

# Zusammenfassung Englischunterricht 13/1 & 13/2 münlicher Kurs

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## 0.1 Tipps & Tricks I

- First of all, secondly,
- after that, next, besides (außerdem), moreover (darüberhinaus), in addition (to that), on one/on the other hand, however

Finally..., to conclude

# 1 The American Dream

## 1.1 From rags to riches

### 1.1.1 Declaration of Independence, *Thomas Jefferson* (1776)

- We hold these truths to be self-evident, that all men are created equal, ...
- unalienable rights, life, liberty pursuit of happiness, ...
- governments are institution [...] to effect their safety and happiness ...

### 1.1.2 Gettysburg Address

- this nation, under god, shall have a new birth of freedom; and that government of the people, by the people, and for the people, shall not perish from the earth.

### 1.1.3 I have a Dream!

- 1963
- rooted in the American dream...
- that all men are created equal (even in Georgia -place of mass-discrimination)...
- will not be judged by the color of their skin but by the context of their character...
- stand up for freedom together, knowing that we will be free one day...
- And if America is to be a great nation, this must become true.

## 1.2 Definition

- First coined in „The Epic of America“ by James Truslow Adams in 1931: “The American Dream is that dream of a land in which life should be better and richer and fuller for everyone, with opportunity for each according to ability or achievement. . . . It is not a dream of motor cars and high wages merely, but a dream of social order in which each man and each woman shall be able to attain to the fullest stature of which they are innately capable, and be recognized by others for what they are, regardless of the fortuitous circumstances of birth or position.”
- →Declaration of Independence (Thomas Jefferson 1776)  
Unalienable rights, life, liberty, pursuit of happiness - attainable by all Americans?
- Martin Luther King: I have a dream... in 1963
- „its time to wake up from the Dream: “  
    Dream of Happiness, not only money!
  - economic recession
    - \* fewer jobs
    - \* lower salaries
    - \* more unemployment
    - \* rising cost of living
  - society
    - \* racism
    - \* lack of education, skill, language
    - \* prejudism
    - \* oppression

- \* inequality
- \* competition
- \* salad bowl situation (lack of integration)

### 1.3 Points in History in connection with A.D.

- 1600-1700:

western European migrants

religious persecution

economical oppression

Asians + hispanics (Spanish speakers)

late 18th century:

white skin easy to find educated, be integrated,

speak English, find a job

Hispanics do not speak fluent English, are less educated, less integrated, had little chance of good jobs

- white people normally get the best jobs, Hispanics compete (=auftreten) against each other

- **melting pot-theory**  $\leftrightarrow$  **salad bowl-theory**

- financial crisis 1929, 2008, price of a house rose and fell. National and personal debt.

upper class stayed rich; middle class often became poorer; lower classes remained poor.

## 1.4 a Raisin in the Sun by Lorraine Hansberry

- Characters: Lena(Mama), Ruth, Lalter-Lee, Benetha
- Historical background: Hansberry's childhood, Chicago in the early 1950s.
- The A.D.:

A.D. is not achieved by Walter Lee (money, success)

achieved by Lena (happiness = plant, family, home)

achieved by Benetha (emancipated; wants to become a doctor)

- Relationships within the family
- What money means to them
- Discrimination in the play
- Symbols:

Symbols: Mama's plant – she gives it unconditional care like she gives her children, it's her garden

„Eat your eggs“(Ruth says this to shut Walter up)

Beneatha's hair that she used to straighten and then cuts and lets go curly as she embraces her cultural heritage

- Poem: Harlem (what happens to a dream deferred?) by Langston Hughes
- Background to the poem (period in the history)
- Meaning of the poem
- relation of the story

## 1.5 conclusion

- wish
  - pursuit of happiness
  - equality → blacks = ☹
  - liberty, freedom
  - rights of life
  - opportunity
- reality
  - citizens are not equal,
  - prejudicm
  - oppression, suppression
  - disadvantages → racism

## 1.6 Tipps & Tricks II

- Social Dream
  - racism, prejudice, oppression,
  - whites → better chances
  - too much competition from -whites, -other immigrants, -foreigners
  - not enough immigration (salad bowl situation)
  - not enough education / qualification
- Economic Dream
  - economic recession
  - national debt, not enough jobs for all, salaries are too small,



- the cost of living is rising faster than incomes, expensive lifestyles, →personal debt.
- (bank takes homes from people who cant replay mortgages (hypotek))
- Competition from other foreigners

## 2 Globalisation

### • Definition

- Globalisation is the worldwide rapid spread and exchange of raw materials, goods and services, ideas, information and values, culture and languages, labour resources and money due to the development of the Internet including online-banking and faster, better and cheaper means of communication, production and transport.

