



Radio

Conversation > Advanced 7



Exercise 1 – Vocabulary

statistics	Facts shown in numbers, obtained from analyzing information.
[noun]	<i>Ex: Statistics show that women live longer than men.</i>

plunge	To decrease quickly.
[verb]	<i>Ex: The stock price plunged after the arrest of the president.</i>

convince	To persuade or encourage someone to do something.
[verb]	<i>Ex: He had a hard time convincing his boss that he was correct.</i>

compete	To try to be more successful than someone/something.
[verb]	<i>Ex: I had to compete with a lot of other applicants for the position.</i>

colleague	A person that you work with.
[noun]	<i>Ex: He has a good working relationship with colleagues.</i>



Exercise 2 – Dialogue

Choose one character and read the dialogue aloud with your tutor.

Peter: What's new, David?

David: I was listening to your show on the way here. It was great, you always get a laugh out of me.

Peter: Thanks. I just wish that our listeners felt the same way.

David: What do you mean, Peter?

Peter: The statistics for how many people tune in every day have plunged drastically.

David: I wouldn't take it personally. There's more and more entertainment options every day.

Peter: I know. It's getting harder and harder to compete with all the other radio stations, though.



David: I feel for you. The viewer statistics for our TV show are the same as yours.

Peter: But you're a reporter. Surely people still watch the news?

David: Less and less every day, unfortunately. Everyone just goes on the internet for their news now.

Peter: True. Radio has the same problem. More and more people listen to podcasts instead of us.

David: All we can do is keep trying to be as entertaining as possible and convince our audience to stay.

Peter: Atleast I make you laugh on the way to work every morning, David!

David: I'm sure you're making other people laugh as well, colleague!



Exercise 3 – Fill in the Blanks

Choose the correct answers from the answer pool below and fill in the blanks.

Answer Pool

competing

convince

colleagues

plunged

statistics

1. She tried to _____ me to give up working abroad.
2. He always got along well with his _____ in the university.
3. We are _____ against our closest rival.
4. Stock markets _____ in 2008, causing a financial crisis.
5. The _____ show that the majority of people don't own a car.



Exercise 4 – Role Play

Take turns with your tutor and act out the scene described below.

Scene: You work at the radio station. Talk with your colleague Nate, who works for a TV station, about your ratings. The teacher can be Nate.



Exercise 5 – Discussion

Discuss the following questions with your tutor.

1. What do you think about the internet and how it affects people these days?
2. Do you think that listening to the radio is no longer a trend today? Why/why not?
3. Do you still watch television? Why? Why not?
4. Which would you prefer, watching news on TV, or watching/reading it on the internet? Why?
5. What do you think are the best and worst things about the internet? Explain your answer.