words.

Work in a group and compare your answers.

Microsoft Plans to Open First Data Center in Italy

Microsoft Corp. on Friday said that it would create its first data center region in Italy under a \$1.5 billion investment plan as the American software giant expands its cloud computing services to more locations across the world.

Microsoft's rival, Amazon Web Services, opened a data center region last week in Milan, while Google sealed a partnership in March with the former phone monopoly Telecom Italia to expand its cloud business operations in Italy.

Analysts expect the Italian cloud market to grow at a double-digit pace over the next few years as companies, which have embraced smartworking during the coronavirus outbreak, increasingly rely on digital processes.



MICHEL EULER/ASSOCIATED PRESS

Jean-Philippe Courtois, the head of Microsoft's global sales, marketing and operations, said the company saw enormous potential to accelerate innovation through cloud services.

The new data center region will be based in the Milan area, joining Microsoft's other 60 regions announced globally. *REUTERS*

Task 6. Look at the sentences summarizing what the article will be about. Write the summary based on the sentences.

Share your summary with the class.

Who? Burger King

What? BK was accused of mocking Asian food

Where? New Zealand

Why? An advert showing a fat man who ate a burger with giant red chopsticks
What taken? The fast-food chain apologized on New Zealand Instagram account

Task 7. Look at the headline of the article and think about its topic. Choose the best introduction to the article and discuss what is wrong with the others.

Nine convicted over Hong Kong 'umbrella movement' protests

- Leaders were found guilty yesterday on rarely used colonial-era public nuisance charges for their role in the 2014 protests. Prosecutors argued the protests had caused “unreasonable” disruption to public order.
- The “Umbrella Nine” was charged over the 2014 protests.
- Nine pro-democracy campaigners have been convicted over their leadership of “umbrella movement” rallies in Hong Kong in 2014 in a verdict that has prompted renewed alarm about the area’s political freedom.

Task 8. Look at the headline and the caption of the article. Split into groups and brainstorm ideas about the article. Then write the article based on your ideas.

Next generation must use 90% less carbon to save planet, experts say



UNIT 3

RADIO AND JOURNALISM

46

▶ Part 1. Listening

Almost everyone has listened to the radio for once in their life. However, some people think radio will become obsolete in the near future. To what extent do you agree with the statement?

Look at the questions and discuss:

1. How often do you listen to the radio?
2. What radio stations do you know? What are the most popular radio stations in your country?
3. Have you ever thought about the career of a radio presenter?

You are going to watch the video — ‘Top 5 radio presenter tips’ published by Radio.co.

Video:

<https://www.youtube.com/watch?v=4YhZKaBVlEI>



Watch the video again and complete the sentences with one word.

1. Understanding your audience will make it easier for your station to stand out from the _____.
2. Be social media _____! In order to become the best radio presenter you can be, it is important to be on top of new trends.
3. The world is more _____ than ever.
4. There are lots of social platforms out there some of which _____ specifically to radio fans.
5. It is important to make sure you always pre-read your scripts in order to avoid any potentially _____ incidents.
6. Preview your script if you don't want to end up becoming a _____ sensation.

UNIT 3

RADIO AND JOURNALISM

7. If you're on the radio, you should have something interesting to say, and you should be _____ when saying it.

Follow-up:

1. Outline the tips discussed and make a comment on them.
2. What tip do you find the most relevant and why?

Part 2. Reading





Discussion.

- I. How often do you listen to the radio? Make a list of radio stations which are the most popular in your country. Explain why they are popular.*
- II. Is radio regulated or deregulated in your country? Are there government controls or restrictions on the radio industry? Give examples to support your point of view.*

Section 1

Task 1. Look at the list of the US top-rated radio stations.

Match the radio stations to the genres:

	News and cultural programming	a) Classical music
	Talk, entertainment and sports programming	b) Popular music
	Trending music, popular morning and driving shows	c) News and sport
	Classical air, designed to give listeners a taste of their favorite music from years gone by.	d) Current affairs and arts, music

UNIT 3

RADIO AND JOURNALISM

XRAY.FM

A mixed range of talk radio, cultural programs, and music from various genres.

e) Global news and documentary

KOST-FM

Adult-contemporary music

f) Easy-listening music, adult-oriented

Task 2. Do online research and report on the British radio stations below. Remember to mention

- ▶ location of the broadcaster
- ▶ genre
- ▶ slogan
- ▶ key shows and big names

Global Radio Smooth Heart Capital Radio Today

Section 2

Scan through the article and

- ▶ figure out the meaning of the media terms in bold. Use a dictionary if necessary.
- ▶ find all names of radio shows mentioned. Consult online sources and explain what is special about these shows.

Scores of UK radio stations to lose local programmes

by Jim Waterson

Updated February 28, 2019

Dozens of radio stations across the UK are to lose almost all of their local programming in a move likely to result in hundreds of job losses, the closure of **dedicated radio studios** and regional voices being replaced by programmes hosted from London.

UNIT 3

RADIO AND JOURNALISM

Global Radio has announced that it will replace the 40-plus local breakfast shows across its Capital, Smooth and Heart networks with just three nationwide programmes.

The changes, which will be brought in during the course of this year, are likely to result in presenters and producers across the country finding they are being replaced by big names based far away from the communities they serve.

The number of regional drivetime shows on Capital, Smooth and Heart will also be substantially reduced and all locally produced evening and weekend programmes will be axed. Local journalists, engineers and marketing staff are expected to be affected by job cuts.

Global will close 10 of its 24 dedicated radio studios — in Brighton, Cambridge, Chelmsford, Exeter, Gloucester, Kendal, Kent, Lancaster, Norwich and Swindon — in a blow to the media industry outside the capital.

The shadow culture secretary, Tom Watson, said the job losses were a “travesty” and “particularly damaging at a time when local news is already under extreme pressure”.

“Replacing local voices with London-based presenters will be a terrible loss to communities across the country. Radio has unique reach, providing listeners with national and local news and friendly company. This announcement is a terrible blow,” he said.

The move will effectively create three new national radio stations, albeit ones that have to opt-out to regional presenters for three hours a day in order to meet the conditions of their local broadcasting licences.

Even those presenters who remain to provide the token regional drivetime programmes on Capital, Smooth, and Heart will serve larger geographical regions than before, covering large swaths of the UK with a single programme.

The move is the culmination of a decade-long project by Global Radio, which has bought up local radio stations across the UK and slowly combined them under a handful of national brands, increasingly sharing programmes across all stations.

UNIT 3

RADIO AND JOURNALISM

For instance, the likes of Manchester's Galaxy, Cardiff's Red Dragon and Nottingham's Trent FM have been combined under the Capital brand, losing much of their regionally produced programming in the process. The change is even starker at the Heart network, which was created in 2008 by rebranding more than 30 distinct local radio stations, all of which will now have the same centrally produced morning programme.

A spokesperson for Global would not confirm the total number of job losses as a result of the announcement, which was first reported by Radio-Today, as it said it was consulting with staff. However, the decision to axe about 60 regional breakfast and drivetime shows is likely to leave a substantial number of presenters and broadcasters out of work and reduce the opportunities for new talent to break into the sector.

The Global chief executive and founder, Ashley Tabor, said the decision would result in "significant changes at an operational level" and would allow his stations to compete more effectively with the BBC.

The changes are possible because of new regulations issued last year by Ofcom allowing station owners to reduce the minimum amount of local programming on local radio stations during daytime hours from seven hours a day to just three.

Ofcom also removed a requirement on local stations to produce their own breakfast show, the most important programme on any station's **lineup** and one that shapes its identity.

In return, stations have to produce an "enhanced local news service", which Ofcom defines as meaning the inclusion of hourly news bulletins throughout the day featuring at least one "fully formed local news story" relevant to local listeners.

However, this news output may be produced by journalists based hundreds of miles from listeners. Global's changes mean one team of news staff will be covering an area stretching from Cornwall to Gloucester.

Global argues that the old system of local radio regulation was designed in a pre-internet era and is no longer appropriate when it is competing with other services for attention.

UNIT 3

RADIO AND JOURNALISM

Commercial radio in the UK is booming, with investment flooding into the sector as the public switch to **digital radio** and to devices such as Amazon's Alexa, prompting them to try new stations. However, the focus has been on national rather than local stations.

Task 1. Read the text and figure out whether the statements True (T), False (F), or Not stated (NS)

1. Global Radio declared that it would reduce its numerous local shows down to 4 state programmes
2. Locally produced evening and weekend shows will be cancelled as well.
3. The shadow culture secretary, Tom Watson, stated that the phenomenon of job losses will benefit the locals.
4. There are around 600 licensed radio stations in the country.
5. Regional presenters of a particular programme will broadcast to a bigger number of regions.
6. It is a tendency for large radio companies to split up into small regionally produced brands.
7. The trend will lead to discovering new talented people in radio sphere.
8. The Office of Communications (Ofcom) is the UK's broadcasting, telecommunications, and postal regulatory body.
9. Ofcom withdrew the demand on local stations to create their own breakfast show, which is essential for its successful functioning.
10. It is constant heated debate over the topic of the outdated system of local radio regulation, which was formed in a pre-internet era.

Task 2. Read the article again and summarize what it says about the mentioned

- | | |
|---|----------------|
| ▶ Problem | ▶ Solutions |
| ▶ Reasons | ▶ Consequences |
| ▶ Evidence (supporting one of or several reasons) | |

UNIT 3

RADIO AND JOURNALISM

52



Part 3. Grammar and Vocabulary

Task 1. *Do you know how to write a short news bulletin for radio? Do you think it is different from writing a news bulletin for a newspaper? Discuss in small groups.*

Task 2. *Now read the guidelines on writing a short news bulletin for the radio and do the following tasks:*

A. *Put the words in brackets in the correct form.*

A short news bulletin for radio is a brief news update, the kind of news you might hear 'on the hour'. Longer news bulletins would follow the same principles, but with more details and a _____ (wide) range of perspectives.

An hourly news bulletin is all about sharp, punchy writing. Give us the facts quickly and concisely. Write in active sentences. Tell us what _____ (go on) in the world, but don't get bogged down in detail.

A good, short bulletin might include:

- ▶ 2–3 local or national stories
- ▶ 1–2 international stories
- ▶ something quirky or light, like an odd-spot, to balance out all the bad news
- ▶ 2–3 very brief sports stories (with a variety of sports, local and international)
- ▶ a gossip or entertainment news story today's weather, with a brief forecast for the week
- ▶ a quick traffic report (road or public transport)

Do your research and choose some stories

Try to get a variety of perspectives. Read a newspaper that you normally _____ (not read), or look at a news site from overseas. Flick through the papers and online news sites and see what everyone else is covering today. Aim for a variety of serious and light-hearted, local and overseas.

UNIT 3

RADIO AND JOURNALISM

53

Summarise the stories in your own words

It's super important that you don't use the same words that you read in the paper. Sometimes it _____ (be) hard — there are only so many ways to phrase a particular fact. But you absolutely must use different words, otherwise you're plagiarising someone else's work.

A typical story might look like this (structure)

Sentence 1 — the lead. Give us the facts. What happened? Who was involved?

Sentences 2–4 — the body. Expand on the facts and put them in context. What are the other relevant details? Why is it important? You can always lean on the five old school W's — who, what, when, where, why. Resist the urge to editorialise. Your audience doesn't really care what you think; they just want to know what the story is. When presenting the news, you must always take care _____ (ensure) you are not adding your own bias or opinion.

Last sentence — the conclusion. Something short to wrap it up. Perhaps you _____ (can) link back to an earlier story. Or you might suggest how the story _____ (progress). You could highlight a contrary view, mention some disagreement or point of tension.

B. *Use the word given in brackets to form a word that fits the space.*

Get your facts straight

If you're getting your _____ (inform) from more than one source, this should be easy. Pick the facts that everyone agrees on. Sometimes one source will make a big claim — it might be interesting, but a _____ (surprise) fact needs to be confirmed by another source before you should report it.

An extraordinary claim demands extraordinary _____ (evident). Resist the temptation to jump to _____ (conclude). If you can't confirm a fact, don't include it. You need to be very _____ (care) that everything you say on-air is _____ (total) factually accurate. Don't forget to check basic facts — like statistics, dates and _____ (pronounce) of names. Don't rely on the work of other journalists on the main news sites, check the facts yourself. In the age of Google, it's not hard to do a little research.

UNIT 3

RADIO AND JOURNALISM

54

Task 3. Read an example of a story for a radio news bulletin. Discuss in small groups whether it is a good example and why or why not:

Melbourne Zoo is getting ready for the birth of a new baby elephant. It'll be the second for Kulab, an 11-year-old Asian elephant.

This is only the second elephant calf to be born at Melbourne Zoo. It will be a half brother or sister for little Mali, who was born earlier this year.

After her one-and-a-half year pregnancy, zoo-keepers say that Mum is healthy and well, and she'll be fine to deliver her baby in the next week.

Task 4. Read a short guideline on how to write a brief headline for a story for a radio news bulletin. Write a headline for the story above.

Radio programs with bulletins on the hour will often include headlines on the half-hour. Give people the gist, usually just the first sentence from each of your stories. Don't treat this like a teaser — people aren't going to stay tuned for another half an hour just to hear you read the full news! You need to write the briefest summary, which includes the most important facts.

Task 5. Read the following BBC news bulletin and discuss how the guidelines on writing news bulletins are followed in each of the stories. Choose the correct word for each empty space.

Iraq claims capture of IS financial chief in operation abroad

Iraq says it has captured the jihadist group Islamic State's financial chief in an operation outside its 1_____.

Sami Jasim al-Jaburi was arrested in a "complex external operation" by the Iraqi National Intelligence Service, Prime Minister Mustafa al-Kadhimi tweeted, without specifying a location.

UNIT 3

RADIO AND JOURNALISM

55

He added that Mr. Jasim, also known as Hajji Hamid, was a deputy leader of IS under the late Abu Bakr al-Baghdadi.

The US had offered a \$5m 2 _____ for information leading to his capture.

Ethiopia's Tigray crisis: Army launches offensive on all fronts

The Ethiopian army has launched coordinated attacks on all fronts against forces from the northern Tigray region, the rebels say.

They said the government was using artillery, tanks, jets and drones in an attempt to “reinvade” the region.

A senior rebel source said Tigray forces were holding their ground.

The Ethiopian government has not 3 _____ any fighting, and a communications blackout makes independent verification impossible.

Mass protests in Poland amid EU exit fears

Poles backing EU membership have 4 _____ in protests across the country, amid fears it could leave the bloc.

The rallies on Sunday were 5 _____ in response to a top court ruling that said key EU laws were “incompatible” with the Polish constitution.

Protests were held in about 100 towns and cities, with some 100,000 people gathering in the capital, Warsaw.

The ruling has 6 _____ concerns Poland could exit the EU, but the government has 7 _____ having any such intention.

1. 1) limits 2) borders 3) edges 4) boundaries
2. 1) reward 2) prize 3) grant 4) allowance
3. 1) stated 2) recognised 3) expressed 4) confirmed
4. 1) taken place 2) taken part 3) taken hold 4) taken charge
5. 1) kept 2) made 3) done 4) held
6. 1) raised 2) risen 3) aroused 4) arisen
7. 1) refused 2) declined 3) denied 4) disagreed

Part 4. Speaking

Task 1. Choose one radio station mentioned in this unit. Listen to its livestream online at any point of time for about 20–30 minutes. Analyze the radio station and your experience of it according to the plan:

- ▶ What is the key audience of the radio station?
- ▶ What is the genre?
- ▶ What programme was being broadcast? What were the stories?
- ▶ Did you find the programme interesting? Why or why not?
- ▶ Which story grabbed your attention? Why?
- ▶ Would you recommend this radio station to your friends? Why?

Task 2. Choose one of the following statements and comment on it according to the plan:

- ▶ Explain the given thesis claim in your words.
 - ▶ Give reasons why the claim holds true.
 - ▶ Give one relevant example from your experience.
 - ▶ Make a conclusion.
1. With the advent of radio and recording, music became an industry rather than just a tradition.
 2. The real enemy of the music industry is illegal downloading; I think the real enemy of the music industry is radio.
 3. You can't have silence on the radio; people will turn away from the station.

UNIT 3

RADIO AND JOURNALISM

57

Task 3. *Imagine that you are on air on the morning show and your task is to present a news programme. Study all the guidelines and prepare a recording of your show or role-play it in class*

Situation:

You work as radio reporters on a pop music channel. Your producer has assigned you with the task of preparing a news programme on a morning show. The scope of the show is show business.

Condition:

You work as a team of three radio reporters. All of you work together to research and make the story. In packaging it you take different roles: a radio presenter of the morning show, a news presenter (who announces the news generally), and a stringer/reporter (who presents news 'on the scene' more specifically).

Task:

Listen to a sample soft news story with Adele on BBC Radio 1 <https://www.bbc.co.uk/sounds/play/m0010yfr>. Make a similar news radio package about a celebrity you choose.

Instructions:

1. Choose the celebrity
2. Do research to find newsworthy items. Make use of:
 - ▶ Social media pages
 - ▶ Stories from other media
 - ▶ Interviews on websites (including video and audio formats)
 - ▶ Personal contacts (your friends can tell you what is in the news now)
 - ▶ Search engines
 - ▶ References and databases (e.g. wikipedia)

UNIT 3

RADIO AND JOURNALISM

58

Remember to be:

- ▶ The first with the story
- ▶ Relatable to your audience (pop music channel listeners)

3. Write the script of the package. Prepare a story which would fit into a one-minute radio newscast.

Remember to:

- ▶ Use jingles.
- ▶ Write introductory and transition phrases that the main radio presenter of the morning show uses at the top of the hour
- ▶ Write a 'teaser' of one sentence (like a tabloid newspaper headline)
- ▶ Write a lead of 1–3 sentences (who / what / why / how / when / where)
- ▶ Write the body of the story in the style of the inverted pyramid (from the more to the less important)
- ▶ Write the exit lines (It was ... with ... Now over to *The Morning Show*...)
- ▶ Edit and adapt the text for a radio format. Include sound bites from interviews, jingles and other transitions.