The world is gradually becoming unified on an economic, cultural and technological level.

It includes the increasing mobility of people such as tourists, business people and immigrants due to easier, cheaper and faster means of transport and fewer border restrictions.

### • Benefits of globalisation

- Economies of countries grow much faster
- improve living standards and reduce poverty
- increased life expectancy
- positive environmental outcomes
- enabled international political and economic tensions to be resolved; enabled peace

- Improved technology has dramatically reduced costs and prices
- modern communication growth in liberal democracies
- workspace are saver, standards are better
- respect for cultural identities
- combating crime →Interpol
- GDP (=BIP) increased twice as much as before.
- average income has increased
- competition on even platform / on a single global platform

#### • **Problems of globalisation**

- higher social and economic costs, living standards fell
- gap between rich and poor is widening
- it is facilitated the spread of human, animal and plant diseases
- introduction of cigarettes and tobacco; major adverse health and financial costs
- more vulnerable to economic problems
- environment has been harmed (e.g. Monsanto, GM-crops, destroying biodiversity)
- work against the interests of the developing world
- technological improvements destroying traditional agricultural communities
- Modern communications increased the demand for migration (to richer countries)

- ‚brain drain‘ of skilled workers
- indigenous and national culture and languages can be eroded (→=Erosion)
- Wealth is still concentrated in the hands of a few individuals
- incoming gap between developed and developing countries
- impossible to reverse

Table 1: Abkürzungen

R&D	Research and Development
MNCs	multinational companies (e.g. McDonalds)
TNCs	transnational companies (e.g. Shell, BP, Toyota...)
MEDCs	more economically developed countries → export more and a wider range of secondary products and high value goods, often using raw materials from LEDCs → cheap primary products
LEDCs	less economically developed countries → export mainly primary products (e.g. coffee, bananas, raw materials...)

## 2.1 Factors that affect MNCs/TNCs to LEDCs

- lower production cost, cheap labour
- cheap raw materials

- cheap transport
- access to markets
- friendly or relaxed government policies
- few labour/safety/quality regulation and controls

## 2.2 Impact of Globalisation on 3. World Countries

- no insurance, deplorable payments, no job security, over-eroded (überfüllt)
- very hot temperature, unsafe, dangerous working conditions, time pressure, little holiday
- → pollution, effluents; emitted by small countries. losing of skilled workers, lose culture, value, identity
- education for women → allowed to work → own money less time for children
- abuse (Missbrauch), fewer rights, exploitation

## 2.3 Impact of globalisation on...

### 2.3.1 ...women +

- education (school, college)
- right to work (school, college)
- work from home (tablets, smartphones, internet...)
- bank or NGO loans
- higher social status, position

### **2.3.2 ...women -**

- still many have no rights, little protection
- still many have no juggle work and family
- they have the burden (Belastung) of house work, cooking, kids...
- little pay, bad conditions – exploitation
- less access to education

### **2.3.3 ...Crime +/-**

- technology methods; Interpol (forces joined can combat crime more effective)
- easy access to weapons
- easier communication
- → better organized crimes, networks for terror
- cyber-bullying, threats, hacking, viruses

### **2.3.4 ...Sport**

- sport can be watched in any country
- players playing outside their own country affect interest in their native (home) countries
- investors purchase foreign teams
- sponsors and advertisers support foreign players and team
- sports clubs have gained in value

- racial integration, racial equality
- total acceptance and respect for coloured people / disabled people
- encourages more people to do sport
- equality of the sexes
- peace
- for sports as a medium for anti-drugs campaigns

### **2.3.5 ...Health**

- spread of medical knowledge, aid
- joint research
- diseases spread more easily due to an increase in travel and, due to more industry + greenhouse gases, global warming which can spread more tropical diseases to previously colder areas

### **2.3.6 ...Environment**

Due to an increase in production (due to the increased demand for cheap goods), there is ...

- global warming
- species (wild- and plant life) are becoming extinct (Austerben)
- due to more industrialisation there is a loss of land and habitants

- due to the increase in transport, there is more pollution (air, soil, water)
- production sites do not dispose of waste in a safe, ecological/ friendly way
- greater need for fuel.

