UNIT

1

Mass Media

PART

1

Warm-up

Write a story about a caring service in a railway station. Here are five Ws and an H:

- Who — railway station staff
- What — amusement facilities for kids, wheelchairs for the elderly
- Where — in the hall of the CRH railway station
- When — last week
- Why — to help people in need
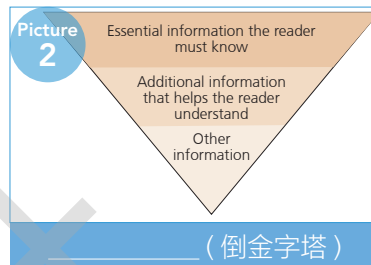- How — by enclosing the center area

Working on Pictures

I. Talking about Pictures

1 What are the pictures about?

Picture 1

_____（采访）

Picture 2

Essential information the reader must know

Additional information that helps the reader understand

Other information

_____（倒金字塔）

Picture 3

THE NEWS
Time for fresh start in the City, say experts

_____（标题）

Picture 4

第27届"中国青年五四奖章"评选揭晓

_____（导语）

2 What can you see from the pictures?

Picture 1

1 There are _____（三个人）in the picture.
2 _____（女记者）is doing an interview.
3 The interviewee is _____（一位穿着西装的男士）.
4 A cameraman _____（正在拍摄）.
5 The interview takes place _____（在门口）.

Picture 2

1 It is _____（一个倒金字塔）.
2 It shows _____（我们如何写一篇新闻稿）.
3 _____（最重要的信息）should be given in the beginning.
4 _____（能帮助读者理解的其他非核心信息）follows.
5 At last, we can provide the reader with _____（其他一些有趣的信息）.

Picture 3

1 The newspaper is called _____（新闻报）.
2 The newspaper is _____（彩色印刷的）.
3 There are _____（配图）next to the words.
4 We can see _____（报纸里有图表）.
5 The newspaper is _____（在一台笔记本电脑上）.

Picture 4

1 This page is _____（报纸的要闻版）.
2 The first paragraph under the headline is the _____
   （导语）.
3 News headlines are _____（粗体）.
4 The _____（字号）of the headline is different from that
   of the body.
5 This newspaper is _____（黑白印刷的）.

II. Association on Pictures

Directions 🎯

Complete the
sentences with the
words or phrases
from the boxes.

1 Sentence level

Picture 1

holes   a news report   the first step
notebooks or recorders   prepare some questions

1 The interview is _____ of news writing.
2 Reporters must _____ beforehand.
3 Reporters always use _____ in an interview.
4 After the interview, reporters need to write _____.
5 An editor will check whether there are _____ in the
   news report.

Picture 2

cut it from the bottom   Online journalism
a common method   mass communication   the telegraph

1 The inverted pyramid is _____ for writing news stories.
2 It is likely the product of an old media technology —_____.

3 It benefits editors. If an editor needs to cut an article, he can simply _____.

4 It is widely taught to students who major in _____ and journalism.

5 _____ is trying to avoid using this traditional news writing structure.

Picture 3

tell about   short and concise   The closer
attracting attention   Newspaper headlines

1 Headlines play an important role in _____.
2 Headlines should be _____.
3 _____ are often incomplete sentences.
4 Headlines should tell the story; they shouldn't just _____ the story.
5 _____ the verb is to the front of the headline, the easier it is to understand the news.

Picture 4

lead   where, why, what   grab the attention
bury the lead   the main idea

1 The _____ is an essential part of the newspaper structure.
2 Who, when, _____ and how are addressed in the leads.
3 The lead gives the readers _____ of the story.
4 Leads need to _____ of the readers.
5 Don't _____!

2 Essay level

Whether reporting a piece of news in the print media or online, a reporter _____（需要做的第一件事就是采访）. He or she usually _____（需要一个笔记本或者一台录音设备）during the interview. After that, he or she needs to write a news report. In the print media, news

writing usually _____ （遵循传统的倒金字塔结构）. The most important information _____ （在导语中给出）. However, with the development of the Internet, online journalists are trying to _____ （打破传统的新闻写作模式）and trying something new.

