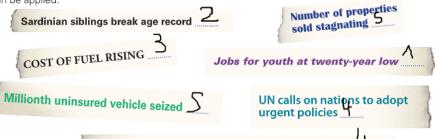
7

Surrounded by media

Get into 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.



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

2

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 Tom government aid

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. Compare your results with a partner.



Init 7

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

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

face

- 1 Cuts to police dog team will put lives at risk
- National mobile network operator out of cash
- 3 Political **row** 3 breaks out over falling PC numbers
- 4 Government to halt 4 development programmes in Grenada
- Texting while walking banned in New Jersey town
- 6 to stop climate change
- Hundreds
 7 poverty after welfare reforms



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 into pairs and exchange your findings.

Listening

How has technology changed news reporting?



You are going to listen to an interview with Philip Hodgetts, an expert and consultant in digital production. While listening, complete the sentences (1–8) using a maximum of four words. Write your answers in the spaces provided. The first one has been done for you.



Twenty years ago most people got the news from	the newspaper	
He admits that he has not read a newspaper regularly for	10 or more years	
He claims that one major advantage of getting the news online is that he does not need to	read old news	
Online newspapers get their information	directly from the source	
A common advantage of getting news from bloggers is that they are	detailed and accurte news	
The first picture of <i>Flight 1549</i> in the Hudson River taken by Janis Krums	on his Iphone	
Twitter was actually the first media source that	broke some news	
Even if traditional newspapers fail, Mr Hodgetts predicts a	bright future for journalism	



Surrounded by media



Get into pairs and discuss the following questions.

- 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?
- When do you typically access the news? Give reasons.
- 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

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



- Fill in the gaps. Use the appropriate collocations from activity 1. Sometimes there is more than one possibility. Use the correct tense. Then compare your results with a partner.
 - 1 The world held its breath as they heard the news of the plane crash.
 - 2 It is so superficial to always criticise the media.
 - Write or phone, but please tell us all your news!
 - 4 Ms Edwards left you a message on your mailbox yesterday evening.
 - People now have the opportunity to access media anywhere, at home, while travelling, even while walking the streets.
 - 6 Sorry, he is not available at the moment, but I will pass on your message.
 - Jim phoned to say that he has passed his finals. Let's have a party to celebrate
 - I have recently come across some useful tips on how to avoid media overload.

7

Surrounded by media

e-waste from old computers in South Africa and China will have jumped by 200–400 % 35 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 40 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 45 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 50 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 55 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 60 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 70 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 75 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 80 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 85 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 (Reduce, Reuse, Recycle). Don't 90 buy what you don't need, and recycle devices that have reached the end of their lives.

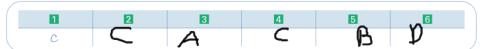
- The reason why the number of electrical and electronic gadgets disposed of as waste is steadily increasing is that
 - A the gadgets are often faulty.
 - the media encourage people to buy the latest gadgets.
 - information technology and its design is continuously developing.
 - information technology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





- 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.
 - It contains toxic metals which are hazardous to people's health and the environment.
 - It contains toxic metals which are illegal in many countries.
- 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

- C America and Africa
- Asia and Africa
- 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.
 - It means that we should not reuse outdated gadgets as they contain toxic substances.
 - It means that we should not buy what we do not need, use gadgets sustainably and recycle those that have become outdated.



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

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



Get into pairs and discuss the following questions.

- What is e-waste? Define this term in your own words.
- 2 How do you dispose of outdated electronical gadgets?
- 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.



Surrounded by media

Review

1	Read the sentences and make up catchy newspaper headlines. Try to keep the headlines as short as possible. Use some of the words from the VocabBooster on page 92.						
	1						
	2	2 The second suspect of armed robbery in NY was found not guilty.					
	3	NGOs will stop the logging of the rain-forests in South America.					
	4	The stock market dropped by nine per cent yesterday.					
	5	In the last parliamentary session there was huge disagreement on parking fees.					
	6	The Great Barrier Reef will be destroyed by human activity in the next few years.					
2	Fill in an appropriate verb from the box. Use the correct tense. Sometimes there is more than one possibility. Then get into pairs and compare your results.						
(to take ■ to access ■ to leave ■ to send ■ to make ■ to get across ■ to catch up on ■ to criticale						
	1	Media literacy is the ability to access media and to understand, critically evaluate, create and communicate media content.					
	2	Have you checked your e-mail today? I left you a message yesterday night.					
	3	Usain Bolt made news when he set a world record for the 100 metres.					
	4	As we had not seen each other for such a long time, we spent the afternoon up each other's news.					
	5	The CEO harshly criticised the media for taking his comments out of context.					
	6	Outside of these hours you may leave a message on the voice mail system.					
	7	The purpose of good communication is to get your message across clearly.					
	8	Just let voice mail a message if you miss a call on Skype.					

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3	Read the text. Use the words given in capitals at the end of some of the lines to form a word that fits the gap in the same line.					
	A newsflash is an item of breaking 1 news, which is a reference	BREAK				
	to the fact that reporters are willing to break into or "flash" a broadcast to report	OUNCEMENT				
	a "news-flash" or "breaking news" to alert viewers 3 and	VIEW				
	listeners to the fact that an important piece of news is about to be broadcast. Historical 4 large-circulation newspapers were sometimes willing	HISTORY				
	Historical 4, large-circulation newspapers were sometimes willing to print special editions known as extras to report on critical 5	CRITIC				
	breaking news.					
	in order to be	ONSIDER				
	to most people. On a	NTEREST				
	regular broadcast station, for example, news about a sports event would not be considered a newsflash, but the assassination of a major	SPORT				
		POLITICS				
	things like natural 10 disasters, catastrophic accidents,	NATURE				
	or political news. Most stations will also interrupt their broadcasts to provide					
	information in the event of an emergency such as a	SAFE SPREAD				
	rapidly spreading 12 fire or disease outbreak.	or realis				
4	Rewrite the sentences using participle constructions. Then compare your results with a partner. The New York Times, which was first published in 1852, is still a popular newspaper.					
	When we drove past the spot, we noticed that there was still rescue work going on.					
	4 We were watching the news. Everyone became speechless.					
	When he was not interested in reading about war, violence and crime any longer, my father cancelled his subscription of the local newspaper.					
	The injured driver was so shocked could not say a word at first. Feststelltaste deaktiviert					