## 2.4 Tipps & Tricks III

### Cartoons

- He/She looks /they look (simple present!)
  - troubled
  - disturbed
  - upset
  - frustrated
  - disappointed
  - horrified (entsetzt)
  - scared, frightened
  - astonished, surprised
  - (dis-)satisfied
  - confused
  - elated (hocherfreut)
  - proud (stolz)
- The situation appears / is /a virtuous circle (☺) a vicious circle (☹) ((= Engelskreis od. positive Dynamik / Teufelskreis))
  - precarious (gefährlich)

- desperate (verzweifelt, drastisch)
- acute (Ernst)
- grave (ernst, schlimm)
- alarming (beunruhigend, erschreckend)
- unacceptable
- outrageous (empörend, ungehör, haarsträubend)
- disturbing
- ironic



### 3 Modern technology

- Health
  - biggest benefit
  - lasers, monograms-MRI (Kernspint), IVF (externe Befruchtung), prosthetics limbs, transplants, keyhole surgery, new medicines...
  - IVF = in vitro fertilisation (→donor eggs, sperm from good looking, strong...)
- Communication
  - wide range: telephone, satellite communication, cellular technology, WiFi, digital technology, advanced television
  - data-storage units gets smaller and smaller
  - communication shrank the world
  - (mobile) Internet at the expense of hobbies →do less sport →less fitness →personal details are passed via Internet
- Transport
  - lower petrol consumption, safer cars
  - ABS, ESP, air bags...
  - efficient heating/cooling systems →refrigerated lorries, underfloor heating
- Recources
  - recources can be expanded
  - electricity, coal, gas →wind tidal -generators →energy efficiency

- cultivation of biofuel crops →GM crops →deforestation
- Misuse
  - can create unfortunate destructive forces
  - Weapons of mass destruction →ABC weapons
  - →radiation illnesses
  - →destruction of homes, soil, water, wildlife, vegetation... even decades after war!
  - phone-tapping, viruses, hacking
- Knowledge
  - increase in knowledge
  - direct result of discovery and experimentation.
  - the world working together to make our lives better
  - better techniques for surgeons
- Breakdown
  - power cuts or Internet viruses destroy or switch off systems round the world!
  - cooling sys., water supply sys., business transaction, safety programmes including defence systems would fail
  - business world would collapse →bank transactions

### 3.1 Genetic Engineering

- manipulating DNA to produce new organisms.
- therapeutic cloning compared to reproductive cloning
- gene therapy can repair or replace defective genes.

- genetic mutations can decrease cystic fibrosis (Muskellähmung), Alzheimer's, or heart diseases
- new products are created by cloning certain genes → bio-engineered insulin (!)
- pregnant women can have their foetuses screened for genetic defects.
- therapy for embryo before it is implanted into the mothers via **in vitro fertilisation**
- improved the genetic makeup of various plant species.
- benefits in the future, such as fighting disease, battling infertility of preserving endangered species.
- efficiency of photosynthesis, increasing resistance to salinity, viruses, drought, flooding
- reducing need for nitrogen fertilizer

## 3.2 GM crops

- Supporters say: its the only way to feed the world,
- ecological label
- no one can make predictions about long term effects of GM foodstuffs
- Advances:
  - productive → higher yield nutritional value
  - si supposed to have more flavour
  - eliminate allergy-causing properties

resistance to pests, weeds and disease and weed-killers  
capable of growing on poor soil or in adverse climates  
need less water  
require less herbicides and pesticides  
stay ripe for longer  
feeding world populations.

- Dangers of GM foods

no way of controlling gene expression  
uncontrolled cross-pollination  
can cause allergies and long-term impact on our health  
animals fed GM crops →causing bleeding stomachs,  
abnormal cell growth  
effects on cows, chickens, water buffaloes and horses  
food is not labelled as being GM foods  
GM food will end food diversity  
rise to super-weeds and super-pests →need newer,  
stronger chemicals to destroy them  
insects are killed  
hunger is not caused by shortage but by mismanagement and lack of access to food

- Monsanto:

farmers cannot save seeds for replanting  
→have to buy expensive Monsanto seeds, special fertilizer every year.  
→led to suicide among Third World farmers

- Monsanto vs Bees

80% of plants pollination by insects

if we lose the bees, the loss of our ecosystems will be catastrophic!

Systematic pesticides affect bees' navigational capabilities, lead to colony collapse disorder (→death)

144 lawsuits against America's farmers →dozens of farmers into bankruptcy

Einstein said: If bees disappeared from the surface of the earth, man would only have 4 years to live.

