

1 JOURNALISM

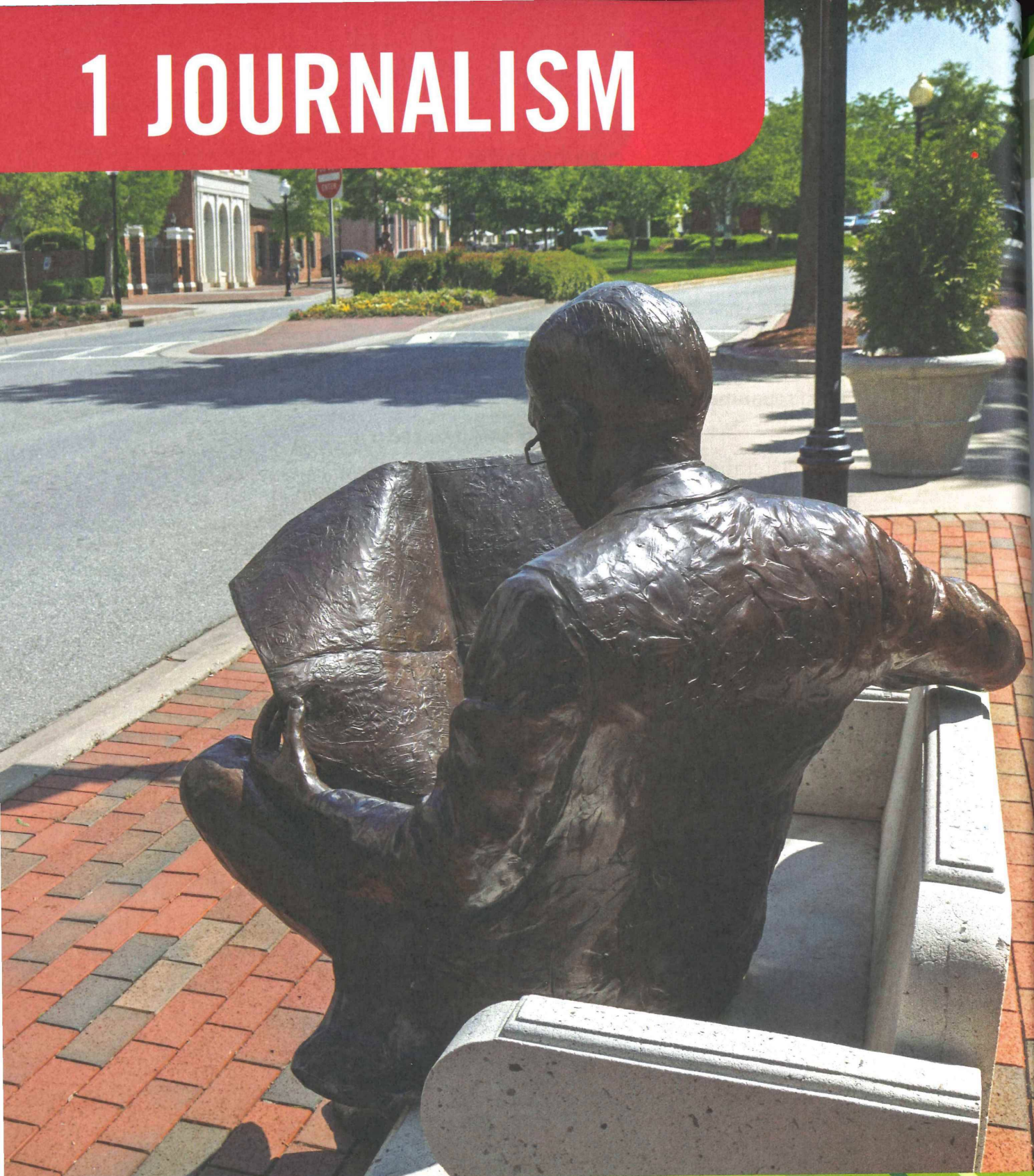


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Task 35



CEFR

Watching, listening,
reading: **B1/B2/C1**
Speaking, writing: **B1/B2**

1 Tune in

The following statement can be found on the Internet.

'Pandora and Spotify are top dogs in the music streaming space, but they still (still!) can't hold a candle to radio in terms of listener loyalty.'

Answer the following questions.

1 What is meant by the statement?

2 Mention two reasons why people might prefer streaming services to radio.

3 Mention two reasons why people might like radio better than streaming services.

2 Watching

A Read the strategy below.

STRATEGY

Preparing for watching

Before you start listening or watching, look at the title of the clip and the picture(s) and read the questions. Ask yourself what you already know about the subject. In that way you can predict what the clip will be about.

B Watch the interview with a BBC journalist and choose the correct answers.

1 What impression do you get of the speaker?

- A She is a good listener and hears to everything around her.
- B She is enthusiastic about her work.
- C She is working for a charitable institution.

2 Who determines the content of the news?

- A Lots of people get involved in the choice.
- B The speaker's boss is usually asked to help.
- C The speaker herself usually decides.

3 Considering the influence of social media, how hard is it to keep an objective outlook?

- A Confirmation from social media outlets is always necessary.
- B It is solely a matter of being careful and not believing everything.
- C You need to check the truth of a story by looking at its URL amongst other things.

4 Why should the audience get an explanation of the news?

- A To engage people with politicians.
- B To make the news more concise.
- C To provide more insight on complicated news items.

- 5 What makes BBC radio different from streaming services?
 A They have extra bands performing live.
 B They keep information short and interesting.
 C They offer information as something extra.
- 6 What is said about radio listeners?
 A They are only interested in traffic jams.
 B They mostly listen early in the morning.
 C They only get their news from their telephones in the morning.
- 7 What is the speaker's view on the future of journalism?
 A Journalism will always try to provide the facts.
 B Journalism will concentrate on local news.
 C Journalism will not strive to win prizes.

★ 3 After watching

Read the following quotes about radio. According to you, which one is most in line with what is said in the fragment? Explain your answer.

