

Media English

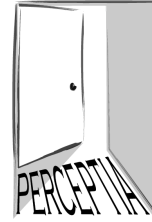


Tim Knight

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Tim Knight

Sample

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Sample

About the author

Tim Knight is an associate professor in the English Dept. of Shirayuri College in Tokyo. He has taught English and media English classes at several Japanese universities for many years. He has also worked as a freelance Japan correspondent for electronic media in the UK, the USA, South Africa, and elsewhere. Before that he worked in London as a news and sports reporter and producer.

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For Tamamo and Erika

Sample

The media and you



Preview

The *mass media* is a term which has been used since the 1920s for traditional news sources like newspapers, magazines, radio, and television stations. It also includes new media such as internet sources like Yahoo, websites of traditional news organizations like newspapers and TV stations, video and photograph sharing sites like YouTube and Flickr, and social networking sites like Facebook, My Space, and Twitter. In this book, we shall mostly consider the news media, but let's first think about the media in general. It is a fast-changing and exciting world.

Read the questions below and answer for yourself. Then discuss with a partner.

1. Do you use any of the media mentioned or shown above? In the table below, circle those you use. Write other media in the blank box if you use something different.

Television	Twitter	Radio	Newspapers	Magazines	YouTube
Facebook or My Space	Cable or satellite TV	Flickr	Yahoo or other Internet news	Mobile phone

2. Imagine that you hear about a disaster, such as an earthquake, a big fire, or a train crash in your hometown. Which media would you use to get news about it?
3. How do you use the following media in your life? You can circle as many as you want.
 - a. to keep in touch with the latest news and sports headlines
 - b. to find out the news and sports in depth
 - c. to get information about society
 - d. to get specific information about your interests, such as movies or music
 - e. to keep in contact with other people
 - f. to read someone's blog
 - g. to write a blog
 - h. other?

Explain your answers further

Focus: Choosing news stories

There are thousands of news stories and articles about people and trends in society all around us. We don't have time to read or listen to all of them; nor are we interested in all of them. We have to choose which stories to spend our time on.

1. Look at the stories below. Which sound interesting to you? Write **Yes** if you think you would like to know more; **No** if it doesn't interest you; and **Maybe** if you think it might interest you.

<i>A story about</i>	<i>You</i>	<i>Your partner</i>
a. the government's consumption tax proposal
b. a big earthquake in China
c. a famous Japanese actor who took drugs
d. last night's baseball games in Japan
e. the Wimbledon tennis final
f. Japan's new Foreign Minister
g. an American actress promoting her new movie in Japan
h. a new noodle restaurant opening in your town
i. an airplane crash in Brazil
j. the US President's visit to France

2. When you have finished, exchange ideas with your partner.

Examples

—Do you think a story about 'the government's consumption tax proposal' would be interesting?
 —Yes. How about you?
 —Me too. / Maybe / No. Do you think a story about...?

3. Are your interests similar or different? Write a summary below.

.....

.....

.....

.....

.....

The news and you: A questionnaire

1. Answer the questions below in the left hand side column of the table.
2. In pairs or groups of three, compare your answers. Take turns to read the questions.
3. Write your partners' answers.
4. Discuss your answers.

Questions	You	Partner 1	Partner 2
Where do you usually get news and information from? (Internet/TV/radio/newspapers/mobile phone/other)?			
Why do you use that media the most? What do you like about it?			
Which news source do you use most on the internet?			
How often do you read a newspaper?			
Why do/don't you read a newspaper regularly?			
Which newspaper(s) do you like most? Why?			
Have you ever read an English language newspaper? Which one?			
What kind of stories interest you most (e.g., sport, business, health, etc.)?			
Which two news stories have interested you most in the last two or three months?			

Going further

Vocabulary extension: Media terms

Match the words & phrases on the left with the definitions on the right.

1. blog	a. newspapers, magazines
2. broadcasting media	b. a short form for world wide web or the internet, also sometimes shortened to <i>the Net</i>
3. cross-media	c. media which use electronics, such as TV, radio, the internet, mobile phones
4. electronic media	d. short for a weblog, an online diary or internet commentary about a specific subject; also used as a verb
5. podcasting	e. electronic media made available to everyone, e.g., television and radio
6. print media	f. the same news or information distributed through a variety of media (for example, TV and newspapers)
7. SMS	g. broadcasting on the internet
8. social networking sites	h. releasing audio or video files on the internet to be downloaded and accessed on a computer or media player such as an iPod
9. the Web	i. websites which let people make friends or share interests
10. webcasting	j. <i>Short Message Service</i> , text messages sent by mobile phone or microblogs like Twitter

English language newspapers in Japan

1. Read about English language newspapers in Japan and answer the questions below.

It has been said that “Newspapers are society’s window to the world.”¹ Three English language newspapers which can open up your world are available in Japan at train stations and some convenience stores. They are *The Japan Times*, *The Daily Yomiuri*, and *The International Herald Tribune* and *Asahi Shimbun*.

At over 100 years old, *The Japan Times* is the oldest English paper in Japan and is an independent publication. *The Daily Yomiuri*, which started in the 1950s, is owned by *The Yomiuri Shimbun*; this Japanese paper has the biggest circulation of any newspaper in the world – more than 14 million if we count both morning and evening editions. The third paper, the *International Herald Tribune* and the *Asahi Shimbun*, started publishing in 2001 after two other papers closed. It is published jointly by the international paper, the *Herald Tribune* and the Japanese paper, the *Asahi Shimbun*. The head office of the *Herald Tribune* is in the French capital, Paris, but it is owned by the American paper, the *New York Times*.

One of the papers which closed in Japan was the *Mainichi Daily News*. This is now published only on the internet. Newspapers all over the world are being challenged by new technology and losing sales. To save money, several papers in the United States have stopped printing paper versions on several days of the week; they are ‘daily’ publications now only on the internet.

Questions

1. What is the world’s biggest selling newspaper?
2. Which is the oldest English language newspaper in Japan?
3. Where is the head office of the *International Herald Tribune*?
4. Which American paper owns the *IHT*?
5. Which English language Japanese daily is now available only on the Internet?

2. Find one of these newspapers and bring it to the next class.

¹ Roy Greenslade, a media commentator, writing in Britain’s *Guardian* newspaper.

Newspapers and news agencies



Preview

Choose one story which looks interesting from the front page of a newspaper. Write the headline, the name of the paper, and the date of the paper. Then ask your partner for his or her information.

	Headline	Newspaper	Date
You			
Your partner			