- Novels:

The Third Twin by Ken Follet(super-secret government cloning experiment; ultimate soldier;)

Brave New World by Aldous Huxley(perfect world:  $\alpha, \beta, \gamma, \delta, \varepsilon$ , -human →easier to control and satisfy)

Perfect People by Peter James (designer babies)

### 3.3 Tipps & Tricks III

- Firstly, Secondly, Then...
- due to / because of / as a result of / therefore, so
- in addition to / besides / as well as
- although / in spite of / whereas
- However / But nevertheless
- For example / for instance / such as / e.g. ...
- as a consequence / all in all / consequently / to sum up / to conclude

## 4 Environment

### 4.1 Causes of global warming

- CO<sub>2</sub>, carbon dioxide, from exhaust fumes from vehicle / transport / burning fossil fuel / deforestation
- methane (CH<sub>4</sub>) from cows from rice farming
- nitrogen oxide (N<sub>2</sub>O) from fertilizer and sewage / sewage works
- CFCs in fridges, cooling systems, aerosols (Treibgas)
- nitrogen trifluoride (NF<sub>3</sub>) used in the production of solar panels & LCD TVs

### 4.2 Effects of Climate Change

- more: hurricanes, cold, heat, rain, droughts
- the earth temperature ↗ rises (3-5° by 2100)
- shortages of food and water → lower yield from agriculture, fishing and forestry
- sea levels will rise up to 25m (due to ice caps melting)
- extinctions, loss of land
- mosquitoes carrying malaria, dengue fever and Japanese encephalitis (Hirnhautentzündung)
- winters no longer get cold enough to kill pests and diseases, tree killing beetles, crop-killing fungi
- 26% of coral reefs have already died, due to average water temperature rising

## 4.3 Deforestation

vocabulary:

to cut down/chop down/fell trees

to log, n. logging

- Where?  
tropical forest, Congo, Brazil, (Amazon), Indonesia
- Why?  
for timber, for housebuilding, furniture, scaffolding (=Gerüst)  
For fuel (heating/cooking)  
For agricultural - fields for crops & cattle (=Vieh)
- Consequences  
More cattle →more methane  
No trees →methane from the ground  
No trees →CO<sub>2</sub> rises; O<sub>2</sub> decreases  
→loss of food and habitats for animals  
→extinction  
Cash crops replace food crops.

## 4.4 What we have to do

- personal action:
  - don't travel by plane. Walk, cycle, use public transport
  - buy local and organic produce, eat less meat
  - use renewable energy, turn down the heaters, shut down instead of leaving appliances on

- use fewer aerosols
- society
  - stop deforestation
  - plant more trees, especially mangroves
  - reduce cattle-rearing, make stricter laws

## 4.5 3Rs

- Reduce
  - reduce package, shopping bags, bottles,
  - eat less meat, buy less, drink tap water, use compost
  - drive less, turn down the heating
- Reuse
  - glass bottles, containers, clothes, paper, shopping bags
- Recycle
  - Primary
    - breaking it down, passing goods on
  - Secondly
    - use the product in a different way
    - e.g. yoghurt pots to grow plants in
  - Tertiary upcycling or downcycling
    - changing a product and
    - turn it into something else
    - e.g. compost



## 4.6 Mangroves

- Grow on the shore parallel to coral reefs
- thrive (gedeihen) in brackish, nutrient-rich waters, (while coral reefs thrive in clear, nutrient-poor waters)
- grow in fresh and salt water
- protect from damaging storms, hurricanes, tsunamis, tidal waves and floods, reduce erosion due to wind, waves, water currents
- tangle-, aerial-root systems (roots from the base and from the branches) stabilizing land prone to erosion and produce O<sub>2</sub>
- improve water quality and clarity, filtering pollutants and trapping sediments originating from land
- trees' leaves feed tiny crabs, worms, and other creatures. Crabs turn leaves into valuable compost.
- most productive and protective terrestrial eco-systems & renewable resource!!
- protect coral reefs, sea-grass beds and shipping lanes against siltation (Sedimentgestein).
- they are breeding, feeding and nursery grounds for many estuary and marine organisms (insects, birds, fish, turtles).
- important for sports: fishing, boating, bird watching, snorkelling and other recreational pursuits.
- also important for: timber, fuel wood, charcoal, fodder (futter) honey, tannin (gerbstoff), thatch (Ried-Dach)

- **chopped down** for better view for hotels...