- 1 If journalism is the first draft of history, then talk radio provides an early glimpse into how the meaning of political events will be spun for ideological and partisan purposes (*Jackson Katz*).
- 2 In radio, you have two tools. Sound and silence (*Ira Glass*).
- 3 On TV people can see it. On radio you've got to create it (*Bob Uecker*).
- 4 The bosses of our mass media, press, radio, film and television, succeed in their aim of taking our minds off disaster. Thus, the distraction they offer demands the antidote of maximum concentration on disaster (*Ernst Fischer*).
- 5 There is a feeling, when you listen to radio, that it's one person, and they're talking to you, and you really feel their presence as one person (*Ira Glass*).

4 Vocabulary

The words below were mentioned in the interview. Choose the correct meaning.

- | | | | |
|------------|---|-------------------|---|
| 1 approach | A <input type="checkbox"/> to get nearer
B <input type="checkbox"/> method | 4 to explore | A <input type="checkbox"/> to go out
B <input type="checkbox"/> to investigate |
| 2 aside | A <input type="checkbox"/> apart from
B <input type="checkbox"/> on top of | 5 inclination | A <input type="checkbox"/> feeling
B <input type="checkbox"/> tendency |
| 3 concise | A <input type="checkbox"/> compact
B <input type="checkbox"/> tiny | 6 straightforward | A <input type="checkbox"/> direct
B <input type="checkbox"/> immediately |

Can do statements


- B1** Can understand the main points of television programmes about familiar topics when these are presented in a clear and relatively slow manner.
- B2** Can understand documentaries, live interviews, talk shows, plays and most films in standard dialect on television or via the Internet.



5 Tune in

A Look at the tweets of two renowned journalists below. Which writing style attracts you the most? Explain your answer.


● ● ●— □ ×



Louis Theroux

You are either watching the world's saddest film on your computer or the funniest. Other person in the cafe, are you laughing or crying?

● ● ●— □ ×




Anderson Cooper

Met some amazing volunteers from the #FireDeptOfNewYork handing out food in Aguadilla, #PuertoRico. They said they couldn't find water to hand out but would return.

B Rewrite the tweet you like the least in order to make it more appealing.

● ● ●— □ ×



ME

6 Listening

A Read the strategy below.

STRATEGY

Listening for specific information

When you listen something for specific information, you need to be able to give specific details about dates, places, persons, etc. Read the questions very carefully so you know what to focus on. You won't be able to listen to all the words while listening. Focus on the most important ones, like signal words. These often signal a summary, a comparison/contrast, a problem/solution, time, or/and the main idea. Here are a few examples of linking words to indicate:

- sequence: first, second, next, ...
- time: lately, soon, during, ...
- comparison/contrast: similarly, too, though, instead of, ...

➔ **Reference** *Linking words*, page 301-302 of your *Textbook*.

B In this section you are going to listen to the fragment *Types of journalists*. Read the questions below then listen to the fragment and answer the questions while listening.

1 Indicate whether the statement is *true* or *false*.

According to the lecturer, journalists ...

true false

A are expected to write freely about events.

B are prone to being extravert and judgemental.

C strive to present the news in a neutral way.

2 According to the lecturer, ...

A a journalist's personality determines how a story will be presented to the public.

B all events will be reported on in the same style, regardless of the journalist's personality.

C journalists tend to focus on information that matches their personality.

3 The Storyteller is known for their ...

A entertaining and engaging approach to news.

B high-quality writing style and language use.

C tendency to magnifying stories to ethical proportions.

4 Which statement concerning the Newshound type is correct?

A At the end of the day, their work can lack depth and contextualisation.

B They are influenced by their audience and are very eager to fulfil expectations.

C Their passion for unrevealing the truth is a threat to public figures.

5 The Systems Analyst is mostly valued for ...

A clarifying complex situations.

B introducing new insights.

C revealing novel facts.

6 The Provocateur journalist is known for their ...

A eagerness to please their loyal audience.

B emphasis on disclosing dramatic events.

C inquisitiveness and out-of-the-box thinking.

★ 7 After listening

Below and on the next page you will find descriptions of different types of journalists. Match the description with the correct type according to the information provided in the fragment.

1 This journalist can walk into an area already investigated by thousands of journalists and find stories that were there all along but nobody was able to see before.

- 2 Reading this journalist's articles is like entering a new world, however with some elements that resemble one's own daily life. There's no harm in indulging in other people's stories, even when we know half of it is not true and the other half is overblown.
- 3 This journalist likes to show you something that you would regard as a given fact, and turns your perspective on the subject upside down, introducing you to new angles on an otherwise common subject.
- 4 One may think that the article written by this journalist is written by an expert in the field. On top of that, despite the high level of complexity, the content has been made easy to understand and accessible.

- A The Storyteller _____
- B The News Hound _____
- C The Systems Analyst _____
- D The Provocateur _____

8 Vocabulary



Use the words listed in capitals at the end of the sentences to form a word that fits in the gap of the same sentence. The words may change in form and function.

Example: She approached the politician about his plans for educational funds. TO APPROACH

- 1 The newspaper _____ that they had made a mistake by printing the story. TO ACKNOWLEDGE
- 2 Bridget _____ the new press releases in the office. TO BANDY AROUND
- 3 She wasn't _____ at all by his silly remark. TO BOTHER
- 4 He was very _____ in his tone towards her. TO DISMISS
- 5 Sawyer _____ the help of a news agency to spread the word about his findings. TO ENLIST
- 6 Our research team has _____ the chronological line of events. TO ESTABLISH
- 7 That is information that we cannot _____ just yet. TO IMPART
- 8 Mrs Frederickson _____ herself in some scandalous gossip tabloids. TO INDULGE
- 9 The anonymous source was able _____ Henry with the missing information. TO PROVIDE
- 10 Christopher cannot easily be _____ since he likes to stick to his decisions. TO SWAY

9 Speaking

Imagine you and your classmate are journalists. What type of journalist would you be? Describe a scene in this journalistic style and have your partner guess which type of journalist you represent. You may make a few notes. Take turns.

Can do statement

B2 Can comprehend the main points of presentations, speeches, reports and other forms of academic and professional presentations of complex content and form.



