



# The Mass Media



## READING

### Before You Read

a) Name the things you see in the following pictures.



b) Read the following text and answer the questions.

Newspapers, magazines, and books are print media. Newspapers are one of the main sources for spreading news and events throughout the world.

Radio and television deliver information and entertainment to the public. Movies are not only for entertainment but also for educational purposes.

Multimedia computer programs help students learn about particular topics in a variety of ways. When we use the Internet, we can give and get information very quickly.

1. What are some examples of print media?
2. Which daily newspaper do you like reading?
3. What are your favorite radio and television programs?

4. What kind of movie do you like?
5. What does a computer help you do?

c) *How often do you do these things?*

1. Read a newspaper.
2. Watch television.
3. Listen to the radio.
4. Use a computer.

## Reading Text

a) *Read the following headlines. What do you think they tell us about?*



1. BACK IN THE AIR?
2. BACK ONSTAGE
3. BEAUTY OR CLOTHES
4. JOURNEY INTO SPACE
5. POP SUPERSTAR MAKES GUINNESS BOOK OF WORLD RECORDS
6. SEEK BUSINESS OPPORTUNITIES
7. TAKE IT WITH YOU

b) *Match five of the headlines above with the following pieces of news.*

A. \_\_\_\_\_

Many TV fashion shows and contests have put more emphasis on introducing the beauty of models rather than their clothes. However, fashion designers insist that all models place their beauty behind.

B. \_\_\_\_\_

Britney Spears had two entries in the *Guinness Book of World Records*. She scored in the famous record book as the best-selling teenage artist and the fastest-selling female artist in the world with *Oops!... I Did it Again*, moving a record-breaking 1.3 million copies in its first week. Her fans urged her to release a live album of her last live show.







C. \_\_\_\_\_

Rumors have become red-hot that Michael Jordan is returning to basketball. The world's greatest basketball player walked away from the game eighteen months ago. Yesterday, he refused to reveal his plan to reporters. Will he take to the air once again?

D. \_\_\_\_\_

A meeting discussion on international investment took place at the New World Hotel yesterday. Visiting investors discussed investment opportunities in the economies all around Asia.



E. \_\_\_\_\_

You are constantly on the go and you want to carry all your documents. Instead of carrying your laptop, just get our smart phone (167 g). Once your documents are in the phone, you can view them, e-mail them to others, and transfer them to another device.

*c) Match the above pieces of news with five of these themes.*

1. ECONOMY
2. EDUCATION
3. MUSIC
4. SPORTS

5. TECHNOLOGY
6. FASHION
7. ADVERTISEMENT

d) Read the pieces of news again and answer the following questions.

1. Why do fashion designers insist that all models place their beauty behind?
2. How many copies of *Oops!... I Did it Again* did Britney Spears sell in its first week?
3. When did Michael Jordan stop playing basketball?
4. Why did investors meet at the New World Hotel yesterday?
5. What are the advantages of the smart phone?

e) Fill-in the blanks with the words from the extracts.

- A 1. Crazy about clothes, she buys all \_\_\_\_\_ magazines.
2. I worked as an artist's \_\_\_\_\_ for a while when I was a student.
- B 3. He ran the 100 meters in 9.91 seconds and broke the world \_\_\_\_\_.
4. It is a \_\_\_\_\_ magazine for young people between the ages of 13 and 19.
5. Her books are extremely popular. She's a \_\_\_\_\_ author.
6. It is a \_\_\_\_\_ kitten. It isn't a male as we thought.
- C 7. A \_\_\_\_\_ is going round about why the teacher left her previous school.
8. It is \_\_\_\_\_ news that she's divorcing her husband.
- D 9. The new tax policy will attract foreign \_\_\_\_\_.
10. The \_\_\_\_\_ of Southeast Asia have been growing rapidly.
- E 11. Fashion is \_\_\_\_\_ changing but this kind of shirt never goes out of fashion.
12. You should save the \_\_\_\_\_ before closing your computer.



## LISTENING

a) You are going to hear part of a TV talk show. Jenny and Mike, two American teenagers, are going to tell us what they think about TV programs. Listen and check (✓) the TV programs mentioned in the show.

