

Unit 9 Sports and the Media

*"The news and truth are not the same thing."
Walter Lippmann, American journalist.*

What are the mass media?

They're huge corporations, massive corporations, linked up with even bigger corporations. They sell audiences to other businesses, namely advertisers. So when you turn on the television set, CBS doesn't make any money from you; they make money from the advertisers. You're the product that they're selling, and the same is true of the daily newspapers. They're huge corporations, selling audiences, potential consumers, to other businesses, all linked up closely to the government, especially the big media. What picture of the world do you expect them to present?

– Noam Chomsky, American writer, linguist, and dissident (1928 -), in Sparrow Talks with Noam Chomsky.

(From <http://www.newspackdictionary.com/ot-quotes.html#QMedia>, viewed on April 15, 2003; and <http://www.thirdworldtraveler.com>)

Task 1 SPEAKING

Which of the below would you say are the good and which are the bad effects of media on sport?

Comment on each point.

- *Money*
- *Attention*
- *Education*
- *Role Models*
- *Lack of Attendance at Matches*
- *Demands and Pressure on Organisers*
- *Inspiration*
- *Coaching aid*
- *Bias*

Task 2 READING

15 April 2011

A new Super League is being launched for some of the top English ladies' teams including Arsenal, Chelsea and Liverpool. England's Football Association is hoping the league will attract more supporters to the sport.

(1) Women's football - or soccer as it's known in many countries - has been played in England for more than a hundred years. But, unlike men's football, it's always been an amateur game. The new Super League will be the first semi-professional competition for women, with eight teams from across the country competing for the title.

(2) The players will get paid for their efforts, although their salaries will be nothing like those given to top male football stars. The Football Association says it hopes to avoid uneven competition, where a country's richest clubs get access to all the best players.

(3) Each club in the women's Super League will have a maximum annual budget of around \$400,000. Some clubs, like Arsenal and Everton, will be helped by their respective male clubs, but others are trying to match their incomes by coaching school pupils or raising money through social events.

(4) Organisers are hoping the league will eventually attract the world's best female players and stop England's top stars heading to Germany and the United States, where there are already major professional competitions.

(Maddy Savage, BBC News)

Read the above article from the BBC news and summarise the main points.

Choose the most suitable heading:

- A) *Female and male footballers clash*
- B) *Football Association backs female football*
- C) *Female players get football league in England*

Find synonyms to these expressions:

half, partly (par. 1) _____
unequal (par. 2) _____
happening or done every year (par. 3) _____
collecting, trying to get money (par. 3) _____
moving in a particular direction (par. 4) _____

Task 3 Grammar – Passive Voice

a) Find examples of passive voice in the text in Task 2.

b) Transform the sentences into passive.

1. We don't treat patients with mental problems here. – Patients with mental problems
2. The results of your research surprise me. – I
3. They interviewed her for the job. – She
4. The employees brought up the issue. – The issue
5. James is printing the report. – The report
6. We are processing your request. – Your request
7. They have finished the job. – The job
8. The professor told him not to talk in class. – He
9. She would reject the offer. – The offer
10. I had to delete the file. – The file

Task 4 Video

With the advent of the Internet and social media, news is distributed at an incredible rate by an unprecedented number of different media outlets. How do we choose which news to consume?

A) Watch the TED lesson and write down the tips how to consume your news responsibly.

<https://ed.ted.com/lessons/how-to-choose-your-news-damon-brown>

B) Vocabulary

Match two parts of phrases:

mislead	on anonymous sources
cover	were refuted
turn every citizen	before spreading it
false reports	events from various perspectives
separate	the public
rely	fact from opinion
verify news	into a reporter