10 Tune in

Below you see four pictures from different World Press Photo exhibitions.



Pietro Masturzo



Vladimir Pesnya



Christian Ziegler



Roman Vondrous

- 1 What do these photographers have in common?

- 2 Now have a look at the title of the reading text on page 13 of your *Textbook* and the picture below the text. What do you think the article will be about?

11 Reading

A Read the strategy below.

STRATEGY**Determining text structure**

Most texts consist out of an introduction, a main part and a conclusion.

The **introduction**, the first part of the text, makes the purpose and subject matter of the text clear to the reader.

The **main part/body** of the text consist of multiple paragraphs in the middle of the text. Each paragraph includes a topic sentence that identifies the main idea of the paragraph.

The **conclusion** is the last part of the text. The most important information from the text is summarised in the conclusion.

➔ Reference Yellow Pages, *Text structure*, page 221 of your *Textbook*.

B Read the text *Seeing the world differently* on page 13 of your *Textbook* and answer the questions.

- 1 What is true about photography grants according to Daniella Zalczman in paragraph 2?
 - A The grants are not necessary if visual storytellers are helped correctly.
 - B The grants are not necessary to provide great fanfare.
 - C The grants help visual storytellers who promise long-term impact.
 - D The grants should be announced with great fanfare.

- 2 In paragraph 3 the main problem at hand is explained. What is the main problem?
 - A New opportunities for women should be created in order to obtain equal rights.
 - B There is a need to create targeted opportunities on purpose as long as the gender gap exists.
 - C There is not enough variety in gender and ethnicity among photographers at the moment.
 - D The perfect world is a place that might be realised by the aid of grants.

- 3 What is strange about the main issue according to paragraph 4?
 - A The number of skilled female graduates is increasing at important schools.
 - B There are more female photographers now, but they are not chosen for big assignments.
 - C There are more women than men enrolling in photography degrees.
 - D There is an increase in women obtaining top positions but they still earn less than their male counterparts.

- 4 'The best assignments continue to go overwhelmingly to men.' Which sentence in paragraph 5 gives proof of this statement? Write down the first two and last two words of this sentence.

5 Paragraph 6 can be seen as a conclusion of paragraphs 4 and 5. Which word in paragraph 6 covers the content of **both** paragraphs completely?

- | | |
|--|------------------------------------|
| A <input type="checkbox"/> disparities | C <input type="checkbox"/> gender |
| B <input type="checkbox"/> figures | D <input type="checkbox"/> glaring |
- 6 In paragraph 7, a number of obstacles are summed up to show what women have to deal with. Which of these obstacles is one that women **cannot** influence by themselves?
- A confidence gap
 - B gender prejudice
 - C general decline in the media industry
 - D hiring practices
 - E strains on personal lives

C Fill in the grid. If necessary, read the text on page 13 of your *Textbook* again.

text structure	paragraph number(s)
introduction	
body	
conclusion	

★ **12 After reading**

Summarise the text in your own words. Do not use more than two sentences per paragraph.

13 Vocabulary

Each of the sentences below is taken from the text. Rewrite them using the underlined word to make a new sentence.

- 1 The dearth of opportunities for women, she said, means that 'readers are essentially seeing the world through the eyes of men.'

- 2 We absolutely need to create intentional opportunities to address the huge imbalances in the photojournalism community.

- 3 They have been advocating for more jobs and editorial assignments for women photographers from leading publications.

- 4 Still Ms. Zalcmán said the best assignments continue to go overwhelmingly to men.

- 5 The results indicate that between 75 and 95 per cent of the most important photos that readers see are taken by men.

14 Writing

Come up with three new titles for the reading text. You should not use any words from the original title. Use a title that can be used ...

- 1 in a newspaper article.

- 2 for a broadcast on television.

- 3 on a news website.

Can do statement

B2 Can quickly read through long, complex texts and find relevant details.



15 Understanding the theory

A Study the *Grammar* on page 14 of your *Textbook*. Fill in the correct verb forms of the past simple and the past perfect tenses.

1 After he ... (to see) the news item on TV, he had to admit that it ... (to be) strange news.

2 The journalist ... (to show) a lot of courage during his kidnapping but he ... (to be) very relieved to be free again.

3 The magazine ... (to send) the reporter abroad because they ... (to hear) about an erupting volcano.

4 I wish I ... (to be) invited to attend the conference last week but unfortunately nobody ... (to realise) how valuable my contribution could be.

5 It ... (to become) clear that the news ... (to be) manipulated, so that the elections ... (to be) negatively influenced.

6 Before the reporter ... (to publish) the interview, he ... (do) a lot of research in the archives.

7 The audience got very angry, when it ... (to become) clear that the speaker ... (to tell) them a lot of nonsense. He ... (to underestimate) his audience, he ... (to admit).

B Read the article below. It is written in the present tense. Change it into the past tense and make it personal using the first person pronoun (I-form).

Sports Journalist Job Description

Your sports journalist job description and future duties will depend on which type of media you'll be working with, whether it is newspaper, magazine, TV, radio or the growing realm of online media. You also may find yourself working as a media coordinator, announcer or communications representative.



General Duties of a Sports Journalist

While a sports journalist job description depends on your employer, specific positions and the type of media you are working in, there are some general duties typical of most sports journalism jobs.

Editorial Meetings: Sports reporters/writers meet with their sports editor to discuss assignments, due dates and publishing schedules. Depending on how frequently the print or online publication is created, editorial meetings may take place daily, weekly or more or less frequently.

Production: Sports journalists perform extensive research, conduct interviews and attend events they are covering.

Other important roles of a sports journalist include the ability to network with sports figures, athletes and other relevant stakeholders and to brainstorm creative ideas for future issues or presentations.

16 Speaking and writing

- A** You are going to interview a classmate for your school newspaper. Make sure ...
- you start by introducing yourself and explain why you want to do the interview.
 - you tell where the interview will be published.
 - you ask the interviewee to describe an event in your town he/she recently attended.
 - you get to know some interesting facts and his/her opinion on the event.
 - you make notes during the interview or you record the interview.

