

Pre-listening

1. Read this text about the news media landscape in the US, and complete it with the words from the word bank. Although the context should make clear which word you will need to choose, you may want to look some words up in a dictionary before or while you work on this exercise.

major • financial • diverse • homogenized • response •
access • spread • censorship • range • challenges

The media landscape in the United States is (1) diverse and complex, with a mix of traditional and digital media outlets offering a wide variety of news and information to the public. National Public Radio (NPR), for example, is a non-profit media organization providing public radio programming and podcasts on a wide (2) range of topics, including news, culture, and politics. *The New York Times*, one of the most widely read newspapers in the United States, covers national and international news, business, technology, and culture. CNN, a 24-hour cable news network, supplies coverage of breaking news, politics, and international events, while *The Wall Street Journal*, a business-focused newspaper, covers global (3) financial news, business, and politics.

Despite the diversity of media outlets, concerns about media consolidation and the influence of corporate interests continue to be a (4) major issue in the United States. Because large media corporations such as Disney, Comcast, and Warner Media control a significant portion of the country's media outlets, there are fears that news will become (5) homogenized and concerns about the potential for corporate (6) censorship have increased. However, nonprofit news organizations such as ProPublica and the Center for Public Integrity are engaged in investigative journalism on issues of public interest, while fact-checking sites such as PolitiFact and Snopes are working to verify the accuracy of news stories and combat fake news.

In recent years, the issue of "fake news" has emerged as a major concern. Social media platforms like Facebook or Twitter have been accused of allowing false or misleading information to (7) spread, leading to confusion and distrust among the public. The proliferation of partisan news sites and the echo chamber effect of social media have also contributed to the problem. In (8) response to these challenges, organizations

such as NewsGuard and Media Bias/Fact Check are working to combat the spread of misinformation.

Overall, the media landscape in the United States is evolving rapidly. While traditional media outlets such as newspapers, television, and radio continue to play an important role, the rise of digital media and the (9) challenges posed by fake news and media consolidation are reshaping the industry. As the media landscape continues to evolve, it will be important to make sure that Americans have (10) access to reliable news and information and that the media is able to serve as a watchdog on behalf of public interest.

3. Why was Donald Trump banned from using Facebook and Twitter?

4. Who belongs to the group of people who are affected by the new rules?
Give the three groups.

- _____
- _____
- _____

5. What is the Aspen Institute's aim?

- ☐ a) combat biased online news coverage
- ☐ b) put pressure on the government to take action
- ☐ c) teach the public to use means of communication wisely

6. Why is Meta allowing Donald Trump to use his Meta accounts again?

- ☐ a) He sued Meta successfully.
- ☐ b) He no longer poses a serious threat.
- ☐ c) He promised to follow the new rules.

7. What lies is Donald Trump reported to have spread via Facebook?
Give the two topics.

- _____
- _____

8. What happens when people violate the new rules?
Give two of the possible consequences.

- _____
- _____

9. How did researchers assess Facebook users' behavior?

- ☐ a) They looked at real-life data.
- ☐ b) They ran tests with people.
- ☐ c) They conducted interviews.

10. What kind of posts did Facebook users in 2020 read most often?
Give three types.

- _____
- _____
- _____

11. According to Vivian Schiller, what is highly problematic about social media providers like Facebook?

- ☐ a) They offer a platform for people like Donald Trump.
- ☐ b) They benefit from distorted content.
- ☐ c) They cannot make sure that their service is not misused.

12. When the interviewer speaks about the next election, she shows her attitude towards it.

- She feels _____.
- You can tell because _____.

13. What possible solutions does Vivian Schiller suggest to improve the situation?
Give two.

- _____
- _____