

AII

SEMINAR 3

News & Media – Answer Key

Task 1 Based on class discussion

Task 2

- 1 Infotainment
- 2 Journalists
- 3 Readership
- 4 Broadsheet
- 5 Viewers
- 6 Editors
- 7 Newsreaders
- 8 Tabloid
- 9 Columnists
- 10 Circulation
- 11 Audience Figures
- 12 Broadcast
- 13 Peak Time
- 14 Anchorperson
- 15 Print Media
- 16 Mass Media

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

- 1 85
- 2 10
- 3 80
- 4 5 billion
- 5 10
- 6 20
- 7 1/3
- 8 4

Task 5 – Based on class discussion

Task 6

- 1 information
- 2 bought
- 3 types
- 4 lives
- 5 line
- 6 political
- 7 appeared
- 8 illiterate
- 9 competition
- 10 popular
- 11 exist
- 12 contact

Task 7, 8 & 9 – Based on class discussion

Task 10-Listening

Topics: Children and computer; Celebrities and drink-driving; DVD and video piracy; Drug abuse in sport

1. T
2. F
3. F
4. T
5. F
6. F
7. T
8. T

Task 11-Grammar

1. What **is** the latest news?
2. I hardly ever listen **to** the radio.
3. I watched the programme **on** TV last night.
4. The documentary is just being broadcast on Channel Four.
5. Do you have the **latest** information?
6. The figures provided by the reporter were **inaccurate**.
7. This TV programme is said **to have** very good ratings.
8. A good reporter needs to have a lot of work **experience**.