**媒体类(1)。　　The mass media, including television, radio and newspapers, have great influence in shaping people's ideas.To what extent do you agree or disagree with this statement?**

　　Model Answer:

　　The mass media have a powerful influence in shaping our lives. We have come to depend on them for information and entertainment, and in doing so we let them affect important aspects of our lives.

　　The undeniable usefulness of the media in almost instantly providing information about events around the world is largely taken for granted. But in our dependence on the media we have allowed them to mould our notions and opinions of events, places and people. Though few of us probably think about it, our conceptions of, say, our elected officials spring from television images and newspaper stories. Most of us will never meet prime ministers or presidents, but anyone who is regularly exposed to the media will have an opinion of them. When it is time to cast our vote, we will make our decision based on how the media portray the candidates. We are similarly swayed by coverage of wars. The media, representing the values of their owners, societies and governments, tend to report wars with a bias; which is the 'good' side and which the 'bad' is determined for us by reporters, editors and commentators, and sure enough the public begins to form opinions that reflect the coverage they see, hear and read in the major media.

　　The media are also influential in the way they facilitate the spread of culture and lifestyle. The so-called 'global youth culture', in which one finds young people around the world displaying a common interest in music, clothing styles and films, is an example of the media's enormous sway in this regard. A popular figure such as Michael Jackson would never be so well known were it not for the media's extensive reach into every society on the globe.

　　Thus I would argue that the mass media's influence is certainly great. Indeed, with technological advancements such as the Internet bringing even more forms of electronic media to our homes and workplaces, it is likely the media's influence will grow even stronger.

**媒体类(2)。　Television has had a significant influence on the culture of many societies.To what extent would you say that television has positively or negatively affected the cultural development of your society?**

　　Model Answer:

　　It has been around forty years since television was first introduced into Australian households and people today still have mixed views on whether it has a positive or a negative influence on the society.

　　Many people believe that television damages culture. It promotes the stronger cultures of countries such as Britain and North America and weakens the cultures of less wealthy countries. This is because the stronger, wealthier countries are able to assert their own culture by producing more programs that are shown widely around the world. These programs then influence people, particularly young people, in the countries where they are shown.

　　Also, because television networks need to attract large audiences to secure their financial survival, they must produce programs which are interesting to a broad range of people. In Australia this range is very broad because we are a multicultural society and people of all ages like to watch television. To interest all these different people, most television programs are short in length, full of action and excitement, do not require much intelligence or knowledge to understand, and follow universal themes common to all cultures, such as love and crime. Television programs which concentrate on or develop themes pertinent to one particular culture are not so successful because they interest a smaller audience.

　　Nevertheless we much acknowledge that television does have some positive effects on the cultures within a society as well. People who do not live within their own culture can, in a limited way, access it through the multicultural station on the television. For example, Aboriginal children who have grown up in white families, or migrants and international students living in Australia, can watch programs from their own culture on the television.

　　In conclusion, I hold the view that television promotes and strengthens those cultures that are wealthy and influential while it weakens the cultures that are already in a weakened position.

**媒体类(3)。　　Many people believe that television programs are of no value for children.Do you agree? Why or why not?**

　　Model Answer:

　　Televisual media has become a pervasive force in the lives of families around the world today. Yet, a central question remains regarding whether watching television is harmful or beneficial for children. An analysis of this question reveals that television programs present three major concerns in the case of children, including depictions of violence, the use of profane language, and the representation of poor moral role models.

　　Television programs that portray violence are a paramount concern for parents nowadays. Recent research has shown that children may commit acts of violence because they wish to emulate the behavior that they see on television. This is especially true when violent acts are committed by well-known action “heroes.” In addition, television programs show cartoon figures, as well as actors, committing violent acts. Using comic situations to depict violent themes causes further problems with the way in which young people view violence.

　　Television programs that contain profane or disrespectful language also worry parents with young children. Because censorship laws have relaxed over the past few decades, it has become very common for television programs of each and every kind to show characters expressing impolite, rude, and insulting utterances to one another. Bearing resemblance to the case of portrayals of violence, children unfortunately often try to imitate these actions they watch on their television screens.