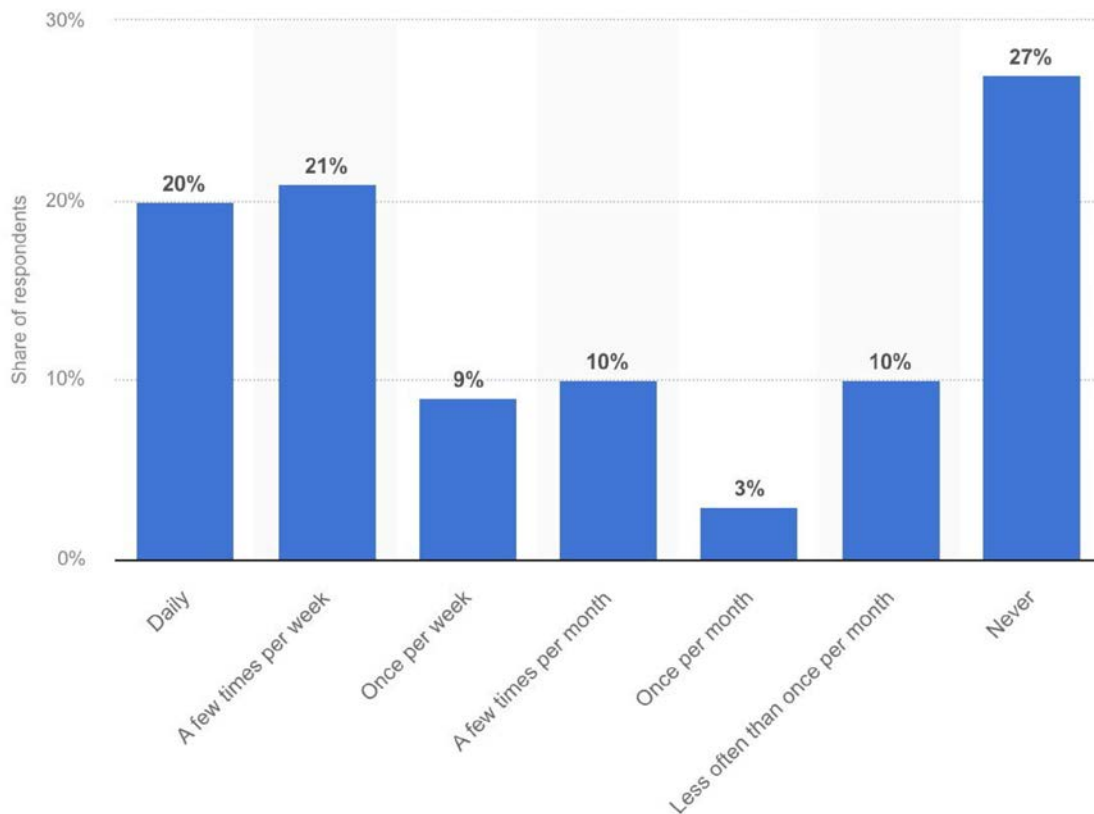
4. Practice reading (and playing) the text with the right intonation.
5. Role-play the radio package
6. Discuss your performances and decide which packages you would submit to your producer and which need refinement.
7. Reflect on your performances and discuss the most difficult about getting the package ready.

UNIT 3

RADIO AND JOURNALISM

Task 4. Look at the statistics of the online survey “Frequency of using the radio as a source of news among adults in the United States as of May 2021” and analyze it according to the plan.

- ▶ what is the subject matter of the graph;
- ▶ what trend it illustrates;
- ▶ give possible reasons for trend;
- ▶ explain possible consequences of the trend.





Part 5. Writing

Discuss the questions:

1. What types of graphs do you know?
2. Why are graphs considered to be one of the most successful ways to report the main features, illustrate them with certain examples and figures and make comparisons?
3. What difficulties can one face while summarizing and analyzing graphs?

Task 1. Read and learn the structure of graphs.

1. Introduction

Your introductory part should be informative and impressive.

If there are multiple graphs and each one presents a different type of data, you can write which graph represents what type of data and use 'while' to show a connection.

For multiple graphs and / or table(s), you can write what they present in combination instead of saying which each graph depicts.

Your Introduction alone should be about 20 to 30 words.

2. General overview

Never provide any data (give numbers, percentages, or quantity) in your general overview. You only start discussing the data in detail in the in-depth part. So, you should give the most striking features of the graph that could be easily understood at a glance.

Your Introduction (paraphrasing the question + general overview) should have a word count of about 75–80 words.

3. In-depth analysis.

It should have about 75–80 words. Combined with the 75–80 words of your Introduction and General overview you have your 150 to 160 words. This means you have covered the 150-word count.

UNIT 3

RADIO AND JOURNALISM

Task 2. a) read, translate and learn the following topical vocabulary for the description of graphs; b) match the given vocabulary units with the following meanings:

1. An upward trend:
2. A downward trend:
3. Fluctuation:
4. Stability:

Describing a movement:

Phrases	to show an upward trend to show a downward trend to hit the highest point to hit the lowest point to reach a peak to show some fluctuation to fluctuate wildly to remain stable to remain steady to remain static to remain unchanged to stay constant to reach a plateau to level off to flatten out the highest the lowest the second highest the third highest compared to compared with relative to	Nouns	a rise an increase a surge a growth a peak a fluctuation a variation a period of stability a plateau a fall a decrease a decline a dip a slump	Verbs	to rise to go up to climb to jump to increase to surge to grow to peak to skyrocket to fluctuate to vary to fall to go down to drop to plummet to slump to decrease to decline to dip to dive to plunge
	Adjectives	sharp sudden rapid abrupt dramatic steep significant steady considerable marked slight gentle gradual	Adverbs	sharply suddenly rapidly abruptly dramatically significantly steadily considerably markedly slightly gently gradually wildly	

UNIT 3

RADIO AND JOURNALISM

62

Task 3. Read the following sample answer. Complete the answer by filling the gaps with the words in the box.

unchanged increased remarkably reached steady decreasing
increased more while shows while

The supplied line graph _____ data on the radio and TV audiences of UK throughout a day of October–December in the year 1992. As is presented in the graph, people listen to radio from 5:30 am to 1:00 pm _____ than they watch TV _____ they prefer to watch television programs from 1:00 pm to 11:00 pm more than they listen to the radio.

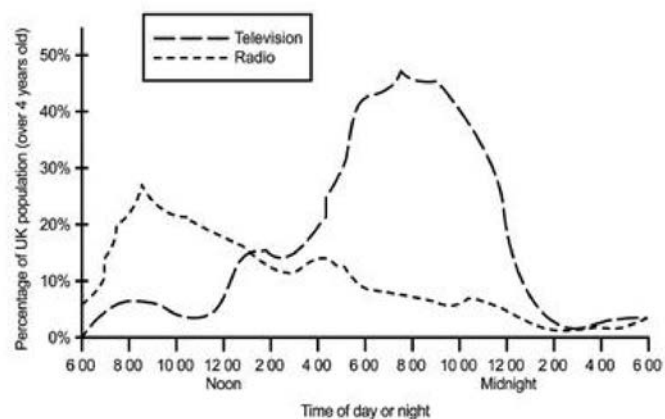
According to the line graph, only around 5% of people over 4 years old listened to the radio or watched TV programs at 1:00 am at night. This percentage remained almost _____ till 5:30 am next day and after that, the radio audiences _____ and _____ around 25% at around 9:00 am. During this time very few people watched TV, amounting on an average 5% of the total population. After 9:00 in the morning, the radio listeners' percentage kept on _____ and reached 5% at 7:00 in the evening and remained _____ till the next day morning. On the other hand, the TV viewers' percentage _____ after 2:30 pm and reached 45% at around 9:30 pm at night.

In summary, almost half of the UK people watch TV from 5:30 pm to 9:30 pm _____ 25% people from the UK listened to radio from 5:30 am till 1:00 pm.

The graph below shows radio and television audiences throughout the day in 1992. Summarise the information by selecting and reporting the main features, and make comparisons where relevant.

Write at least 150 words.

Radio and television audiences in UK, October – December 1992



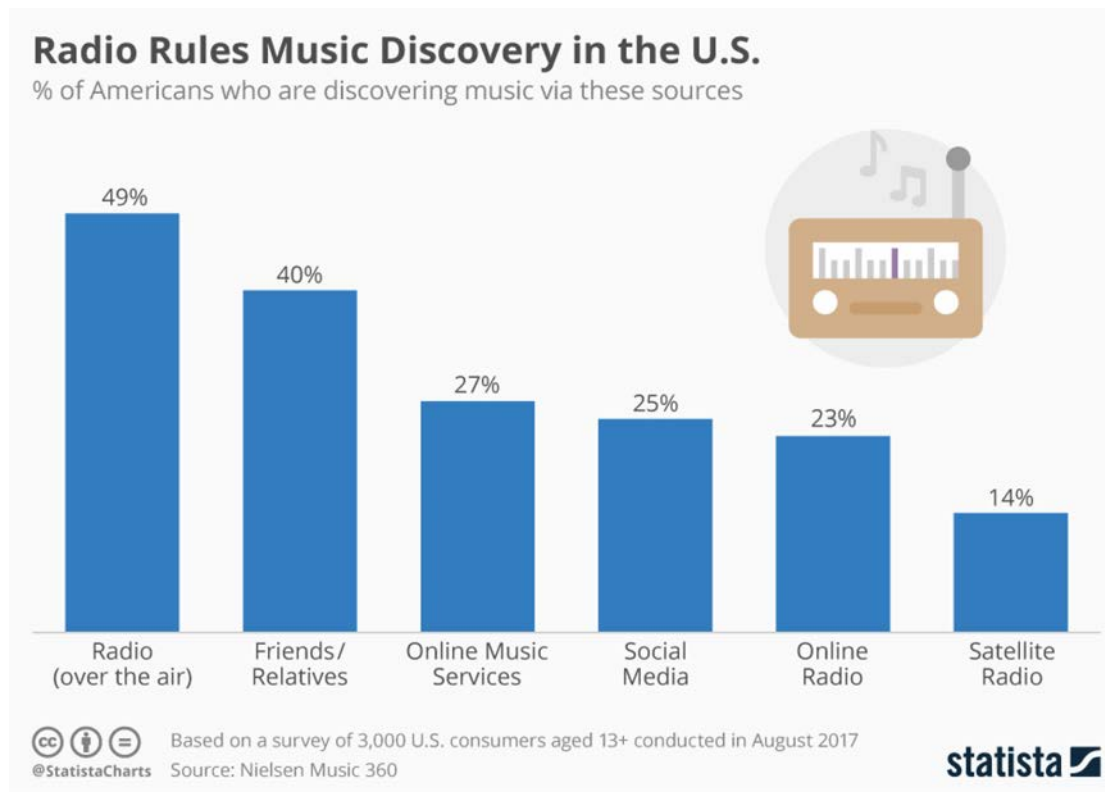
UNIT 3

RADIO AND JOURNALISM

Task 4. Analyze the given bar chart.

Summarize the information by selecting and reporting the main features and make comparisons where relevant.

Write at least 150 words.



Stop and check

1

(UNITS 1–3)

64

Task 1. You will watch the video — ‘How do you write a news script?’ **presented by Huw Edwards published by BBC Young Reporter.**

Video: <https://www.youtube.com/watch?v=ypZG5NrhArQ&list=PLdT7ws91y9ThbzgxfY7bI-1Ptmiu5yy c4&index=3>



For questions 1–7, complete the sentences with a word.

1. If you are writing a text-based story for online, think about how the words and the photos will appear on the _____.
2. What is the main _____ of the story?
3. You also need to plan an _____ to the report.
4. Think about the final _____ you want to leave your audience with.
5. Three C’s of news writing: to be clear, to be _____, and to be correct.
6. Stick to the key facts rather than _____ the story with information.
7. You can’t just copy things _____ from somewhere else.

Task 2. Choose the correct word for each empty space.

Write a bridge to keep your audience reading.

The next line after your headline is your short chance to create a solid 1 _____ of your company in the minds of your audience. After your 2 _____ headline, you need to follow up with something substantive — otherwise, your headline 3 _____ perceived as mere hype. Use the bridge to 4 _____ the consumer what need your product can fill. Remember that every word 5 _____.

- | | | |
|------------------|-----------------|---------------|
| 1. A. expression | 2. A. mystery | 3. A. will be |
| B. impression | B. mysteriously | B. was |
| C. suppression | C. mysterious | C. is |
| D. repression | D. mystified | D. has been |

Stop and check

1

(UNITS 1–3)

65

4. A. tell
B. say
C. speak
D. talk
5. A. count
B. countable
C. counts
D. countless

Task 3. Choose the correct word for each empty space.

1. _____ of an increasing number of women engaging in the musical profession, there are few female composers and performers.
a) despite c) except
b) in spite d) as a result
2. _____ from the usage of cold water, some colours, such as black, can only be obtained by dyeing in boiling water.
a) owing c) apart
b) that is why d) like
3. The economy has declined _____ to other countries.
a) marked c) mostly
b) same d) relative
4. The employees' efficiency hit the lowest _____ in 2019.
a) point c) level
b) rank d) mark
5. Recent years have seen _____ progress in the development of social networks.
a) sharp c) considerable
b) a few d) gentle

Stop and check

(UNITS 1–3)

1

66

Keys

Task 1.

1. If you are writing a text-based story online, think about how the words and the photos will appear on the **screen**.
2. What is the main **point** of the story?
3. You also need to plan an **ending** to the report.
4. Think about the final **thought** you want to leave your audience with.
5. Three C's of news writing: to be clear, to be **concise**, and to be correct.
6. Stick to the key facts rather than **overloading** the story with information.
7. You can't just copy things **word-for-word** from somewhere else.

Task 2.

- | | | |
|----------------------|----------------------|----------------------|
| 1. A. expression | 2. A. mystery | 3. A. will be |
| B. impression | B. mysteriously | B. was |
| C. suppression | C. mysterious | C. is |
| D. repression | D. mystified | D. has been |
-
- | | |
|-------------------|------------------|
| 4. A. tell | 5. A. count |
| B. say | B. countable |
| C. speak | C. counts |
| D. talk | D. countless |

Task 3.

1. (b) **In spite** of an increasing number of women engaging in the musical profession, there are few female composers and performers.
2. (c) **Apart** from the usage of cold water, some colours, such as black, can only be obtained by dyeing in boiling water.
3. (d) The economy has declined **relative** to other countries.
4. (a) The employee's efficiency hit the lowest **point** in 2019.
5. (c) Recent years have seen **considerable** progress in the development of social networks.

UNIT 4

TV AND JOURNALISM

5. The second speaker has always dreamt of working in TV.
1) T 2) F 3) NS
6. The third speaker's disability has not been an issue ever since he has started working with the BBC.
1) T 2) F 3) NS
7. The third speaker is always stuck in an office.
1) T 2) F 3) NS
8. The third speaker does not like meeting new people.
1) T 2) F 3) NS
9. The fourth speaker had some stereotypes before joining the BBC.
1) T 2) F 3) NS
10. The fourth speaker believes creativity is the most important thing in the job at the BBC.
1) T 2) F 3) NS

Follow-up

Think about the advantages and disadvantages of the job in the TV industry and discuss them with your partner.

Part 2. Reading

Pre-reading discussion

Work in pairs and discuss the job of a TV presenter by answering the following questions:

- ▶ What makes a good TV presenter or show host?
- ▶ What TV hosts and presenters are role models for you? Why?
- ▶ What are the challenges of a TV presenter's job?

Task 1. Where do you think the main job of a TV presenter is done, behind the scenes or in front of the camera? Why?

UNIT 4

TV AND JOURNALISM

69

Task 2. Read the following article and compare your answers to that of the author's:

The in-front-of-the-camera job, Behind-the-scenes work

... Have you ever dreamed of a varied job which would involve presenting the Olympics on TV or interviewing celebrity figures like Paris Hilton or Jude Law? You do? Then why not become a TV or radio presenter?

As a presenter, you'll be working on a wide variety of projects. You may be interviewing guests on chat shows, hosting quiz and game shows, introducing sports or music programs, or presenting specialist programs like travel or gardening. If you prefer the serious stuff, you can specialize in current affairs or make documentaries.

Although a presenter's main job is done in front of the cameras, there's a lot to do behind the scenes as well. You'll be expected to plan each show with the producer or director, do research and rehearse the script. You may get to write your own material, and you'll probably be involved in online broadcasting, too.

Personality is important in this profession. You've got to be confident and outgoing and be able to interact with the audience. Ambition and motivation are very important too, along with excellent presentation skills and a good voice. Problems are bound to arise while you're on air and quick decisions will be called for. You'll need to think on your feet and stay calm under pressure.

Life as a presenter can have its downsides. If you're on a short contract, as is normal, you'll be in and out of work quite frequently. Hours are sometimes unsociable, too. Getting up at 4 a.m. is tough, as is working late at night while your friends are out partying! And working conditions can be trying at times: while most TV studios are comfortable, working outside often involves spending time in all kinds of weather and situations.

UNIT 4

TV AND JOURNALISM

70

But these are minor worries, according to presenter Emma Johnson. 'I host a radio breakfast show and it's really exciting,' she says. 'I never know what to expect. I leave for work with my day planned out, but often something big will have happened by the time I get to the studio. I just say, "Ok, I'll change my plan and report on that instead." There are some nerve-racking situations but it's what I like best about the job.' She meets plenty of celebrities, too. 'I'm interviewing a top boy band later today and this time tomorrow I'll be flying to Hollywood to meet actor Russel Crowe,' she explains. Although Emma loves her job, her big ambition is to work in TV. 'My present contract runs out next month,' she says. 'I'm going to have a holiday, and then I'll be knocking on the door of my local TV company.'

Emma got into presenting through her acting background, but there is no set route into the profession. Some presenters have university qualifications, while music show hosts have often been performers themselves, or may have worked as DJs in clubs. For entertainment shows, presenters often have an acting background and audition to present the show.

Competition is stiff in this field, so if you're starting out and you want to get noticed ahead of other applicants, proof of practical work experience is essential. Producing a student newspaper is one way to get experience, as is volunteer work on a hospital or student radio station. Specializing in a certain area, like sport or music, can be useful, too. It looks good on your CV and marks you from the rest of the crowd.

Want to know more? GetFamous.com is running a one-day TV presenter course next month. Experts will teach you all about the world of TV presenting while you try out your skills in front of the cameras.

Task 3. Read the article again and explain its title.

UNIT 4

TV AND JOURNALISM

Task 4. Read the text again and choose the best answer, A, B, C or D:

- 1. According to the writer, a presenter should be:**
 - a) prepared to stand for a long time
 - b) able to stay cool in a crisis
 - c) good at making speeches
 - d) available to travel abroad
- 2. What can you do, according to the writer, to get ahead of your opponents?**
 - a) learn how to write a good resume
 - b) do something to get your name in the news
 - c) become an expert in a particular subject
 - d) become a talented sportsperson
- 3. What most appeals to Emma Johnson about her job is the fact that**
 - a) it's hard to predict what will happen
 - b) she gets to meet a lot of famous people
 - c) there are plenty of chances to travel
 - d) she doesn't need to prepare anything in advance
- 4. According to the writer, part of a presenter's job is to**
 - a) prepare the scenery
 - b) help to work the cameras
 - c) look for new talent
 - d) practise the show in advance
- 5. The writer states that the majority of people who host radio or TV shows**
 - a) are employed for short periods of time
 - b) earn a great deal of money
 - c) specialise in one type of programme
 - d) work a fixed number of hours

UNIT 4

TV AND JOURNALISM

6. **What does the writer encourage young would-be presenters to do?**
 - a) experience life in a hospital
 - b) spend a lot of time studying newspapers
 - c) offer their services to a broadcasting group
 - d) watch a lot of programmes aimed at students
7. **What is the problem with getting started in this career, according to the writer?**
 - a) You have to come from the right kind of background
 - b) A lot of people are struggling to get the same job
 - c) There is no way into this job for ordinary people
 - d) Applicants must have media or drama training

Task 5. Analyze the text and decide which of the following is stated in it and which is not. Elaborate on each topic.