B Swap roles and do the second interview about another event.

- C** You are going to write an article for your school newspaper about your interview. Use your notes and the information from the interview to write an article of about 100 words. Concentrate on factual information and not on your own personal feelings.

★ 17 Writing

➔ **Reference** Grammar Survey, *Past simple, past perfect*, page 251 and 253 of your Textbook.

Think of three major events in your life during the past six months (for instance meeting a new friend on holiday). Describe the events in the order in which they occurred and show how they influenced each other and how you reacted. Use around 75 words.

Learning objective You are going to give an objective account of what you see in a photograph.

18 Pronunciation

A Read the strategy below.

STRATEGY

Silent letters

An example of silent letters are consonant blends. These are a collection of two or three different consonant blends. For example: **black**, **drink**, **private** and **twist**.

Sometimes consonant blends can be difficult to pronounce. In order to make the pronunciation of these words easier, you can do the following things:

delete a consonant sound	transform a sound
Spelling: sword → pronunciation [sɔrd]	Spelling: business → pronunciation [bisnez]
Spelling: autumn → pronunciation [ɔwtum]	Spelling: asthma → pronunciation [asma]

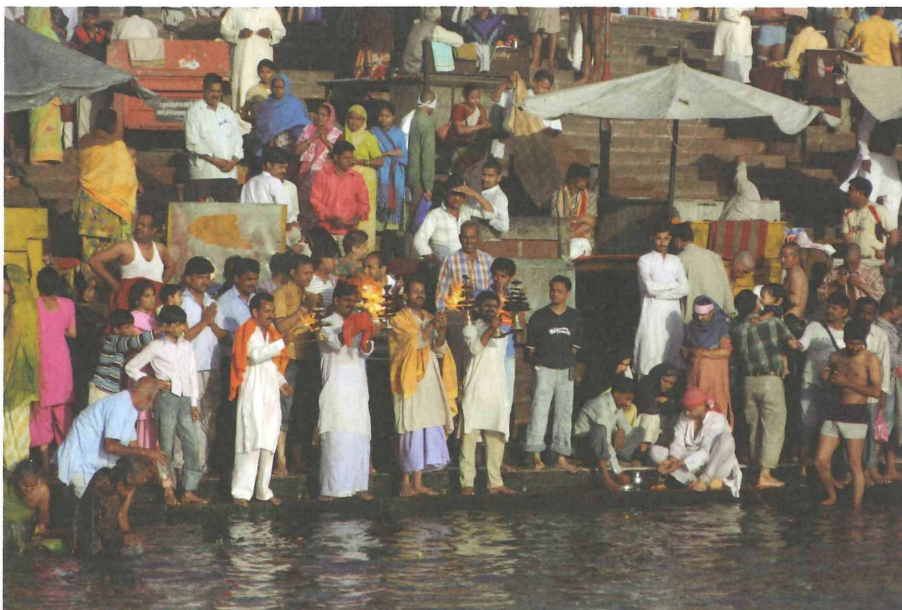
➔ **Reference** Yellow Pages, *Consonant blends*, page 232-233 of your *Textbook*.

B You are going to hear a conversation that includes words with silent letters. Listen carefully and write down all the words that you think have silent letters.

C Read out the words that you have written down and record yourself on your telephone. How do you sound?

19 Language Help

Study the *Language Help* on page 15 of your *Textbook*. Work together with a classmate. Describe the picture below as accurately as possible. Take turns.



20 Giving an objective account of what you see

A Read the assignment.

Assignment

In pairs you are going to describe what you see in a photograph objectively.

- Analyse the World Press photo on page 15 of your Textbook.
- Describe what you are looking at without giving your own opinion as if you were at the World Press exposition.
- Use who, what, where, why and how in your description.
- Speak for two minutes.

B Now do the assignment. As one of you is describing the picture, the other should fill in the *Evaluation form*.

TIP!

The *Evaluation Criteria for Speaking* tell you which criteria you'll have to meet in an assignment. You can also use them to prepare for an assignment. Therefore, you should always read both the instructions and the *Evaluation Criteria* (page 150-151).

C Use the **Evaluation criteria for Speaking** on page 150-151 your *Activity Book*. Write down two aspects that went well and two aspects your classmate could work on. Give your classmate two tips that will help him/her with the next speaking assignment.

Evaluated by: _____

Evaluation form	
Positive aspects:	To work on:
Tip 1:	
Tip 2:	

Can do statement

B1 Can provide descriptions or reports and events in a simple manner.



Learning objective You are going to practise writing a newspaper article.

⇒ **Online** When you are going to write a text you will need to use the grammar that you've learned over the past years. Find extra grammar exercises on *Stepping Stones online*.

21 Language Help

Study the *Language Help* on page 16 of your *Textbook*. Read the article below. Underline all the facts in the article in **red** and all the **opinions** in **blue**.

Subjective vs. Objective News

It is clear that Bill's model for the future of news reporting will better serve my search for actionable information. The issue I see with Glenn's model for the future of journalism is that if opinionated news were to become the majority of news consumed many would take action based on the thoughts and/or ideas of the writer more than the actual evidence provided in the article. I am equipped now with the knowledge of deconstructing news media thanks to News Literacy but we cannot expect every news consumer to be able to distinguish the difference between opinionated journalism and objective journalism. The fact is that Glenn's model of the future of news reporting holds an activist setting. But I also agree with Glenn that all Journalism is a form of activism. Realistically all objective journalism is a lighter form of activism. What I am trying to say is that if a news consumer were to read objective journalism they would come up with their own set of ideas that weren't inspired by the writer's own thoughts. This would give them the ability to take action based on their own reasoning. I personally do not believe that opinionated news should become the future of journalism. The news consumer should be able to decide which side they lean on if all the evidence is provided in the story. So I do agree with Bill Keller in the fact that if a journalist wants to write a subjective article they should reposition their article.

22 Strategy

A Read the strategy below.

STRATEGY

Writing a newspaper article

Before you write your first draft, you should be aware of the parts that make up a news article.