　　Finally, some parents are upset about the moral behavior depicted on television. As they struggle to teach their children moral and ethical values, parents might despair about the lack of morals and ethics represented in some of the so-called role models on television. For instance, certain characters not only have no remorse for their immoral actions, but also frequently go unpunished by larger society.

　　Because of these factors, many parents believe that television programs send their youth the wrong kinds of messages. The emulation of this poor behavior by their children is something they wish to avoid at all costs, and they have accordingly decided to ban television in their households for these reasons.

**媒体类(4)。　　News editors decide what to broadcast on television and what to print in newspapers. What factors do you think influence these decisions? Do we become used to bad news? Would it he better if more good news was reported?**

　　Model Answer:

　　It has often been said that. Good news is bad news. Because it does not sell newspapers. A radio station that once decided to present only good news soon found that it had gone out of business for lack of listeners. Bad news on the other hand is so common that in order to cope with it, we often simply ignore it. We have become immune to bad news and the newspapers and radio stations are aware of this.

　　While newspapers and TV stations may aim to report world events accurately, be they natural or human disasters, political events or the horrors of war, it is also true that their main objective is to sell newspapers and attract listeners and viewers to their stations. For this reason TV and radio stations attempt to reflect the flavour of their station by providing news broadcasts tailor-made to suit their listeners’ preferences. Programmes specialising in pop music or TV soap operas focus more on local news, home issues and up-to-date traffic reports. The more serious stations and newspapers like to provide so called objective news reports with editorial comment aimed at analysing the situation.

　　If it is true, then, that newspapers and TV stations are tailoring their news to their readers. and viewers’ requirements, how can they possibly be reporting real world events in an honest and objective light? Many radio and TV stations do, in fact, report items of good news but they no longer call this news. They refer to these as human interest stories and package them in programmes specialising, for instance, in consumer affairs or local issues. Good news now comes to us in the form of documentaries the fight against children’s cancer or AIDS, or the latest developments in the fight to save the planet from environmental pollution.

**媒体类(5)。　　　　Action movies with spectacular car chases are very popular with young people. it is often said that these sorts of movies lead to an increase in car accidents among young drivers as they try to copy what they have seen in the films.Do you agree that such movies increase the amount of bad driving? What can be done to encourage young people to drive more safely?**

　　Model Answer:

　　Movies tend to have a very large influence on young people who are influenced both by what they see and hear. Because this is the case, it is true that car chases in action movies tend to lead to an increase in the number of car accidents among young drivers because they try to copy what they have seen in the films. They drive too fast and take unnecessary risks and the difficulty is that most young people lack the skills and experience to do this.

　　There are a variety of ways in which young people can be encouraged to practise safer driving habits. Firstly, the Government should launch a safe driving campaign to convey the fact that driving safely is not uncool. In effect, it should be cool to stay alive and healthy! Secondly, every movie should make it clear that dangerous car chases are undertaken only in strict safety conditions with experienced drivers, and often special movie-making tricks are used to enhance the action. Thirdly, young people should be forced to take safe driving courses every year for the first five years that they have their driver's licence. In this way, they are forced to perfect their driving skills or their licence will be taken away.

　　Finally, as part of this course, young drivers should go to hospitals and witness the effects of poor or dangerous driving on other people. When they see hospitalised people whose lives have been destroyed due to stupid risk-taking, they will surely change their minds about whether it is cool to copy action heroes and drive fast.

**媒体类(6)。　　A lot of people believe that the amount of violence shown on TV and in the cinema affects the actions of our young people and therefore increases the amount of violence in our society today.Do you agree or disagree with this statement? What can be done to reduce violence in our society today?**

　　Model Answer:

　　The question of whether the amount of violence on TV and cinema has affected young people in our society is something which cannot be quantified or proved. My opinion is though that the answer is “yes, it has”.

　　TV and cinema today do show a large amount of violence and, although we try and shield our young people from seeing too much, they still get to watch it. At the age of eighteen in my country they can see everything anyway. Violence on the streets has increased. That has been proved. The connection between TV‛s and the cinema‛s obsession with violence and today‛s street violence cannot be proved but it is logical that the two are connected. Young people imitate what they see and it is logical that they see glamour in what they do when they commit violence.