- ▶ reasons why competition is stiff in the field
- ▶ reasons why a TV presenter has a varied job
- ▶ reasons why proof of experience is crucial for success in TV presenting
- ▶ reasons why the job has its downsides
- ▶ counterargument against the downsides of the job
- ▶ reasons why personality is important at this job
- ▶ reasons why there is no set route into the profession



Part 3. Grammar and Vocabulary

Task 1. Discuss the following questions.

Who are TV producers?

What is their job?

What makes a good TV producer?

UNIT 4

TV AND JOURNALISM

Task 2. Now read an article about becoming a TV producer and do the following tasks.

A. Put the words in brackets in the correct form.

Becoming A TV Producer

By Miran Brandon

January 21, 2021

Many people have an idea for a movie, TV show, theatre performance, concert or cultural event. But most ideas remain just an unfulfilled dream. For an idea to materialize and become true, it takes someone to start _____ (realize) it — it's the producer. The producer _____ (take) the necessary steps to do it. A producer is a person who initiates, creates and leads a project from idea to realization.

Television And TV Producers — Now And Then

Since its inception, television _____ (have) a tremendous impact on people — reflecting the culture of global communications. More recently, the explosion of new media with numerous new opportunities and challenges — shows similar power and influence.

Today, the word television _____ (it) has taken on a new and _____ (broad) meaning. In today's new era of media — viewing habits, television content, advertising models, and TV distribution systems have changed a lot. Television and _____ (it) new media outlets must adapt to the new conditions, which is certainly one of the _____ (important) tasks of a TV producer.

B. Use the word given in brackets to form a word that fits the space.

Producer — The Main Link In The TV Chain

A producer is the core of every project — from the birth of a new idea to concrete work. In theory, a producer has _____ (limit) potential to ed-

UNIT 4

TV AND JOURNALISM

74

ucate and entertain. In practice, it is implying a _____ (day) compromise, hours spent working intensively, stressful demands — but also great _____ (responsible). A producer's job is a combination of arts and crafts, commerce and technology.

Without a doubt — to become a producer, you must possess certain qualities. There are _____ (simple) people who are born for this job — and those others who are not. So, to become a TV producer, you can start by learning about the many responsibilities and _____ (creative) that this business requires.

Being A Producer Is An Ambitious Task And A Great Privilege

If you are up to the challenge and can act in multiple fields; if you can put up with a constant stream of requests and questions; if you are obsessive-compulsive and like to be “stressed” while having a good time — you have a good basis for becoming a producer.

Combine these traits with creativity and flexibility, openness to new ideas and information, respect for all kinds of people, and the ethical and _____ (profit) approach to business. If you _____ (true) have all these traits — you can wake up one morning excited to go to work as a producer.

Task 3. Look at the list of personality traits and discuss what makes a good TV producer.

- ▶ Charisma
- ▶ Popularity
- ▶ Modesty
- ▶ Experience
- ▶ Good looks
- ▶ Authority
- ▶ Stubbornness
- ▶ Clarity
- ▶ Credibility

UNIT 4

TV AND JOURNALISM

Task 4. Read the first tip on becoming a TV producer. Work in pairs and discuss what tips could come next.

Educate Yourself

The producers are people creative enough to start a media project. These are the people deciding on so many multimedia ideas. Education in this area is necessary because it combines the application of art, modern technologies and some strict and professional practice.

These are the qualifications that will introduce young producers to the movie, radio or TV. The application of knowledge in the field of production is a practice that will open the door for young people to create some new and attractive content. That is why producers need to gain access to practice by using the latest equipment and programs from the beginning of their education.

They have to get their visions in realistic shape and follow international standards. Besides using modern technology, production studies do not neglect the professional practice that introduces young people to the media world.

Task 5. Now read more tips on becoming a TV producer. Do you think you could become one? Choose the correct word for each empty space.

Think Global, Not Local

Employment opportunities for TV producers are somewhat limited to larger cities that have their own state or commercial TV stations. However, keep in 1 _____ that your work reaches many consumers, whether through cable or satellite.

Nowadays thanks to satellite TV and the Internet, the program you produce can be viewed worldwide — not just locally. This way, you can extend your creative reach to consumers beyond your country's borders — which in the future may open 2 _____ some new opportunities for you to work and improve.

UNIT 4

TV AND JOURNALISM

76

Form Your Team

In 3 _____ to knowing all aspects of filmmaking, the producer also employs experts who will work with him — such as accountants, lawyers, production managers, photography directors, and all those professionals whose knowledge is 4 _____ to keep the production running and in line with the current budget.

With the help of his team, the producer should make quality conditions in which the creative part of the team can translate the director's ideas into action. 5 _____, we can say that the producer is responsible for the success of the media product being worked on.

Be The Orchestra Conductor

Although he doesn't play every instrument — he certainly knows best what each instrument should sound like. The producer is one of the most important participants in the creation of TV programs. He is responsible for launching all multimedia art projects, initiating production, financing and hiring 6 _____ with the necessary knowledge.

But what does this look 7 _____ in practice? We can say that one of the most important tasks of a producer is to inspire people to dedicate themselves to their creative work on TV — but also, to assemble a management team working on details.

1. 1) head 2) brain 3) mind 4) thought
2. 1) up 2) off 3) down 4) in
3. 1) relation 2) comparison 3) addition 4) contrast
4. 1) required 2) repeated 3) recalled 4) recruited
5. 1) although 2) therefore 3) despite 4) meanwhile
6. 1) staff 2) audience 3) stuff 4) viewers
7. 1) alike 2) likely 3) likeable 4) like

Part 4. Speaking

Task 1. Go onto the website <http://www.freeintertv.com/view/id/2302/USA-General-1-1> and choose one of the US or UK TV channels from the list. Do online research on this channel and watch its stream on the website for at least 15 minutes. Make a presentation on your experience and the results of your research where you will:

- ▶ characterize the scope, target audience, popularity rate, bias or political leaning, criticism of the channel;
- ▶ describe the program you watched: name, genre, content, crew (cast), part of the program you watched;
- ▶ say what you liked about the program, why;
- ▶ say what you did not like about the program, why;
- ▶ find some similarities and differences between this program and the same type of program shown on the Russian TV;
- ▶ say if you will recommend watching this channel / program, why (not).

Task 2. Choose one of the following statements and comment on it according to the plan:

- ▶ Explain the given thesis claim in your words.
- ▶ Give reasons why the claim holds true.
- ▶ Give one relevant example from your experience.
- ▶ Make a conclusion.

“Television is an invention that permits you to be entertained in your living room by people you wouldn’t have in your home.” — DAVID FROST

“When I’m on air, I often imagine I’m talking to my own sister or a friend.” — BBC TODAY PRESENTER, SUE MACGREGOR

“Viewers want bimboys and bimbettes ... TV has always been a beauty contest.” — BBC CORRESPONDENT JOHN SIMPSON

UNIT 4

TV AND JOURNALISM

Task 3. Watch two pieces of news and analyze them according to the following plan:

Video 1 <https://youtu.be/ksUqhuzqiNo>

Video 2 <https://youtu.be/60SXuEr6YJo>

- ▶ top stories
- ▶ visual support (videos, headlines, inserts, ticker)
- ▶ newscaster's talk (accent, manner of speaking, posture)
- ▶ newscaster's phrases

Top stories		
Visual support		
Newscaster's talk		
Newscaster's phrases		

Task 4. Choose two British TV hosts and compare their performance according to the plan:

- ▶ say what type of shows do they host;
- ▶ describe the personality of the newscasters and name tools they use to interact with the audience;
- ▶ analyze the drawback of their broadcasts;
- ▶ compare the styles of newscasters and choose the most successful. Explain why.



Part 5. Writing: opinion essay

Task 1. Discuss the questions.

1. What types of essays do you know?
2. Have you ever written an opinion essay? What are the peculiarities of this type of essay? What style should you use?

Task 2. Examine and learn the opinion essay structure.

1. **Par. 1. Make an introduction:**
 - ▶ state the problem (do not copy the topic of the essay, rephrase it);
 - ▶ outline positive and negative aspects of the problem, different standpoints.
2. **Par. 2. Express your personal opinion and give 2–3 reasons for your opinion:**
 - ▶ provide a topic sentence + explanation for each argument.
3. **Par. 3. Express an opposing opinion and give 1–2 reasons for this opposing opinion:**
 - ▶ provide a topic sentence + explanation for each argument:
4. **Par. 4. Explain why you do not agree with the opposing opinion:**
 - ▶ provide 1–2 counterarguments with a topic sentence and explanation for them.
5. **Par. 5. Make a conclusion restating your position:**
 - ▶ take into account all the discussed arguments and formulate your personal opinion once again. Take into consideration the opposing view.

Task 3. Analyze and learn the useful language for this type of essay.

Opinion:

I agree / disagree...

In my opinion, ... / From my point of view, ... /

As far as I'm concerned, ...

I believe that... / It seems to me that...

I am sure that... / I am convinced that...

I am in favour of... / I am against the idea of...

According to...

It is said / believed that...

There is no doubt that...

It cannot be denied that...

It goes without saying that...

We must admit that...

Arguments:

The main argument in favour / against is...

First of all, I would like to point out that...

The first thing to be considered is...

To begin with, ... / To start with ...

Apart from that...

Despite the fact that... / In spite of the fact that...

Besides, ... / In addition, ...

What is more, ... / Moreover, ... / More than that,

What matters most in this case is...

Finally, ...

However, ... / ..., though

... although... / ... even though ...

Nevertheless, ...

UNIT 4

TV AND JOURNALISM

81

for this reason
therefore / that is why
thus sth happened
because of
as a result of
owing to / due to
as a consequence of

Examples:

for example
such as
for instance
like

Conclusion:

To sum up,
In conclusion, ...
To conclude, ...
All in all, I believe that...

Task 4. Sort out the following linking words and phrases.

Nevertheless; all in all, I believe that; as a result of; finally; I disagree;
for instance; apart from; according to; to sum up; to begin with; due to;
to conclude; such as; therefore; it is believed that; what is more; in addition;
as a consequence of; apart from that.

Opinion	Arguments	Examples	Conclusion

UNIT 4

TV AND JOURNALISM

82

Task 4. Read and analyze the following sample opinion essay. Fill in the gaps using the necessary linking words and phrases from your list. There may be more than one option.

Some people say that print media will disappear in the future.

What is your opinion?

Write 200–250 words.

Print media have declined in popularity. With television, radio and the Internet there is less of a need for newspapers and magazines. _____, does this mean that they will be replaced with electronic or Internet media?

_____, print media still have some advantages over other forms of media. _____, while a news broadcast usually gives a brief summary of accounts, newspaper articles include details, comments and opinions from experts. _____, when we watch TV or listen to the radio, it is the broadcaster who chooses the news and commercials. Newspapers and magazines enable readers to choose the articles and advertisements they want to read. _____, newspapers and magazines are available 24 hours a day and you can read them whenever and wherever you want.

_____, some people say that print media have a number of disadvantages. _____, they cannot capture sound and movement. _____, since print media involve production, some time passes before information reaches the reader. That is why newspapers often contain day-old or even week-old news.

_____, unlike other types of media, newspapers and magazines are not necessary to contain sound and movement. They usually tend to provide current news and data in written, short form. _____, thanks to some production time newspaper and magazine editors have an opportunity to double-check everything they print.

_____, many people still choose print media because they cannot or do not want to use current technology. Newspapers and magazines allow

UNIT 4

TV AND JOURNALISM

83

readers to learn the latest news, to examine images and read advertisements. _____ that print media will not disappear despite the advancement in technology.

Task 5. Find mistakes in the usage of linking words and phrases in the following opinion essay. Correct them.

Some people say that television, radio and newspapers have changed our lives for the better.

Nowadays, the mass media sources actually rule the world. They have a lot of power because their tool is information and their aim is to make information available to ordinary people.

Firstly, I cannot imagine my life without newspapers, radio and television. Moreover, they inform us of what is going on in the world and give us wonderful possibilities for education and entertainment. On every news-stand, there are dozens of newspapers for businessmen, children and teenagers, sports fans and so on. To my mind, you can always find a newspaper, which suits your interests. Television is the main source of news for millions of people. It gives us an opportunity to “travel” all over the world. Nevertheless, it helps us relax and escape from reality.

Secondly, newspapers, radio and television often inform us of dramatic events. Many people say it makes them feel depressed. One more disadvantage is that the media spreads gossip about different celebrities and their private lives. In my opinion, newspapers, television and radio have become major advertising media. Advertisements and commercials make people buy a lot of useless things. Actually, they can be harmful. I believe cigarette or beer advertising can increase the consumption of these goods and cause problems with health.

Moreover, it is still a disputable question if it is good or bad that the media moulds public opinion. To sum up, I am sure that people should not believe everything they hear, see or read about.

UNIT 4

TV AND JOURNALISM

84

Task 6. Choose one of the following statements and comment on it.

1. In the near future newspapers and magazines will be replaced by TV.
2. Newspapers have no future because of the rise of online media sources.
- 3.

What is your opinion? Do you agree with this statement?

Write **200–250 words**.

Use the following plan:

- ▶ make an introduction (state the problem)
- ▶ express your personal opinion and give 2–3 reasons for your opinion
- ▶ express an opposing opinion and give 1–2 reasons for this opposing opinion
- ▶ explain why you disagree with the opposing opinion
- ▶ make a conclusion restating your position.

UNIT 5

NEW MEDIA

85

Part 1. Listening

New media is a form of media that is delivered digitally. Nowadays, this media is one of the most relevant and up-to-date due to technological development integrated into almost all spheres of our life.

Look at the questions and discuss:

1. What do you know about new media?
2. What digital sources do you regularly use, and why?

Watch the video — ‘What is Digital Media?’ (00:00–3:17) published by UH Digital Media.

Video:

<https://www.youtube.com/watch?v=XnkFYKTDCvU>



After watching, answer the question: How do the speakers describe Digital Media?

Digital Media:

Follow-up:

1. Why do you think new media is growing in popularity?
2. Do you think new media will completely replace traditional media?

Part 2. Reading

Discussion.

1. *The advent of the digital age has brought about the appearance of new forms of journalism and new types of journalistic profession. Study the terms below and match them with their definitions:*

1) citizen journalist	a) a form of journalism which brings together multiple forms of media to make story-telling more effective and ubiquitous
2) backpack journalism	b) a form of journalism in which news articles are generated by computer programs, i.e. with the help of artificial intelligence software
3) immersive journalism / VR journalism	c) a professional journalist or an activist who posts news, information, or commentary on the Internet that implies criticism of a government or regime
4) cyber-dissident	d) an emerging form of journalism that requires a journalist to be a reporter, photographer, and videographer, as well as an editor and producer of stories
5) mobile journalist / MOJO	e) the activity of writing a regular record of your thoughts, opinions, or experiences that you put on the Internet for other people to read
6) blogging	f) the use of unmanned aircraft systems for journalistic purposes

7) convergence journalism	g) a form of journalism production that allows first-person experience of the events or situations described in news reports and documentary films with the help of 3D gaming event
8) drone journalism	h) a freelance or staff reporter that normally uses portable devices such as smartphones, tablets, digital cameras or laptops for gathering, shooting, live broadcasting, editing or sharing news.
9) about journalism / algorithmic journalism	i) an ordinary person without special training who records or writes about news stories, for example, on the Internet

2. Do you believe that VR journalism is viable? Explain why (not).

Task 1. Read the edited version of the article “The Ethical Challenges of Immersive Journalism” by Angelo Paura and compare your ideas on VR journalism with the author’s.

The Ethical Challenges of Immersive Journalism

by Angelo Paura February 28, 2018

It’s the year 2028. In your virtual reality (VR) headset, where you can watch the news in an immersive, 360-degree view, the President of the United States is standing in front of you. But are you sure it’s really the president, and not a simulation reciting some troll’s script? Can you trust VR journalists to be honest with audiences and follow journalistic ethics?

Questions of ethics and transparency are growing among journalists and scholars, as media companies increasingly experiment with the power of VR

UNIT 5

NEW MEDIA

88

and augmented reality (AR.) Both technological advances allow users to interact personally with news reports via the creation of virtual scenes viewed through headsets.

Now that misinformation is increasingly a problem for the media industry, the challenge for VR journalism is to prevent dishonest organizations and individuals from producing fake VR work and passing it off as real. Meanwhile, the high cost of creating immersive journalism is cause for concern among some media ethicists.

1. _____

“Immersive journalism,” which brings AR or VR to journalism, was symbolically born on a chilly day in January 2012 at the Sundance Film Festival when documentary journalist Nonny de la Peña presented *Hunger in Los Angeles*, about the lack of food in some Los Angeles neighborhoods. Simply by putting on a headset, viewers could leave behind a snowy day in Park City and be transported to a warm day at a food bank in downtown L.A.

At that point, the term “VR journalism” was only used by technologists and a small circle of tech journalists pioneering efforts in the field. By early 2016, immersive reporting was showing up in newsrooms across the United States, including The New York Times, CNN, USA Today, The Guardian, AP.

And some projections suggest that VR could have staying power. Goldman Sachs projects that the combined global economic impact of VR and augmented reality (AR) will grow to \$80 billion by 2025 (up from \$2.5 billion in 2016).

2. _____

James Pallot, VR storytelling pioneer and co-founder of the Emblematic Group with de la Peña, faced an ethical dilemma.

In 2017, Emblematic had worked with PBS’ Frontline to create a climate change story called *Greenland Melting*, about the Greenland Ice Cap. The report used a hologram of the scientist Eric Rignot (professor of Earth system science at the University of California, Irvine, and a scientist at NASA) to narrate the story.

UNIT 5

NEW MEDIA

“To make the hologram, we had to bring [Rignot] to our lab in L.A.,” Pallot said in an email interview. “But we had to debate: should we wear normal clothes for the interview, since he was in L.A.? Or should he dress up in his cold-weather gear, so it would look more ‘realistic’ when you see him standing on the ice?” They ended up dressing Rignot in a light jacket.

