

Spot on facts

COMPREHENSION **1**  Which of the developments in the media mentioned on these two ...?

LÖSUNGSVORSCHLAG Individual answers expected.

VISUALS **2** Describe and analyse the cartoons. Explain their ... → S28.2 →  1

LÖSUNGSVORSCHLAG **Cartoon 1 (left page)**

What is being criticised?	The cartoonist is making fun of young people who are so used to digital media that they don't even recognise a newspaper. At the same time he is hinting at the ongoing changes in the media landscape and the inevitable decline of print media.
Which details contribute to this?	Two boys are looking at a newspaper which the boy on the left says he has bought as a special birthday present for his father, as if it were nostalgic and only interesting to older people. It also refers to the generation gap between people likely to prefer print news and those who use digital media and buy products online.
What devices are used?	Contrast effect: The caption changes the viewer's perception of the image, a simple picture of boys reading a newspaper.
Target group?	Anyone.
Do you agree with the message? Give reasons.	Yes: It is a humorous warning to newspaper readers and the print industry. The message may seem exaggerated today, but at the current pace of media development, this scene may well be realistic in the future. Newsagents' shops may well die out, as people buy and read online. No: It is an over-exaggeration and unfair on young people, who are not stupid, and older people, who use digital/social media too. It is unlikely that newspapers will die out so completely that young people will not recognise them.
Topic relevance: media development	Highly relevant: The media landscape is changing so rapidly that it is difficult to predict what will be possible/popular in the future.

Cartoon 2 (right page)

What is being criticised?	The content/language of advertising.
Which details contribute to this?	The speaker is getting the thumbs down from many participants in the demonstration, but he says that his goal was achieved: People are paying attention to the brand even if the methods he used were questionable; the end justifies the means.
What devices are used?	Signs as used on Facebook for dislike. Speech bubble: justification of content/language use in ads. Contrast/symbolism: two people in charge/managers are in tower high above the masses, like priests at a pulpit talking to followers (comparison).
Target group?	Ordinary consumers who might be manipulated by ads.
Do you agree with the message? Give reasons.	Ads with rude, insulting content are not justifiable or acceptable and should be banned.
Relevance to the topic advertising:	It is relevant; there should be a code of ethics for advertising like there is for journalism; consumers should be more critical of advertising and set limits.

Spot on language

1 a) 👤👤 With a partner compare ... b) Read the following dialogue ...

LÖSUNGSVORSCHLAG a)

1. I **listen** to R&B music.
Form and situation: simple present: habit; sb who listens regularly to this kind of music
 I **am listening** to R&B music.
Form and situation: present progressive: activity which is taking place right now
2. Alex **is posting** the photos of the party.
Form and situation: present progressive: activity which is taking place right now
 Alex **is posting** the photos of the party tomorrow.
Form and situation: present progressive with future meaning: used to talk about arrangements or plans
3. I **have been blogging** for three years.
Form and situation: present perfect progressive: activity which started in the past (three years ago) and is still going on
 I **blogged** for three years.
Form and situation: simple past: activity went on for three years but is over now (the person is not blogging any longer)
4. **Are you watching** *Game of Thrones*?
Form and situation: present progressive: asking whether an activity is taking place right now
Have you been watching *Game of Thrones*?
Form and situation: present perfect progressive: asking whether the activity/the event has happened at all, with reference to the present state (do you know all that has happened so far?)

b) (Solutions in bold face.)

- A: I **believe** that in today's world, professional journalists **are** still just as important as they were in the past.
- B: I don't think so. Millions of people **are writing** stuff on the internet right now. They **are posting** thousands of comments as we speak. Collectively, we all **have** more access to information than one journalist can hope to find out.
- A: Just think about the quality, though! When I **comment**, it's obvious that in that moment I'm **stating** my personal, biased opinion. Most people simply **harass** people they don't like or **praise** people who appear briefly at the centre of attention on social networks. Every day, huge amounts of unimportant information **distract** people's attention away from the really important news.
- B: We can all **contribute** to important news too, though. I think we **are getting** a bigger picture to work with because citizen journalists **are adding** more of their knowledge each time there is a difficult case to solve.
- A: But professional journalists **provide** information based on proven facts or neutral analysis. They normally **report** about both sides of an argument, while they're **judging** the quality of people's arguments and **filtering out** irrelevant information at the same time. Quality journalism is actually more important than ever before.

2 Rewrite this story in the first person using the following emphatic ...

LÖSUNGSVORSCHLAG

It was last year when it all started. I finally joined Facebook. Never in my life have I been so inundated with messages. What's more, I found that not only did my number of friends increase from just three to three hundred, but I also enjoyed much more entertainment. I loved the clips my friends sent me and I rapidly turned into the world's greatest fan of Facebook quotes. I even considered a career in making funny films for Facebook.

But then, after Ethan's birthday party, everything went haywire. No sooner had I posted the photos of the party than I got several messages from my friends, asking me to remove them immediately. Unluckily for me, they had already been seen by too many people. It was the laughs the pictures of my boyfriend got that made him angry. He sent me so many hate

messages that I lost my cool and unfriended him. Little did I know what consequences unfriending him would have! Not only did he publicly break up with me, but it also decimated the number of Facebook friends I had left. I was completely dropped by most of them. It was this experience which eventually led to my decision to emigrate to the other side of the world. I found a job in Australia and was so excited about it that I nearly forgot how much I missed my ex. But just imagine my surprise when I arrived in Sydney ...
(Individual completion of the story.)

3 A British friend of yours has just written an email telling you ... → S26.1

LÖSUNGSVORSCHLAG To: Jane Smith (name of British friend who wants to take part in the casting show Britain's got talent – real or invented)

Re: Participation in casting shows/Dangers arising from Casting shows/Interesting German survey on casting shows etc.