Movies	<input type="checkbox"/>	Fashion	<input type="checkbox"/>
Cartoons	<input type="checkbox"/>	Music	<input type="checkbox"/>
Police shows	<input type="checkbox"/>	Quiz shows	<input type="checkbox"/>
Educational programs	<input type="checkbox"/>	Environment	<input type="checkbox"/>
Sports	<input type="checkbox"/>	Game shows	<input type="checkbox"/>
Documentaries	<input type="checkbox"/>	Comedies	<input type="checkbox"/>
Commercials	<input type="checkbox"/>	News reports	<input type="checkbox"/>

b) Listen again and check (✓) the TV programs each of the guests likes.

	Jenny	Mike
Movies	<input type="checkbox"/>	<input type="checkbox"/>
Police shows	<input type="checkbox"/>	<input type="checkbox"/>
Sports	<input type="checkbox"/>	<input type="checkbox"/>
Commercials	<input type="checkbox"/>	<input type="checkbox"/>
Music	<input type="checkbox"/>	<input type="checkbox"/>
Quiz shows	<input type="checkbox"/>	<input type="checkbox"/>
Game shows	<input type="checkbox"/>	<input type="checkbox"/>
News reports	<input type="checkbox"/>	<input type="checkbox"/>

c) Work in groups. Report what Jenny and Mike think about the TV programs.



## SPEAKING

### Likes and Dislikes about Mass Media

a) Make questions and answers about the mass media.

Work with a partner. Use the prompts given below.



Example

A: What do you think about our TV programs?

B: Well, I think that they're terrific.




## Prompts

What do you think about		our TV programs?
How do you feel about		the movies on TV?
What's your opinion of		our local newspapers?
		our radio programs?
Well, I think that		terrific.
I'd say that	they're	pretty good.
In my opinion,		pretty bad.
		terrible.

*b) Work in groups. Ask and answer the following questions.*

1. What kinds of mass media do you often watch, listen to, or read?
2. What do you like or dislike about them?

 Example

I read the *Tuoi Tre* Newspaper every day. Their news reports are usually interesting. I also like their sports pages. But sometimes their news is not hot. What newspaper do you often read?

Prompts	
Mass Media	Adjectives to Describe
newspapers	terrific
magazines	fantastic
movies	exciting
TV programs	beautiful
radio programs	interesting
sports programs	good
news reports	all right
computer games	boring
...	poor
	bad

*c) Report to the whole class on a movie, a TV program, a story, or a book you have recently watched or read.*



## WRITING

### Advantages and Disadvantages of Mass Media

a) Read the following paragraph about the advantages of television. List the four advantages mentioned in the paragraph.

Almost everyone likes watching television. There are certainly many advantages in watching television. First of all, many television programs can be educational, and children can learn a lot from these programs. In addition, television can help us learn more about the world we live in and see interesting things. Moreover, television is a popular kind of entertainment. It helps us relax after a day of hard work. And finally, television is good for old people living alone. It stops people feeling lonely.

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_
4. \_\_\_\_\_  
\_\_\_\_\_

b) Read the following paragraph about the disadvantages of television. Fill in each blank with one of the following words or phrases in the box.

**First of all / Firstly**

**In addition / Moreover / Furthermore**

**As a result / Therefore**

**Finally / At last**

**On the whole**

There are some disadvantages of watching television. (1)\_\_\_\_\_, there is too much violence in TV programs nowadays. Therefore, it is not good for children. (2)\_\_\_\_\_, watching television limits people from talking to each other. This can create problems in the family. Watching television may discourage people from taking exercise or playing sports. (3)\_\_\_\_\_, many people gain weight when they watch too much TV. (4)\_\_\_\_\_, watching too much television is bad

for the eye. (5)\_\_\_\_\_, watching television is sometimes not good for us if we cannot decide which programs to watch and how much time to spend on them.

c) Write a paragraph about the advantages or disadvantages of computers.