“It may sound like a trivial question but it goes to the heart of the matter. VR has an incredible power to make you feel like you are actually ‘present’ in a different place, and you must be careful not to exploit that illusion, to let the viewer know what is real and what isn’t, and what was the process to create this illusion,” Pallot added.

“We need more research into the psychological effects of immersive experiences, especially for children,” Michael Madary, a philosophy professor, told me. “We should inform consumers that we do not yet understand the effects of long-term immersion,” such as “whether VR can have an influence on their behavior after leaving the virtual world.”

VR can be a journalistic tool that allows consumers to transcend time and space. *The Displaced*, for example, is a VR documentary from 2015 produced by The New York Times Magazine. It depicts the lives of three young children refugee in Syria, Ukraine and South Sudan and allows viewers to feel like they’re present with the children. Or *On the Brink of Famine*, a 2016 documentary from PBS Frontline and The Brown Institute for Media Innovation, about a village in South Sudan dealing with a hunger crisis.

But Douglas Rushkoff, media theorist and an outspoken critic of Silicon Valley, argues that those types of VR documentaries do not qualify as journalism at all. “I think immersive media has a really limited purpose, certainly in terms of journalism and informing people. I guess you can make people feel certain ways by immersing them in certain kinds of worlds. But in most of these experiences you are just watching people who can’t see you, so in some ways it exacerbates the sense of power that privileged people can feel over less privileged people.”

UNIT 5

NEW MEDIA

3. _____

One of the most troubling threats from the incursion of VR into journalism is the possibility that fake news organizations and trolls might start producing VR fake news.

Increasingly, media theorists are calling for VR journalists to create a code of ethics.

Tom Kent — president of Radio Free Europe / Radio Liberty, a U.S. government-funded broadcasting organization — was one of the first journalists who talked about the ethical challenges of VR reporting. “In a few years, it may well be that virtual reality will begin to simulate news events using images of newsmakers that will be indistinguishable from the actual people,” Kent told me recently. For example, “a VR recreation of a scene involving Putin or Obama, maybe so accurate you can’t tell whether that’s the real Putin, or the real Obama, or whether they were virtually recreated.”

“People who do VR journalism need to have an ethical code, and they need to publish that code, and they need to explain their ethics,” added Kent. For example, viewers need to know if the action on the VR piece is scripted or not and whether the dialogue was captured from a real setting or scripted.

4. _____

A 2017 report by the Reuters Institute “VR for News: The New Reality?” delves into the cost of VR journalism. Productions are still expensive, resulting in a lack of quality content, which in turn negatively affects the potential for ad revenue, the report said.

Another study by the Tow Center for Digital Journalism at Columbia University found that “The cost of highly produced VR work would seem to have implications for viable business models in the short term. If the best cost comparison is with high-end TV or console game production, it is likely that currently producers and commissioners will need to produce high-end journalistic VR without an expectation of direct cost recovery from audiences or advertisers.”

UNIT 5

NEW MEDIA

91

Rushkoff considers VR to be nothing more than advertising, and says it cannot be part of quality journalism. “Once journalism changed from something that people purchase in order to be informed to something that advertisers pay for in order to get people’s attention,” Rushkoff said, “then all the technologies that have been deployed for journalism have way more to do with helping advertisers to spread their message than informing people.”

VR journalism has to become financially independent. If it must rely solely on sponsorship from big companies to survive, Rushkoff might be proven correct.

Task 2. Read the article again and fill in the gaps with the missing subheadings provided below.

- A. VR And Fake News
- B. Is VR A Fad Or The Future?
- C. VR Can't Support Itself Financially
- D. The Ethics Of VR

Task 3. Work in pairs and discuss the following questions:

1. How did VR journalism come into being?
2. What ethical dilemma did James Pallot from the Emblematic Group face when working on the project “Greenland Melting”?
Do you consider the problem trivial?
3. What are the main challenges that VR journalism is facing today?

Task 4. Study the article and give reasons to substantiate each of the statements below. Express and justify your own point of view.

- a. VR journalism is not a fad, it might have staying power;
- b. Immersive media exacerbates the sense of power that privileged people can feel over less privileged people;

- c. VR journalism will not be able to stand against fake news organizations and trolls producing VR fake news;
- d. VR journalism can't support itself financially;
- e. VR is nothing more than advertising and it cannot be part of quality journalism; f. People who do VR journalism need to have an ethical code.

Follow-up

Prepare a 7-minute presentation on one of the new forms of journalism or type of journalists mentioned in exercise I of the "Digital Journalism" module. Remember to:

- ▶ Describe how the new form of journalism or the new type of journalists appeared
- ▶ Give examples showing how the new type or formworks
- ▶ Discuss the strong points and weak spots of the new sphere or profession
- ▶ Describe and explain the challenges it faces



Part 3. Grammar and Vocabulary

Task 1. What do digital journalists do? In what way are they different from traditional journalists? Discuss in small groups.

Task 2. Now read an article about digital journalists and do the following tasks:

A. *Put the words in brackets in the correct form.*

A digital journalist is responsible for producing Internet news stories and / or blogs. News blogs are _____ (informal) and personally written articles than journalistic stories. In addition to writing original web content

UNIT 5

NEW MEDIA

93

for computer, or new media audiences, a digital journalist usually _____ (supply) videos or still photographs.

Traditional print journalism involves only newspaper or magazine stories and still photos. Internet journalism includes multimedia creations, such as audio and video clips, along with website text. A digital journalist uses the equipment _____ (need) to produce audio, video, and text on an Internet newspaper's website.

Digital journalists often use the Internet as a research tool for their news stories. They must check and verify facts as well as conduct interviews either by email, on the telephone, or face-to-face. A freelance digital journalist may submit all of _____ (he) or _____ (she) stories to an editor by email from a remote location rather than use a newspaper office or television newsroom as a base.

Getting story ideas and producing them to finished web copy is the main duty of digital journalists. They also may be assigned journalistic feature pieces for publication in an online newspaper. Along with writing the articles, digital journalists often must also write eye-catching headlines for their stories. While the headlines and stories may be similar to _____ (these) used in print publications such as newspapers and magazines, digital journalism jobs require a different format and style.

B. *Use the word given in brackets to form a word that fits the space.*

Writing for the web must be more concise than communication meant for print publications; the eye must work harder to read text on a screen. Digital journalism must be written in more compact, easy-to-read paragraphs. Subheads, or sub-headlines, are used more _____ (frequent) in digital media journalism than the print medium. Digital journalists must _____ (care) edit their articles for the maximum readability of the web audience.

A digital journalist produces either news stories or blogs or both. If the online news publication is based on _____ (geography) area, the journalist looks for story ideas relevant to that _____ (locate). In blogs, the journalist may speak from _____ (person) experience or offer his or her opinion on

news topics. In journalistic news stories, digital journalists write more _____ (objective) and report facts rather than state opinions or relate experiences.

Task 3. Look at the beginning of an article from *The Guardian*. What basic skills and steps do you think will be mentioned? Discuss in small groups and make your list of 3-4 points. The first one is given.

An insider's guide to: getting a job in digital journalism

Journalist and lecturer Jamie Elliott outlines the basic skills you need and steps you should take to get ahead in the ever-growing realm of online journalism.

Get active online

There's no hiding behind a CV when it comes to digital journalism — editors will expect you to have a strong online presence already. So start your own blog about whatever area you want to break into and show you can bring a story to life. Integrate text, pictures and video wherever you can, but don't use multimedia tools for the sake of it — only if they help communicate the story and engage your target audience. Do, however, include lots of links, especially to websites you want to work for. And encourage as many other bloggers and websites to link to your site — this will move you up the search engine rankings.

Task 4. Now compare your lists with the guidelines from the article. Did you mention the same points? Choose the correct word for each empty space.

Follow your passions and specialise

It's much easier to engage an audience if you are writing about something you care 1 _____. So if you have a passion for motorsport, fashion, or music, blog about that and focus your job hunting on websites which cater for fellow aficionados. If you can build a big Twitter following in your chosen subject area, even better.

UNIT 5

NEW MEDIA

95

Master the basics

Online journalists need the 2 _____ core skills as their print or broadcast colleagues (many, after all, work across more than one medium). So show you have a good grasp of media law for instance — online editors are no less paranoid than any other about getting sued — and make sure your research, interviewing and writing skills are up to scratch. There are 3 _____ of journalism courses around the country to choose from.

Keep your technical knowledge up to date

Editors of traditional newspapers and magazines are under increasing pressure to attract online readers but some struggle to 4 _____ up with changes in technology. In fact, you may know more about the Internet than they do. 5 _____ if you can impress with your grasp of the latest online developments and enthuse about how new technologies can reach new audiences and transform the way news is consumed, you might just talk your way into a job.

Get involved with the blogosphere

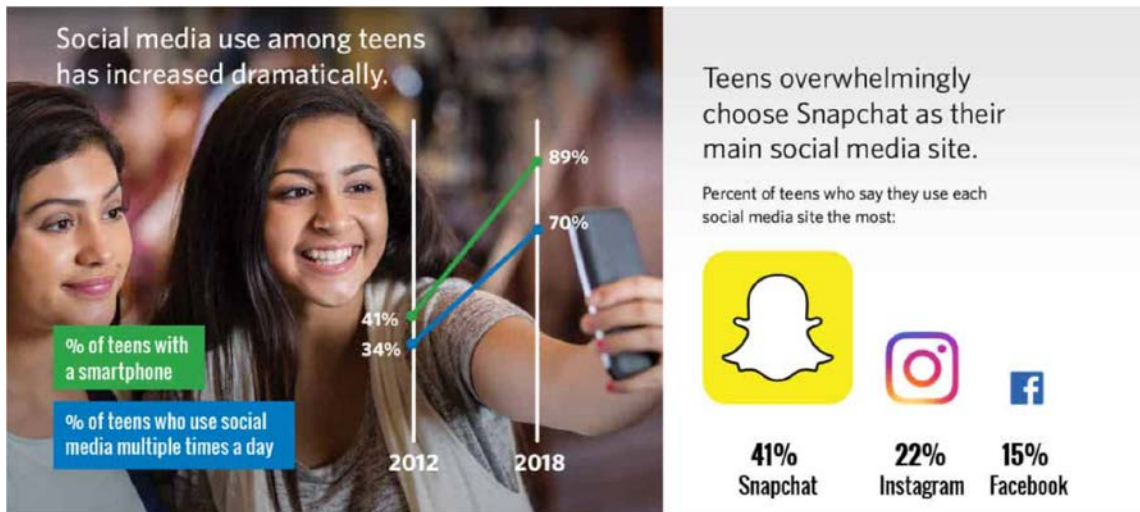
There is a wide community of bloggers out there, so start reading their postings, communicate with them, and learn from what they do. Hone in on people blogging or tweeting in your area of interest. One connection can soon lead to another, so be open about the fact that you are looking 6 _____ work — someone might just know of a vacancy or 7 _____ somewhere you could try.

1. 1) about 2) of 3) at 4) on
2. 1) similar 2) alike 3) same 4) likewise
3. 1) much 2) lot 3) plenty 4) bit
4. 1) get 2) keep 3) hold 4) take
5. 1) despite 2) however 3) although 4) so
6. 1) for 2) at 3) around 4) through
7. 1) adopt 2) suggest 3) require 4) admit

Part 4. Speaking

Task 1. Study the chart on the social media research among 13 to 17-year-olds in the United States and analyze it according to the plan.

- ▶ what is the subject matter of the graph;
- ▶ what trend it illustrates;
- ▶ give possible reasons for trend;
- ▶ explain possible consequences of the trend;
- ▶ how the situation has changed;
- ▶ compare the statistics to the situation in the country you live in.



Task 2. In groups, choose one of the three VR / 360° documentaries mentioned in the article (see the links below), watch it on your smartphone and get ready to speak about it in class.

Remember to describe:

- ▶ the plot
- ▶ the main characters

UNIT 5

NEW MEDIA

97

- ▶ the way the format of the footage influences the content
- ▶ your impressions of the documentary in the VR / 360° video format

Greenland Melting (TRT 12:17)

Unit VI New media and digital journalism 11

<https://www.youtube.com/watch?v=hUWqQ9F3sJk&t=184s>



The Displaced (TRT 11:09)

<https://www.youtube.com/watch?v=ecavbpCuvkI&t=366s>



On the Brink of Famine (TRT 9:59)

<https://www.youtube.com/watch?v=cIF5DYNLIPs&t=365s>



Task 3. Make a statement on one of the statements below (1–3) according to the plan:

- ▶ Explain the given thesis (claim) in your words;
 - ▶ Give arguments where you explain why the claim is true;
 - ▶ Give an example supporting one of your arguments;
 - ▶ Make a conclusion.
1. Focus on how to be social, not on how to do social.
 2. Privacy is dead, and social media hold the smoking gun.
 3. Social networks aren't about Web sites. They're about experiences.

Task 4. Imagine that you are doing a project “New media” together with your friend. You’ve decided to compare and contrast TikTok and Twitter and want to share your ideas.

Leave a voice message to your friend. In 2 minutes be ready to tell the friend about these social networking services:

- ▶ give a brief description of each social networking service (2 relevant details in minimum);
- ▶ say in what way they are different (2 relevant details minimum);
- ▶ explain why you have chosen these services to illustrate the project “New media”;
- ▶ express your opinion on the subject of the project;
- ▶ suggest the next step in your work.



Part 5. Writing

Discuss the following questions:

1. Do you ever read blogs? What is the difference between a blog and a website?
2. What is the origin of the term “blog”?
3. Have you ever written a blog? Would you like to start one?
4. What makes a good blog?

Task 1. Excerpts from the “About me” section of three different blogs are mixed up in this exercise. Distribute the extracts between the three blogs and try to put them in the correct order.

- ▶ **One Man and His Blog** (Letters: __, __, __, __, __);
- ▶ **Simply Emma** (Letters: __, __, __, __);
- ▶ **Mezzofanti Guild** (Letters: __, __, __, __, __, __).

UNIT 5

NEW MEDIA

A. My own personal goal is to become fluent in at least one new language every year and to attempt to spend time living in that country while sharing my experience with all of you. Would you like to know more about me? Click *here*.

B. Have a question or want to share your experience? I'd love to hear from you, so please get in touch. You can also follow me on *Facebook*, *Twitter* and *Instagram*. If you'd like to chat about working together, please visit my *work with me* page.

C. I have a huge passion for language learning as well as helping to raise awareness of endangered minority languages around the world. My goal is to spend the rest of my life pursuing this passion.

D. I also deliver training of journalists, publishers and other content-centric people from students up to seniormanagement level.

E. Who is this Mezzofanti guy? According to an exhaustive biography of Giuseppe Gasparo Mezzofanti (1774–1849) he spoke an impressive 39 languages fluently. I highly recommend getting a copy of *The Life of Cardinal Mezzofanti*.

F. So I guess you're keen to find out a little more about me. Well, let's see...I'm Emma and I'm the founder and writer of *Simply Emma*. I live with my partner, Allan, and our two tuxedo kittens, Arlo and Willow, in a small town in Scotland.

G. My name's Donovan and I'm an Applied Linguistics graduate from sunny Queensland, Australia. I've been moving around and living in various parts of the world for the last 18 years (you can learn more about me *here*).

H. My clients have ranged from international magazine publishers, to national newspapers like the *Financial Times* and *The Telegraph*, to small businesses. I'm more interested in the challenge of the work than the size of the client.

UNIT 5

NEW MEDIA

I. I've been a journalist for 25 years and a blogger for nearly two decades. Since 2006 I've been working full time in digital journalism and publishing development, and I have extensive experience in change management, workflows, and technology implementation.

J. I also have a muscle-wasting condition called Limb Girdle Muscular Dystrophy, which means my wheels are my legs, but that certainly hasn't stopped me from travelling and living life the way I want to. Simply Emma is a way of sharing my experiences living with a physical disability — simply me — simply my life.

K. I'm happy to share information from my own experience that'll help you in your efforts to pick up new languages.

L. I'm also a visiting lecturer at City, the University of London where I teach digital journalism and *audience engagement skills* to Master's students, including video strategy, social media, community management, SEO and audience strategy.

M. Whether you're living abroad immersed in your target language or struggling to learn at home on your own, there's plenty of content here that will benefit you.

N. You can see more about my *career to date on LinkedIn*. If you think I might be able to help you, please *drop me a line* and we can discuss working together.

O. When not travelling or writing about our travels, you'll find me planning our next adventure, rolling around enjoying the great outdoors at home and creating memories with our nephew. I love nothing more than relaxing with Allan on the couch with my kittens curled up in a ball on my legs, watching movies and binge watching our favourite TV shows.

UNIT 5

NEW MEDIA

Task 2. In pairs, discuss the following questions about the blogs from the previous exercise:

1. What are the topics of the blogs?
2. What is the language style of the blogs?
3. What is the structure of the “About Me” section of the blogs? Which information is mentioned at the end of the section?
4. Did you get interested in any of these blogs?

Task 3. In pairs, discuss what kind of blog you could write. Explain why. What kind of information would you mention in the “About Me” section?

Task 4. Write the “About Me” section of the blog you talked about in the previous exercise (200 words). Use the examples that you have discussed earlier to help you.

UNIT 6

ADVERTISING

102

▶ Part 1. Listening

Advertising is the nonpersonal communication of information usually paid for by sponsors and aimed at persuading people to buy products, services or ideas by means of different media.

Look at the questions and discuss:

1. Do you pay attention to ads? Do you have your favourite one?
2. Have you ever bought a product just because of advertising?

You are going to watch the video — ‘How to make video ads (the easy way)’ ***published by Biteable.***

Video:

<https://www.youtube.com/watch?v=xWd0LlI8nkI>



Task 1. Now watch the first part of the video (00:00–01:24) and write down the questions you should consider before starting.

- 1.
- 2.
- 3.

Task 2. Watch the second part of the video (01:24–04:27) and complete the chart with details. Do you think new media will completely replace traditional media?

1. Emphasize and solve the problem of customers

2. Evoke emotion

3. Focus on benefits, not on features

4. Speak to your niche

5. **Avoid 'waffle'**
(to talk without giving any useful information)

6. Use a clear call to action

7. Make your ad feel native

Follow-up:

1. Do you find the author's tips useful?
2. Do you like the presentation itself? Is the author convincing?

Part 2. Reading

Discussion.

1. Would you like to work in the advertising sphere? Why? Why not?
2. What role do advertising agencies play in a successful advertisement campaign?
3. Can smaller advertising agencies be as prosperous as larger ones? Explain your point.

Task 1. Read the article and complete gaps 1–5 with headings a–e. There are two extra headings.