　　How can we lessen violence? Reducing the amount of violence on TV and in the cinema would certainly be a good start. Being more vigilant about what age children are when they see violence in these media, and raising the age limits would also help. Another good idea would be to channel the violence of young people. I don‛t think that national service should be re-established in this country but, if people are convicted of violence and sent to prison, then why not give them the option of serving in the army. Their violence will be controlled and they will be subjected to discipline so that they will be better able to control themselves when they leave.

　　Thus I agree with the statement that cinema and TV violence affects the young people in our society. There are some things that can be done to better the situation but I doubt whether anything will be done.

**媒体类(7)。　　Advertising can tell you a lot about a country.Do you agree or disagree with the following statement?**

　　Model Answer:

　　Every country has its own culture and traditions. There is no doubt that an advertising campaign conducted in Russia will not have the same affect here in the United States. Let us take for example advertisement of food and restaurants.

　　A huge amount of fast food stands suggest their services for breakfast, lunch, dinner and supper here in Houston. The competition is very strong. Every week you get in your mail-box an envelope with different types of discounts in exchange for visiting them or ordering pizza. Watching TV you are also from time to time invited to visit a restaurant in order to taste some delicious food. It is not because it is easy to make money cooking but because the demand for such service is high. First of all, people like to go out sometimes to have dinner with friends. Second of all, it is often impossible to drive home for lunch. It can be time consuming.

　　As for Russia, it is a great tradition to have dinner at home with the family and go to the restaurant for big holidays. Additionally fast food is not popular in Russia. So you will see advertisements of yogurts, coffee, dairy products and juice instead of restaurants and fast food stands.

　　In conclusion I would like to add that in order to succeed in advertising campaign especially on the international market company must know traditions, language and history of the country.

**媒体类(8)。　　Some people say that advertising encourages us to buy things we really do not need. Others say that advertisements tell us about new products that may improve our lives. Which viewpoint do you agree with?**

　　Model Answer 1:

　　I think that everyone can divide all advertising products and services into useless ones and useful ones. It is like looking through an information desk when you pay attention to those messages that interest you. Take me for example.

　　I do not like jewelry. It does not mean I do not have it at all, I have a couple of inexpensive rings as gifts from my parents. I just think, people pay too much attention to this stuff. I believe it is the result of mass advertising. Every day when I am watching TV, listening to the radio or reading the paper I notice many ads about getting an expensive ring, chain, necklace or ear-rings. From my point of view these kinds of advertising contaminate people's minds. In this case you are encouraged to buy things you do not really need. They make you believe you need such products in order to succeed or be happy.

　　From the other side, I think that advertisements of the new detergents with up-to-date formulas to help you maintain your cloth in perfect conditions, the new cars with some extra futures that make your traveling more comfortable and sports goods that make your life healthier may help you to improve your life.

　　Recently my husband and I saw an ad on the Internet about a very interesting and inexpensive vocation to Japan for a week. Is not it awesome? We like traveling. So now we are planning to find out more about it and, may be, make reservations. I believe that without advertisements we would be unaware about plenty of oppotunities that may make your life happier, easier and less stressful.

　　My point is that every person has his own scale of values. So if he is vegetarian he will consider an ad about meat products useless for him.

　　Model Answer 2:

　　The purpose of advertising is to tell the consumer about any new product or service or any new promotion on the existing product and service. We need it so we can make good decisions when we go shopping. Advertising tells us when new and improved products become available and lets us know which ones have the best price.

　　Through advertising we learn about new products. For example, many grocery stores now sell prepackaged lunches. These are very convenient for busy parents. They can give these lunches to their children to take to school. Busy parents don’t have time to look at every item on the store shelf, so without advertising they might not know about such a convenient new product.

　　Even products we are familiar with may be improved, and advertising lets us know about this. Most people use cell phones, but new types of cell phone service become available all the time. There are different plans that give you more hours to talk on the phone, you can send text messages and photos, and next week probably some even newer type of service will be available. By watching advertisements on TV it is easy to find out about new improvements to all kinds of products.