Headline or Title:	Explanatory sentence at the top of the article.
By-line:	This is your name, i.e. the name of the writer of the article. This can also be a subtitle.
Leader:	The first paragraph summarises the article and includes all of the basic facts.
The Article:	Follow up with a well-written and objective article that contains the facts from your research.
The Conclusion:	Round off with a summary that is concluded by the facts in the article.

Important:

- Detail any events in chronological order.
- Try to use the passive voice, as it makes the article less personal.
- Put the most critical information in the early paragraphs and follow with supporting information.
- The article should **not** contain your opinion.

- B** Choose one of the newspaper headers on page 16 of your Textbook. Write an objective leader using the header as a starting point.
- Use the formal voice.
 - Make sure that you have all the necessary information and facts before you start writing.
 - Check that all names, ages and other facts are complete.
 - Your leader should not voice your own opinion.
 - Use 150 words.
- C** Work with a classmate. Swap *Activity Books* and read each other's leaders. Write down what your classmate has done well and what needs improving.

Positive aspects:	To work on:

TIP!

You can use a lot of sentences you've learned in earlier years as a basis. These sentences can be found in the *Reference*, from page 282 of your *Textbook*. From here, you will be able to make new sentences yourself.

23 Writing a newspaper article

- A** Read the assignment.

Assignment

You are going to write a short newspaper article for the regional newspaper. It should be based on an event at school that you attended.
 All the relevant information should be included so that your article still makes sense to the locals who read the newspaper. The article should be publication worthy in the regional newspaper.
 Write objectively and use the Language Help.
 Write between 200-250 words.


TIP!

Remember to keep in mind what the difference is between a fact and an opinion! You are writing an article and should therefore only use facts.

- B** Take notes about the various aspects you want to include in the article.
- C** Now carry out the *Assignment* by writing your news paper article. Based on the evaluation form, write the final version of your text, whilst checking your spelling, grammar, punctuation and validity for the final time.

TIP!

At the end of the paragraph you and your classmate will evaluate each other's newspaper article. In the *Evaluation criteria for Writing – B1* at page 151 of your *Activity Book* you will find the criteria that you and your classmate have to meet. Look at the points mentioned in the form before you start writing.

-  **D** Work together with a classmate. Read each other's newspaper article and fill in your classmate's evaluation form. Use the **Evaluation criteria for Writing** on page 151 of your *Activity Book*. Write down two aspects that went well and two aspects your classmate could work on. Give your classmate two tips that will help him/her with the next writing assignment.

Evaluated by: _____

Evaluation form	
Positive aspects:	To work on:
Tip 1:	
Tip 2:	

- E** Based on the evaluation form, write the final version of your text. You can either do this on the computer or write it on a separate piece of paper.

Can do statement

- B1** Can report on events and describe the emotions and reactions to these events.



COUNTRIES & CULTURES

NORTHERN IRELAND

24 Nature

A Read *The Giant's Causeway* on page 17 of your *Textbook*. Go online to YouTube and enter the keywords 'National geographic' and 'Giant's causeway'. Watch a video for two and a half minutes.

B Work together with a classmate and take turns telling each other information that has not been mentioned in your textbook.

25 Theme-wise

Read *Sluggo O'Toole* on page 17 of your *Textbook*. Then go online to www.sluggo.com to read about their stance and policies on moderation and commenting.

1 How does the site deal with comments of readers that the majority of the visitors do not agree with?

2 How does the site deal with offensive comments?

3 Which of the rules you read do you find most important personally? Explain why.

26 Food

Read *Pancake Day* on page 18 of your *Textbook*. This race is organised in many different ways. If you were to organise this race for your friends, what would the rules be?

Dress code:

Obstacles:

Music:

The rules:

27 Art

Read *Belfast Murals* on page 18 of your *Textbook*.

- 1 Form a group of four. The text mentions 'creating a shared cultural identity with visuals and architecture that everybody can take ownership of'. Discuss to what degree you think this is possible and what the approach should be to the following elements: subject, design, colours and place.
- 2 Write down the different opinions within your group. Remember that people do not necessarily have to agree with one another.



- 3 Write a conclusion of your discussion in the form of an advice, or solution, that you would like to give to your municipality that is considering commissioning such a mural.

28 Tune in

Read the texts below and find out which Dutch national newspapers are (more or less) comparable to the newspapers mentioned in the texts. Also indicate whether they are still printed on paper or if they are available digitally.

The Daily Telegraph and Sunday Telegraph

The Daily Telegraph is a broadsheet newspaper that was founded in 1855. It's one of the few broadsheet newspapers left. It has a sister paper, The Sunday Telegraph that was founded in 1961. According to recent reports, the Telegraph is the highest selling British quality paper. The Daily Telegraph takes a politically conservative slant and is popular with that audience.

The Daily Mail and The Mail on Sunday

The Daily Mail is a tabloid style British newspaper. First published in 1896 by Lord Northcliffe, it is the United Kingdom's second biggest selling daily newspaper after The Sun. Its sister paper, The Mail on Sunday, was launched in 1982. The Daily Mail was Britain's first daily newspaper aimed at the 'middle-market' and is known to sell a million copies a day. The Daily Mail is a bit of a joke in many realms because it takes itself rather seriously while reporting on sensationalist and sometimes absurd stories.

The Daily Mirror

The Daily Mirror is a British tabloid newspaper founded in 1903. It's commonly referred to as The Mirror. It is the only UK national daily to have consistently supported the Labour Party at each General Election since 1945. It's not really a 'serious' newspaper, as it reports on many of the same stories as the other tabloids, but it is just that: a tabloid newspaper.

29 Watching

Watch *Nine weeks of The NewDay Newspaper*, and choose the correct answer.

- 1 What was special about the NewDay newspaper?
A It was meant to be published for only a short time.
B It was sold to more people than expected.
C It was the first new daily newspaper in 30 years.
- 2 What is the main problem newspapers have according to the speaker?
A They are always running behind.
B They are limited in time.
C They present news only.

