

UNIT 2

In the media



Warm Up Providing organization is called "Media".

1a Read the paragraph about changes in the media.

The media—all of the organizations that provide news and information—is changing rapidly. Until recently, most people kept informed about the events happening around them by watching TV or reading **newspapers, books, and magazines**. However, advances in technology have created new ways of getting information. Book publishers now sell more downloads of **digital e-books** than hardcover books. Fewer people are subscribing to newspapers and magazines—they're going online to use **news websites, blogs, video-sharing websites, message boards, and social networking sites**.

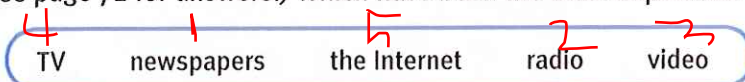
b Which of the types of media in **bold** can you find in the photos?

2 Group Work Discuss.

1. Which types of media do you use most and least often? Explain why.
2. Do you think that printed media like books and magazines will disappear and be replaced by electronic media like e-books and websites? Why or why not?

Reading

- 1 **Pair Work** Discuss. In what order were these items invented? (See page 72 for answers.) Which have been the most important?



- 2a How much do you know about the media? Answer the questions.

1. What is the world's most popular TV show?
2. Which country makes the most movies?
3. Which search engine is the most popular?
4. Which movie is often voted the greatest ever?
5. Which country has the most Internet users?
6. Which country watches the most TV?
7. Which newspaper sells the most copies?

- b Read the article to check your answers.

ON TOP OF THE MEDIA

"The mass media is a combination of information, entertainment and complete rubbish." *D. Yandell*

You may or may not agree with psychologist David Yandell, but most people agree that the media has one key characteristic: It keeps growing and growing. These days, few people can remember life before television. And most of us have been influenced by the constant flow of words and images from screens or newspapers. Some of it is certainly garbage, and some of it is wonderful. Here are some of the "firsts" and "bests" of the media world.

The #1 search engine: Google. A lot of information can be found by searching Google. In fact, it is used for over 250 million searches in 182 languages every day. It was named after googol, which is the number represented by one followed by 100 zeros.

The #1 movie industry: The Indian movie industry (nicknamed Bollywood). More movies are made in India than in any other country.

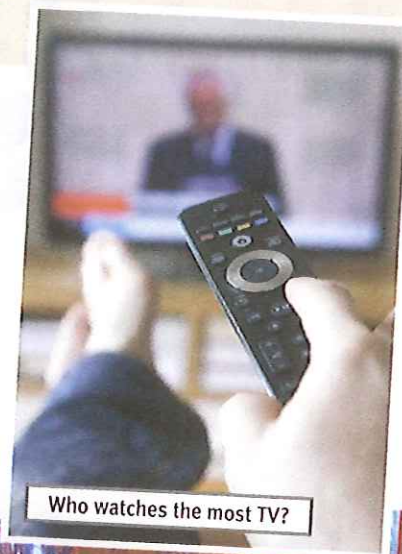
The #1 selling newspaper: *Yomiuri Shimbun*. It sells 10 million copies a day in Japan.

The #1 Internet user: Iceland has the highest percentage of population using the Internet. Of a population of 308,910, at least 301,600 use the Internet—97.6% of the population.

The #1 TV show: *China's Got Talent*. With everything from break-dancing street cleaners to an armless pianist, this talent show has an audience of over 500 million viewers!

Glossary

* *media tycoon* = a person who owns newspapers, TV stations, etc. People like this are rich and powerful.



Who watches the most TV?



Who makes the most movies?

The #1 country of TV addicts: The US has 805 televisions per 1,000 people, the world's highest number, and in the US people also watch TV the most. By the age of 65 the average US citizen has spent nine years in front of the TV.

The #1 movie: *Citizen Kane*. In lists of great movies, it usually comes first. It was directed by Orson Welles in 1941 and tells the story of a media tycoon.*



Citizen Kane

3a Read the article again and mark the sentences true (T), false (F), or no information (NI).