- a. Covert Advertising, b. Broadcast Advertising,
c. Outdoor Advertising, d. Public Service Advertising,
e. Print Advertising,

Classification of Advertising

1. _____ — The print media has been applied for advertising for many years. The newspapers and magazines are rather popular means of advertising for different companies all over the world. Using the print media, the companies can also promote their products through brochures and fliers. The newspaper and magazines sell the advertising space and the cost depends on several factors. The quantity of space, the page of the publication, and the type of paper decide the cost of the advertisement. So, an ad on the front page would cost more than on inside pages. Similarly, an ad in the glossy supplement of the paper would be more expensive than in a mediocre quality paper.

2. _____ — This type of advertising is very popular all around the world. It consists of television, radio, or Internet advertising. The ads on the television have a large audience and are very popular. The cost of the advertisement depends on the length of the ad and the time at which the ad would be appearing. For example, the prime time ads would be more costly than the regular ones. Radio advertising is not what it used to be after the advent of television and Internet, but still there is specific audience for the radio ads too. The radio jingles are quite popular in sections of society and help to sell the products.

3. _____ — It makes use of different tools to gain customer's attention. The billboards, kiosks, and events and tradeshow are an effective way to convey the message of the company. The billboards are present all around the city but the content should be such that it attracts the attention of the customer. The kiosks are an easy outlet of the products and serve as infor-

UNIT 6

ADVERTISING

mation outlets for the people too. Organizing events such as trade fairs and exhibitions for the promotion of the product or service also in a way advertises the product.

4. _____ — This is a unique way of advertising in which the product or the message is subtly included in a movie or TV serial. There is no actual ad, just the mention of the product in the movie. For example, Tom Cruise used the Nokia phone in the movie *Minority Report*.

5. _____ — As evident from the title itself, such advertising is for the public causes. There are a host of important matters such as AIDS, political integrity, energy conservation, illiteracy, poverty and so on all of which need more awareness as far as general public is concerned. This type of advertising has gained much importance in recent times and is an effective tool to convey the message.

<https://www.managementstudyguide.com/classification-of-advertising.htm>

Task 2. Analyze the text and role-play a meeting between co-workers discussing the issue of choosing proper advertising for your particular product (a perfume, an electric car, a mobile phone company). Make sure you discuss and take notes on:

- ▶ Budget
- ▶ Deadlines
- ▶ Efficiency

Task 3. Put steps of advertising in order

For the development of advertising and to get the best results one needs to follow the advertising process step by step.

Steps involved in the process of advertising are the following:

- ▶ **Step __ — Perfection:** then the created ad is re-examined and the ad is redefined to make it perfect to enter the market.

UNIT 6

ADVERTISING

- ▶ **Step __ — Execution:** finally, the advertisement is released with perfect creation, perfect placement and perfect timing in the market.
- ▶ **Step __ — Place and Time of Ad:** the next step is to decide where and when the ad will be shown. The place will be decided according to the target customers where the ad is most visible clearly to them. The finalization of time on which the ad will be telecasted or shown on the selected media will be done by the traffic department of the agency.
- ▶ **Step __ — Knowing the Objective:** one should first know the objective or the purpose of advertising. i.e., what message is to be delivered to the audience?
- ▶ **Step __ — Target Audience:** the next step is to identify the target consumers most likely to buy the product. The target should be appropriately identified without any confusion. For e.g., if the product is a healthy drink for growing kids, then the target customers will be the parents who are going to buy it and not the kids who are going to drink it.
- ▶ **Step __ — Setting the Budget:** then the advertising budget has to be planned so that there is no short of funds or excess of funds during the process of advertising and also there are no losses to the company.
- ▶ **Step __ — Research:** this step involves finding out the market behavior, knowing the competitors, what type of advertising they are using, what is the response of the consumers, availability of the resources needed in the process, etc.
- ▶ **Step __ — Briefing:** the advertiser needs to be brief about the product or the service which has to be advertised and do the SWOT analysis of the company and the product.

UNIT 6

ADVERTISING

107

- ▶ **Step __ — Performance:** the last step is to judge the performance of the ad in terms of the response from the customers, whether they are satisfied with the ad and the product, did the ad reached all the targeted people, was the advertise capable enough to compete with the other players, etc. Every point is studied properly, and changes are made if any.
- ▶ **Step __ — Media Selection:** now that the target audience is identified, one should select an appropriate media for advertising so that the customers who are to be informed about the product and are willing to buy are successfully reached.
- ▶ **Step __ — Designing and Creating the Ad:** first the design that is the outline of the ad on paper is made by the copywriters of the agency, then the actual creation of ad is done with the help of the art directors and the creative personnel of the agency.

If these steps are followed properly, then there has to be a successful beginning for the product in the market.

Follow-up:

1. Why is it important to follow all the steps in the process of creating an advertisement?
2. Is advertising crucial for the promotion of the product in the 21st century? Why?



Part 3. Grammar and Vocabulary

Task 1. Can you think of any tactics for writing a compelling online ad story? Discuss in small groups.

Task 2. Now read guidelines on writing an online ad story and do the following tasks:

A. Put the words in brackets in the correct form.

Simple but Powerful Tactics for Writing Compelling Ad Copy

If you want to grow your business online, what is the one thing you need the most?

Traffic.

And for _____ (many) businesses, the _____ (fast) way to get more traffic is through advertising.

Digital advertising is a game of inches. Small changes in your ad response rates can trigger massive improvements in your profitability. When you're paying Google and Facebook tens of dollars for a single click, it's crucial that you write ad copy that can push and persuade people.

1. Show viewers how you'll solve their problem

When it comes to writing ad headlines, most businesses start and stop plugging in keywords. This is the first thing a visitor will read after all.

Though using the keywords you're bidding on is important for Quality Score, when everyone (your competition included) is using the same keywords, you don't really attract much attention.

To stand out, _____ (you) ad headline needs to mirror the visitor's end goal.

People click on an ad because it _____ (promise) to help solve their problem, not because they think the ad checks all the right keyword boxes.

Before you create an ad, think about what the user on the other end wants to accomplish and how your headline can help fulfill that need.

UNIT 6

ADVERTISING

109

2. Include emotional triggers

While some visitors might be looking for a site with an end goal in mind, other people are browsing casually to get information or discover what solutions and services are available for a potential problem.

For _____ (this) visitors, you have to spur them into action. One way to do this is through emotional triggers.

The reason behind this is simple: people don't make decisions _____ (base) on logic alone. Instead, they _____ (drive) by emotions.

If people read something and experience a strong emotional reaction, they will click through.

B. Use the word given in brackets to form a word that fits the space.

3. Focus on benefits, not features

When it comes to writing the body of your ad, don't waste time by stating how _____ (amaze) your brand is. Instead, get visitors to take _____ (act) by telling them how your brand or your product will improve their lives.

Your ad needs to be personal (use "you") and must be able to demonstrate how your _____ (serve) can benefit the visitor.

4. Implement FOMO

Yes, the fear of missing out can be a catalyst to get visitors to your site.

Loss aversion is a real _____ (psychology) force and using it in your ads is an easy way to drive conversions.

The easiest way to implement this online is to use countdown timers which run in real time. By showing that the sale is going to end soon, you create a sense of _____ (scarce) which compels action.

With competition online-only getting more intense, writing compelling ads is a _____ (power) tool to drive conversions. Though it takes time and practice, following the above tips will help you get ahead of your competition.

From <https://www.wordstream.com>

UNIT 6

ADVERTISING

110

Task 3. Look at the example of using emotional triggers in an ad and do the task below.

Take a look at this ad for a cosmetic surgeon in New York:



Top Cosmetic Surgeon NYC
Ad www.drjenniferlevine.com/ ▼
Look Younger & Feel Great. Call Dr. Levine For A Consultation.
Friendly Doctor & Staff · Convenient Appointments · Attention To Detail · Achieve Natural Results

Cosmetic Surgery in NYC - NYULangone.org
Ad www.nyulangone.org/ ▼
Visit our State-of-the-Art Facility at NYU Langone. Learn more.
Accredited Hospital · Compassionate Care · Cutting-Edge Technology
Meet our Doctors · Learn More

This ad works because it addresses the single biggest issue anyone who seeks a cosmetic surgeon has: that they *look* older and, as a result, don't feel good about themselves.

By highlighting how cosmetic surgery will help you, the patient, “look younger and feel great,” this ad triggers a far more emotional response than the ad below it (which mostly talks about the “state of the art facility”).

Now create a short online ad using emotional triggers for the following goods and services. You can find useful phrases here: <https://www.wordstream.com/blog/ws/2021/01/13/best-words-and-phrases-for-marketing>

Discuss your ads and choose the best one.

- ▶ Fitness trainer;
- ▶ Animal health centre;
- ▶ English language courses;
- ▶ New collection of sunglasses;
- ▶ Online movie theatre.

Discuss your ads and choose the best one.

UNIT 6

ADVERTISING

111

Task 4. *Learn more useful tips for writing ads from wikihow (<https://www.wikihow.com>). Discuss where it would be best to publish the ads for the goods and services above and who your target audience is. Choose the correct word for each empty space.*

Decide where to publish the ad

Will your advertisement be printed in the newspaper, a magazine, your website, or Facebook? Knowing where you plan to publish the ad will influence the way you write your copy. Find 1_____ the perimeters of your advertising space, including how many words you're allotted, how large the size will be, and whether you can incorporate graphics or video. Ultimately, the traditional classifieds-style ad will fly in almost 2_____ medium, but you might need to make small tweaks to tailor it to the space in which you're advertising.

- ▶ If you're taking out a quarter to full-page advertisement in your local newspaper, you're going to have some room to play around with a paragraph or so of a copy.
- ▶ However, for a Facebook or other online ad, your copy will be limited to a sentence or so.
- ▶ Either way, when you're writing an ad, every word counts. Being too vague or wordy will cause people to skim your advertisement 3_____ of pausing to read it, so the same writing tenets apply no matter what type of ad you're writing.

Tailor it to your audience

Which consumers are you targeting? Ideally, everyone who reads your ad will want to buy your product, but in reality you'll have better results if you tailor your ad to a specific audience that is 4_____ to be more interested than the rest of the world. Use language and references that appeal to the demographic to which your product appeals. It might be a turnoff for other groups of people, but it's important to speak to the hearts of the people who have the potential to become loyal customers.

UNIT 6

ADVERTISING

112

- ▶ For example, if you're selling a service that 5 _____ people to self publish their books, you'll want to use language that sounds writerly and elegant. That way your target audience — people who have written books they want to publish — will know they would be in good hands with your company.
- ▶ If you're selling a product that appeals to a younger crowd, like a new type of candy that makes your mouth turn rainbow colors, lose the formality and use language that's familiar 6 _____ your target audience — kids who want to spend their 7 _____ on candy, or who could influence their parents to buy the candy for them.

3. 1) out 2) into 3) off 4) about
4. 1) some 2) something 3) any 4) anything
5. 1) because 2) instead 3) apart 4) in spite
6. 1) likeable 2) alike 3) like 4) likely
7. 1) affords 2) allows 3) lets 4) approaches
8. 1) of 2) at 3) with 4) to
9. 1) allowance 2) maintenance 3) appliance 4) observance

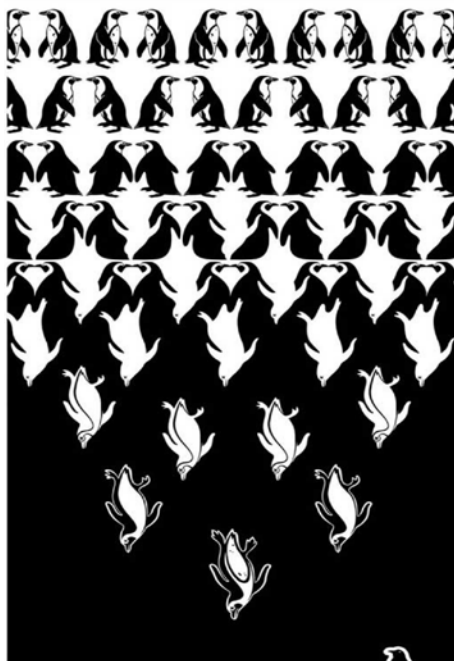
Part 4. Speaking

Task 1. In group, discuss the following questions:

1. Do you often see print ads in English? Do you understand them? Explain why / why not.
2. What do you think of the standard of print ads?
3. Have print ads changed in the past few years in general? Explain why /why not.

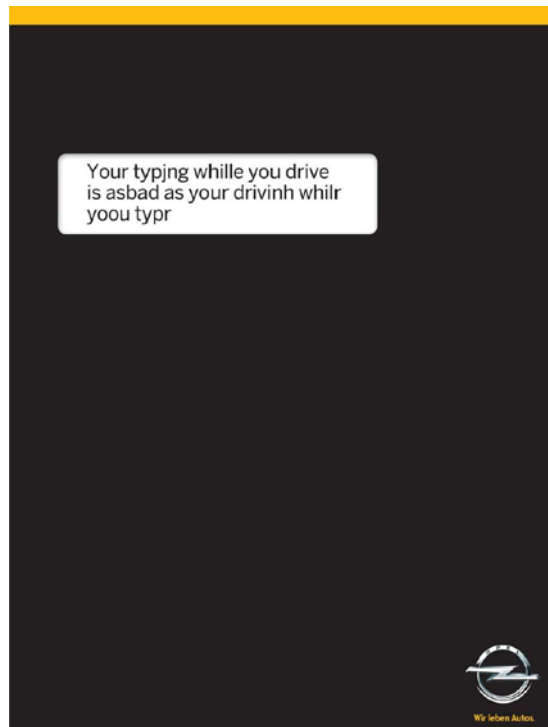
Task 2. In pairs, look at the print ads and discuss the following questions:

1. Which of these print ads grab your attention? Explain why.
2. What are they advertising?
3. What is the key message?
4. Which print ad do you think is the most effective? Explain why.



SEE THE REALITY BEFORE IT'S TOO LATE

The endangered African penguin needs your help. Act now and help change this picture. Adopt a penguin today at www.sanccob.co.za and support SANCCOB and their partners in conservation to save our precious South African penguins.



UNIT 6

ADVERTISING

114

Task 3. In class, read slogans of print ads and match them with brand names:

Gillette KFC Nike Apple M&Ms MasterCard McDonalds

"There are some things money can't buy.
For everything else, there's MasterCard."

did you know?

In Chinese, the KFC slogan "finger lickin' good" translates to "eat your fingers off".

Think **Different.**

Melts in Your Mouth, Not in Your Hand'

JUST DO IT.

THE BEST A MAN CAN GET™

i'm lovin' it

Look at slogans and answer the following questions:

1. What slogan makes you buy a product?
2. What is the target audience for each slogan?
3. What slogan do you think is most effective: one-phrase or one-sentence slogan?

Task 4. Imagine that you are going to create a print ad for a teen's magazine together with your friend. You've come up with the idea and want to share your ideas. Leave a voice message to your friend. In 2 minutes be ready to tell the friend about the print ad:

- ▶ give a brief description of a product you are going to advertise (2 relevant details in minimum);
- ▶ explain why you have chosen this product for the print ad in a teen's magazine;
- ▶ suggest a slogan for the ad;
- ▶ suggest the next step in your work.

UNIT 6

ADVERTISING

115



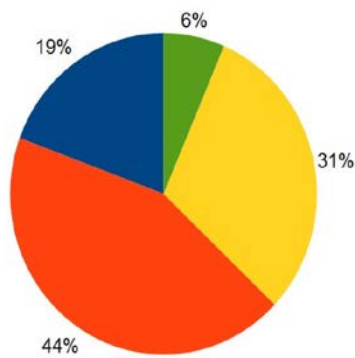
Part 5. Writing

WRITING: GRAPHS

Discuss the questions:

- Examine the following pictures of graphs. What types of graphs are they? Match the graphs with their types.

1.



2.

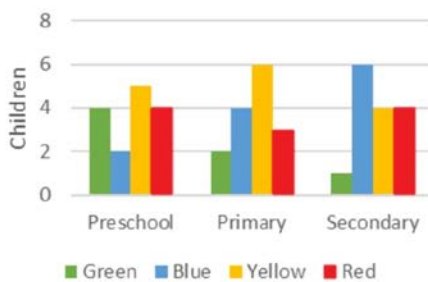
Sales of Fairtrade-labelled coffee and bananas (1999 & 2004)

Coffee	1999 (millions of euros)	2004 (millions of euros)
UK	1.5	20
Switzerland	3	6
Denmark	1.8	2
Belgium	1	1.7
Sweden	0.8	1

Bananas	1999 (millions of euros)	2004 (millions of euros)
UK	15	47
Switzerland	1	5.5
Denmark	0.6	4
Belgium	1.8	1
Sweden	2	0.9

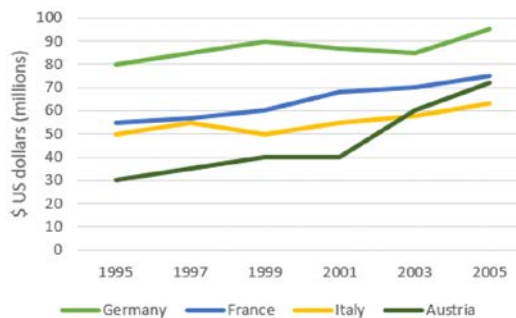
3.

Favourite Colour



4.

Money spent on Books



- a) table b) bar chart c) diagram d) pie chart

- What are the advantages and disadvantages of all these types of graphs?

UNIT 6

ADVERTISING

116

Task 1. Read the following sample answer. Complete the answer by filling the gaps with the words in the box.

vary reveal the highest average on the contrary
slightly more while though the average exactly
while lower between approximately

The table lists down different types of YouTube advertisements and shows the average length of those ads, as well as the duration viewers watch these adverts. As can be seen, public service adverts have _____ length and people's preference to view YouTube ads greatly _____.

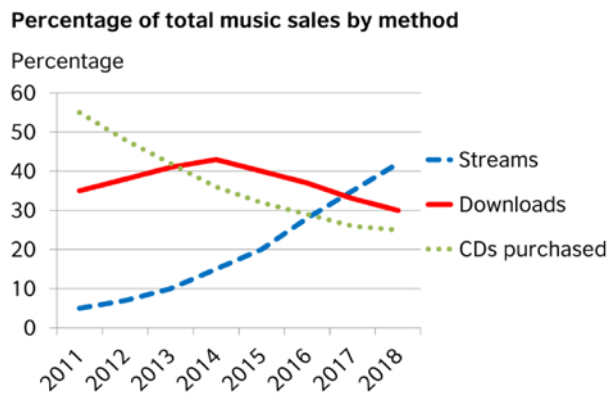
Analysing the table data _____ that there are mainly ten different types of adverts on YouTube and among them, public service advertisements have the maximum length which is approximately a minute and 7 seconds long. Business & finance, entertainment and lifestyle-related adverts have average half a minute duration _____ technology ads have _____ length — roughly 40 seconds. _____, travel, retail, consumer electronics, clothing and pharmaceuticals adverts have somewhat 20 to 30 seconds duration. _____ duration of all types of ads shown on YouTube is _____ 38.1 seconds. YouTube users watch slightly over 20 seconds of these ads which is _____ half the length of the average duration of all ads. _____ people watch more than 28 seconds of public service ads, which is higher than that of other types of ads, the ratio _____ the actual length of ads and the duration people watch them is _____. In terms of this ratio, people watch more portion of entertainment & news, travel, retail and consumer electronics YouTube ads _____ they skip clothing, technology and business & finance adverts.