Dear Jane

I have been thinking about your interest in taking part in the casting show, and I am writing to tell you that I have mixed feelings about it. As casting shows are also very popular in Germany, I have watched many of them and tried to put myself in the participants' shoes. I can honestly say that participating in that kind of show would not really be my cup of tea. Not being in the media would be preferable to being followed by paparazzi even if I got a lot of money. I like living in peace and quiet with my family. Have you carefully considered how participating could change your life and whether it will even make you happy?

Recently, I came across an interesting article by Morten Freidel published in the *Frankfurter Allgemeine Zeitung*, a reliable German broadsheet, about the impact of casting shows on participants. It reports the findings of a survey conducted by German media institutions about the long-term psychological impact these shows have on young people. According to the survey most of the contestants felt disappointed at being stigmatised as losers at the end despite performing well at the beginning of the show. They were also upset about the way in which they had been treated. They dealt with their disappointment in different ways – it raised some participants' self-esteem while others simply gave up on their dreams. Just one-third of the subjects considered the show to be a springboard for their career, and only one-fifth appreciated the experience as an extraordinary opportunity for personal development. That is why producers of casting shows and contestants sign a contract before their work begins, which guarantees that producers cannot be made liable for the possible psychological effect the shows have on participants. There were even some participants who enjoyed being negatively stigmatised as scripted in secret by the producers of the show, which, I think, really is unfair in a casting show like this. As a good friend I thought you might like to know both sides of the story before making a decision on whether or not you would like to participate in the show. Please keep in touch and let me know what you decide. I am looking forward to hearing from you soon.

Best regards

...

Spot on vocabulary

1 a)-c) 🧑🧑🧑 Sort the following words according to whether they have ...

LÖSUNGSVORSCHLAG a)

TV		Print	
English	German	English	German
documentary	<i>Dokumentarfilm, -bericht</i>	document(s)	<i>Dokumentation</i>
casting show	<i>Castingshow</i>		
		circulation	<i>Auflage(nhöhe)</i>
panel game	<i>Rateshow, Quiz</i>		
commercial	<i>Werbespot</i>		
section	<i>Bereich (z.B. sports section)</i>	section	<i>Teil einer Zeitung, Rubrik, Spalte</i>
sitcom	<i>Situationskomödie</i>		
headline	<i>Schlagzeilen, wichtige Nachrichten kurz gefasst</i>	headline	<i>Überschrift</i>
drama	<i>Schauspiel, Filmgenre</i>	drama	<i>Drama, erschütterndes Geschehen</i>
cable	<i>Kabel, Leitung</i>	cable	<i>Telegramm</i>
		article	<i>Zeitungsartikel</i>
editorial	<i>redaktionell</i>	editorial	<i>Leitartikel (vom Chefredakteur)</i>
prime time	<i>Hauptsendezeit, beste Sendezeit</i>		
channel	<i>Kanal, Programm, Sender</i>	to channel	<i>kanalisieren, lenken</i>
column	<i>Kolumne, regelmäßiger Kommentar eines Journalisten (auch print medien)</i>	column	<i>Druckspalte, Zeitungsspalte</i>
		broadsheet	<i>seriöse Zeitung</i>
		tabloid	<i>Boulevardzeitung</i>
live coverage	<i>Liveberichterstattung, Direktübertragung</i>		
viewer	<i>Zuschauer/in</i>	reader	<i>Leser/in</i>
to syndicate (a column)	<i>Kommentare direkt an unabhängige Sender verkaufen</i>	to syndicate (a column)	<i>Artikel (Kolumne mit lizenziertem Inhalt) gleichzeitig an mehrere Zeitungen verkaufen</i>

b) Individual answers expected.

c) Digital media:

- Technical gadgets: smart phone, tablet, notebook, smart watch, computer
- Kinds of digital media: social media (e.g. Twitter, Facebook), blogs, encyclopedias, online reference books, dictionaries, ebooks, online shopping, banking websites
- Characteristics: eyewitness reports, text, audio and visuals, video, personalised content, immediacy, sharing information easily and fast, crowdsourcing, online advertising, covert advertising, transmedia storytelling

- Problems: control of copyright, piracy, the spread of confidential information, cyberbullying, protection of privacy
- Impact on individual/society: elections are run differently, the electorate is directly addressed, people use digital media around the clock, changes in education

2 Find adjectives that can be used to describe what articles and headlines ...

LÖSUNGSVORSCHLAG

Positive	Negative	Neutral
engaging	biased	comprehensible
well-written	opinionated	factual
authoritative	judgmental	sensational
interesting	corrupt	huge
brilliant	manipulative	controversial
inspiring	misleading	big
sensible	tabloid	scholarly
perceptive	dull	sophisticated
entertaining	scathing	catchy
balanced	one-sided	attention-grabbing

3 a) Match each noun on the left ... b) Complete the following text using ...

LÖSUNGSVORSCHLAG

- a) 1. advertising campaign, 2. brand loyalty, 3. market research, 4. product launch, 5. target group, 6. advertising budget
- b) 1. market research, 2. target group, 3. advertising budget, 4. advertising campaign, 5. product launch, 6. brand loyalty

4 Write down the English equivalent of each of these phrases. ...

LÖSUNGSVORSCHLAG

- *übers Internet* – to do something online/via the internet
- *im Internet surfen* – to browse/surf the internet
- *mit dem Internet verbunden sein* – to be connected to the internet/to be online
- *Cyber-Mobbing im Internet* – cyberbullying/bullying on the internet
- *einen Blogeintrag kommentieren* – comment on a blog post
- *persönliche Daten* – personal data/private information
- *Zugang zu Informationen haben* – to have access to information