- 3 What was one of the reasons NewDay was not a success?
- A The general reader was not looking for something new.
- B The marketing research made a big mistake.
- C The paper was aimed at the wrong kind of readers.
- 4 What is the NewDay editor's opinion?
- A She is aware of the fact that people are different nowadays.
- B She is convinced NewDay was a good idea.
- C She is not going to wait and see newspapers disappear.
- 5 Why is the Sun mentioned in this fragment?
- A Because it is also losing readers.
- B Because it is the main competitor.
- C Because it sells many more papers.
- 6 What is the main problem with newspaper readers?
- A They are getting older as a group.
- B They can choose too many newspapers.
- C They get more interested in modern media.

★ **30 After watching**

'Newspapers have to offer something that goes beyond [...] news.' What is meant by this statement?

31 Vocabulary

Look at the words below. Write two sentences with all of these words. Use three words per sentence.

heralded – to hurtle – to merit – pavement – premise – solely

Can do statements

- B1** Can understand the main points of news items on the radio and more simple recorded material about familiar topics.
- B2** Can understand most news broadcasts on television and via the Internet.



32 Tune in

Read the text *Educational background in journalism* on page 19 of your *Textbook*. Which other types of diversity can you think about, besides 'educational background'? How could they influence journalism? Give at least two examples.

33 Listening



You are going to listen to a journalism student. Read the questions below. Then listen to the fragment and answer the questions while listening.

- | | true | false |
|---|--------------------------|--------------------------|
| 1 Indicate whether the following statements are <i>true</i> or <i>false</i> . | | |
| She's thirty-seven years old. | <input type="checkbox"/> | <input type="checkbox"/> |
| She has a law degree. | <input type="checkbox"/> | <input type="checkbox"/> |
| She taught a course on magazine journalism. | <input type="checkbox"/> | <input type="checkbox"/> |
| She's passionate about teaching. | <input type="checkbox"/> | <input type="checkbox"/> |
| A stay abroad helped her gain insight in what she wanted to do. | <input type="checkbox"/> | <input type="checkbox"/> |
| Doing things like hands-on projects motivate her. | <input type="checkbox"/> | <input type="checkbox"/> |
| The challenge inherent to journalism motivates her. | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 Rosie explains how ... | | |
| A <input type="checkbox"/> a variety of skills are trained when studying law. | | |
| B <input type="checkbox"/> international political conflicts are her main interest. | | |
| C <input type="checkbox"/> Law school helped her gain a lot of insight. | | |
| 3 Write down four reasons why she likes Joanna Coles. | | |
| <hr/> | | |
| 4 According to Rosie Cosmopolitan offers ... | | |
| A <input type="checkbox"/> a clear insight in politics and women's rights. | | |
| B <input type="checkbox"/> has succeeded in broadening its horizons lately. | | |
| C <input type="checkbox"/> issues that are interesting to all publics. | | |
| 5 Rosie states that paper magazines ... | | |
| A <input type="checkbox"/> appeal to one's senses. | | |
| B <input type="checkbox"/> are more accessible than digital journalism. | | |
| C <input type="checkbox"/> will most likely disappear in the future. | | |
| 6 The main challenges that lies ahead for journalists is to ... | | |
| A <input type="checkbox"/> be creative and introduce interesting topics. | | |
| B <input type="checkbox"/> build on one's strengths to cope with the competitive market. | | |
| C <input type="checkbox"/> learn how to deal the vast amount of job offers that one comes across. | | |
| 7 American journalists tend to ... | | |
| A <input type="checkbox"/> ask personal information more often | | |
| B <input type="checkbox"/> be more efficient in keeping track of time. | | |
| C <input type="checkbox"/> focus initially on the pre-established topic. | | |
| 8 Rosie believes that magazines can succeed by ... | | |
| A <input type="checkbox"/> appealing to the publics' need of connecting with one another. | | |
| B <input type="checkbox"/> ensuring that the quality of their product does not fade away. | | |
| C <input type="checkbox"/> guarding their competitive edge as it will be valued throughout time. | | |

★ 34 After listening

Look at the ID card of Joanna Coles below. What is the difference in her education and Rosie's? Use the Internet to find out about Mrs Coles' education.



Name: JOANNA COLES

Education: Prince Henry's Grammar School

Previous positions: columnist for The Times of London, the New York bureau chief for The Guardian, editor-in-chief of Marie Claire

Current position: editor-in-chief of Cosmopolitan

Described as: 'one of the most powerful people in media.' (The New York Times)

Quote: 'Pay attention to your instincts and the opportunities in front of you. Which ones will take you nearest to where you want to go? Then go get on with it.'

35 Vocabulary

Translate the words into Dutch.

- 1 accessible _____
2 to come about _____
3 to coincide _____
4 inclusion _____
5 light-hearted _____
6 to submit _____

36 Speaking

Work together with a classmate. Present a current event as if you were a broadcaster. Use all the words of the vocabulary listed in the previous exercise. Talk for 2-3 minutes.

TIP!

Watch BBC One Minute News to get a feeling for short news presentations.

Can do statement

B2 Can comprehend the main points of presentations, speeches, reports and other forms of academic and professional presentations of complex content and form.



37 Tune in

Before you look at the text answer the following question: apart from journalists who else contribute to the contents of a newspaper?

38 Reading

A Read the strategy below.

STRATEGY

Scanning a text

You scan a text when your aim is to find specific information. Scanning is very useful for finding a specific name, date, statistic, or fact without reading the entire article. When you scan you:

- read titles and subheadings.
- look for words that stand out (for example words in **bold** or *italics*, or words that are LARGE or underlined).
- look at charts and graphs.
- look for distinct symbols such as currency signs (€, £, \$) and asterisks (*).

Carefully read the questions in your *Activity Book*, so that you know what to look for.

B *News-writing Bots* on page 20-21 of your *Textbook* mentions four news-writing bots. Below you will see these four and a list of 5 different activities that a news-writing bot could perform. Scan the text and write down which news-writing bot goes with which statement.

Heliograf – Wibbitz – News Tracer – BuzzBot

1 It helps journalists to check the level of integrity of a tweet through following a set of logical steps.

2 It helps journalists to focus on the stories that really require human thought.

3 Finds information from sources close by at news events.

4 It could check if people are talking about the topic on the Internet in the near future; in time it could even write a story immediately.

