

## **Does the way we think about news and media need to change?**

*“My point is this: In the long run, some news stories are more important than others.” K.Citron*

### **INTRODUCTION**

- What kind of news do you think will remain important and be remembered in the future? For how long?
- What kind of news does the mainstream media in your country focus on? Do you think this needs to change?
- How do you think consumers affect mainstream news and media?

### **VOCABULARY**

#### **Vocabulary**

1. To be “drowning” in news.
2. To matter “in the long run.”
3. To “fall by the wayside.”
4. To solve
5. To “push back the limits.”
6. To starve

#### **Definition**

- A. To continue to expand the borders of what is possible.
- B. To quickly become unimportant and forgotten.
- C. To have so much news available that we can’t possibly process all of it.
- D. To suffer or to die because there is not enough food
- E. To be important for an extremely long time, or forever.
- F. To fix

### **I Watch Kirk Citron’s TED talk “And now the real news”**

[https://www.ted.com/talks/kirk\\_citron\\_and\\_now\\_the\\_real\\_news](https://www.ted.com/talks/kirk_citron_and_now_the_real_news)

### **COMPREHENSION**

1. What types of news stories does Citron think will matter “in the long run?”
2. Which news agencies does he mention in his statistics and examples?
3. How many different areas of news does he mention? What are they?
4. What is his pick for the news story of the year? Why do you think he considers it important?

## VOCABULARY

<b>Vocabulary</b>	<b>Definition</b>
1. Foreign bureau	A. Two commonly utilized, independent news gathering organizations.
2. Coverage	B. For things to be connected to each other.
3. Associated Press & Reuters	C. A generic term for a news office operating somewhere outside its native country.
4. Interconnected	D. The total treatment of a particular issue, or of an area of news or 2 – The sum of all news stories.

### II Watch Alisa Miller's TED talk.

[https://www.ted.com/talks/alisa\\_miller\\_shares\\_the\\_news\\_about\\_the\\_news#t-55108](https://www.ted.com/talks/alisa_miller_shares_the_news_about_the_news#t-55108)

### COMPREHENSION

1. According to Miller, why world news coverage has declined?
2. What is the most common source that people turn to for their news in the United States?
3. What are the two main problems with news on the web that Miller talks about?
4. Does Miller think that people know less about the world simply because they are not interested?
5. Do more formally educated people generally know more?

### III IDIOMS: News, Journalism and Politics

**Bad news travels fast:** Information about trouble, problems or misfortune spreads quickly.

**Breaking news:** News important enough and new enough to interrupt other broadcasts. Generally extremely recent, and the most important/relevant story at that moment.

**Hot off the press:** News just released by a publisher.

**Megaphone diplomacy:** Political negotiations held through media outlets and news publications. Usually with the aim of forcing the other country/government to adopt a desired position.

**To spread like wildfire:** For news to spread extremely fast.

**Word of mouth:** For information to spread from person to person not through journalism, advertising or other media, but through people talking to one another.

### Fill in the gaps with the expressions above.

1. When my grandmother died, everybody seemed to know immediately. I guess \_\_\_\_\_.

2. The President needs to establish a direct dialogue with Russia, this \_\_\_\_\_ is not going to achieve anything.
3. Nobody needed to read the news to know what was going on, it just spread by \_\_\_\_\_.
4. The leaked documents were all over the Internet in a couple of hours. They \_\_\_\_\_.
5. This is the first anybody has read about the conflict, it's \_\_\_\_\_.

#### IV DEBATE

- News today is the best it has ever been. With new technologies like the Internet, smartphones and tablets we can usually get news wherever and whenever we want. People can also choose what they want to read or watch, so there is no problem in regard to which news stories get reported. Everything is available all the time, and it is just getting better.
- The distribution of news coverage is a huge problem. Countries focus too much on national news and not enough on international journalism. World news should have a greater focus in our society.
- It is not useful to talk about which stories are most relevant, or that will matter in the long run. Kirk Citron is wasting his time – the stories that matter most will be preserved anyway, and trying to predict which ones will be important is useless.

#### V GRAMMAR

*The world's **biggest** car market.*

*It makes it a lot **easier** to put a colony up there.*

*Some news stories are **more important than** others.*

1. What are the rules to use the comparative form of adjectives?

- superiority \_\_\_\_\_
- inferiority \_\_\_\_\_
- equality \_\_\_\_\_

Write an example for each form

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

2. What are the rules to use the superlative form of adjectives?

- superiority\_\_\_\_\_
- inferiority\_\_\_\_\_

Write an example for each form

- \_\_\_\_\_
- \_\_\_\_\_

3. Are there any exceptions?

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4. Choose the correct option for each of the following sentences.

e.g. He worked *more efficiently* than I did. (efficiently, more efficiently, most efficiently)

1. Her promotion was the \_\_\_\_\_ moment of her life. (proud, prouder, proudest)
2. Hawaii is \_\_\_\_\_ from Hong Kong than Japan. (far, farther, farthest)
3. This ring is too \_\_\_\_\_ for me. (small, smaller, smallest)
4. It is \_\_\_\_\_ to ask for help than solve the problem by yourself. (easy, easier, easiest)
5. Grace's work is \_\_\_\_\_, but Joan's is \_\_\_\_\_. (good, better, best)
6. August is \_\_\_\_\_ than any other month. (hot, hotter, hottest)
7. Do you support his \_\_\_\_\_ proposal? (late, later, latest)
8. Prevention is \_\_\_\_\_ than cure. (good, better, best)
9. He may be the \_\_\_\_\_ man in Hong Kong. (rich, richer, richest)
10. This pair of glasses is as \_\_\_\_\_ as that pair. (fashionable, more fashionable, most fashionable)

5. Fill in each blank with the correct form – adjective/ adverb, comparative or superlative.

e.g. The manager is *the most powerful* man here. (powerful)

1. Iron is \_\_\_\_\_ than other metals. (useful)
2. My English teacher is as \_\_\_\_\_ as Andy Lau. (uninteresting)
3. His Chinese is getting \_\_\_\_\_ and \_\_\_\_\_. (bad)
4. The \_\_\_\_\_ he gets, the \_\_\_\_\_ he becomes. (old, wise)
5. Ann does not swim as \_\_\_\_\_ as her coach claims. (quickly)
6. Which is \_\_\_\_\_, grammar or vocabulary? (important)
7. Staying at home is \_\_\_\_\_ than going on holiday abroad.  
(comfortable)
8. The \_\_\_\_\_ money you spend, the \_\_\_\_\_ you can save.  
(little, much)
9. The new job is the \_\_\_\_\_ one that I have had. (challenging)
10. This mini-bus driver is much \_\_\_\_\_ than any other driver. (kind)