

7 Surrounded by media

Speaking

Digital vs. print newspaper – which is better for your school?

Mini-scenario

Your school regularly publishes a school newspaper. As readership has been decreasing in the last few months, your principal has been thinking about publishing a digital newspaper but wants to find out first what students think about this idea.



- 1 Get in pairs. Write down as many advantages and disadvantages of digital and print newspapers as possible. Complete the grid. Then compare your findings with another partner.

advantages		disadvantages	
print newspaper	digital newspaper	print newspaper	digital newspaper

- 2 Get in groups of four. Have a look at the role cards and decide who you want to be. Two of you should take role A, and two of you should take role B. Then start your discussion. Use the phrases from the Language Box below.

Role card A

You want to keep the print newspaper going.

Role card B

You think that the print newspaper is outdated and want to have a digital school newspaper.

LanguageBox

Phrases for general statements

Broadly / Generally speaking, ...

It is interesting to note / worth considering / worth mentioning that ...

The surprising / amazing / incredible fact is that ...

This influences / affects / simplifies / improves / increases / allows ...

Phrases for expressing certainty or doubt

I am absolutely sure / almost certain / quite positive / fully convinced that ...

It cannot be denied that ...

I must admit that ...

It goes without saying that ...

There is no doubt / no need to point out that ...

Phrases for giving one's opinion

Newspapers are said to / are considered to / are expected to ...

Believe it or not, ...

This accounts for the fact that ...

This is simply / purely / mainly / largely a question of / a matter of ...

Follow-up activity:**Informing the principal about the results of your discussion**

After your discussion on either keeping the print version of your school newspaper or publishing a digital school newspaper, you write a memo to your principal informing him/her about the results of your class discussion.

In your memo you should

- say who you are and which class you are in
- inform him/her about the results of your class discussion
- ask if and when you will all be informed about the school's decision.

Write about 150 words.

► Writing reference, pp. 191 f.)

Language in use**Catching the readers' interest and making them read****Trouble-free grammar: Language of headlines I**

The headlines in English-language newspapers can be very difficult to understand. The reason for this is that newspaper headlines are often written in a special style, which is very different from ordinary English.

1. Newspaper headlines consist of **noun phrases with no verb**.

More wage cuts

Indian coal mining a threat to tigers

2. Newspaper headlines use **simple tenses** instead of continuous or perfect forms. The **present tense simple** is used for **present and past events**.

Students **fight for** labour rights

16-year-old girl **sails** solo around the world

3. Newspaper headlines use a short form of the **present tense continuous** to talk about **changes**.

Number of printed newspapers **decreasing**

Travellers turning to tablet PCs on the road **increasing**

4. Some headlines use the **infinitive** to refer to the future.

Queen **to visit** Ireland

Car plant **to halt** production

5. Newspaper headlines usually **drop auxiliary verbs from passive structures**.

Government **urged** to act on traffic

Missing boy **found** safe

7 Surrounded by media

- 1 Get in pairs. Have a look at the newspaper headlines and guess what the newspaper article could be about. Then find out which rule (1–5) from the Trouble-free grammar box on page 91 can be applied.

Sardinian siblings break age record

Number of properties sold stagnating

COST OF FUEL RISING

Jobs for youth at twenty-year low

Millionth uninsured vehicle seized

UN calls on nations to adopt urgent policies

EU TO ANNOUNCE CLEANER CAR PLANS

Overwhelming response to refund campaign

Japan's Olympic medallists cheered by half a million in Tokyo

Two women suffer horrific injuries in random knife attack

Trouble-free grammar: Language of headlines II

Newspaper headlines need to be **short** and so short words are used to save space. Some of the words used sound a bit more **dramatic** than similar words used in everyday conversations.

Oil crisis – Government to **act**

Car plant to **halt** production

NGO calls for political will to **back** asylum reform

Politicians **urged** to act on pollution

£ 10m government **aid**

- 2 Have a look at the VocabBooster. Match the expressions in A with the appropriate ones in B that have the same or a similar meaning.