- F 1. According to the article, most people think the media contains a lot of garbage.
T 2. Googol is a number.
T 3. Orson Welles was a media tycoon.
T 4. Americans watch more TV than any other nationality.
T 5. *Yomiuri Shimbun* is a daily newspaper.
F 6. *China's Got Talent* is seen in over 50 countries.

American English	British English
garbage	rubbish

b Check any information in the article that you already knew. Write (!) if you were surprised by any information. Compare with a partner.

Grammar | the passive voice

4 Read the Active Grammar box and match the rules (1–3) to these sentences from the article.

- 3 a. The TV was invented in 1926 by John Logie Baird.
1 b. John Logie Baird invented the TV in 1926.
2 c. The TV was invented in 1926.

5 Complete the sentences with the active or passive voice. Use the simple present or simple past.

- A top politician was removed (remove) from office last week.
- The CEO of HAW Steel was given (give) \$1 million bonus by company directors last month.
- Parents are advised (advise) to limit children's TV viewing to ten hours per week.
- The body of a famous climber was found (find) in the Himalayan mountains in June.
- Mario Vargas Llosa won (win) the Nobel Prize in Literature in 2010.
- A new health report finds that fewer games are played (play) at school than ever before.

Active Grammar

	Passive voice
simple present	<i>Many films are made in India.</i>
simple past	<i>Citizen Kane was directed by Orson Welles.</i>
present perfect	<i>Most of us have been influenced by TV.</i>
modal verbs	<i>A lot of information can be found by searching Google.</i>

- Use the **active** voice to describe what someone or something does or has done.
- Use the **passive** voice to describe what happens or has happened to someone or something (often when the person or thing that does the action is not known or not important.)
- By** is often used to say who or what does the action in a passive sentence.

See Reference page 68

Speaking

6a Complete the sentences to make them true for you.

- The last present I was given was a gift.
- When I was younger I was told to study hard to be able to leadership.
- I have been helped by John.
- Recently I have been taught how to learn English by yourself.

b Pair Work Say your sentences to other students. Add at least one piece of information to each sentence. Has anyone had similar experiences?

Listening

- 7a** 1.06 Listen to the first part of an interview with a journalist. Is the journalist talking about:
 a. types of journalists? **b. types of stories?** c. types of newspapers?

- b** 1.07 Listen to the whole interview. The journalist talks about the topics below. Number them in the order she mentions them.

- 2 a. Writing about people's private lives
4 b. Celebrities who need publicity
3 c. Newspapers which write only about celebrities
1 d. Famous people who do something wrong

- c** Listen again. What does the journalist say about each topic? Write notes and then compare your answers with a partner.



Speaking

- 8a** Complete the How To box with the headings below.

Agreeing Asking for an opinion
 Disagreeing Giving an opinion

How To:

Give opinions and (dis)agree

a. <u> </u> Giving opinion	<i>I think . . .</i> <i>In my opinion . . .</i>
b. <u> </u> Asking for an opinion	<i>What do you think?</i> <i>What's your opinion?</i>
c. <u> </u> Agreeing	<i>Definitely.</i> <i>Me, too. (to agree with I think . . .)</i> <i>Me neither. (to agree with I don't think . . .)</i>
d. <u> </u> Disagreeing	<i>I'm not sure about that.</i> <i>I don't think so.</i>

- b** 1.08 Listen to five speakers. Decide if you agree or disagree with each person's opinion.

Speaker	1	2	3	4	5
Agree					
Disagree					

- c** **Pair Work** Discuss your opinions with your partner. Use phrases from the How To box.

I agree. I think newspapers should be free.