UNIT 6

ADVERTISING

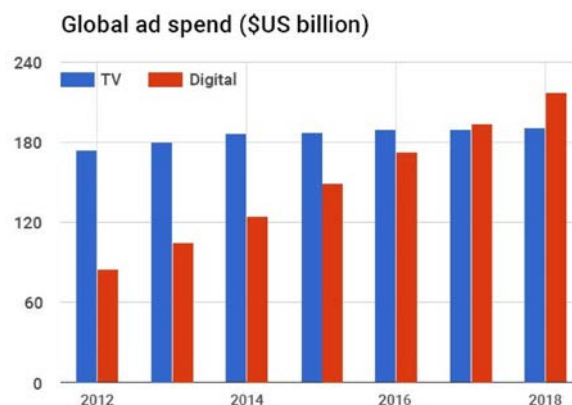
117

Task 2. Examine the graph below. Are the following statements true or false?



1. Downloads and sales of music gradually decreased after 2014.
2. There was a sharp increase in people streaming music after 2013.
3. In 2011, the majority of music sales were downloads.
4. Streaming was stable between 2011 and 2013.
5. Downloads reached an all-time low in 2014.
6. Physical sales fell by 2018.
7. Streaming represented just over 40% of sales in 2018.

Task 3. Analyze the given bar chart. Summarize the information by selecting and reporting the main features and make comparisons where relevant. Write at least 150 words.



Stop and check 2

(UNITS 4–6)

118

Task 1. Read the text and choose the most appropriate title:

- a) The Demise of Print Newspapers
- b) The Rise of Web Journalism
- c) Professional Journalists

With the decline of newspapers, web journalism seems to be the future of the news business. But what exactly do we mean by web journalism? And can it really replace newspapers?

In general terms, web journalism includes bloggers, citizen journalists, hyper-local news sites, and even websites for print papers. The internet certainly opened up the world for more people to write whatever they want, but that doesn't mean all of these sources have the same credibility.

Bloggers, for instance, tend to focus on a niche topic, as do citizen journalists. Because some of these writers do not have training in or necessarily care about journalism ethics, their personal bias can come across in what they write. This is not what we consider "journalism" per se.

Journalists are concerned with the facts, getting to the heart of the story, and have their own on-the-job lingo. Digging for answers and telling them in objective ways has long been a goal of professional reporters. Indeed, many of these professionals have found an outlet in the online world, which makes it tricky for news consumers.

Some bloggers and citizen journalists are unbiased and produce great news reports. Likewise, some professional journalists are not objective and lean one way or another on political and social issues. This burgeoning online outlet has created all types on either side. This is the larger dilemma because it is now up to readers to decide what is credible and what is not.

Task 2. Complete the following sentences with the underlined collocations from the text above:

1. The duty of a professional journalist is _____ the story before delivering news.

Stop and check 2

(UNITS 4–6)

119

2. This scandal undermined his _____ as an trustworthy journalist
3. There is a trend towards _____, with news channels and newspapers encouraging people to send in their videos.

Task 3. Read the text again and decide if these statements are true or false (T/F):

- | | | |
|--|--------------------------|--------------------------|
| 1. Web journalism is only about bloggers. | T | F |
| 2. Bloggers tend to be biased as they are not familiar with the ethics of journalism. | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. All internet sources are credible. | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. Being subjective is a goal of professional reporters. | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. Even professional journalists could lean on political or social issues that lead to subjectivity. | <input type="checkbox"/> | <input type="checkbox"/> |

Task 4. Choose the correct word for each empty space. Create a desire for your product.

You need to create a strong desire for your product. It's a chance to play with your audience's emotions and make them 1_____ as though your product will fill a need they have. If this sounds 2_____, it is — but if you're offering a product that will actually be 3_____ to people, there's 4_____ shame in writing copy that tugs on the heartstrings to get people to buy a product that will improve their 5_____.

- | | | |
|------------|--------------------|----------------|
| 1. A. felt | 2. A. manipulation | 3. A. helpless |
| B. to feel | B. manipulate | B. helpful |
| C. feel | C. manipulated | C. unhelpful |
| D. feels | D. manipulative | D. helped |
| 4. A. any | 5. A. lifes | |
| B. no | B. lives | |
| C. some | C. leaves | |
| D. much | D. life | |

Stop and check 2

(UNITS 4–6)

120

Task 5. Choose the correct word for each empty space.

1. There is little chance that we will succeed in changing the whole situation. _____, it is important to have a try.
a) nevertheless c) moreover
b) besides d) for this reason
2. _____, there are five main ways of tackling the problem.
a) to compare c) even though
b) as a consequence of d) to sum up
3. _____ to rumors I have heard, he was fired for stealing from the company.
a) compared c) according
b) due d) for instance
4. When your progress is slow, or you reach a _____, you know what you need to change to keep moving towards your goal.
a) upward trend c) peak
b) decrease d) plateau
5. The prices have _____ compared to past years.
a) skyrocketed c) marked
b) a variation d) the third highest

Keys:

Task 1.

- b) The Rise of Web Journalism

Task 2.

1. to get to the heart of
2. credibility
3. citizen journalism

Stop and check 2

(UNITS 4–6)

121

Task 3.

1. F (web journalism includes bloggers, citizen journalists, hyper-local news sites, and even websites for print papers)
2. T
3. F (The internet certainly opened up the world for more people to write whatever they want, but that doesn't mean all of these sources have the same credibility).
4. F (Digging for answers and telling them in objective ways has long been a goal of professional reporters).
5. T

Task 4.

- | | | |
|----------------|------------------------|-------------------|
| 1. A. felt | 2. A. manipulation | 3. A. helpless |
| B. to feel | B. manipulate | B. helpful |
| C. feel | C. manipulated | C. unhelpful |
| D. feels | D. manipulative | D. helped |
-
- | | |
|--------------|-----------------|
| 4. A. any | 5. A. lifes |
| B. no | B. lives |
| C. some | C. leaves |
| D. much | D. life |

Task 5.

1. (a) There is little chance that we will succeed in changing the whole situation. **Nevertheless**, it is important to have a try.
2. **(d) To sum up**, there are five main ways of tackling the problem.
3. **(c) According** to rumors I have heard, he was fired for stealing from the company.
4. **(d)** When your progress is slow, or you reach a **plateau**, you know what you need to change to keep moving towards your goal.
5. (a) The prices have **skyrocketed** compared to past years.

Appendix 1

Grammatical features of headlines

Headlines are the short titles about news articles. Headlines have to make readers want to read articles. The language of news headlines in English (headlines / ,hɛdlɪ'ni:z/) is challenging to understand. It is notorious for containing strange vocabulary (tabloidese / ,tablɔɪ'di:z/), unusual grammar, and large amounts of wordplay and cultural references. The headline style has some special rules:

1. Articles, possessives, the verb *to be*, and auxiliary verbs are often omitted: SHAKESPEARE PLAY IMMORAL SAYS HEADMASTER = “The Shakespeare play is immoral”, said the headmaster;
2. We use only Past Participle instead of using Passive Voice: SIX KILLED IN EXPLOSION = Six people have been killed;
3. We use Present Simple instead of Past Simple or Present Perfect: BLIND GIRL CLIMBS EVEREST = The blind girl has climbed Mount Everest;
4. The infinitive is used for future plans or predictions: QUEEN TO VISIT AUSTRALIA = Elizabeth II is going to visit Australia;
5. Instead of relative clauses, we use strings of nouns: FURNITURE FACTORY PAY CUT PROTEST = A protest about a cut in payment at the factory that makes furniture;
6. Punctuation is limited in headlines. We use colons and dashes to introduce the topic: STRIKES: PRESIDENT TO ACT
7. A question mark is often used if something is uncertain: CRISIS OVER BY DECEMBER?

Appendix 1

123

List of common headline vocabulary

act	take action; do something
accord	agreement
aid	assist/ assistance
alert	alarm, warning
allege	make an accusation
appear	appear in court accused of a crime
axe	cut, destroy, close down, closure, abolition
back	support
ban	forbid, prohibition
bar	exclude, refuse
bid	attempt
blast	explosion, criticise violently
blaze	fire
block	stop, delay
blow	injury, disappointment, discouragement, unfortunate happening
bolster	support
bond	association
boom	sudden increase
boost	encourage, encouragement
bring	cause, result in
brink	edge (of disaster)
call (for)	demand, appeal
cash	money

Appendix 1

124

clash	argument, conflict
clear	find innocent
cop	policeman
coup	revolution, change in government
curb	restrain, limit
cut	reduction
deal	agreement, bargain
drama	dramatic event, tense situation
drive	campaign, effort
drop	give up, get rid of, fall
edge	move gradually
envoy	diplomat
exit	leave
fear	anxious expectations
flee	escape rapidly
freeze	keep prices, etc. at their present level
gems	jewels
hail	celebrate, acclaim
halt	stop
hammer	beat
haul	large quantity that has been stolen
hit	affect badly
hold	detain, keep in police custody
hurdle	obstacle
jail	prison

Appendix 1

125

jet	aeroplane
jobless	unemployed
key	essential, vital
kid	child
killing	murder
lead	clue
leak	unofficial publication of secret information
link	connection
loom	approach (of something threatening)
mar	spoil
mercy	intended to save lives
mob	mafia/ uncontrolled crowd
nail	force somebody to admit the truth
no	refusal, rejection
odds	chances, probability
ordeal	unpleasant experience
oust	push out, replace
output	production
pact	agreement, treaty
peril	danger
pledge (n/v)	promise
plea	strong request
poll	election, public survey
press	to insist on something
press for	demand, ask for

Appendix 1

126

probe	investigate
quit	leave, resign
quiz	interrogate, question
raid	attack, robbery
riddle	mystery
row	argument, disagreement
scare	alarm
scoop	win prize
seek	request
shock	surprising revelation
slam	criticise severely
slash	reduce
smash	destroy
soar	increase dramatically
split	divide
storm	violent disagreement
toll	number of people killed
top	exceed
urge	recommend strongly
vow	promise
walk out	leave in protest
wed	marry
woo	try to win the favour of

Appendix 1

127

Headlines for extra practice:

- ▶ QUAKE ALERT ON EAST COAST
- ▶ FOOD CRISIS: GOVERNMENT TO ACT
- ▶ SMALL SCHOOLS AXED
- ▶ GOVERNMENT PLAN TO BOOST EXPORT
- ▶ STRIKES: MP CALLS FOR TALKS
- ▶ MORE CASH NEEDED FOR UNEMPLOYED
- ▶ NEW PRICE CURBS
- ▶ PRINCE IN PALACE DRAMA
- ▶ GOVERNMENT TO DROP LABOUR PLAN
- ▶ \$15M GEMS STOLEN
- ▶ UN DRIVE TO SAVE PLANET
- ▶ ENGLISH ENVOY DISAPPEARS
- ▶ PM TO ACT?
- ▶ UN HAILS DEAL
- ▶ FANS VIOLENCE MARS CUP FINAL
- ▶ MOB LEADERS HELD
- ▶ TRUMP ELECTED AGAINST THE ODDS
- ▶ FLOOD PERIL IN CHINA
- ▶ DEMS AHEAD IN POLLS
- ▶ CALL FOR UNIVERSITY DRUGS PROBE
- ▶ POLICE QUIZ
- ▶ PENSIONER SCOOPS LOTTO FORTUNE
- ▶ FLOOD TOLL MAY BE 6'000
- ▶ PM SLAMS POLICE
- ▶ EXPORTS SOAR FOR THIRD MONTH
- ▶ UN URGE TO ACT ON POLLUTION
- ▶ PRINCE TO WED ACTRESS

Appendix 2

128

Google and Facebook's Ad Empires

*The tech giants talk a lot about the “metaverse” and cloud computing.
What really powers them is selling us socks.*

Google and Facebook love to talk about the cutting-edge stuff they're working on. Metaverse! Driverless cars! Cloud! Artificial intelligence!

The reality, though, is that these tech companies are rich and powerful because they are the biggest sellers of advertising in the world. They do essentially the same thing that William Randolph Hearst did a century ago: They draw our attention to try to sell us yoga pants. (OK, Hearst's newspapers probably didn't have ads for leggings.)

There's a vigorous public debate about the benefits and serious trade-offs of the digital worlds that Google and Facebook created. It's less jazzy to think about digital advertising that these tech titans have popularized. But like everything else about these companies, it's complicated and important.

Alphabet, the corporate entity that includes Google, made about 80 percent of its revenue this year from the ads we see when searching the web, watching YouTube videos, checking out Google Maps, and more. Facebook generated 98 percent of its revenue from ads. (Facebook likely won't mention this today when it plans to discuss the company's vision of us living, shopping and working in its virtual reality world.)

It's not breaking news that Google and Facebook are souped-up versions of old-school advertising mediums like newspapers or radio. It is necessary to stress the point for two reasons. First, zeroing in on their essence helps demystify those tech superpowers. Google and Facebook seem less mythical and imposing when you know that their empires are built on selling us more socks.

Second, the methods of advertising that the companies helped popularize — highly automated; based on information about who we are, what we do online and where we go; and at a scale unlike anything before — has changed the world around us in both good and harmful ways, without most of us really noticing.

Appendix 2

Sure, some of the benefits are easy to see. Google and Facebook offer (arguably) helpful products and services at no cost to us because advertising pays the bills. Ads also make stuff that we use outside Google and Facebook cheaper. Or possibly more expensive.

If you type “Miami vacations” into Google, that’s a blaring signal that you might be interested in booking a hotel room. If a hotel can pay an average of \$1 per new customer for its website to show up prominently in those Google search results — versus spending \$2 for each customer if it buys a television commercial — those hotel rooms might be cheaper for us.

That example is radically oversimplified, but you get the point. Even if you say that you hate ads or never use Facebook, the ads on these sites have beneficial ripple effects.

But there are also major drawbacks. To sell ads, Google and Facebook normalized the data arms race to collect as much information about us as possible, and now the bank, grocery store and weather apps are grubbing every detail they can to sell their own ads. Digital advertising also has a persistent problem with fraud and over promises that essentially impose a tax on everything that we buy.

The last thing worth mentioning is the perpetual motion machine of bigness. Google and Facebook are the biggest advertising sellers in the world largely because they are the largest gatherings of humans in the world. More people translate into more spots to sell ads.

That has created ripple effects for entertainment companies, newspapers and internet properties to try to merge or do anything they can to get bigger. I wonder if we would have a healthier economy and internet life if Comcast, TikTok and nearly every other company weren’t trying to amass the biggest audience of humans possible — partly to compete with Google and Facebook and sell more ads.

<https://www.nytimes.com/2021/10/28/technology/google-facebook-advertising.html?referringSource=articleShare>

Appendix 2

Tik Tok Becomes New Way to Advertise

Inside a candy store in New York City, a collection of items are grouped together. Besides being candy, these items have something else in common: They went viral on TikTok.

Take, for example, a soft, fruit-flavored candy. Last year, a flood of TikTok videos showed people biting into the candy. So, store workers at It'Sugar urged the company to buy a lot more of the candy to sell. It's a good thing they did.

The candy sold so well that It'Sugar decided to make TikTok part of its overall sales plan. The chain now has signs advertising the video app in its many stores. Goods from TikTok make up five percent to 10 percent of weekly sales.

Chris Lindstedt is the assistant vice president of merchandising at the nearly 100 stores of the It'Sugar chain. When talking to The Associated Press recently, he said those weekly sales numbers are crazy.

With 1 billion users worldwide, TikTok is an app best known for dancing videos. But it has also become amazingly good at selling things. The hashtag #TikTokMadeMeBuyIt has gotten more than 5 billion views on TikTok.

In the United States, national chains are setting up TikTok areas. Their goal is to get TikTok's mostly young users into stores.

At the bookstore Barnes & Noble, #BookTok signs advertise certain books. The book suggestions on TikTok have pushed some books up the bestseller list. Amazon has an area on its site called "Internet Famous." There, buyers can find products that are popular on TikTok.

It is hard to know what will become the next TikTok viral video. Also, how TikTok decides who gets to see certain videos remains a mystery. Companies are often completely surprised when their product becomes popular.

Take, for example, the Kate Spade company. Jenny Campbell is the chief marketing officer. She told the AP that earlier this year, she was confused. Why did searches for "heart" increase on the company's website?

Appendix 2

The cause was a 60-second video on TikTok posted by 22-year-old Nathalie Covarrubias.

In the video, the young woman from Salinas, California, talked about how much she loved a pink, heart-shaped Kate Spade bag. Then, others did the same. Soon, the \$300 heart-shaped purse sold out.

The Kate Spade Valentine's Day purse was supposed to be sold for a limited time only. But, because of TikTok, it is now sold throughout the year in different colors and materials.

Covarrubias was not paid to post the video. But the company sent her free items in exchange for posting another TikTok video when the purse was back in stores. That video was marked as an advertisement. Besides free stuff, sometimes the companies pay TikTok creators to appear in advertisements. Or the company buys ads on TikTok.

Hana Ben-Shabat is the founder of Gen Z Planet, an advisory company. It looks at the habits and behaviors of the generation born between the late 1990s and 2016.

She says that TikTok is a powerful purchasing tool for Gen Z because TikTok creators seem real. She compared this to Instagram, where the goal is to post the most perfect-looking image. Users trust the recommendations on TikTok, Ben-Shabat said: "This is a real person, telling me a real story."

TikTok, along with other tech companies like Snapchat, is preparing to challenge Facebook as a social-shopping powerhouse.

Shopping on social media sites is known as social commerce. It is a \$37-billion-a-year market in the United States. That mostly comes from Instagram and its parent company Facebook, reports the research firm eMarketer. By the end of 2025, that number is expected to more than double, to \$80 billion.

Last month, TikTok began testing a way for sellers to set up a store within the app. This will allow users to buy products directly on the app.

TikTok has said that more is coming. It may operate more like Douyin, TikTok's sister app in China. Douyin permits users to find and buy products without leaving the app — just like you can on Facebook and Instagram.

Appendix 2

132

TikTok's general manager is Sandie Hawkins. She works with companies to help them increase sales. Hawkins told the AP that over the past year we have seen "a new kind of shopping experience come to life that's been driven by the TikTok community,"

"We're excited to continue listening to our community," she said, building ways to help them find and buy "the products they love."

