

OLD-SCHOOL MEDIA - VOCABULARY QUIZ

Time to put your knowledge to the test! You'll see 10 descriptions of old media devices, and other terms related to this topic that were also very popular in the past. Let's see how many you can get right!

1. A device used to listen to news and music before television existed.
2. A machine that printed newspapers in large quantities.
3. A large box-shaped device that displayed only black-and-white images.
4. A system used to send short written messages over long distances before telephones.
5. A portable device that played music from cassette tapes.
6. A storage format used to record TV shows and movies before DVDs.
7. The device you use to change the TV channel from a distance.
8. A device used to improve TV reception.
9. A TV program that features discussions, interviews, and entertainment with famous guests (often live).
10. A popular TV genre featuring humour and characters in everyday situations (often with a laugh track).

Bonus word: Imagine you're walking into an old-school diner or a retro arcade. You spot a big machine in the corner that plays all your favourite songs when you insert a coin. What's the name of this legendary device?

Discuss the following questions in pairs or small groups. Justify your opinions.

Would you prefer to live in a time when people got news only from TV, newspapers, and radio?

Do you think news were more trustworthy in the past?

Do you trust everything you read online?

If social media disappeared tomorrow, which old medium (TV, radio, or newspapers) would you rely on the most?

What role do social media platforms play in spreading information?

Should social media platforms be responsible for stopping fake news?

Should governments punish websites or people that spread misinformation?

Do influencers and celebrities have a responsibility to fact-check information before posting?

How can we tell if a news source is reliable or not?

Why do people believe in conspiracy theories?



FAKE NEWS RELATED VOCABULARY

Match the words with the definitions:

- | | |
|-------------------|--|
| 1. Misinformation | A. The process of verifying the truthfulness of news. |
| 2. Clickbait | B. False or misleading information spread unintentionally. |
| 3. Viral | C. Designed to attract attention, often misleading or exaggerated. |
| 4. Fact-checking | D. Spreading rapidly on the internet. |
| 5. Algorithm | E. A set of rules followed by social media to display content. |

The media

VOCABULARY BANK

1 JOURNALISTS AND PEOPLE IN THE MEDIA

a Match the words and definitions.

agony aunt /'ægəni a:nt/ commentator /'kɒməntetə/ critic /'krɪtɪk/ editor /'edɪtə/ freelance journalist /'fri:ləns 'dʒɜ:nəlist/
newsreader /'nju:zrɪ:də/ paparazzi (pl) /pəpə'rætsi/ presenter /prɪ'zentə/ reporter /rɪ'pɔ:tə/

- 1 critic a person who writes (a **review**) about the good / bad qualities of books, concerts, theatre, films, etc.
- 2 _____ a person who describes a sports event while it's happening on TV or radio
- 3 _____ a person who collects and reports news for newspapers, radio, or TV
- 4 _____ a person in charge of a newspaper or magazine, or part of one, and decides what should be in it
- 5 _____ a person who introduces the different sections of a radio or TV programme
- 6 _____ a person who writes articles for different papers and is not employed by any one paper
- 7 _____ a person who reads the news on TV or radio
- 8 _____ photographers who follow famous people around to get photos of them to sell to newspapers and magazines
- 9 _____ a person who writes in a newspaper or magazine giving advice to people in reply to their letters

b 443 Listen and check.



2 ADJECTIVES TO DESCRIBE THE MEDIA

a Match the sentences.

- 1 The reporting in the paper was very **sensational** /sen'seɪʃənl/.
 - 2 The news on Channel 12 is really **biased** /'baɪəst/.
 - 3 I think The Observer is the most **objective** /əb'dʒektɪv/ of the Sunday papers.
 - 4 The film review was quite **accurate** /'ækjərət/.
 - 5 I think the report was **censored** /'sensəd/.
- A It said the plot was poor but the acting good, which was true.
B It bases its stories just on facts, not on feelings or beliefs.
C The newspaper wasn't allowed to publish all the details.
D It made the story seem more shocking than it really was.
E You can't believe anything you hear on it. It's obvious what political party they favour!

b 444 Listen and check.



3 THE LANGUAGE OF HEADLINES



The language of headlines

Newspaper headlines, especially in *tabloids, often use short snappy words. These words use up less space and are more emotive, which helps to sell newspapers.

*newspapers with smaller pages that print short articles with lots of photos, often about famous people

a Match the **highlighted** 'headline phrases' with their meaning.