VocabBooster

A	B
to act 1	<input type="checkbox"/> to forbid
aid 2	<input type="checkbox"/> to find someone not guilty
to back 3	<input type="checkbox"/> to have to deal with something
to ban 4	<input type="checkbox"/> disagreement
blast 5	<input type="checkbox"/> reductions
crash 6	<input type="checkbox"/> explosion
cash 7	<input type="checkbox"/> to do something
to clear someone 8	<input type="checkbox"/> to support
cuts 9	<input type="checkbox"/> money
to face something 10	<input type="checkbox"/> to stop
to halt 11	<input type="checkbox"/> financial failure
row 12	<input type="checkbox"/> help

- 3 Fill in an appropriate word from the box to complete the newspaper headlines.

banned ■ row ■ face ■ halt ■ cash ■ cuts ■ act

- 1 []¹ to police dog team will put lives at risk
- 2 National mobile network operator out of []²
- 3 Political []³ breaks out over falling PC numbers
- 4 Government to []⁴ development programmes in Grenada
- 5 Texting while walking []⁵ in New Jersey town
- 6 Protesters say government must []⁶ to stop climate change
- 7 Hundreds []⁷ poverty after welfare reforms



- 4 Search the Internet and find newspaper headlines which contain some of the words from activity 2. Write the headlines down and take notes on the content of the newspaper article. Then get in pairs and exchange your findings.

Listening

How has technology changed news reporting?



- 1 Listen to the interview with Philip Hodgetts, an expert and consultant in digital production, and his views on the extent to which technology has changed news reporting. While listening, complete the sentences (1–8) using a maximum of four words.

Track 10



- 1 Twenty years ago most people got the news from [] .
- 2 He admits that he has not read a newspaper regularly for [] .
- 3 He claims that one major advantage of getting the news online is that he does not need to [] .
- 4 Online newspapers get their information [] .
- 5 A common advantage of getting news from bloggers is that they are [] .
- 6 The first picture of *Flight 1549* in the Hudson River taken by Janis Krums [] .
- 7 *Twitter* was actually the first media source that [] .
- 8 Even if traditional newspapers fail, Mr Hodgetts predicts a [] .

7 Surrounded by media



2

Get in pairs and discuss the following questions.

- 1 How interested would you say you are in news, if at all? Explain.
- 2 How often do you access news via radio, TV, print newspapers or online?
- 3 When do you typically access the news? Give reasons.
- 4 Which of the following types of news is most important to you? Give reasons.
 - national news
 - international news
 - local news about your town or city
 - news about your region
 - business and financial news
 - news about the economy
 - entertainment and celebrity news
 - health and education news
 - arts and culture news
 - sports news
 - science and technology news

Language in use

Breaking the news

1

Have a look at the VocabBooster and make up meaningful collocations with the words below. Use each word once only. Then get in pairs and compare your results.

VocabBooster

to get ... across ■ to avoid ■ to make ■ to pass on ■ to take ■ to celebrate ■ to send ■ to tell ■
to hear ■ to catch up on ■ to consume ■ to criticise ■ to leave ■ to blame ■ to access

..... (the) news
..... (a) message
..... (the) media

2

Fill in the gaps. Use the appropriate collocations from activity 1. Sometimes there is more than one possibility. Use the correct tense.

- 1 The world held its breath as they the news of the plane crash.
- 2 It is so superficial to always the media.
- 3 Write or phone, but please us all your news!
- 4 Ms Edwards you a message on your mailbox yesterday evening.
- 5 People now have the opportunity to media anywhere, at home, while travelling, even while walking the streets.
- 6 Sorry, he is not available at the moment, but I will your message.
- 7 Jim phoned to say that he has passed his finals. Let's have a party to the news.
- 8 I have recently come across some useful tips on how to media overload.