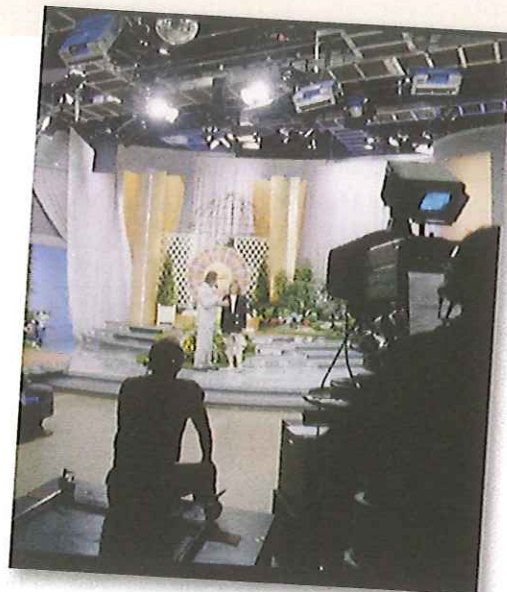
I'm not sure about that. Newspapers need money to pay their employees.

Listening

1a 1.09 Listen to four people talking about what can go wrong on a live TV show. Which speaker talks about each problem?

1. technical problems
2. reading bad news
3. forgetting to take off the microphone
4. problems with furniture
5. people laughing
6. people getting nervous
7. problems with names of places
8. people forgetting what to say

b Listen again to check your answers. What do the speakers say about each thing? Take notes and compare with a partner.



2 Read the How To box. Can you add any more phrases or expressions?

How To:

Deal with problems

Ask what the problem is	<i>What's the problem/matter?</i>
Explain the problem	<i>The copier is out of order/isn't working. It is broken/keeps breaking (down). My boss keeps shouting at me.</i>
Offer a solution	<i>I'll deal with it/fix it. Should I call the office manager? Try turning it off.</i>

3a Complete the dialogs with language from the How To box.

1. A: What's the _____ (1.)?
B: The printer's _____ (2.) again.
A: Should I _____ (3.) the IT department?
2. A: Oh no! My computer _____ (4.) freezing!
B: _____ (5.) turning it off and on again.
A: Thanks.
3. A: What's the matter?
B: The copier isn't _____ (6.). I think it's out of paper.
A: Don't worry. I'll _____ (7.) it.

b 1.10 Listen and check your answers.

c Pair Work Practice the dialogs.



Speaking

4a Imagine you are having a bad day at work or school. Everything is going wrong. Write three problems that you are having.

1. _____

2. _____

3. _____

b Pair Work Role play dealing with the problems you wrote in Exercise 4a. Then change roles. Use language from the How To box on page 23.

Student A: Tell Student B about your problems.

Student B: Ask what Student A's problems are and offer solutions.



Reading

5a Pair Work **Student A:** Read the article below. **Student B:** Read the article on page 73 in the Speaking Exchange. Answer the questions.

1. What was the TV show?
2. Why was there a scandal?
3. Who was involved in the scandal?
4. What happened in the end?

b Tell your partner about your story. Use your notes to help you.

Who Wants to Be a Millionaire?

Since making its debut in September 1998, the game show *Who Wants to Be a Millionaire?* has become a worldwide hit. On September 10, 2001, Charles Ingram became one of the lucky (and intelligent) people who won the big prize—1.6 million dollars. So why, when he returned to the dressing room, did he have an argument with his wife? Why didn't he celebrate? It was because they cheated, and they were nervous about getting caught.

When the truth was revealed 19 months later, they were caught. During the show which Ingram won, viewers heard someone coughing regularly. It was a college professor friend of theirs, Tecwen Whittock. He was in the studio, and the moment when he heard the correct answer, he coughed. Ingram never admitted cheating,

but viewers who saw the show said that the cheating was obvious. On some occasions Ingram actually changed his answer after coughs from Whittock told him he was wrong. A doctor later said that Whittock suffered from an allergy that was making him cough. But the 15.1 million people who watched a replay of the show on a later documentary had other ideas.