## 4.7 Energy

### 4.7.1 Conventional Energy

- coal, gas, nuclear power plants, oil

- advantages.:

Already exist, cheap! could be built almost everywhere

- disadvantages.:

fossil fuels are limited

causes a significant amount of pollution

accidents can be catastrophic

nuclear disasters: radioactive leakage, no way to store radioactive waste safely

fracking: earthquakes

oil slicks and bird / fish deaths;

coal mines: accidents from explosion or collapsed mines

### 4.7.2 Renewable Energy

- solar, hydroelectric, tidal, wave, wind, geothermal, heat pumps, biomass.

- advantages.:

infinite energy source, →sustainable →no running out of resource

no pollution, low maintenance costs, harmless accidents

- disadvantages.:

deforestation or needed land used to grow plants for biomass (expecially in Third world countries) →shortage/rise of price of food

Atmospheric conditions and geographical locations make huge impact

Dependent on weather (solar: useless on cloudy days and at night. Wind: ineffective on calm days)

Tidal and wave power require strong sea tides

Onshore wind farms are obtrusive

NIMBYism

The national grid is not strong enough to transport all renewable energy all over the country

Table 2: neutral disasters

<b>Natural Disaster</b>	<b>Causes</b>	<b>Effects</b>
<b>Fire</b>	volcanos, lightning, man (glas, cigs)	loss of forest, crops, homes, infrastructure, lives, wildlife
<b>Drought</b>	loss of forest, gl. warming,	loss of watersource, death, crops, extinction, infrastructure
<b>Flooding</b>	heavy rainfall, too much urbanisation, tsunami, loss of wetlands	loss of agricultural industry, homes, lives, infrastructure, diseases, contaminated drinking water, epidemics
<b>Volcanoes</b>	earthquakes, tectonic activities	fore, loss of homes, landscape, lives industry, pollutions, agriculture
<b>Hurricanes</b>	gl. warming	loss of buildings, trees, crops, lives infrastructure, roads, cities
<b>Landslides/ Avalanches</b>	loss of trees, too much snow / rain, gl.warming	- " -

## 5 Social welfare

- social welfare: family allowances (Kindergeld), health care, unemployment benefits, pensions
- social security: unemployment benefits („on the dole,“) = Hartz IV; disability allowances; family allowances; pensions.

- health care: the National Health Service (doctors, nurses, medicine)
- social services: meals-on-wheels, mobility vehicles, social workers, help and support for the elderly or disabled

## 5.1 History

- 1942 William Beveridge recommended the introduction of social security and free care.
- 1946 National Health Service Act: based on the BevrIDGE Report which said there should be a program of social security for every one from cradle to grave
- 1948 NHS began operating
- The aim was:
  - social justice
  - social security was a basic right
  - to create better conditions of the working class
- During WW II men fought, women kept the country on its feet → worked in factory, made ammunition, uniforms, kept food.
- After the war these people were exhausted, poor, injured, ill, had very little, had lost relatives, homes.
- → reason for creating the NHS.

## 5.2 NHS

- To provide necessary medical care and treatment free of charge.
- from cradle to grave for all British citizens
- all under one umbrella organisation
- 79 % funded at through general taxation, 13% through national insurance contributions (sozialbeiträge), 8% from charges on dental treatment & prescriptions (Rezept)
- Pregnant or breastfeeding mothers, children in fulltime education, the unemployed or pensioners receive free prescriptions
- differences to German system:
  - no insurance companies,
  - run-down hospitals with large wards, communal bathrooms in the corridor
  - can take several weeks to meet a specialist or get test results
  - plastic doors and cardboard walls
  - receive free prescriptions
  - long waiting lists for MRI or CT
- and also long waiting time for consultants and for results
- not enough doctors, nurses and equipment
- British love it because:
  - free, simple to see a doctor and get treatment,
  - classless, staff is friendly and have a sense of humour

- disadvantages:
  - investments were unnoticeable
  - bureaucratic, long waiting lists
  - chap buldings, chaotic

### 5.3 Social Welfare in the USA

- Unemployment benefits are paid for only 26 weeks, 30 weeks in Massachusetts and Washington, and only 5 years in whole lifetime
- Healthcare: Medicaid is a programme fore the poor, Medicare is for the elderly
- Pension: SSI (Supplement Security Income) guarantees a minimum income for the elderly (>66) the blind and disabled
- Even if the have Medicare / Medicaid the have to pay 3,4% of hospital cost and 55% of medicine.
- **Affordable Care Act (Obama care) 2010:**
  - 32 million uninsured Americans were to get medical insurance →before: not compulsive (verpflichtend)
  - →regardless of pre-existing conditions,
  - →for all (through private insurance that you or your employer pays)
  - →children are insured for free through their parents
  - →no insurance can reject a patient or refuse necessary treatment