<https://learningenglish.voanews.com/a/tik-tok-becomes-new-way-to-advertise/6272433.html>

Social media firms serve as a gateway for scammers, says finance watchdog

FCA threatens action unless platforms such as Facebook, Twitter and Instagram do not toughen up against fraudsters.

Social media sites such as Facebook and Instagram serve as a "gateway" for fraudsters, the City watchdog has warned, as it demanded they take tougher action on financial scams.

While the Financial Conduct Authority praised Google for having changed its terms for financial advertisements this month, the regulator's head of enforcement said other tech firms were lagging behind.

"Social media sites are effectively a gateway in which scammers are getting access to vast numbers of people in the population through online searches," Mark Steward said during the FCA's annual public meeting on Tuesday.

"We are putting them on notice that we expect them to be involved in this process of protecting the community," he said, adding that the FCA would otherwise "have to take action".

The FCA has waged a long-running battle with social media firms and search engines amid a spike in online fraud, which the Home Office has said makes up about 86% of all fraud in the UK. The trend has been attributed in part to the Covid crisis, which has led to more criminal activity online.

Appendix 2

133

In total, scammers stole about £4m a day from UK consumers in the first half of the year, according to the banking lobby group UK Finance, which warned last week that the level of fraud was posing a national security threat.

A coalition of banking and tech companies has launched an emergency helpline — accessed by dialling 159 — for people to report and check financial scams. The hotline will connect callers directly to their bank's fraud prevention service.

Google was praised by the regulator on Tuesday for changing terms for online advertisers by ensuring that none of its priority search results include financial promotions unless they are posted by FCA-authorized firms.

Google's changes were already having an impact on online fraud rates, Rathi said. "We do expect the others to take the issue as seriously," he said. "We expect Facebook, Twitter, Instagram and others to [do so] also, and we'll be engaging with them."

A Twitter spokesperson said: "It is against our rules to use scam tactics on Twitter to obtain money or private financial information," adding that the platform took "robust action against anyone violating its rules."

A spokesperson for Facebook, which also owns Instagram, said the company was "dedicating significant resources" to tackling scams.

<https://www.theguardian.com/money/2021/sep/28/social-media-giants-serve-as-gateway-for-scams-warns-finance-watchdog>

UK broadcasters cut spending on British shows to lowest point in decade

BBC, ITV, Channel 4 and Channel 5

slashed spending last year on UK programming as pandemic hit.

The UK's traditional broadcasters cut the amount spent on British-made shows to the lowest point in a decade last year, as the pandemic played havoc with channel budgets and filming schedules.

Appendix 2

Spending by the BBC, ITV, Channel 4 and Channel 5 on programmes from UK production companies dropped by 10% to £1.16bn, the lowest level since 2011 and the first fall in five years.

However, that was partly offset by international streaming services such as Netflix and Amazon boosting their spending on big budget UK-made shows such as *The Crown* and *All or Nothing: Tottenham Hotspur*, with overall investment rising 6% to £356m.

While spending by the streaming giants increased in a bid to keep pace with a boom in lockdown home viewing — Britons spent a third of their waking hours watching TV last year — the overall amount spent on UK productions by all broadcasters slumped, hitting channels' ability to fill their schedules.

The pandemic postponed the filming of major programmes such as the BBC dramas *Peaky Blinders* and *Line of Duty* and ITV hit *Love Island*, while Channel 4 announced a £150m budget cut as advertising revenue plummeted.

“The industry has taken a big hit from the pandemic and we are still in the recovery phase,” said John McVay, chief executive of Pact, the body that represents independent UK production companies. “It may take many years for the industry to build back to where it was prior to the pandemic.”

Pact said spending on new UK commissions plummeted last year, accounting for just 30% of overall spend, as budgets were pulled or shows simply could not be made due to filming restrictions.

It said a quarter of the 171 production companies that participated in its annual report had at least one show cancelled between April last year and March.

As a result, the total revenues of the UK's hundreds of independent production companies, including from selling shows and hit formats to overseas broadcasters, fell by almost £500m. UK TV production sector revenues declined by 14% to £2.9bn, the lowest level since 2017.

The BBC remained the highest spender on new commissions, investing £126m last year, albeit almost half the £235m the corporation spent in 2019.

Appendix 2

135

Independent production companies sought to shore up their finances by making money from their intellectual property while TV productions were put on hold or cancelled.

Secondary rights revenues, income such as licensing existing shows to broadcasters at home and abroad or selling a programme format to be re-made overseas, grew to more than £500m last year — the highest level since 2015.

McVay said separate research looking at the future prospects of production companies found that those based outside London, which rely more on commissions from broadcasters such as Channel 4, are most concerned.

“Smaller, out of London companies have been detrimentally affected by the pandemic,” said McVay. “And with the future sale of Channel 4 on the cards it’s those independent production companies, who see Channel 4 as one of their primary buyers [of shows] who are going to suffer most.”

<https://www.theguardian.com/media/2021/sep/08/uk-broadcasters-slashed-budgets-for-british-shows-last-year-due-to-pandemic>

Marie Claire owner reports record profits on back of Covid reading boom

Future’s share price soars as it says full-year results will be ‘materially ahead’ of expectations.

Future, the owner of magazines from Marie Claire to Metal Hammer and sites such as TechRadar and GoCompare, has reported record revenues and profits in its first half as the company continues to cash in on the pandemic-fuelled reading and online shopping boom.

Future reported a 21% increase in group revenues to £272m and more than doubled pre-tax profits to £57m in the six months to the end of March, well ahead of analyst forecasts, prompting the company to say that its full-year results will be “materially ahead” of expectations.

Appendix 2

Future's share price surged more than 6% on the upgrade, close to levels not seen since the first dotcom boom two decades ago, giving the London-listed group a market value of more than £3bn.

The company, which generates revenue from magazine sales, digital advertising and e-commerce by sending online readers to partner retailers, said that coronavirus lockdown restrictions provided a £5m e-commerce revenue boost as shoppers stocked up online.

"Following an exceptional e-commerce and digital advertising performance during Black Friday and Christmas, we have carried this strong trading momentum through to the end of the first half," said Zillah Byng-Thorne, the chief executive of Future.

The company said its media division grew revenues by 30% to £182m, driven by digital advertising, which also grew by 30%, and e-commerce income, which rose by 56% year on year. Future's magazine publishing division, which includes titles such as Country Life, Wallpaper and Total Film, saw underlying revenues fall by 15% to £90m. However, subscription income rose by 2%.

"The digitally centred approach meant Future was well-positioned for the pandemic as it wasn't too reliant on sales of physical magazines, which dried up amid Covid restrictions," said Russ Mould, the investment director at the stockbroker AJ Bell. "The focus on titles which serve people's hobbies and interests has probably been a boon, given people have been looking to distract themselves from the day-to-day realities of coronavirus."

Future grew online users by 31% to 311m year on year and said it reaches more than a third of adults online in the US and the UK.

"There's no getting away from the fact that these are a stonking set of results from Future, and suggest, at least for now, the business is future proof," said Sophie Lund-Yates, an equity analyst at Hargreaves Lansdown.

<https://www.theguardian.com/media/2021/may/19/marie-claire-owner-reports-record-profits-on-back-of-covid-reading-boom-future>

Appendix 2

137

Latest figures reveal how pandemic shaped UK radio listening habits

First figures since 2020 show boom in speech radio but public loses appetite for music breakfast shows.

When Rupert Murdoch launched Times Radio last summer, he was aiming to target the BBC and win over listeners who may have become disenchanted with the output on Radio 4 and Radio 5 live.

Now, the station's first listening figures have shown there is an audience for Times Radio, with a healthy 637,000 people a week tuning in. The figures came as a relief to staff at the station, who had been unsure whether there was an audience for their rolling discussions of Westminster politics and current affairs.

However, the station's launch does not seem to have damaged the BBC's outlets, with the entire British speech radio market appearing to have boomed during the pandemic. Radio 4 has continued to hold steady at 10.8 million listeners a week, while Radio 5 live jumped substantially, up on pre-pandemic levels to 5.9 million listeners a week.

LBC, which has transformed itself from a London-only outlet to a national commercial powerhouse, now attracts 3 million listeners a week to its output across all its branded stations, with Britons apparently unable to resist its discussions of current affairs.

The figures may also provide a pointer to the sort of speech radio discussion that produces the best listening figures. Times Radio now has a larger audience than its much longer established sister station talkRadio, which focuses heavily on culture war topics and competes more directly with LBC.

Although moments such as talkRadio host Mike Graham berating Insulate Britain activists and arguing over whether it's possible to grow concrete can reach millions of people on social media, the main station is still only listened to by 450,000 people a week.

Appendix 2

While Murdoch's News UK does not break down the financial performance of individual stations, the high start-up costs and lack of traditional adverts means Times Radio is likely to be running at a loss, with it considered to be partly a marketing expense for subscriptions to its namesake newspaper.

The release of the audience figures — produced by the industry organisation Rajar — has been long awaited in the radio business. Stations have rushed to emphasise that a new methodology for the survey of listening habits means the figures are not comparable with pre-pandemic data.

One of the changes has been to introduce a technique where members of the public allow their phone microphone to be used to constantly check whether they are listening to a radio station, similar to an automated version of the popular Shazam music recognition app.

However, even taking the measurement changes into account, there are signs of difficulties for some high-profile music radio breakfast shows. There has been speculation that listening habits may have changed due to the increase in the numbers of people working from home rather than listening to the radio in their cars on their commute, as well as the ubiquity of music streaming.

Radio 2's Zoe Ball programme is now reaching 7.2 million people a week, down from 7.9 million people in the equivalent time period for 2019. At the same time, Radio 1's Greg James, Virgin Radio's Chris Evans, and Magic's Ronan Keating and Harriet Scott all saw falls in the audiences for their breakfast shows.

Meanwhile, the BBC has seen growth in the combined audience for the corporation's local and regional stations, which jumped enormously to 9.2m weekly listeners — compared with 7.4m in the equivalent pre-pandemic time period.

As expected, the figures also point to a massive shift to listening to the radio via online streams on mobile phones and smart speakers such as devices running Amazon's Alexa.

<https://www.theguardian.com/tv-and-radio/2021/oct/28/latest-figures-reveal-how-pandemic-shaped-uk-radio-listening-habits>

Appendix 2

A Harsh Reality for Newspapers

Last year, researchers at the Project for Excellence in Journalism persuaded six companies that own 121 newspapers to share private data about the financial performance of many of their papers. And the findings were grim.

On average, for every new dollar the newspapers were earning in new digital advertising revenue, they were losing \$7 in print advertising revenue. The papers seemed not to be diversifying their revenue streams or coming up with innovative products at a fast enough clip.

“Some of those we talked to seem frustrated and even uncertain about how to proceed,” said Tom Rosenstiel, the director of the project, which is part of the nonprofit Pew Research Center. “But we also found signs that, if you can break out of old cultural patterns, there is another way.”

A report that encapsulates the data and includes interviews with newspaper executives will be released on Monday. While not a scientific sample, the data comes from a diverse set of newspapers in the United States. (The information was shared in a way that kept the names of the companies confidential.)

Mr. Rosenstiel said he and the researchers came away thinking that the future of newspapers could be affected quite a bit by business culture.

“The papers that are succeeding,” he said in an e-mail, “are those that have pushed harder to change their sales staffs, have pushed digital even at the risk of putting less effort into the old categories that pay the bills, have taken more risks — have fought against the deep ‘inertia’ that many of the executives describe.”

The report identifies no shortage of challenges for newspapers on the sales side. Some of the papers it studied have struggled to sell mobile ads, recruit digital advertising sales representatives and profit from so-called daily deals similar to Groupon coupons.

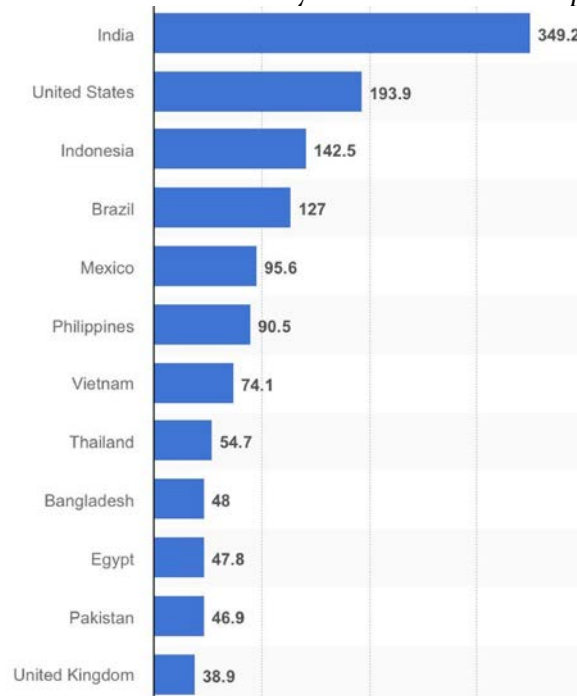
“Only 40 percent of papers say targeted advertising is a major part of their sales efforts,” the report states. “Most papers are not putting major effort into selling ‘smart’ or customized digital ads, the category expected to soon dominate local advertising.”

<https://mediadecoder.blogs.nytimes.com/2012/03/05/a-harsh-reality-for-newspapers/?referringSource=articleShare>

Appendix 2

Countries with the most Facebook users 2021

Published by Statista Research Department, Dec 13, 2021



What is the country with the most Facebook users?

There are nearly 350 million Facebook users in India alone, making it the leading country in terms of Facebook audience size. To put this into context, if India's Facebook audience were a country, then it would be ranked third in terms of the largest population worldwide. Apart from India, there are several other markets with more than 100 million Facebook users each: The United States, Indonesia, and Brazil with 200 million, 140 million, and 130 million Facebook users respectively.

Facebook — the most used social media

Meta, the company that was previously called Facebook, owns four of the most popular social media platforms worldwide, WhatsApp, Facebook Messenger, Facebook, and Instagram. As of the third quarter of 2021, there were around 3,5 billion cumulative monthly users of the company's products worldwide.

Appendix 2

141

With around 2.9 billion monthly active users, Facebook is the most popular social media worldwide. With an audience of this scale, it is no surprise that the vast majority of Facebook's revenue is generated through advertising.

Facebook usage by device

As of July 2021, it was found that 98.5 percent of active users accessed their Facebook account from mobile devices. In fact, almost 81.8 percent of Facebook audiences worldwide access the platform only via mobile phone. Facebook is not only available through mobile browsers as the company has published several mobile apps for users to access their products and services. As of the third quarter 2021, the four core Meta products were leading the ranking of most downloaded mobile apps worldwide, with WhatsApp amassing approximately six billion downloads.

<https://www.statista.com/statistics/268136/top-15-countries-based-on-number-of-facebook-users/>

Gen Z news consumption sources in the U.S. 2021

Published by *Amy Watson*, Nov 24, 2021

A survey conducted in May 2021 found that Gen Z news consumers most frequently get their news from social media, with 43 percent of respondents reporting they used social networks daily as their news source. There was a general preference for online news sources rather than offline outlets among Gen Z, with only five percent saying that they read newspapers every day.

News consumption: Gen Z vs. Millennials

The same 2021 study showed that whilst there were similarities between news consumption among Millennials and Gen Z, there were also stark differences between the two groups. Gen Zers were significantly less likely to listen to the radio or watch television for news, and close to 60 percent said that they never read newspapers. Meanwhile, approximately 20 percent of Millennials reported listening to radio news or watching cable or network TV on a daily basis.

Appendix 2

Despite these differences, both Gen Z and Millennial news audiences demonstrated a clear preference for using social media to get their news. Over 40 percent of respondents from each demographic reported watching or reading news on social networks every day, in contrast to older consumers in the study who were less inclined to do so. Boomers, in particular, were the least likely group to use social media for news, generally preferring network news for keeping up to date. Indeed, social networks are not without their problems, with consumers growing concerned about the news they find there.

Social media and news

Except for podcasts, social media is the least trusted news source in the United States. Fake news circulates there easily as consumers either unknowingly or deliberately share such content, and younger generations, who are the heaviest social media users, are at the highest risk of encountering biased, inaccurate, and untrue stories.

Characteristic ↕	Daily ↕	A few times per week ↕	Once per week ↕	A few times per month ↕
Social media	43%	15%	14%	6%
Online-only news sites	10%	16%	7%	19%
Radio	9%	13%	9%	14%
Cable news networks	8%	12%	11%	14%
Network news	8%	13%	9%	9%
Newspapers	5%	6%	6%	7%
Podcasts	3%	8%	9%	9%

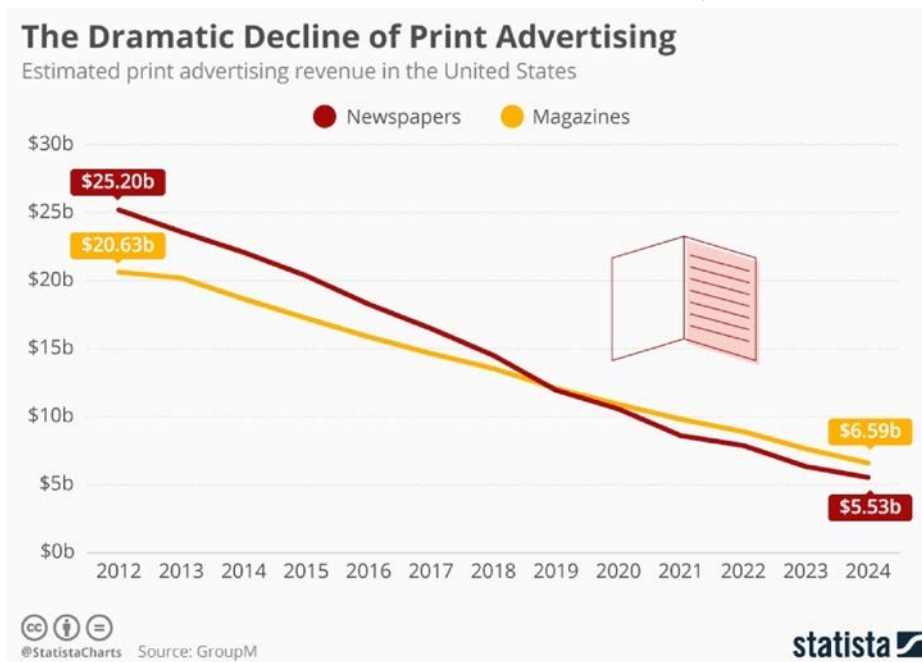
<https://www.statista.com/statistics/1124119/gen-z-news-consumption-us/>

Appendix 2

143

The Dramatic Decline of Print Advertising

by Felix Richter, Dec 9, 2019



The past decade has been rough for print publishers around the world. As the rise of smartphones accelerated the trend towards online consumption of news and other forms of journalism at the expense of newspapers and magazines, advertisers gradually moved their budgets online as well, forcing many print publications out of existence.

