

7 Surrounded by media

- 1 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.

Sardinian siblings break age record 2

Number of properties sold stagnating 5

COST OF FUEL RISING 3

Jobs for youth at twenty-year low 1

Millionth uninsured vehicle seized 5

UN calls on nations to adopt urgent policies 4

EU TO ANNOUNCE CLEANER CAR PLANS 4

Overwhelming response to refund campaign 1

Japan's Olympic medallists cheered by half a million in Tokyo 5

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 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.

VocabBooster

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

Unit 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

- 1 **Cuts** ¹ to police dog team will put lives at risk
- 2 National mobile network operator out of **cash** ²
- 3 Political **row** ³ breaks out over falling PC numbers
- 4 Government to **halt** ⁴ development programmes in Grenada
- 5 Texting while walking **banned** ⁵ in New Jersey town
- 6 Protesters say government must **act** ⁶ to stop climate change
- 7 Hundreds **face** 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 into pairs and exchange your findings.

Listening

How has technology changed news reporting?



1 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.



- | | |
|--|------------------------------|
| 1 Twenty years ago most people got the news from _____. | the newspaper |
| 2 He admits that he has not read a newspaper regularly for _____. | 10 or more years |
| 3 He claims that one major advantage of getting the news online is that he does not need to _____. | read old news |
| 4 Online newspapers get their information _____. | directly from the source |
| 5 A common advantage of getting news from bloggers is that they are _____. | detailed and accurate news |
| 6 The first picture of <i>Flight 1549</i> in the Hudson River taken by Janis Krums _____. | on his Iphone |
| 7 <i>Twitter</i> was actually the first media source that _____. | broke some news |
| 8 Even if traditional newspapers fail, Mr Hodgetts predicts a _____. | bright future for journalism |

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2 Get into 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 meaningful collocations with the words below. Use each word once only. Then get into 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~~

to tell	to celebrate	to make	to hear	to catch up on	(the) news
to send	to pass on	to take	to leave	to get...across	(a) message
to avoid	to consume	to blame	to criticise	to access	(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. 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.
- 3 Write or phone, but please tell us all your news!
- 4 Ms Edwards left you a message on your mailbox yesterday evening.
- 5 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.
- 7 Jim phoned to say that he has passed his finals. Let's have a party to celebrate the news.
- 8 I have recently come across some useful tips on how to avoid media overload.

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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 (Reduce, Reuse, Recycle). 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.



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- 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.

1	2	3	4	5	6
c	C	A	C	B	D

- 3 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

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



- 4 Get into 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 electrical 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.

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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 The government should do something about organised crime.

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 criticise

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 **catching 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 **take** a message if you miss a call on *Skype*.



Unit 7



- 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
the news. In broadcast media, the reporter often **announces** ² **ANNOUNCEMENT**
a "news-flash" or "breaking news" to alert **viewers** ³ **VIEW**
and listeners to the fact that an important piece of news is about to be broadcast.
Historical ⁴ **HISTORY**, 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 **considered** ⁶ **CONSIDER** a newsflash, a piece of news must
be important enough to be **interesting** ⁷ **INTEREST** to most people. On a
regular broadcast station, for example, news about a **sports** ⁸ **SPORT**
event would not be considered a newsflash, but the assassination of a major
political ⁹ **POLITICS** figure would be. Newsflashes may also cover
things like **natural** ¹⁰ **NATURE** disasters, catastrophic accidents,
or political news. Most stations will also interrupt their broadcasts to provide
safety ¹¹ **SAFE** information in the event of an emergency such as a
rapidly **spreading** ¹² **SPREAD** fire or disease outbreak.

- 4 Rewrite the sentences using participle constructions. Then compare your results with a partner.

1 The *New York Times*, which was first published in 1852, is still a popular newspaper.

.....

2 Everyone who hears the bad news will be shocked and speechless.

.....

3 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.

.....

5 When he was not interested in reading about war, violence and crime any longer, my father cancelled his subscription of the local newspaper.

.....

6 The injured driver was so shocked **AA** could not say a word at first.

.....

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