- 1 A Famous actress in restaurant bill **row**
- 2 United boss **to quit** after shock cup defeat
- 3 Prince **to wed** 18-year-old TV soap star
- 4 Prime minister **backs** his Chancellor in latest scandal
- 5 Tarantino **tipped** to win Best Director
- 6 Thousands of jobs **axed** by UK firms
- 7 Stock market **hit** by oil fears
- 8 Police **quiz** witness in murder trial
- 9 Astronaut **bids** to be first man on Mars
- 10 Ministers **clash** over new car tax proposal
- 11 Bayern Munich boss **vows** to avenge defeat
- 12 Footballer and wife **split** over affair with cleaner

- | | |
|-------------------------|---------------------------|
| A argument | G is going to marry |
| B have been cut | H promises |
| C question, interrogate | I is predicted |
| D is going to attempt | J disagree |
| E is going to leave | K has been badly affected |
| F separate | L supports |

b 445 Listen and check.

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SPOT THE BIAS

Here are two short news articles on the same topic but with different perspectives. The topic is:
Government Announces New Social Media Regulations.

1. Underline words or phrases that show **opinion or bias** in each article.
2. Compare how each article presents the same topic.
3. Discuss:
 - Which words make the government's actions seem positive or negative?
 - How does the choice of quotes affect the article's tone?
 - Which article do you find more convincing, and why?



Article 1

Government Takes Action to Protect Citizens from Online Misinformation

In a bold move to combat the spread of harmful misinformation, the government has introduced new regulations on social media platforms. Officials state that these measures will ensure that only reliable information reaches users, protecting them from misleading content and fake news.

Supporters argue that social media companies have long failed to regulate themselves, allowing false information to influence public opinion. "This is a necessary step to safeguard democracy," said a government spokesperson. The regulations will require platforms to verify news sources and remove false claims promptly.

While some critics raise concerns about freedom of speech, experts insist that responsible oversight is needed to maintain a well-informed society.

Article 2

Government Imposes Strict Social Media Censorship, Limiting Free Speech

The government has introduced controversial new regulations on social media, sparking concerns about censorship and restrictions on free speech. The rules give officials the power to decide which content is acceptable, raising fears that alternative viewpoints could be silenced.

Critics argue that this is a direct attack on digital freedom. "People should be able to express their opinions without government interference," said a spokesperson for a civil liberties group. Under the new regulations, social media companies will be forced to remove content deemed 'false' by authorities, a move many see as dangerous.

While the government claims this is necessary to fight misinformation, opponents warn that these laws could be used to suppress dissent and control public discourse.

Now that we've explored how bias in news articles shapes our understanding, let's turn to social media. Just like articles use language, sources, and topics to influence how we view information, social media content is designed to grab attention and evoke emotions. Algorithms decide what content you see based on what engages you most, often focusing on posts that trigger strong reactions, like shock or humour. In the next activity, you'll see how these algorithms shape the information you encounter and how this influences your views, much like biased articles do.

SOCIAL MEDIA FEEDS, POSTS AND ALGORITHMS

1. On the next page, you'll find two different social media feeds. One is an example of clickbait content, and the other features educational and neutral content. Read through both feeds carefully and answer the following questions:

Which feed do you think is more likely to get engagement on social media? Why?

How would the algorithms on social media choose which of these posts to show you?

Which feed would be more likely to cause outrage or be shared widely?

Which feed would you personally engage with more? Why?



2. Now read the clickbait posts carefully. For each one, describe the aim and identify the clickbait tactics used. Think about how the post tries to grab attention, evoke emotions, or manipulate the reader's curiosity.

Example: "Scientists have just discovered the truth about your smartphone: it's secretly damaging your health. Find out what's REALLY happening to your body now!"

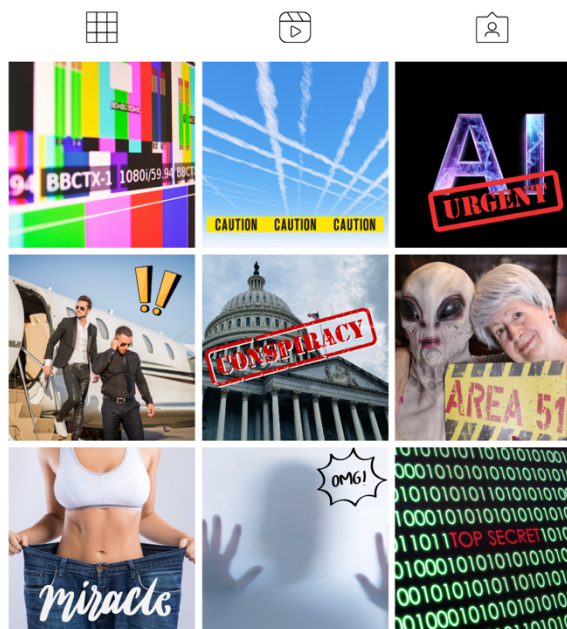
Aim: To provoke fear and concern about something that many people use daily (smartphones), encouraging the reader to click on the article for more details.