Charles, his wife, and his friend were all found guilty of cheating and ordered to return the prize money and to pay finances and legal fees totalling \$186,000. Luckily for them, when they were sentenced, they were not sent to prison.



allergic to something

Grammar | relative clauses

6a Complete these sentences from the articles using the relative pronouns in the box.

who	where	which
when	whose	that

1. Ingram became one of the lucky people _____ won the big prize.
2. During the game _____ Ingram won, viewers heard someone coughing regularly.
3. He nervously looked around the studio _____ he was being filmed.
4. The man _____ fame meant that he received 500 letters a day was also a cheat.
5. Whittock suffered from an allergy _____ was making him cough.
6. The moment _____ he heard the correct answer, he coughed.

Active Grammar

*Ingram became one of the lucky people **who** won the big prize ...*

"... *who won the big prize* ..." is an example of a defining relative clause; it defines exactly who or what we are talking about. This is essential information about a person, a place, or a thing.

1. Use who or _____ for people.
2. Use _____ or _____ for things or animals.
3. Use _____ for places.
4. Use _____ for possessions.
5. Use _____ for time.

The pronouns *who*, *which*, or *that* can be left out if they are the object of the relative clause.

Game shows are programs I never watch.

See Reference page 68

b Use the words in Exercise 6a to complete the rules (1–5) in the Active Grammar box.

7 Add *who*, *which*, or *where* to each sentence, if necessary.

Ex: That's the TV studio ^{where} they film *China's Got Talent*.

1. That's the studio the last Guillermo del Toro film was made.
2. He's the man helps the director.
3. I've already seen the movies Matt rented.
4. The game show host is the same woman reads the news.
5. Did she like the camera you bought her?
6. Here's the house I grew up.

8 Link each pair of sentences by using *who*, *where*, *which*, *whose*, *when*, or *that*. There may be more than one possible answer.

Ex: That's the road. The accident happened there.

That's the road where the accident happened.

1. That's the man. He won the big prize.
2. This is her new novel. It has already sold 500,000 copies.
3. We work for a small company. You haven't heard of the company.
4. I like the start of spring. Flowers begin to grow.
5. We met the artist. His exhibition was in town.
6. She loves the city. She was born there.

Speaking

9a Group Work Play a Game Show. **Group A:** Look at page 72. **Group B:** Look at page 74. Complete the quiz questions.

b Pair Work Now work with someone from a different group. Ask your questions. If your partner answers all the questions correctly, he or she wins \$1 million.





Reading

1a Complete the news headlines using the words below.

Saves Inherits Takes Escapes Deliver Survives

- Traffic Police Officer in Bangkok Helps to _____ Baby in Car
- Lost Driver _____ a Wrong Turn for 5,000 Miles
- Circus Monkey _____ and Destroys a Restaurant
- Top Chef _____ Giant Lobster from Cooking Pot
- Sailor _____ Four Months at Sea
- Cat _____ \$350,000 House and \$100,000 from Owner

b Pair Work Match the headlines from Exercise 1a to the pictures. Write the number in the box. Then discuss what you think happened in each situation.

A



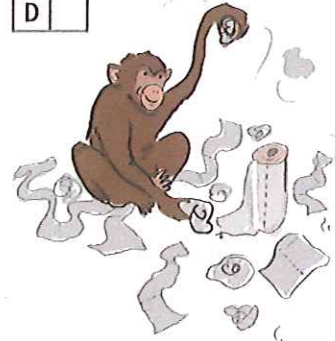
B



C



D



2a Read the news stories (A–D). Write the correct headline from Exercise 1a for each story.

A

A nervous driver who went on a day trip to Calais ended up in Gibraltar after a five-day mystery tour. Mrs. Bright was planning to go to France to buy some wine. However, as she was driving around Calais looking for the supermarket, she took a wrong turn and lost her way. Without a map and unable to speak French, she was too embarrassed to ask for directions, and eventually she found herself in Gibraltar.