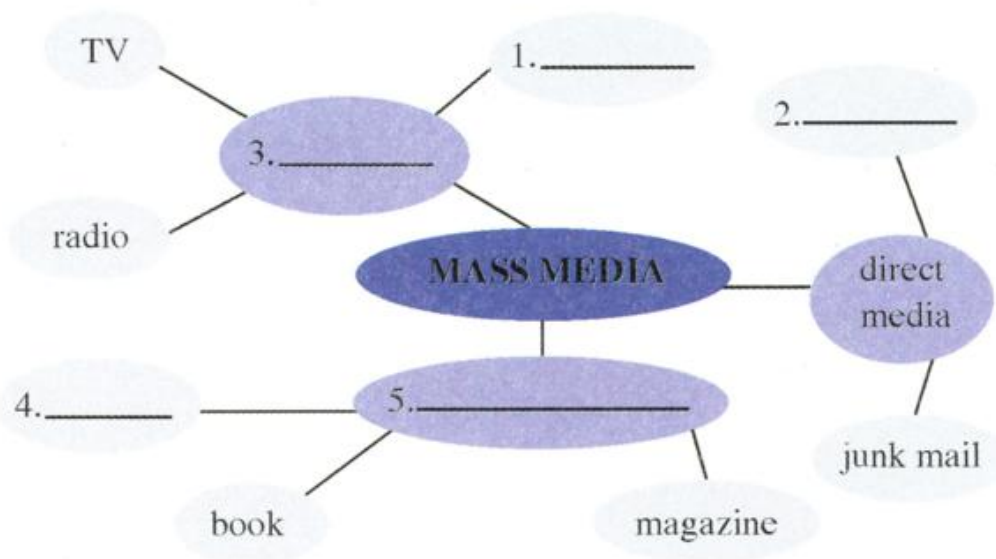
## LANGUAGE FOCUS

### Word Study

#### Learning Associated Words Together

a) Put the following words into the bubble network.

print media    computer    billboard    newspaper    electronic media



b) Fill in the blanks of the following sentences with the words from the bubble network.

1. A \_\_\_\_\_ is a very large board on which posters are displayed.
2. \_\_\_\_\_ is advertisements that we receive through the mail which we have not asked for.
3. Newspapers, magazines, and books are \_\_\_\_\_.
4. Television, radio, and computer are \_\_\_\_\_.
5. Junk mail and billboards are \_\_\_\_\_.



## Grammar

### Reporting Agreements, Apologies, Promises, Suggestions, etc.

#### Examples

- “All models must place their beauty behind,” say fashion designers.

Fashion designers insist that all models place their beauty behind.

- “You must release a live album of your last live show,” they said to her.

They urged her to release a live album of her previous live show.

- “I can’t reveal my plan to you,” he said to reporters yesterday.

He refused to reveal his plan to reporters yesterday.

#### *a) Complete the sentences to report what someone said.*

1. “You should set up a fan club in this city.”

Reporters advised that famous singer \_\_\_\_\_.

2. “I’m sorry for not releasing a live album of the tour.”

She apologized to her fans \_\_\_\_\_.

3. “Would you like to go to the musical with us tonight?”

They invited me \_\_\_\_\_.

4. “I can’t give you the name of my latest album now.”

She refused \_\_\_\_\_.

5. “Yes. I’ll lend you that CD tomorrow.”

She agreed \_\_\_\_\_.

6. “Sure. I’ll stage my live show next year.”

He promised \_\_\_\_\_.

7. “Why don’t we go to the movies tonight?”


He suggested \_\_\_\_\_.

8. “I’ll help you with the housework before the game show on TV.”

She promised \_\_\_\_\_.

*b) Read the following text and say what you think the speakers actually said.*

Nam asked his classmates if they could recommend a good place for the class picnic. Mai recommended Dam Sen Park. Nam asked everyone to bring their lunches to the picnic, but Lan suggested going to a restaurant. Nam objected to the idea because he thought eating in a restaurant was expensive. Lan offered to pay for the meal in a restaurant, but everyone advised her to save money.

 Example

Nam asked, "Can you recommend a good place for the class picnic?"