- **what can be done:**

- decrease cost of healthy food, medicine

- increase technology, decrease days in hospital

- **Why is health care spending so expensive?**

- medical care is expensive on its own,

- average health is decreasing

- new illnesses, technical advances, older population

## 6 Media

### 6.1 Definition

What is media? Information transmitted, relayed on paper, on the TV or Internet to people using a medium (like newspapers, pamphlets, Internet, radio)

#### 6.1.1 Newspaper and magazines

- Dailies = daily newspaper, printed - / online versions  
Sunday newspaper

- GB:

- no censorship,

- Press Complaints Commission: ensures standards, make sure privacy is not invalid and reporting is accurate and unbiased (unvoreingenommen)

- quality press / broadsheets / compact press: high quality newspaper,

- yellow press/ popular press / Tabloids: low quality newspaper



- Compact, quality press, (previously: broadsheets)

Readership: businessmen, middle and upper class, intellectuals, the educated

Content: news coverage (in depth, with background information), politics, the economy, society, financial news, the arts / literature, sport, TV, weather, obituaries, situations vacant (Jobanzeige)

format: larger & thicker than tabloids

style: matter-or-fact, serious, objective

language: highbrow

use of photos: only 10%, small, more serious

headlines: smaller

Daily Telegraph (r), the Guardian (l), the Times (centre)

- Tabloids:

readership: lower class, less educated,

format: small, less thick

content: advertisements, scandals, VIP dramas,

style: subjective,

language: vulgar, colloquial

Daily Mail, Sun...

- **Television in GB:**

BBC1, BBC2, ITV, Channel 4, Channel 5, programmes similar to German TV

Ofcom = Office for Communication

9 o'clock watershed = no violent or sex films before 9pm!

### 6.1.2 USA, newspaper

- no tabloids, mostly good quality, almost no nationwide newspapers (except USA Today)

New York Times, Washington Post (Democratic)

Wall Street Journal, New York Post (Republican)

- **TV:** mostly show soaps, and news

## 6.2 Drones

- A multi-billion dollar business
- Can fly at 3000 meters and hit aeroplanes
- For routine or dangerous tasks
- Can be used for routine or dangerous tasks
- For delivering blood and vaccines, pizza and coffee,
- Useful for surveying loss loss damage from earthquakes, floods and other catastrophes to help victims more quickly
- **Negative:**
  - Can monitor what is going on in foreign places (China) and military attacks (USA, GB, Israel)
  - Can be used to drop off drugs or weapons in prisons,
  - Terrorists use them for dropping explosives
  - You neither need a licence nor register or get insurance
  - You can spy on your neighbours or take photographs

## 6.3 Fake news

- Easy to spread via internet, difficult to recognise, manipulate the election of Donald Trump.  
e.g. Denver Guardian about leaked emails from Hillary Clinton
- larger news organisations report what is happening on social media and add credibility to the story without fact-checking  
e.g. Trump was born in Pakistan....NOT!
- sometimes difficult to tread the line between satire and plain misinformation
- solution: learning how to verify information from social media
- journalists need to get training so that they can quickly spot fakes and people in school should learn how to read articles critically online
- learn how to research and check multiple sources online!

## 6.4 Mass media

- enrich us with knowledge and vital information
- **definition:** media that spreads to a large audience simultaneously

newspaper television channels, radio stations, magazines and publications, newsletters

Blogging social networking websites, news websites, propaganda websites, Pod casts, message boards, video sharing, streaming.

- **advantages of the Internet:**

- reaches as many people as possible,

- there are thousands of careers

- increases the business of millions of companies

- spreads the message of charity, peace...

- you can book holidays, check reviews of products, hotels...

- entertainment, communication with friends wherever you want

- order goods from all over the world

- trade enhanced, easier

- Answers to technical, personal, medical problems

- Coordination/communication bet pressure groups → more effective (NGOs, Greenpeace...)

- **disadvantages of the Internet:**

- spreading discord and hatred

- too much power

- negative influence of media

- cyber bullying

- very little chance of it being a neutral opinion

- sometimes misinterpret news → lead to a variety of problems

- loss of time / privacy, short-lived info

- spying, manipulation, fake news, illegal things, pester-power

- Use of **smart**phones:
  - sat nav, compass,
  - camera, torch,
  - communication,
  - buying parking tickets, shopping (Amazon app)