C

Bangkok traffic police sergeant Sakchai Kodayan helped to deliver another baby yesterday. "I was taking a break in a café when a taxi driver shouted for help," said Sakchai. "His passenger was having a baby. It was a boy. The woman said she would name him Sakchai as a way to say thank me." Sakchai has so far assisted with the birth of 28 babies.

B

A giant lobster has been saved from the cooking pot and returned to the sea. Chef Anton Gretzky said he was planning to serve the lobster at his restaurant but decided he couldn't boil such a fine creature. Staff from the Aquarium Restaurant in Victoria, Australia, took the lobster, named Billy, to the coast to free him. Gretzky said: "He has been on this Earth much longer than I have."

D

A monkey, who escaped from a local circus, caused \$10,000 of damage to a pizzeria in Lehre, Germany. The monkey, named Lala, was sitting in the restaurant bathroom when the owner found her. Lala dropped a vase, then started throwing paper towels around, and finally turned on the water faucets and flooded the restaurant.

- 2b** Write the letter of the story or stories from Exercise 2a next to the topics below. Then compare your answers with a partner.

B, D 1. restaurants _____ 3. animals _____ 5. babies
 _____ 2. travel _____ 4. people getting lost

- 3 Pair Work** Read the stories again. Discuss the answers to the questions.

- | | |
|---|---|
| 1. a. Where did Mrs. Bright want to go? | 3. a. Why didn't the chef cook the lobster? |
| b. Why didn't she ask for directions? | b. What did the chef do with the lobster? |
| 2. a. Where did the monkey come from? | 4. a. What is Sakchai Kodayan's job? |
| b. What damage did the monkey do? | b. Why did the woman name her son Sakchai? |


- 4a** Match the collocations from the stories (1-4) to the correct definitions (a-d).

Collocation	Definition
_____ 1. took a wrong turn	a. stop working for a short time
_____ 2. caused (\$10,000 of) damage to	b. go or give back to
_____ 3. returned to (the sea)	c. drive in the wrong direction
_____ 4. taking a break	d. break something by physically attacking it

- b Pair Work** Without looking at the stories, use the phrases above to retell them in your own words.

- c** Discuss. Which stories did you find most interesting? Explain your answer. What interesting stories have you heard about recently?

Pronunciation | past tense -ed endings

- 5a**  **1.11** Listen to the past tense forms of these regular verbs.

/t/	/d/	/ɪd/
escaped	saved	inherited
placed	delivered	decided
washed	survived	waited

- b** Listen again and repeat.

- c** Circle the correct answer.

We pronounce the past ending /ɪd/ for:

- a. verbs ending in *t* or *d*. b. verbs ending in *p*.

- d**  **1.12** Listen and write the sentences you hear.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

Grammar | simple past and past continuous

- 6a** Read the sentences. Do the underlined verbs describe something completed or something still in progress? _____
- a. Mrs. Bright was planning to go to France . . . b. She was driving around Calais . . .
- b** Read the Active Grammar box. Then underline more examples of the past continuous in the stories in Exercise 2a on page 26.

Active Grammar

1. Use the past continuous and simple past together to say that something happened in the middle of a longer action.
I was taking a break in a café when a taxi driver shouted for help.
2. The past continuous is often used to set the scene at the beginning of an article or story.
This happened about eight years ago when I was studying for my degree. I was feeling a bit tired and . . .
3. Remember: Some verbs are not normally used in the continuous form.

See Reference page 68

- 7** Complete the sentences using the cues and the simple past or the past continuous.
1. I _____ (work) in a school in Seoul when I _____ (meet) my boyfriend.
 2. When I _____ (be) a child, I _____ (like) swimming.
 3. My sister _____ (arrive) just as I _____ (cook) some lunch.
 4. I _____ (know) I wanted to marry him the first time I _____ (meet) him.
 5. He _____ (not break) his arm while he _____ (play) baseball.
He _____ (fall) down the stairs.
 6. I _____ (check) on the children and both of them _____ (sleep).

- 8** The picture shows the beginning of a story.
Write the first four sentences of the story.

It was raining hard. I was waiting for the bus to . . .



Writing

- 9a** Choose one of the events in the box and think about these questions. Write notes.
1. What were you doing when it happened?
 2. Where were you living/staying when it happened?
 3. What were you thinking about when it happened?

- you received good news
- you received test grades
- something important happened
- an interesting event

- b Group Work** Tell other students about your event.

- 10** Write a short paragraph describing your event.

Review

- 1 Complete the sentences with the verbs from the box. Decide if you need the active voice or the passive voice.

give call sell read make invent speak

Ex: It's a funny book, and it can be read by children or adults.

1. Wine _____ from grapes.
2. Since 2002 we _____ over \$40,000 by the government to improve our services.
3. After the accident, somebody _____ an ambulance, and the girl went to the hospital.
4. Yesterday we _____ this painting to an art gallery for \$1 million!
5. Paper _____ by the Chinese over 2,000 years ago.
6. Four languages _____ in Switzerland.

- 2a Complete the TV schedule with the correct relative pronouns from the box.

who where which when whose

- 7:30** Brothers in Arms: Marlon is a lawyer whose (1.) brother has escaped from prison. He faces a dilemma _____ (2.) he realizes Eddie wants to live with him.
- 8:00** Home Questions: The game show _____ (3.) asks contestants questions about the place _____ (4.) they were born.
- 8:30** Big Year: Roy Johns speaks to the people _____ (5.) have made history this year. Guests include Milly Cheiz, a doctor _____ (6.) anti-cancer treatment is being tested in Australia, and Moses Kenui, an athlete _____ (7.) shocked the world _____ (8.) he broke four athletic records in one year.
- 9:30** News
- 10:00** Restaurant: Follows the progress of two restaurants _____ (9.) famous chefs have visited. They both opened last year—one in Watertown, a town _____ (10.) there is 60% unemployment, and one in Hillsdale, a city _____ (11.) the rich are happy to pay \$350 for dinner.
- 11:00** Fright Kids: Comedy horror film about a woman _____ (12.) has twins.

- b In which two sentences in Exercise 2a can you omit the relative pronoun? _____ In which sentences can you use *that*? _____

- 3 Complete the sentences. Circle the correct choices.

Ex: We first met / were meeting Irina when we traveled / were traveling across Russia.

1. I was / was being at school when I started / was starting learning French.
2. A: What did you do / were you doing this time yesterday?
B: I watch / was watching a documentary.
3. A: Did they win / Were they winning when you left the game?
B: No. They lost / were losing 2 – 1, but there were still 20 minutes left.
4. A: Did you see / Were you seeing our new boss at the conference?
B: Yes. He wore / was wearing a white suit. Didn't you notice / Were you noticing him?

Communication | debate the value of news stories

4 **SPEAKING EXCHANGE** You are one of the editors of a Sunday newspaper.

Group A: Read your role on page 72.

Group B: Read your role on page 73.

Group C: Read your role on page 74.

5 In your groups, decide which six stories from the list below should go on the front page of this week's paper. Look at the How To box on page 22 to help you give your opinions for choosing the stories.

What do you think?

I'm not sure about that.

In my opinion ...

1. **Skirts for Men Come Into Fashion**

2. **Doctors Discover a Cure for AIDS**

3. **Brad Pitt Stars in World's Most Expensive Movie**

4. **Talking Mouse Created by Scientists**



5. **Sandra Bullock Raises \$500,000 for Charity**

6. **Healthy Chocolate Developed by Food Scientists**

7. **Freak Storm Kills 1,000 in Southern Africa**

8. **Computer Virus Likely to Crash all Computers Worldwide**

9. **Ancient City in Asia Discovered by Archaeologists**

10. **Bill Gates Pays Off All Third World Debts**

6 **Group Work** As a class, compare your front page choices with those of other groups. Explain your choices.