5 This tool can bring back the information from a news article, collect a set of related pictures and add spoken word to a video.

C Now read the text *News-writing Bots* on page 20-21 of your *Textbook*. Choose the correct answer.

1 Heliograf's first introduction in journalism was considered a logical next step.

true **false**

2 Heliograf has the ability to find important information to give a journalist the edge he or she needs that no one is aware of yet.

3 In the future Heliograf will have the ability to keep the news up to date at any moment in time.

★ **39 More reading**

Read the quotation from the text *News-writing Bots* below. What would be the risks if this were to actually happen? Explain in your own words.

'Will there be controversy when the bot thinks this is important, and humans say this is important, and they're the exact opposite thing?'

40 Vocabulary



Below you see five sentences from which a word is missing. Complete the sentences with the correct word that can be found in the reading text.

- 1 Before he could apply for the new position in his firm, Thomas had to _____ a portfolio with which he could prove to be up to the job.
- 2 Due to the _____ developments in tools to prevent cybercrime, a lot of cyber-attacks have been prevented.
- 3 After the first round of elections, the Democratic candidate was in a _____ lead to take the presidency.
- 4 The research report turned out to be a real let down due to the high amount of _____ in its findings.
- 5 The factory workers thought they would be divided over various locations. In reality, the company was forced to join in a _____ and had to let workers go.

41 Writing

Write a tweet about the text *News-writing Bots*. State whether you would take a positive or negative stand to the uprising of news-writing bots in general. Formulate your opinion in such a manner that your peers would want to respond to it on Twitter. Use no more than 30 words and be respectful.

• • •— □ ×

You @AI

#newswritingbots _____

Can do statement

C1 Can understand long, complex and detailed instructions of manuals and procedures, regardless of whether the instructions are based on his or her field of expertise, provided that difficult passages may be revisited.



42 Understanding the theory

A Study the *Grammar* on page 22 of your *Textbook*. Indicate the correct place in the sentence and write down the correct form for the adjective or adverb. Sometimes there are several possibilities.

1 Though there was time to investigate the report, his way of working made them late anyway. (*sufficient, slow*)

2 They were persuaded to enter the newsagents', but they decided not to report anything. (*easy, immediate*)

3 He is reading gossip stories during dinner, which I forbid. (*always, frequent*)

4 She hadn't written to her grandmother, but she promised her mother to visit her as soon as possible. (*yet, solemn*)

5 'Is this a detailed print of a very old town plan?' she asked. (*remarkable, curious*)

6 The controversial article was written by a journalist who didn't consider the consequences. (*unfortunate, bad*)

7 The popular magazine would be sold all over the country, until the government forbade it. (*probable, strict*)

8 The conference will take place in May and rumours are that it will not be sponsored. (*international, local*)

B Work together with a classmate. Write three sentences each about a recent event that was in the news and use as many adjectives and adverbs as possible. Compare each other's sentences to see who has the most adjectives and adverbs.

43 Speaking & Writing

A Work together with a classmate. Look at the picture on the next page and describe what is happening, what could happen and what you would like to happen. Discuss why you would like it to happen. Use as many adjectives and adverbs as possible. Talk for 3-4 minutes.



B Write down your opinion on the statements below in one or two sentences. Each sentence should contain an adjective or an adverb.

1 TV news is better than Internet news.

2 Everyone can say whatever he/she likes.

3 Reading the newspaper is good for you!

4 Writing is better than speaking.

5 The truth can be interpreted in different ways.

★ **44 Writing**

Choose five words from the list below and make a sentence with them. The sentences should be at least eight words long.

clear – comfortable – difficult – easy – extraordinary – fast – friendly – furious – glad – great – sudden

1 _____

2 _____

3 _____

4 _____

5 _____

45 Language Help

A Study the *Language Help* on page 23 of your *Textbook*.

B Work together with a classmate.
Study the photo below and give your opinion on the situation in the photo.



C Ask your partner to tell you how many opinions they heard you express and what they were. Then do the same for your partner.

46 Strategy

A Read the strategy below.

STRATEGY

Having a discussion

Preparation:

- Collect information about the topic.
- Study the topic well and decide if you agree or disagree with it.
- Write down keywords that support your opinion.
- Think of counterarguments you can expect and how you can refute them.

Discussion:

- Introduce the topic and give your opinion on it.
- Ask your partner what he/she thinks.
- Listen to what your partner has to say and explain whether you agree or disagree.
- Support your arguments/ideas by giving facts and examples.

➔ Reference Yellow Pages, *Discussion*, page 229 of your *Textbook*.

B Work together with three classmates. Using the infographic in your *Textbook* on page 23, choose a discussion subject. Form an opinion on the discussion subject and convince the others that this view is the right one. The discussion should last five minutes after which the two neutral pupils should explain whether you convinced them and how.

C Swap roles. The two pupils that were neutral before shall now discuss a different subject from the *Textbook* as the other two pupils will have to be convinced of their standpoints.

47 Having a discussion

A Read the assignment.

Assignment
 Work in pairs. Each of you will look for a news item online (film or photo) in English-speaking journalism. Choose one item, present it to your classmate and explain why it caught your attention. The whole presentation should take no longer than 5 minutes.
 Discuss with your classmate which of the two topics is more newsworthy. Explain why.

B Now do the assignment.

TIP! Try to discuss in a calm manner, without rude interruptions. It is important to listen to everyone's point of view! This exhibits confidence.

C Use the **Evaluation criteria for Speaking** on page 150-151 of your *Activity Book*. Write down two aspects that went well and two aspects your classmate could work on. Give your classmate two tips that will help him/her with the next speaking assignment.

Evaluated by: _____

Evaluation form	
Positive aspects:	To work on
Tip 1:	
Tip 2:	

Can do statement

B2 Can give clear and detailed descriptions of a wide spectrum of topics that relate to my field of interest.



Learning objective You are going to write one positive and one negative reaction to a news article.

➔ **Online** When you are going to write a text you will use the grammar that you've learned over the past years. Find extra grammar exercises on *Stepping Stones online*.