According to a new forecast from GroupM, the worst may be yet to come for publishers in the United States. GroupM expects newspaper advertising revenue to be cut in half once more within the next five years, bringing the total to \$5.5 billion, down from more than \$25 billion in 2012.

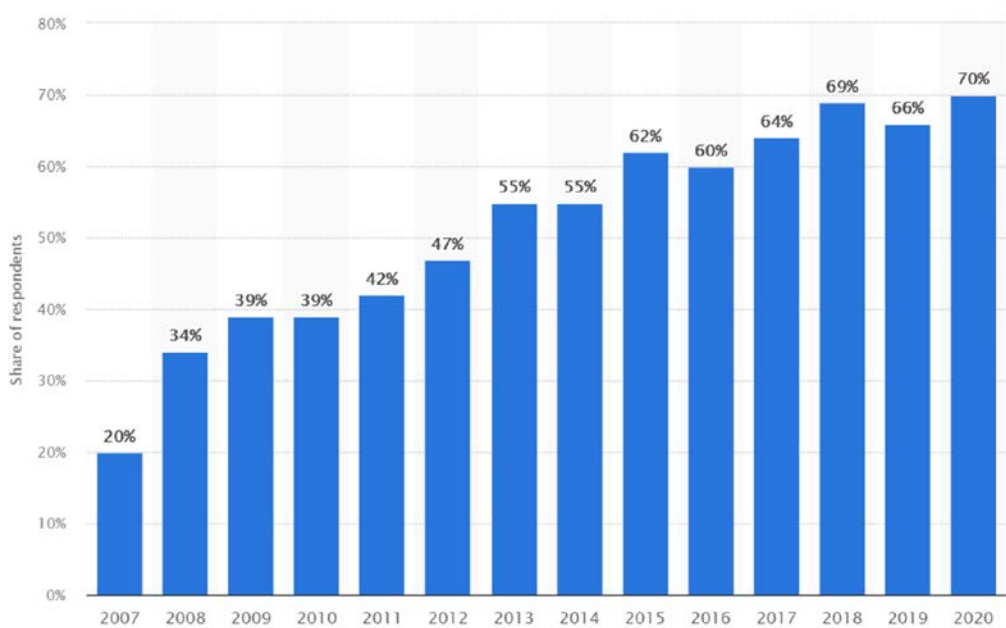
Magazines are facing a similar fate, with ad revenues expected to drop to \$6.6 billion by 2024, down from \$20.6 billion in 2012 and \$12.1 billion this year.

<https://www.statista.com/chart/20244/estimated-print-advertising-revenue-in-the-united-states/>

Appendix 2

Online news, newspaper and magazine consumption in Great Britain 2007–2020

Published by Amy Watson, Jan 12, 2021



There is no denying that the way people consume newspapers and magazines has changed. As of 2020, more than two-thirds of individuals in Great Britain were either reading or downloading online news, newspapers or magazines. This was more than three times the share of online readers as compared to 2007. The share of UK online readers was higher than the European Union (EU 28) average. As of February 2019, BBC News online had the highest share of readers in the UK, with the Guardian and Mail Online coming in as second and third choice.

How do people like their news?

According to an Ofcom study, both television and the internet were more likely to be a source of news over newspapers across all UK countries. In fact, in Northern Ireland, individuals were more likely to receive news via word of mouth rather than through a physical newspaper or printed magazine.

Internet Sources: Dictionaries, Thesauri and Corpora

1. Cambridge Dictionary. <https://dictionary.cambridge.org/ru/>
2. Collins Online Dictionary. <https://www.collinsdictionary.com/>
3. Dictionary by Merriam Webster. <https://www.merriam-webster.com/>
4. Longman Dictionary of Contemporary English Online.
<https://www.ldoceonline.com/>
5. Macmillan Dictionary. <https://www.macmillandictionary.com/thesaurus-category/british/strong-and-not-easy-to-damage-or-break>
6. Reverso Context. <https://context.reverso.net/%D0%BF%D0%B5%D1%80%D0%B5%D0%B2%D0%BE%D0%B4/>
7. The Free Dictionary. <https://idioms.thefreedictionary.com/drown+in>
8. WoordHunt. <https://woordhunt.ru/>

Other Internet Sources

1. *'And now, the real news'*, Kirk Citron published in TED Talk (September, 2021) https://www.ted.com/talks/kirk_citron_and_now_the_real_news
2. *'How to write an interview article'* published by Flipsnack (September, 2021) https://www.youtube.com/watch?app=desktop&v=LEEcjD-9JMP8&feature=youtu.be&ab_channel=Flipsnack
3. *'Top 5 radio presenter tips'* published by Radio.co (September, 2021) <https://www.youtube.com/watch?v=4YhZKaBVIEI>
4. *'BBC Journalism Trainee Scheme: Become a news journalist at the BBC'* published by BBC Career (September, 2021). <https://www.youtube.com/watch?v=Dd7J6l4CBuc>
5. *'What is Digital Media?'* (00:00–03:17) published by UH Digital Media (September, 2021). <https://www.youtube.com/watch?v=XnkFYKTDCvU>
6. *'How to make video ads (the easy way)'* published by Biteable (September, 2021). <https://www.youtube.com/watch?v=xWd0LI8nki>

7. 'How do you write a news script?' presented by Huw Edwards, published by BBC Young Reporter (September, 2021). <https://www.youtube.com/watch?v=yPZG5NrhArQ&list=PLdT7ws91y9ThbzgxfY7bI-1Ptmiu5yyc4&index=4>
8. Key Differences Between Newspaper and Magazine (October, 2021) <https://keydifferences.com/difference-between-newspaper-and-magazine.html#KeyDifferences>
9. Media: Empty newsroom desks (October, 2021) <https://timlennoxonline.blogspot.com/2019/07/media-empty-newsroom-desks.html>
10. Are Newspapers Dead or Adapting in the Age of Digital News? (October, 2021) <https://www.thoughtco.com/adapting-in-the-age-of-digital-news-consumption-2074132>
11. Between the covers: how the British fell out of love with magazines (October, 2021) <https://www.theguardian.com/media/2019/sep/14/between-the-covers-how-the-british-fell-out-of-love-with-magazines>
12. Scores of UK radio stations to lose local programmes (October, 2021) <https://www.theguardian.com/tv-and-radio/2019/feb/26/scores-of-uk-radio-stations-to-lose-local-programmes>
13. Behind the scenes (October, 2021) <https://quizizz.com/admin/quiz/60900be5dfb387001bb83527/dreamjob>
14. The Ethical Challenges of Immersive Journalism (October, 2021) <http://mediashift.org/2018/02/the-ethical-challenges-of-immersive-journalism/>
15. Classification of Advertising (October, 2021) <https://www.managementstudyguide.com/classification-of-advertising.htm>
16. Steps in Advertising Process (October, 2021) <https://www.managementstudyguide.com/advertising-process.htm>
17. BBC, <https://www.bbc.co.uk/>
18. BBC World News, <https://www.youtube.com/watch?v=ksUqhuzqiNo>
19. BBC World News, <https://www.youtube.com/watch?v=60SXuEr6YJo>
20. BH&G (August, 2021), <https://www.bhg.com>
21. Daily Express, Prison if you smack children (July 25, 2015), <https://www.express.co.uk/>
22. Daily Infographics, <https://www.dailyinfographic.com/>
23. Daily Mirror (January 22, 2019), <https://www.mirror.co.uk>

24. Diabetic Living Australia (September/October, 2021), <https://www.bhg.com.au/diabetic-living>
25. EatingWell (August 04, 2021), <https://www.eatingwell.com>
26. Esquire (September 2021), <https://www.esquire.com>
27. Greenland Melting, <https://www.youtube.com/watch?v=hUWqQ9F3sJk&t=184s>
28. InStyle USA (September, 2021), <https://www.instyle.com>
29. National Geographic History (May, 2021), <https://www.nationalgeographic.com/history/history-magazine>
30. New Scientist (August 15, 2020), <https://www.newscientist.com>
31. On the Brink of Famine, <https://www.youtube.com/watch?v=cIF5DYNLIPs&t=365s>
32. Robb Report USA (September, 2021), <https://robbreport.com>
33. Rolling Stone USA (September, 2021), <https://www.rollingstone.com>
34. Runner's World UK (September, 2021), <https://www.runnersworld.com>
35. Sainsbury's Magazine (September, 2021), <https://www.sainsburysmagazine.co.uk>
36. Statista, <https://www.statista.com/>
37. Daily Telegraph, Banks to pull cheap deals on home loans (July 25, 2015), <https://www.telegraph.co.uk/>
38. The Displaced, <https://www.youtube.com/watch?v=ecavbpCuvkI&t=366s>
39. The Economist, How bad, exactly? <https://www.economist.com/>
40. The Times (June 05, 2021), <https://www.thetimes.co.uk>
41. The Times, Hurry in turmoil over cutting his royal links (January 13, 2020), <https://www.thetimes.co.uk>
42. World Traveller (September / October, 2021), <https://www.cntraveller.com>
43. Антенна (6–12 Сентября, 2021), www.antenna-telesem.ru
44. The Secret to Writing Great Headlines for Your News Stories (October, 2021). <https://www.thoughtco.com/the-secret-to-writing-great-headlines-2073697>
45. What parents with young children should know about the Delta variant (October, 2021). <https://news.yahoo.com/parents-young-children-know-delta-194255908.html>

46. Emma Stone is reportedly ‘weighing her options’ after Scarlett Johansson’s Disney lawsuit. (October, 2021)
<https://news.yahoo.com/emma-stone-reportedly-weighing-her-184958810.html>
47. Democratic Rep. Sheila Jackson Lee arrested at voter rights protest. (October, 2021) <https://theweek.com/politics/1003182/democratic-rep-sheila-jackson-lee-arrested-at-voter-rights-protest>
48. Watch Lady Gaga and Adam Driver in splashy 1st trailer for House of Gucci. (October, 2021) <https://theweek.com/culture/entertainment/1003181/watch-lady-gaga-and-adam-driver-in-splashy-1st-trailer-for-house-of>
49. Opinion: Climate scientists warned us. When will we listen? (October, 2021) <https://www.washingtonpost.com/opinions/2021/07/05/climate-scientists-warned-us-when-will-we-listen/>
50. How to Get an Article Published in a Magazine in 5 Steps. (October, 2021) <https://www.masterclass.com/articles/how-to-get-an-article-published-in-a-magazine>
51. The wait is over: The green travel revolution is here. (October, 2021)
<https://www.nationalgeographic.com/magazine/article/the-wait-is-over-the-green-travel-revolution-is-here>
52. Structuring a News Bulletin. (October, 2021) <http://syn.org.au/app/uploads/pdf/SYN%20Guide%20to%20Structuring%20a%20News%20Bulletin.pdf>
53. Iraq claims capture of IS financial chief in operation abroad. (October, 2021) <https://www.bbc.com/news/world-middle-east-58868803>
54. Ethiopia’s Tigray crisis: Army launches offensive on all fronts — rebels. (October, 2021) <https://www.bbc.com/news/world-africa-58869970>
55. Mass protests in Poland amid EU exit fears. (November, 2021)
<https://www.bbc.com/news/world-europe-58863680>
56. 6 Tips On Becoming A TV Producer in 2021. (November, 2021)
<https://scholarlyoa.com/becoming-a-tv-producer/>
57. What does a Digital Journalist do? (November, 2021)
<https://www.practicaladultinsights.com/what-does-a-digital-journalist-do.htm>

58. An insider's guide to: getting a job in digital journalism. (November, 2021) <https://www.theguardian.com/careers/an-insiders-guide-to-getting-a-job-in-digital-journalism>
59. 4 Simple but Powerful Tactics for Writing Compelling Ad Copy. (November, 2021) <https://www.wordstream.com/blog/ws/2017/01/12/how-to-write-great-advertising-copy>
60. 120 of the Best Words and Phrases for Marketing with Emotion. (November, 2021) <https://www.wordstream.com/blog/ws/2021/01/13/best-words-and-phrases-for-marketing>
61. How to Write an Advertisement. (November, 2021) <https://www.wikihow.com/Write-an-Advertisement>
62. Some people say that print media will disappear in the future. (November, 2021) https://englishextra.github.io/pages/tests/tests_ege_essay_sample.html
63. Some people say that television, radio and newspapers have changed our lives for the better. (November, 2021) <https://dankonoy.com/gia/2021/04/22/mass-media-3/>
64. The New York Times, Microsoft Plans to Open First Data Center in Italy. (November, 2021) <https://www.nytimes.com/>
65. The Guardian, Nine Convicted over Hong Kong 'umbrella movement' protests. (November, 2021) <https://www.theguardian.com/world/2019/apr/09/hong-kong-umbrella-movement-protesters-guilty-over-pro-democracy-rallies-jail>
66. The Guardian, Next Generation Must Use 90% less carbon to save planet, experts say. (November, 2021) <https://www.theguardian.com/us>
67. Save the planet. <https://thegoaspotlight.com/2021/11/02/merkel-%E2%80%B3-we-are-not-where-we-need-to-be-%E2%80%B3-in-climate-protection-news-from-germany-about-events-in-the-world-dw/>
68. Graphs. Describing a movement. (November, 2021) <https://greenforest.com.ua/ua/journal/read/ielts-academic-writing-task-1-bar-graph>

69. Radio and television audiences in UK, October–December 1992. (November, 2021) <https://www.ielts-mentor.com/writing-sample/academic-writing-task-1/1056-radio-and-television-audiences-of-united-kingdom>
70. Radio Rules Music Discovery in the U.S. (November, 2021) <https://www.statista.com/chart/2077/music-discovery/>
71. About the Mezzofanti Guild. (November, 2021) <https://www.mezzoguild.com/about/>
72. One Man and his Blog. (November, 2021) <https://onemanandhisblog.com/>
73. Simply Emma Blog. (November, 2021) <https://www.simplyemma.co.uk/>
74. Pie chart. (November, 2021) <https://www.statokos.com/melyik-diagramtipust-valasszam>
75. Sales of Fairtrade-labelled coffee and bananas. (November, 2021) <https://syukuri.shop/post/789c7e1740e89a4e32888ba7831ed10b/ielts-mark-vocabulary-speaking-teacher-test-band>
76. Favourite Colour. (November, 2021) <https://tdstoshowpad.projectie.com/fraction-bar-chart.html>
77. Money Spent on Books. (November, 2021) <https://www.englishforums.com/English/TaskBeginnerAmountMoneySpentBooks-GermanyFranceItalyAustria/bxxn-nr/post.htm>
78. IELTS Graph Writing. (November, 2021) <https://www.ielts-mentor.com/writing-sample/academic-writing-task-1/2634-academic-graph-writing-202-types-of-youtube-ads-their-average-lengths>
79. Percentage of Total Music Sales by Method. (November, 2021) <https://zen.yandex.ru/media/id/5de16d7c7cccba00b1c2cf51/analiz-lineinyh-grafikov-v-ielts-6002a6d3f8b1af50bb8be186>
80. Global Ad Spend. (November, 2021) <https://laptrinhx.com/how-ad-blockers-are-changing-the-online-advertising-landscape-in-2017-3957261203/>
81. Michael Swan, Practical English Usage, Oxford University Press, 2016.

Unit 1

READING Media: Empty newsroom desks

<https://timlennoxonline.blogspot.com/2019/07/media-empty-newsroom-desks.html> - graph

UNIT 1–6

Part Speaking / Grammar

<https://www.nurdergi.com/general/benefits-of-reading-online-news-from-right-sources.htm>

<https://www.pxfuel.com/ru/free-photo-oibil>

https://www.freeintertv.com/view/id_2302/USA-General-1-1

<https://www.pinterest.ru/pin/768497123900154354/>

<https://madelinekhalil.wordpress.com/2016/12/13/your-typing-while-you-drive-is-as-bad-as-your-driving-while-typing/>

<https://twitter.com/BBCNews/status/624681561460506624?s=20>

<https://images.app.goo.gl/Ej5mu6189in7Rw4m8>

<https://images.app.goo.gl/yzZqNwacDqdXMVqC7>

<https://images.app.goo.gl/cpKBVAYMFQynCTek7>

<https://images.app.goo.gl/ZYbYiuBgYvfFLVuL8>

<https://images.app.goo.gl/DDGFoSa3c3X53NX99>

<https://images.app.goo.gl/Dcvjd2JA6huhwB286>

<https://images.app.goo.gl/y3yZJghuXmyWwDx69>

<https://images.app.goo.gl/cRGxrkqda9husmzr7>

Unit 1–6

Part Writing

The Guardian, Nine Convicted over Hong Kong ‘umbrella movement’ protests.

<https://www.theguardian.com/world/2019/apr/09/hong-kong-umbrella-movement-protesters-guilty-over-pro-democracy-rallies-jail>

The Guardian, Next Generation Must Use 90% less carbon to save planet, experts say.

<https://www.theguardian.com/us>

Save the planet.

<https://thegoaspotlight.com/2021/11/02/merkel-%E2%80%B3-we-are-not-where-we-need-to-be-%E2%80%B3-in-climate-protection-news-from-germany-about-events-in-the-world-dw/>

Graphs. Describing a movement.

<https://greenforest.com.ua/ua/journal/read/ielts-academic-writing-task-1-bar-graph>

Radio and television audiences in UK, October–December 1992.

<https://www.ielts-mentor.com/writing-sample/academic-writing-task-1/1056-radio-and-television-audiences-of-united-kingdom>

Radio Rules Music Discovery in the U.S.

<https://www.statista.com/chart/2077/music-discovery/>

Pie chart. <https://www.statokos.com/melyik-diagramtipust-valasszam>

Sales of Fairtrade-labelled coffee and bananas. <https://syukuri.shop/post/789c7e1740e89a4e32888ba7831ed10b/ielts-mark-vocabulary-speaking-teacher-test-band>

Favourite Colour. <https://tdstoshowpad.projectie.com/fraction-bar-chart.html>

Money Spent on Books. <https://www.englishforums.com/English/TaskBeginnerAmountMoneySpentBooks-GermanyFranceItalyAustria/bxxnnr/post.htm>

Percentage of Total Music Sales by Method. <https://zen.yandex.ru/media/id/5de16d7c-7ccba00b1c2cf51/analiz-lineinyh-grafikov-v-ielts-6002a6d3f8b1af50bb8be186>

Global Ad Spend. <https://laptrinhx.com/how-ad-blockers-are-changing-the-online-advertising-landscape-in-2017-3957261203/>