Lesson Plan © Easy Access English

The Power of the Media

EAE Learning objectives for this lesson

Comprehension, confusing words/vocabulary, presenting in English



Activity 1 questions

1. Do you believe what you see/hear in the media?
2. If not, why not?
3. What needs to change in regards to what the media shows or tells us?
4. Who controls the media?
5. Is our society becoming dumber and less well-informed these days?

Activity 2 - Either, or, neither, nor

1.***Either / or*** - used in a sentence in the affirmative sense when referring to a choice between two possibilities

We can ***either*** eat now ***or*** after the show - it's up to you.

2. ***Neither / nor*** - used in a sentence in the negative sense when you want to say that two or more things are not true

Neither my mother ***nor*** my father went to university

Fill in the gaps with your partner with the correct word

a. _____ Trump, _____ Clinton are very good candidates for presidency.

b. I don't have much money _____

c. I don't know the way. Really? _____ do I!

d. In order to stop being brainwashed, we can _____ stop watching telly, _____ stop going on the internet so much

e. South of France has good food and beautiful weather. Whereas England has _____

f. _____ you stop messing around, _____ you won't get any pudding

g. _____ the media, _____ the government tell the public the truth 100% of the time

Activity 3 - Watch the clip and answer the questions

This is a segment from the series 'The Newsroom' where a news anchor actually tells an honest truth to the world

https://www.youtube.com/watch?v=ZPHSXUS0_1c



1. What is his political allegiance?
2. Why is he popular on his new show?
3. What were the first 3 answers to the question - why is America the greatest country in the world?
4. Why don't people like liberals?
5. About how many sovereign states in the world have freedom?
6. What are the 3 categories in which America is number 1?
7. What does the expression mean 'to put your money where your mouth is'?
8. What is the first step in solving any problem?

Activity 4 - Vocab match.

With your partner match the word with its correct definition

Bias	A regular article or feature in a newspaper or magazine
Article	An article written by the editor giving his opinion on a problem or event
Blog	A newspaper of small format, giving the news in a condensed, often sensationalized form
Broadcast	When an editor or reporter expresses a personal point of view or preference
Column	A lie (spoken) that tends to injure the reputation of another
Editorial	A website usually maintained by an individual with regular entries of commentary, etc.
Press ('the press')	Influencing or pressurizing (someone) into adopting radically different beliefs
Tabloid	A lie (written) that causes damage - misrepresents damagingly
Brainwashing	A story based on facts
Libel	The distribution of audio and/or video signals which transmit programs to an audience
Slander	All the media and agencies that print, broadcast, or gather and transmit news

Activity 5 - Wall dictation!

Then read the text and answer the questions

The mass media nowadays is mostly associated with television, press and the Internet. Especially the latter has become so overwhelmingly important that such kind of the mass media as radio turns out to be that of being scarcely mentioned. But it is not ousted by other kinds of the mass media at all. Today the main functions of the radio programs are to entertain and provide people with information. The number of radio programs is increasing constantly not only abroad but also in our country.

Nevertheless, TV is the cheapest source of info and entertainment, but it is also a powerful means of shaping public opinion. Over the last 20 years TV has gained considerable influence on the political scene. Many observers believe that V. Putin was elected President in large part because of the favorable impression he created in his television appearances (though television is required to present the news and public issues objectively, to refrain from taking sides, and to offer political opponents equal amounts of time to present their opinions.) Presidents now frequently deliver speeches to television audience.

Although TV has replaced newspapers as the average person's source of information, newspapers and magazines provide more complete views coverage for those who want details and analyses of national and international affairs. Newspapers have always been highly political. The press is so powerful in this respect that it is often called "the fourth estate".

The World Wide Web is a great help for teachers, students, pupils, doctors and parents of small children. But unfortunately there is little control and no censorship over information on the Internet. As a result some individuals do use this freedom for spreading absurd and foolish information (fascist propaganda)

Questions

a. Do you think one day, radio will be obsolete?
b. What is the advantage of using TV as a medium for presidential speeches?
c. What advantages do newspapers hold over TV?
d. What exactly is 'the fourth estate' - what does this expression mean?
e. How can we make the Internet a more child-friendly environment?

Activity 6 - Infinitive form or 'ing' form

It can be confusing to know when to use the infinitive form and when to use 'ing' verb form

- Example: He decided watching television - INCORRECT
- Example He decided to watch television - CORRECT

There are no rules as such, just some verbs can only be followed by the infinitive form, and some can only be followed by the 'ing' form (and some can be followed by both)

Fill in the gaps with the correct form. It's a race. Go go go!

a. She promised _____ me win the election.
b. I don't feel like _____ TV tonight. Let's go out instead!
c. He's giving up _____ at the moment so he's a bit bad-tempered
d. Mother suggested _____ them both their presents at the same time
e. Even though he broke the window he refused _____ for the damage
f. I remember _____ Obama at Mc Donald's
g. Mr Hollande, I regret _____ you that you have not been a popular president
h. The media needs to stop _____ false news reports and selling us lies
I. I want to stop _____ for crooked, shady presidents
j. I started _____ English when I was a little nipper

Here is a link for more quizzes on this grammar point
http://www.englishpage.com/gerunds/

Activity 7 - Watch the video and answer the questions

https://www.youtube.com/watch?v=YE27SgMEXHo



a. What are the other words he uses which mean 'tricked'
b. Their smiles say peace...what do their eyes say?
c. What are the media's top 3 priorities?
d. What's the most translated phrase in any language?
e. What's your opinion about this video?

Activity 8 - Presenting in English

How do we sound interesting, persuasive and sophisticated in English?
We use techniques such as intonation, stress, and linking words/introduction words

Intonation - the rise and fall of our voice when speaking

Stress - the emphasis on particular words that are the most important part of the sentence
Linking words - words that are not to be underestimated! These can be the glue to connect sentences, or powerful words to hook the attention from your audience
Example: Firstly, however, yet, undoubtedly, especially, hence, due to, although, nevertheless

With your partner create a short presentation using the above techniques to present a current issue in the world that you feel strongly about - highlight the problem, and your proposed solution

Activity 9 - Listen to the song and fill in the gaps

I want to be _____ and I want lots of money
I don't care about clever I don't care about funny
I want loads of _____ and ****loads of diamonds
I heard people die while they are _____ to find them

And I'll take my clothes off and it will be _____
'Cause everyone knows that's how you get famous.

[Pre-chorus:]
I'll look at the sun and I'll look in the mirror
I'm on the right track, yeah I'm on to a _____.

[Chorus:]
I don't know what's _____ and what's _____ anymore
And I don't know how I'm _____ to feel anymore
And when do you think it will all become _____?

'Cause I'm being taken over by the_____

Life's about film stars and less about _____
It's all about fast cars and _____ each other
But it doesn't _____ cause I'm packing plastic
And that's what makes my life so fucking fantastic

And I am a _____ of massive consumption
And it's not my _____ it's how I'm programmed to function

Forget about _____ and forget ammunition
'Cause I'm killing them all on my own _____ mission
Now I'm not a _____ but I'm not a sinner
Now everything's cool as long as I'm getting _____

Question - Why is this song called 'the Fear'?



Activity 10 - Role-plays

Four different countries are making a broadcast about the news in Syria - Imagine how the news broadcast would be different from each perspective
Choose a country and make a dialogue presenting the news on the situation in Syria, from your country's point of view (bias)
(Try and use the grammar points from the lesson)
A. Russia
B. England
C. Syria
D. Israel