Reading

The digital age and its dark side – E-waste



1 Have a look at the infographic about e-waste. Prepare a short speech including the most important pieces of information.

Then get in pairs and give your descriptions. Take turns. Use the phrases from the LanguageBox on page 72.



2 Read the article on the problem of e-waste. Then have a look at the multiple choice questions (1–6) on pages 96–97 and tick the correct answer (A–D) for each question.

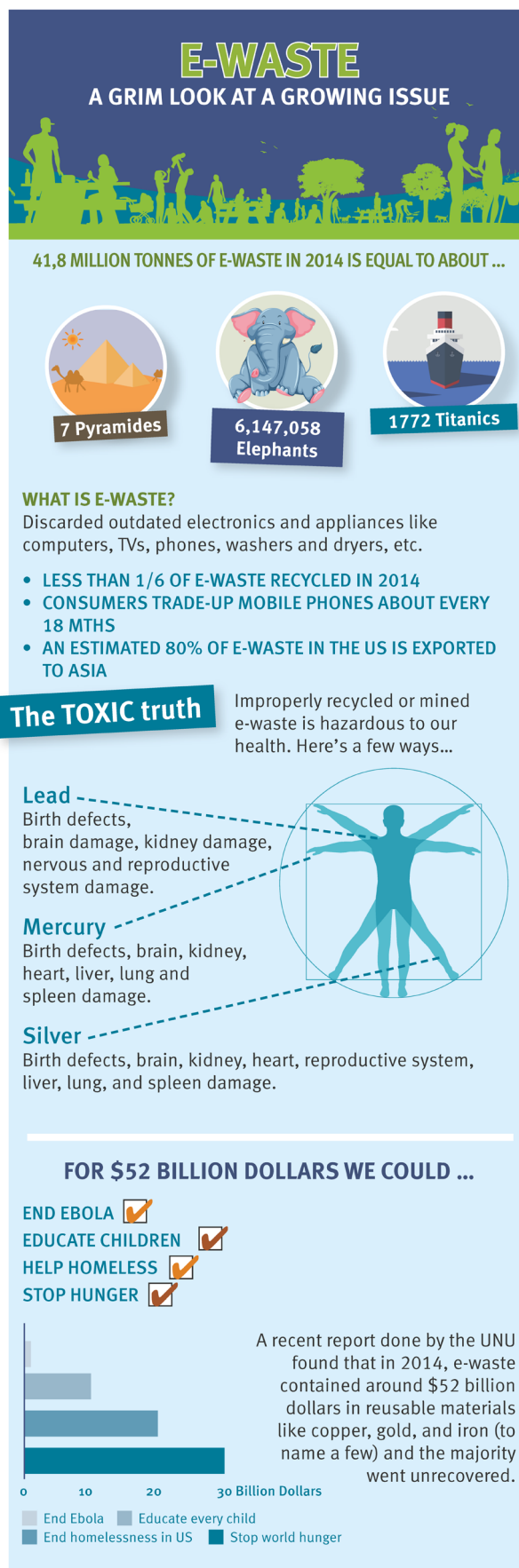


- 1 E-waste from used electrical and electronic gadgets, such as desktop computers, laptops and iPhones, is one of the fastest growing waste streams in the world. The rapid spread of information technology around the world together with the appearance of new design and technology at regular intervals is causing the early obsolescence of many such gadgets. We all know the benefits of electrical and electronic gadgets. But we do not know nearly as much about the adverse effects they have once we throw them away. In the United States, producer of the largest amounts of e-waste in the world, it is estimated that over a hundred million computers, monitors and televisions become outdated each year and this amount is growing every year.

The *European Union* generates an estimated 10 million tonnes of e-waste every year. This includes forty million personal computers and thirty-two million televisions. By 2025, it is estimated that the volume of e-waste will increase to 12 million tonnes every year. Each year over 130 million mobile phones in the United States and over 105 million mobile phones in Europe reach the end of their lives and are thrown away.

E-waste has become a serious social problem and an environmental threat in many countries.

- 30 The *United Nations* estimates that collectively the world now generates 20 to 50 million tonnes of e-waste every year. By 2025, it estimates



e-waste from old computers in South Africa and China will have jumped by 200–400 % and in India by 500 % from 2007 levels.

Most of the used electrical and electronic gadgets in Australia end up in landfills. The Australian government reported that about 31.7 million new televisions, computers and computer products were sold in Australia last year. In the same period, 16.8 million of these items reached the end of their lives: 88 % went to landfill and only 9 % were recycled. By 2027–28, the government estimates 44 million televisions, computers and computer products will be reaching the end of their lives.

E-waste contains more than 1,000 different substances, which include toxic metals such as lead, arsenic, cadmium, hexavalent chromium and flame retardants used in the plastics.

There are growing concerns that most of the e-waste generated in developed countries is ending up in developing countries. These countries are economically challenged and lack the infrastructure for environmentally-sound management of e-waste.

The toxic waste often causes socio-economic, public health and environmental problems. Research studies have identified increased levels of trace elements such as lead, zinc, silver, cadmium and copper and a number of other chemicals in these environments. On the

positive side, e-waste also contains valuable materials such as gold and palladium, which can be recovered.

Asia – including Philippines, Hong Kong, Indonesia, Sri Lanka, Pakistan, Bangladesh, Malaysia and Vietnam – and Africa – including Nigeria, Kenya, Senegal and Ghana – are the latest dumps for e-waste generated in advanced economies. Managing e-waste in these countries is not easy: most have neither a well-established system for separation, storage, transportation, treatment and disposal of waste nor any effective enforcement related to managing e-waste. Most dispose of e-waste alongside domestic waste in open dumps, causing severe damage to the environment and human health.

Threats from the ever growing e-waste stream could only be minimised by producing less of it: we need to find alternatives to toxic materials. Good examples of this include lead-free soldering and the development of halogen-free brominated flame retardants in electronics manufacture.

As consumers we need to make our contribution to producing less e-waste by practices such as sustainable consumption and the 3R-formula (**R**educe, **R**euse, **R**ecycle). Don't buy what you don't need, and recycle devices that have reached the end of their lives.

- 1 The reason why the number of electrical and electronic gadgets disposed of as waste is steadily increasing is that
 - A the gadgets are often faulty.
 - B the media encourage people to buy the latest gadgets.
 - C information technology and its design is continuously developing.
 - D information technology is facing a decline in the quality of gadgets.
- 2 How many mobile phones are thrown away each year in Europe?
 - A 130 million
 - B 112 million
 - C 105 million
 - D 115 million
- 3 What usually happens to electronic gadgets and devices in Australia when they are considered outdated?
 - A They are transported to landfill sites.
 - B They are burned in the Outback.
 - C They are recycled at the site of production.
 - D They are updated so they can be reused.

- 4 Why does e-waste that ends up in developing countries often turn out to be really dangerous?
- A It contains toxic metals which can cause epidemics.
 - B It contains toxic metals which destroy the countries' natural resources.
 - C It contains toxic metals which are hazardous to people's health and the environment.
 - D It contains toxic metals which are illegal in many countries.
- 5 According to the text, which two continents will have to face enormous difficulties coping with e-waste in the near future?
- A Europe and Asia
 - B Asia and Africa
 - C America and Africa
 - D Australia and America
- 6 What does the 3R-formula stand for?
- A It means that we should not replace obsolete gadgets too quickly.
 - B It means that we should buy more recycled gadgets and use them sustainably.
 - C It means that we should not reuse outdated gadgets as they contain toxic substances.
 - D It means that we should not buy what we do not need, use gadgets sustainably and recycle those that have become outdated.

- 3 Have a look at the VocabBooster. Match the sentence parts in A with the appropriate ones in B to make up correct statements. Then get in pairs and compare your results.

VocabBooster

A	B
E-waste is one of	1 <input type="checkbox"/> a serious threat in many countries.
New technology is causing	2 <input type="checkbox"/> end up in landfills.
It is estimated that	3 <input type="checkbox"/> health and environmental problems.
E-waste has become	4 <input type="checkbox"/> make their contribution to producing less e-waste.
Most electronic gadgets	5 <input type="checkbox"/> valuable materials such as gold.
Developing countries lack the infrastructure	6 <input type="checkbox"/> over a hundred million computers become outdated each year.
Toxic waste often causes	7 <input type="checkbox"/> the fastest growing waste streams.
E-waste also contains	8 <input type="checkbox"/> devices that have reached the end of their lives.
Consumers need to	9 <input type="checkbox"/> for the environmentally-sound management of e-waste.
We should recycle	10 <input type="checkbox"/> the early obsolescence of many gadgets.



Get in pairs and discuss the following questions.

- 1 What is e-waste? Define this term in your own words.
- 2 How do you dispose of outdated electronic gadgets?
- 3 Have you ever heard about the *Wundertüte* of a well-known Austrian radio station? What is it all about?
- 4 Have you ever come across the term *planned obsolescence*? What does it mean? Do some Internet research and describe it in your own words.



Language in use

Using participles to shorten sentences

Trouble-free grammar: Participle constructions

- We use **participle constructions** to shorten relative clauses.

A woman who was standing near where the accident happened, immediately twittered about it.

A woman **standing** near where the accident happened immediately twittered about it.

Most of mobile phones which have been placed in the *Wundertüte* will be recycled.

Most of mobile phones **placed** in the *Wundertüte* will be recycled.

- We use **participle constructions** to make one sentence out of two.

The reporter took part in the conference. He interviewed many speakers.

The reporter **taking part** in the conference interviewed many speakers.

We saw pictures of journalists in front of the parliament. They were waiting for the president to speak to the crowd.

We saw pictures of journalists **waiting for** the president to speak to the crowd.

- We use **participle constructions** instead of subordinate clauses.

When they talked to the local councillor they found out that there were big problems with the budget.

Talking to the local councillor, they found out that there were big problems with the budget.

E-waste is a serious problem but it is not a top priority issue in many countries.

Despite **being** a serious problem, e-waste is not a top priority issue in many countries.

Because I did not know what was happening, I checked a news website to find out.

Not knowing what was happening, I checked a news website to find out.

Rewrite the sentences using participle constructions.

- 1 Since we do not have any Internet reception here, we do not know what's going on in the rest of the world.

.....

.....

- 2 Most people who were watching the TV interview did not think the UK prime minister was very convincing.

.....

.....

- 3 Media channels which provide news are increasingly privately-owned these days.

.....

.....

- 4 E-waste contains more than 1,000 different substances. They include toxic metals.

.....

.....

- 5 Many people own a smart phone nowadays. They use it to access the news.

.....

.....

- 6 Magazines which also offer online versions usually have a greater readership.

.....

.....

- 7 Although print newspapers try to be up-to-date, the news they present is usually one day old.

.....

.....

- 8 Before they published the story, they checked facts and sources very carefully.

.....

.....

- 9 Some newspapers offer free subscriptions for students. This makes them popular amongst them.

.....

.....

Writing

Writing a blog comment

You have recently come across this blog post.

Young people – not interested in what's happening around them?

by Sue Miller
March 9

Why don't young people follow the news more closely? In part, it's difficult for them to see how they're affected by current events. Is it that they don't have enough time for doing so, or are they simply not interested? Or is it that we are only confronted with sad and tragic stories happening all around the world?

So, young people out there, what's your explanation or excuse?



You have decided to comment on this blog post.

In your blog comment you should

- state your views on the reasons given as to why young people may not be interested in the news
- describe when and how you access the news
- suggest ways of motivating young people to inform themselves about the latest news.

Write about 250 words.

► Writing reference, pp. 189 f.)