

Internet vs Traditional media

Intermediate level

Warm-up

Look at the pictures and discuss the questions.

1. What springs to your mind when you see these pictures?
2. What do these things have in common?
3. What is your favourite type of media? Why?
4. Where do you find news more quickly?



Lead-in

Brainstorm types of mass media and put them into these categories.

Digital
Media

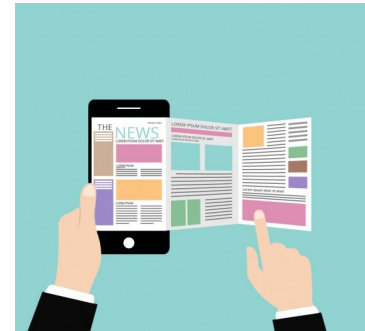
Print
Media

Broadcast
Media

Outdoor
Media

Which of them would you consider to be traditional? Why?

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Pictures taken from freepik.com

Task 1

a)

1. Look at the picture. Do you know what newspaper logo it is?
2. Do you read this newspaper? If yes, what interesting news can you find there?



b) Watch the [video](#) and tick the advantages of using the printed newspaper mentioned in it.

The New York Times

- Readers find out what is going on in the world.
- There is no sense in reading newspapers.
- It allows people to look through the news more easily.
- People can read different sections only on the printed version.

- The correlation of the article one to the other.
- It gives students an opportunity to investigate the topic more deeply.
- The correlation of the photo to the article.

Task 2

- a) What do you think the main differences between traditional media (newspapers, TV, radio) and New media (Internet, social media websites) are?
- b) Watch the [video](#) (till 4:30) and check your answers. Did you guess right?



Task 3

Watch the video (till 4:30) again and match the words with their definitions.

- 1) Lead time
- 2) Reach
- 3) Longevity
- 4) Commitment
- 5) Cumulative
- 6) Instant
- 7) Track

- a) a thing that one has promised or agreed to do, or that one must do.
- b) increasing by one addition after another.
- c) the time between the initiation and completion of a production process.
- d) to record the progress or development of something over a period.
- e) an area in which something acts or operates or has power or control.
- f) remaining popular or useful for a long time.
- g) happening immediately, without any delay.

Task 4

Fill in the gaps with the words from Task 3.

1. He prides himself on the ____ of the company.
2. We utilize a software package to ____ project results.
3. Our normal ____ from order confirmation to dispatch is two weeks.
4. The business aims to extend its ____ into the North American market.
5. We can't promise ____ solutions to these problems.
6. Please tell me also the terms of the possible job so I can plan my future work ____.
7. The evolution of human life was a gradual, ____ process.



Task 5

Express your opinion on the following quotes using the new words.

1. “The media's the most powerful entity on earth. They have the power to make the innocent guilty and to make the guilty innocent, and that's power. Because they control the minds of the masses.” (Malcolm X)
2. “Whoever controls the media, controls the mind” (Jim Morrison)
3. “This generation is burning the mass media to the ground.” (Julian Assange)



Task 6

Discuss the questions.

1. Are the news sources available getting better or worse? What do you think about their content?
2. Do you think that people are buying less newspapers these days? What is their future in the age of the internet?
3. Do you think that news channels control how people think and view the world?
4. Do people in your country generally listen to the radio? If yes, when and where?



5. What are the advantages and disadvantages of people getting the news from the internet?
6. How much do you think the government should get involved in making sure the media are well balanced?
7. What do you think what changes will happen in the future connected with Media?