III. Making up a Story

Directions

Make up a story on the topic of mass media.

　　我是一名大学生，我的专业是新闻编导。根据教学计划，我即将参加海外实习。我的任务是用摄像机录制一段采访视频，采访对象是一位老板。首先我要拟定一个采访计划，列出采访问题，接着我还要写新闻稿件。

PART 3

Listening & Speaking 🎧

I. Listening & Understanding

Directions 📝

Listen to the recording for the first time and find out its main idea.

Task 1   Listening for the Main Idea

Question: What kind of person is the speaker?

A. He is a couch potato.

B. He is an anchor.

C. He is a news reporter.

D. He is a news junkie.

Directions 📝

Listen to the recording for the second time and tick what news the speaker is fond of reading.

Task 2   Listening for the Details

Media	Sections
Newspapers	☐ political news
	☐ business news
	☐ editorials
	☐ entertainment news
	☐ sports news
	☐ classifieds

II. Speaking

Directions 📝

Role-play the dialog.

A: Do you buy that newspaper every day?

B: Yes, I do.

A: What do you think about it?

B: I find it very informative. It always has plenty of reports from all over the world.

A: What sections does it have?

B: Let me see. There's the news section, the entertainment section, sports, business, and world affairs.

A: What's in the world affairs section?

B: It focuses on the most important stories in a more detailed way. I find it fascinating.

PART **4**

Watching & Speaking ▶

I. Watching & Understanding

Directions 🎯

Watch the video for the first time and find out its main idea.

Task 1　Watching for the Main Idea

Question: What are the two speakers talking about?

A. Phishing websites.

B. Fake news on social media.

C. Popular social networks in China.

D. The difference between different social media platforms.

Directions 🎯

Watch the video for the second time and fill in the blanks.

Task 2　Watching for the Details

1. Fake news is made up with the aim of _____.

2. Fake news is _____ social media platforms.

3. Fake news problem is not _____.

4. This problem is _____ with the popularity of social networks.

5. Fake sites are _____ for the creators.

II. Speaking

Ryan: Where do you get most of the news?

Olivia: I watch big news on TV at 7:00 every evening. I also browse news online.

Ryan: Social media has become one of the most popular channels for news in China.

Olivia: The same is true in the U.S.

Ryan: Do people still use traditional media like televisions and newspapers?

Olivia: Yes, but not often.

Ryan: What do you think about social media?

Olivia: They have brought people closer in many ways. However, some news on them is made-up. We should be careful about social media posts.

Before you start an interview or write a news story, think about your goals—the type of story you wish to write, the space you would have to tell it in, where it could be published and who would read it. All of these affect the direction you take with your story. When you set up an interview, try to conduct it in a place where the interviewees would be comfortable and not be distracted. The point of an interview is to find out what is interesting about the interviewees. Help them get comfortable talking to you, so they'll open up to you.

Supporting Reading 🎧

Editors have a term for information that's missing from a news story. They call it a "hole". If you give editors a story that lacks information, they will tell you, "You have a hole in your story." To ensure your story is hole-free, you need to put a lot of time into your reporting, by doing lots of interviews and gathering plenty of background information.

So how can you know what information you need to gather? Think back to the "five Ws and one H" of lead writing—the who, what, where, when, why and how. When you've finished writing your story, read it through thoroughly and ask yourself, "Are there any questions left unanswered?" If there are, you may need to do more reporting. Another aspect of thorough reporting is double-checking information, everything from the spelling of someone's name to the exact amount of the financial budget.

Questions:

1. What does he or she mean if the editor tells you that there is a hole in your story?

2. What does a reporter do for a hole-free news report?

7 Fun Time

Please enjoy the following English joke.

When taking photos of a bear eating fish in the forest, two journalists found the annoyed beast turning around to chase them.

In running, one journalist said to the other: "I can't run anymore! What should we do?"

"No idea. But one of us must have its photo on the headline tomorrow," replied his colleague.