

Communication & the Media (1)

SITUATION

You are participating in a student conference about modern communication. The organisers have asked you to give a short presentation about how **media influences society**.

MONOLOGUE

Give a short presentation on **The Role of Media in Society**.

1. Explain what the media is and describe the different forms mentioned in Text 1.
2. Discuss how media can influence public opinion and everyday communication.

DIALOGUE

1. Do you think the media has a strong influence on how people think?
2. