

# All

## SEMINAR 4

### News & Media – Answer Key

**Task 1** Based on class discussion

**Task 2**

- |    |   |       |
|----|---|-------|
| 1  | Passive consumption by viewer                                   | TV    |
| 2  | Public, cooperative, and self-sustaining facility               | I     |
| 3  | Visual as well as audio broadcasting                            | TV, I |
| 4  | Can more specifically target segments of the public             | M     |
| 5  | Audience has a chance to reread and contemplate material        | M     |
| 6  | Active consumption by user                                      | I     |
| 7  | Can reach broad audiences rapidly                               | TV, R |
| 8  | Short life span of one issue limits rereading                   | N     |
| 9  | No central command  | I     |
| 10 | Potentially has the largest range of audiences                  | TV    |
| 11 | Can reach audiences on the move                                 | R     |
| 12 | Can offer more factual, detailed, and rational message delivery | M     |
| 13 | Various formats, more specific audience targeting               | R, M  |
| 14 | Easy audience access to in-depth issue coverage is possible     | N     |
| 15 | Audio alone may make messages less interesting                  | R     |
| 16 | Uses hypertexts (an instant cross-referencing method)           | I     |

or

**Internet**

Public, cooperative, and self-sustaining facility

Active consumption by user

Use of Hypertexts (instant cross-referencing)

No central command

**Television**

Potentially largest range of audiences

Passive consumption by viewer

Visual as well as audio broadcasting

**Radio**

Various formats, more specific audience targeting

Can reach audiences on the move

Audio alone may make messages less interesting

**Magazines**

Can more specifically target to segments of public

Can offer more factual, detailed, rational message delivery

Audience has chance to reread, contemplate material

**Newspapers**

Can reach broad audiences rapidly

Easy audience access to in-depth coverage possible

Short lifespan of one issue limits rereading

**Task 3** Based on class discussion

1 Mass media are various kinds of media that are used to communicate information, entertainment or other issues to large numbers of people. The public can generally choose to read, listen, view or disregard the material offered.

**Task 4 – Reading vocabulary**

Seminar 4 – News & Media – Answer Key – Page 2 (of 3)

- 1 range and highly developed cultivation – scope and sophistication
- 2 to deal with the legal libel system – to face a defamation apparatus
- 3 governmental policies – political agenda
- 4 aim of society – societal purpose
- 5 dependence of commercial factors – reliance on market forces
- 6 usually focus on – typically target
- 7 the prejudice or perspective of the establishment – institutional bias
- 8 create agreement and obedience – generate support and compliance
- 9 agreement amongst the wealthy and powerful – elite consensus
- 10 strongly encourages the following of standard ideas – compels adherence to conventional thoughts

**Task 5 – Comprehension questions**

**1 What is the “societal purpose” of the media in the propaganda model?** To support the economic, social, and political agenda of privileged groups that dominate society (1)

**2 How is the public influenced from above by the media?** By the media's selective messages and evasions (2), their selection of topics, framing of issues, filtering of information, emphasis and tone, and by keeping debate within certain limits (1)

**3 In paragraph 2, what is the danger that is referred to?** The danger of people having real control over their system of government and its decisions.

**4 Who is in the elite group that the media typically target?** People who provide an optimal "profile" for advertising purposes and play a role in decision-making (3)

**5 How does the structure of the media limit journalists?** Through its limited access to sources, short forms of expression (e.g. short commercial spots, or 700-word articles), and a legal system that favours those targeted by journalists (4)

**6 Why does the media not need to use direct force or censorship?** Because it uses market forces, internalized assumptions, self-censorship, public relations, and news management. (5)

**Task 6 & 7** Based on class discussion

**Task 8 – Listening – gap fill**

- 1) recent, 2) beyond, 3) unfamiliar, 4) treatment, 5) cases, 6) accomplish, 7) volunteers, 8) medical, 9) situations, 10) informed, 11) resolve, 12) frustrated, 13) decline, 14) assumes, 15) incentive, 16) impact, 17) lack, 18) contexts, 19) civilian, 20) hopeful, 21) involved, 22) superficial, 23) reason, 24) connection, 25) broadening, 26) angle, 27) detail, 28) overcome, 29) due, 30) depth

**Comprehension questions**

1. What does the old saying “No news is good news” refer to traditionally and in this text? (5)
2. What is the nature of the “vicious circle” that De Torrente describes? (14, 15)
3. What aspect of the war in Afghanistan were Americans primarily interested in? (19, 20)
4. How was reporting about September 11 hopeful? (24, 26)
5. How can compassion fatigue be overcome? (27-30)

**Task 9 – Grammar**

**Exercise 1**

1. Attacks by militants were carried out on journalists with impunity.
2. More than 30 papers will have been banned by then.
3. Today, a new employment programme was launched by government officials.

Seminar 4 – News & Media – Answer Key – Page 3 (of 3)

4. Some outspoken journalists have been jailed.
5. After the lifeguard had rescued the bather, an ambulance took him to hospital.
6. A Moscow daily had been shut down by the Gazprom coup.
7. Huge resources are being poured into policing in China.
8. Thousands of demonstrators may crowd the square tonight.
9. Doubling aid to Turkey was proposed yesterday (by the European Commission).
10. Plans to reduce the high debt levels have been announced by Independent News.
11. He is said to have fled the country.

**Exercise 2**

1. is read
2. will be employed
3. had not been caught
4. launched
5. has awarded; was killed
6. sells
7. happened