Tactics: *Fear-inducing language* (words like "damaging" and "secretly" imply that readers are being kept in the dark about something potentially harmful), *urgency* (the post suggests that the reader should find out immediately what's happening to their body) and *fear of missing out / FOMO* (the idea that this information is being "hidden" plays on curiosity and fear of missing out on something important.)



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These 5 things will change your life forever — and they're being hidden from the public. You have to know about this NOW. 📌
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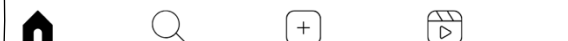
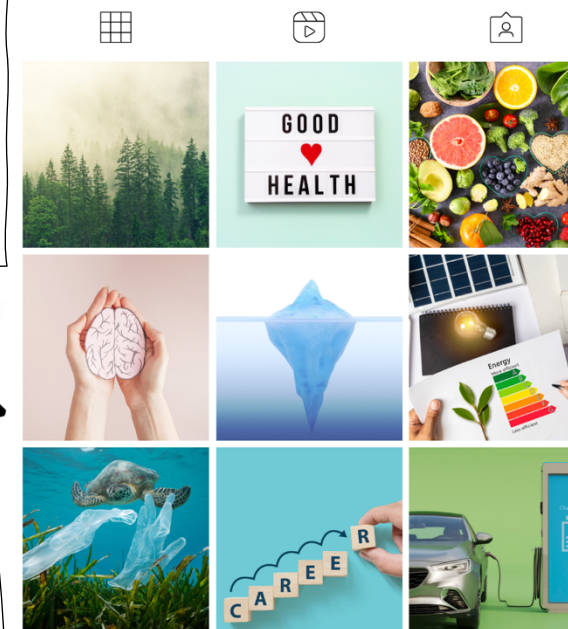
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#dietpill
#health

- What are the dangers of filter bubbles¹? Do you think they affect how you view the world or other people's opinions?
- Do you feel like you see more positive or negative content on your phone?
- Do you think it's possible to completely avoid clickbait or emotionally manipulative content online?
- How can we encourage people to question what they see on social media rather than just believing it?
- If you were in charge of social media platforms, what changes would you make to reduce the influence of clickbait and algorithm-driven content?
What would you prioritize in terms of content that users see and interact with?

BRAINSTORM YOUR OWN SOCIAL MEDIA ALGORITHM

Work in pairs to brainstorm your own social media algorithm. Fill in the table by deciding who your platform is for, what kind of content it promotes, and how it selects posts based on engagement and emotions. Think about any ethical concerns, such as bias or misinformation. Then, create at least 3 sample posts that your algorithm would prioritise.

Section	Details
1. Name of Algorithm	What will you call your algorithm? (e.g., "Engage+", "Trendify")
2. Description	Brief description of the social media platform and its content focus. (e.g., "A platform focused on viral trends and celebrity news.")
3. Target Audience	Who is the algorithm targeting? (e.g., teenagers, sports fans, tech enthusiasts, etc.)
4. Content Prioritization	What type of content will be prioritized? (e.g., emotional posts, celebrity news, educational content, etc.)
5. Engagement Tactics	What behaviors will the algorithm prioritize? (e.g., likes, comments, shares, time spent on post)
6. Emotional Appeal	Will the algorithm prioritize content that triggers certain emotions? (e.g., joy, fear, anger, humor, etc.)
7. Ethical Considerations & Bias	How will your algorithm handle bias, misinformation, and diversity? Will it prioritize certain viewpoints? (e.g., filtering harmful content, promoting diverse perspectives)
8. User Behavior Influence	How will the algorithm adjust based on users' previous interactions (likes, shares, comments, etc.)?
9. Frequency of Posts	How often will content be shown to the user? (e.g., frequently, one post per day, variety of sources)
10. Sample Post Examples	Provide 3-5 example posts that would be promoted by your algorithm and explain why.

¹ filter bubble is an algorithmic bias that limits the information an individual user sees on the internet.

SECTION	YOUR IDEAS
1. Name of algorithm	
2. Description	
3. Target audience	
4. Content prioritization	
5. Engagement tactics	
6. Emotional appeal	
7. Ethical considerations & bias	
8. User behaviour influence	
9. Frequency of posts	
10. Sample post examples	