　　Advertisements keep us informed about prices. Prices change all the time, but everyone can look at the ads in the newspaper and see what the latest prices are. Advertisements also inform us about sales. In fact, some people buy the newspaper only in order to check the prices and plan their weekly shopping.

　　Advertisements improve our lives by keeping us informed about the latest products developments and the best prices. Advertisements serve a useful purpose.

**媒体类(9)。　　Watching television is bad for children.Do you agree or disagree with the following statement?**

　　Model Answer:

　　Some parents believe that watching television is bad for their children. So, they try to restrict their children from watching TV. However, other parents think that there is nothing bad in watching TV. Personally, I think that watching TV brings children only benefits unless they spend in front of TV set less then a couple of hours daily. For the following reasons, which I will mention bellow, I believe that television plays an essential role in child's development.

　　First of all, television helps a child to extent his or her range of interests. Children can find out many new things and make many exiting discoveries for themselves. In addition to these practical benefits television improves children's vocabulary, their memory and gives them the opportunity to gain more knowledge. I think it is very essential for a child. Of cause, someone can say that there are plenty of different recourses of information such as books and teachers. But, I think, in our modern world children must learn faster and use all contemporary technology in order to succeed.

　　Second of all, watching cognitive programs helps children to learn more about wild life, our environment and about the importance of preserving our forest and wild animals that live there.

　　Scientists say that a child should not watch TV more then 40 minutes successively. For example, my mother always made us have a break after watching TV more then half an hour and let our eyes rest for several minutes before turning on the TV again. I think it is the best solution.

　　To sum up, I believe that television gives children and all people the opportunity to learn what can not be learn from books. Television and movies in particular allow people to feel the reality and see what they will most likely not be able to see in their lives. Personally, when I was a child I liked to watch cognitive programs about wild animals. Unfortunately, my family had only one TV, but these programs were the only ones we all wanted to watch. So, we gathered in our living room and watched them in complete silence and I always remember those moments with a smile on my face.

**媒体类(10)。　　Television has destroyed communication among friends and family.Do you agree or disagree with the following statement?**

　　Model Answer:

　　The invention of television is undoubtedly one of humankind's greatest inventions. It is a way of communication among people of one country and different countries and nations. People watch TV to find out about the latest news, weather, sports, etc. It is a great way to learn new and extend one's range of interests. Scientists say that children spend the same amount of hours in front of TV as they do in school. I think that this can be said about many grown people too. Also, television is a great means of eliminating stress and tension. One can relax and leave one's troubles behind lying on one's favorite sofa and watching a comedy. However, some people believe that television has destroyed communication among friends and family.

　　Personally, I do not agree with this statement. A couple centuries ago people spent their time gambling, reading, gossiping or playing chess. I do not think that television is a cause of destroyed communication among family members and friends. First of all, if members of a family have common interests and they want to make each other happy they will always find many ways to spend their time together and be close. Otherwise, if people avoid each other and they do not have anything to share with each other they will find television a great way to escape from this miserable existence. I believe that many people chose family and their friends over some soap operas or a movie.

　　Second of all, I think that television can be a great resource of subjects to discuss. Many people watch different educational programs to find out more about their environment, nature, wild life animals, economic situations, etc. So, when they gather with their friends they discuss important issues and argue with each other in looking for the truth.

　　My husband and I often watch the news channel to keep abreast of the latest news. After that we always discuss some issues we concerned about. Also, we like to watch a TV show "the funniest animals". We like this program because it makes us laugh. I can not imagine how these programs can prevent our communication and be harmful to our relations.

　　To summarize, I would like to add that if people want to communicate with each other they will find a way to do it. Otherwise, if television were not existent, people would find other escapes and reasons not to be with each other such as drugs, gambling, etc.

**媒体类(11)。　　　　In a recent survey conducted in this country, it was found that up to 20% of twelve year-olds in some schools were showing early signs of nicotine addiction. In the eighteen to twenty year age bracket the percentage was as high as 70%. A large contributing factor to this high level of addiction is attributed to the uncensored TV advertising of cigarettes. For this reason all cigarette advertising should be banned. What’s your opinion about it?**

　　Discuss.