48 Language Help

- A** Study the *Language Help* on page 24 of your *Textbook*.
- B** Read *Mona Lisa could hit the road* on page 24 of your *Textbook*. Choose three linking words from the *Language Help* that would fit nicely in the text and rewrite some of the original sentences.

linking word

new sentence

49 Strategy

- A** Read the strategy.

STRATEGY

Formal writing conventions

Keep in mind the following guidelines when writing a formal letter/email:

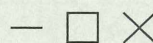
- | | |
|---|--|
| 1 Be polite. | You want to express yourself in a professional manner. Use words and expressions such as:
<i>I would like to ...</i> (don't use want!)
<i>Could you send me information about ...</i> (don't use can!) |
| 2 Do not use contractions. | <i>I would like</i> (instead of I'd like)
<i>She does not</i> (instead of she doesn't)
<i>He is not</i> (instead of he isn't) |
| 3 Do not use abbreviated versions of words. | Instead of writing ' <i>photo</i> ,' and ' <i>phone</i> ,' write ' <i>photograph</i> ' and ' <i>telephone</i> '. |
| 4 Avoid non-standard diction. | For example avoid ' <i>alot</i> ' (the accepted version is ' <i>a lot</i> '), and ' <i>alright</i> ' (the accepted version is ' <i>all right</i> '). |
| 5 Do not use capital letters to emphasise words or phrases. | This is considered to be rude. Use bold print or underline if there is anything you would like to emphasise. |
| 6 Make sure you use the spell checker and read it over again. | Save your letter in a separate file. |

B Using the strategy, write a formal reaction to one of these two notices that have been put on the school website. You should write a 70-word reaction using the formal voice.

➔ **Reference** Yellow Pages, *Email or letter*, page 235-237 of your *Textbook*.

TIP!

You can use a lot of sentences you've learned in earlier years as a basis. These sentences can be found in the *Reference*, from page 282 of your *Textbook*. From here, you will be able to make new sentences yourself.



- Pupils should always park their bicycles in the bike racks in front of school. The bicycles outside the racks will be removed and impounded.
- In order to keep the school clean and tidy, pupils will be asked to clean up the canteen and the main hall after breaks. A timetable has been made for years 1 up to 6 in order that the work be divided fairly.

Write your comment:

50 Reacting to a newspaper article

A Read the assignment.

Assignment

You are going to give one positive and one negative reaction to a newspaper article. Use the *Language Help* and the *Strategy* to help you in writing with a formal tone. Write 300-350 words in total for both reactions.

TIP!

In the *Evaluation criteria for Writing – B2* at page 151 of your *Activity Book* you will find the criteria that you and your classmate have to meet. Look at the points mentioned in the form before you start writing.

B Read *Mona Lisa could hit the road on French Tour* again. Write down on a separate piece of paper in key words your positive and negative thoughts about the article.

C Now do the assignment.

- D** Work together with a classmate. Read each other's summaries and fill in your classmate's evaluation form. Use the **Evaluation criteria for Writing** on page 151 of your *Activity Book*. Write down two aspects that went well and two aspects your classmate could work on. Give your classmate two tips that will help him/her with the next writing assignment.

Evaluated by: _____

Evaluation form	
Positive aspects:	To work on
Tip 1:	
Tip 2:	

- E** Based on the evaluation form, write the final version of your text. You can either do this on the computer or write it on a separate piece of paper.

Can do statement

- B2** Can use personal letters, e-mails, and Internet groups to comment on news and other people's viewpoints.



TEST YOURSELF

➔ **Online** Go to *Stepping Stones online* to do the **Test Yourself** and extra exercises.



- B1 Can provide descriptions or reports of events in a simple manner.
- B1 Can report on events and describe the emotions and reactions to these events.
- B2 Can give clear and detailed descriptions of a wide spectrum of topics that relate to their field of interest.
- B2 Can write clear, detailed texts about themes that relate to their own field of interest.

Ask your teacher which of the two assignments you are going to do.

1 Assignment

Writing

In this assignment you will write two news accounts on the Silly Season (the dry news season over the summer holiday period).

- Search the Internet for examples of news items that only occur in the Silly Season in journalism i.e. July and August.
- Write your own reports of a Silly Season item in both formal and informal tones. Do not use the subject shown in your *Textbook*.
- Both reports should be 250 words each.

Speaking

In this assignment you are going to play the part of a TV-news editors' department who will discuss which of the topics below should be broadcast. The group that you will form with your classmates should be made up of four people: the editor in Chief, copy editor and two research journalists. You should discuss all of the merits of the topics listed and decide which one could be used in the news broadcast and why.

- 1 Local man buries time capsule in his back garden and gets fined.
- 2 Valuable historic coins are stolen by a band of crows.
- 3 Neighbourhood files official noise complaint against snoring granny.
- 4 Man loses designer glasses only to be found on top of his own head in police station.
- 5 Girl gets chased out of park by angry goose that wants more bread.
 - You should think of suitable arguments for and against.
 - You should listen to what the others have to say and not just think about your own interaction.
 - The discussion should last between 8 and 12 minutes.
 - The discussion finishes when a conclusion has been reached and the group goes on to discuss the next topic.

2 Preparation

Read *Flushing out the truth: silly season!* on page 25 of your *Textbook*. Search for 5 examples of news reports that were published or broadcast in the Silly Season. What kind of similarities can you find between these reports?

Topics

Language

Tone

3 Realisation

Carry out the assignment.

TIP!

Make use of the *Language Helps*, *strategies* and *tips* from this theme and have a look at the *Evaluation criteria for Speaking* and *Writing* on page 150-151 of your *Activity Book*.

4 Evaluation

Work together with another classmate. Show him/her your two news accounts or have them listen to your editorial discussion. Your classmate fills in the following evaluation form. Use **Evaluation criteria for Writing** on page 151 of your *Activity Book* or **Evaluation criteria for Speaking** on page 150-151. These forms include the criteria you have to meet in the assignment.

Evaluated by: _____

Evaluation form	
Positive aspects:	To work on:
Tip 1:	
Tip 2:	