



ENGLISH

Chapter 22 Session B

3rd
SECONDARY

IN THE NEWS



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HELICOMOTIVATION

An information brochure

- 1** Read the definition of 'fake news'. Have you ever seen or read any fake news stories?

FAKE NEWS

NOUN [UNCOUNTABLE] /ˈfeɪk 'nuːz/

A story presented as genuine news but which is in fact not true and intended to deceive people

If you see an interesting story online, can you trust it? Ask yourself these questions ...

What's the source? Is this a reliable media organization or the site of an individual blogger? Is there an 'About Us' section where you can find contact information?

What can the photos tell us? Fake news stories often use recycled or manipulated images. What is the source of the photo?

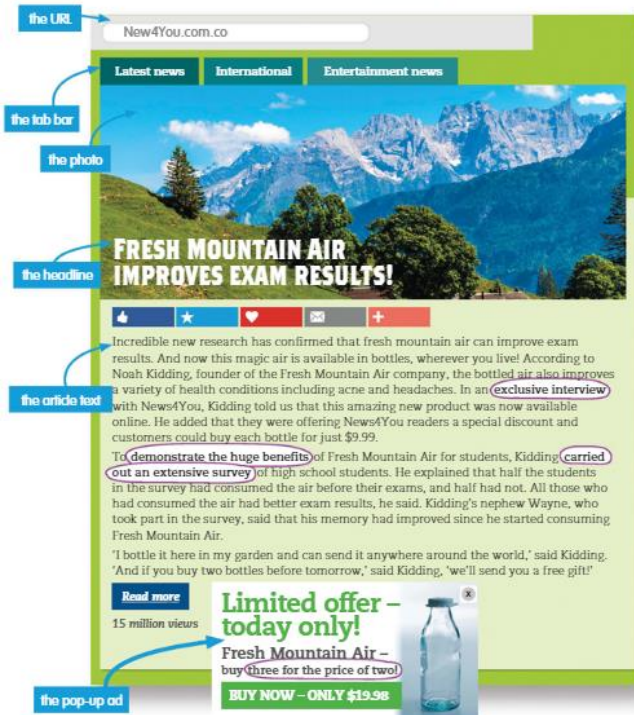
What's the whole story? Headlines are often shocking to attract the reader's attention. Can you find the same story on other websites or in print media?

Who's the journalist? Can you find the name of the reporter? If it's an interview, is the interviewee a real person?

Are there lots of ads? Fake news sites are often packed with annoying pop-up ads. Most reliable news sites limit their ads.

2 Look at the text on p99. What kind of text is it?

- a a story about the benefits of a new product
- b advice about how to prepare for exams
- c an information brochure that helps you to evaluate whether a news story is real or fake





3 53 Read and listen to the brochure.

How to spot fake news

If you see an interesting story online, can you trust it? Ask yourself these questions ...

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What can the photos tell us?

Fake news stories often use recycled or manipulated images. What is the source of the photo?



What's the whole story?

Headlines are often shocking to attract the reader's attention. Can you find the same story on other websites or in print media?

Who's the journalist?

Can you find the name of the reporter? If it's an interview, is the interviewee a real person?

Are there lots of ads?

Fake news sites are often packed with annoying pop-up ads. Most reliable news sites limit their adverts.



Fresh Mountain Air improves exam results!!

Incredible new research has confirmed that fresh mountain air can improve exam results. And now this magic air is available in bottles, wherever you live! According to Noah Kidding, founder of the Fresh Mountain Air company, the bottled air also improves a variety of health conditions including acne and headaches. In an exclusive interview with News4You, Kidding told us that this amazing new product was now available online. He added that they were offering News4You readers a special discount and customers could buy each bottle for just \$9.99.



To demonstrate the huge benefits of Fresh Mountain Air for students, Kidding carried out an extensive survey of high school students. He explained that half the students in the survey had consumed the air before their exams, and half had not. All those who had consumed the air got better exam results, he said. Kidding's nephew Wayne, who took part in the survey, said that his memory had improved since he started consuming Fresh Mountain Air.

'I bottle it here in my garden and can send it anywhere around the world,' said Kidding. 'And if you buy two bottles before tomorrow,' said Kidding, 'we'll send you a free gift!'

Limited offer – today only!

Fresh Mountain Air – buy three for the price of two!

Buy now - only \$19.98



3



53

Read and listen to the brochure. Do you think it's a reliable source of information? Why/Why not?

Subskill: Navigating web pages

When you read a web page, look beyond the text. These things can help you to evaluate the reliability: URL/web address, photos, ads.

4 What information in the text gives you clues about the reliability of the source?

The URL and web address will show you whether the website is reliable.

If the photos are recycled or manipulated, it is likely to be a fake news site.

If there is a lot of pop-up ads it is likely to be a fake news site, as reliable news sites don't usually have too many.



6 Complete the sentences with the correct words or phrases, according to the text.

- 1 Reliable sources are more likely to have a tab where you can find contract information
- 2 A headline is to attract the reader's attention
- 3 The source could be unreliable if you can't find the name of the reporter / journalist / interviewee
- 4 The images in fake news stories are often manipulated .
- 5 Most reliable news sites don't have annoying pop-ups ads

7 Read the brochure again and answer the questions.

- 1 Who is Noah Kidding? **The founder of the Fresh Mountain Air Company**
- 2 According to Kidding, what health conditions can be improved with his product? **It also helps with acne and headaches.**
- 3 How much does a bottle of Fresh Mountain Air cost? **\$9.99**
- 4 What was the objective of Kidding's survey? **He wanted to demonstrate the benefits of Fresh Mountain Air.**
- 5 Who is Wayne? **Kidding's nephew.**
- 6 How does Kidding obtain the bottled air? **He bottles it in his garden.**



8 Circle the best answers.

1 Fresh Mountain Air

a cures many health problems.

b contains more oxygen than normal air.

c is the name of Noah Kidding's company.

2 A reporter from News4You

a had bought two bottles of air.

b interviewed Noah Kidding.

3 In the survey, (...) had consumed Fresh Mountain Air.

a all the students

b 50% of the students

c only Kidding's family

4 Fresh Mountain Air

a is only available online.

b is sold by Noah Kidding.

c is bottled at a factory.

9 In pairs, answer the questions.

- 1 Would you buy Fresh Mountain Air? Why/Why not?
- 2 Have you ever bought a product because you read about it or saw an ad?
- 3 Do you think Noah Kidding is a genuine entrepreneur? Why/Why not?

CRITICAL THINKING**SUPER
SKILLS**

- 1 Understand** How does the text try to help people spot fake news? Why is it important to be able to spot fake news?
- 2 Analyze** 'Fake news' was chosen as the 'word of the year' by a British dictionary publisher. What could be the reasons for this? Think about recent world news.
- 3 Evaluate** What could be the consequences of fake news? Can you think of any examples in your country or abroad?

5 Word work Match the definitions to the words in bold in the text.

- 1 a special offer where you pay for two products and receive three
- 2 photos that have been changed digitally
- 3 an interview with only one company
- 4 ads that open in a new window
- 5 ask the same questions to a lot of people for statistical information
- 6 show the advantages of something

HOMEWORK
from 1 to 5

demonstrate the benefits