　　Model Answer:

　　The issue of cigarette advertising is an important one, especially in this country where so many young adolescents smoke. One of the main causes of this problem is peer pressure. Another cause is advertising, especially TV advertising. Smoking, as we all know, leads to a number of health problems such as cancer and heart disease. Many people think that cigarette advertising should not be banned since this would limit our free choice in this matter. However there is growing evidence that this serious problem is getting out of control. Let us examine the facts more closely.

　　The most important reason why cigarette advertising should be banned is that cigarette is bad for our health. Smoking causes lung cancer and heart disease. Many people also suffer from slow and painful death from a disease called emphysema.

　　Another important reason why cigarette advertising should be banned is that it costs the tax payer money. People who become sick from smoking have to be cared for in expensive hospitals. In addition their deaths often results in financial problem for their families.

　　Finally cigarette smoking may lead to another problem namely drug addiction. Although there is not conclusive evidence that this often happens, many experts in this area feel that there is a connection between the two.

　　Perhaps a solution to this problem is the education of young children concerning the dangers of taking up this habit. Also a heavy tax could be placed on cigarettes so that youngsters would not be able to afford them. In any case, it seems beyond any reasonable doubt that cigarette advertising should be banned.

**媒体类(12)。　　　　It is becoming more and more difficult to escape the influence of the media on our lives.Discuss the advantages and disadvantages of living in a media rich society.**

　　Model Answer:

　　The media is about communication and I suppose most of us would agree that, as human beings we need to communicate. We need to know what is going on in the world generally; we want to be entertained and to keep in touch with people. Older media, such as newspapers, radio and TV help us do this, but the newer media, particularly the internet and mobile phones go further. We have more choice in terms of what we watch or who we talk to.

　　I have an I-Phone which allows me - just by using one device - to make phone calls, use the internet, listen to music, play games and watch videos. And it's all immediate, and portable. It makes you feel in control, but there arc disadvantages too.

　　People are always texting and emailing each other and if they don't have their phone or laptop around, they feel cut off. Also, have you seen a group of teenagers in a cafe where they're not talking to each other, but using their phones? It's a very common sight these days, which many people feel is worrying, as we seem to prefer using technology to face-to-face communication.

　　We are also spoilt for choice - perhaps too much choice. There are so many TV channels, but so many of the programmes are poor quality. There's also so much advertising all around us, trying to persuade us to buy things we don't really need. To survive in such a society, you have to be very aware of the power the media can have over you, your actions and your opinions, and try not to let it control your life.

　　To my mind, there's no doubt we live in a media-rich society, and there's nothing we can do about that. What we can do is use the media responsibly and not let it use us.

**媒体类(13)。　　　Many newspapers and magazines feature stories about the private lives of famous people. We know what they eat, where they buy their clothes and who they love. We also often see pictures of them in private situations.Is it appropriate for a magazine or newspaper to give this kind of private information about people?**

　　Model Answer:

　　Generally, people read newspapers to find out about world current affairs and they read magazines to be entertained. Therefore, one would expect to find articles that feature the private lives of famous people in magazines rather than newspapers. However, nowadays, more and more newspapers include stories like these which are neither informative nor useful.

　　In my opinion, this type of gossip about people's private lives should not be in newspapers for several reasons. Firstly, for example, the fact that Princess Diana is going out with a sportsman is not important news. Secondly, if newspapers want to publish articles about famous people they should focus on their public events and achievements. In other words, if there is an article about Princess Diana it should be about her works of charity, which will increase public awareness of important problems. In addition, journalists should make sure that they write about the facts only, not rumours. One should be able to rely on newspapers for the actual truth.

　　Magazines, on the other hand, focus on social news. But I feel it is more acceptable for them to contain some features about famous personalities. In addition to being popular reading, these stories often benefit the stars by giving free publicity to them, thereby helping their careers. However, I also believe that magazine stories should not mention things that are too embarrassing or untrue just to attract people to buy the magazine. Sensational stories, such as these, cause great unhappiness to the people concerned.

　　In conclusion, I think newspapers should concentrate on real news but magazines can feature some articles on people's private lives.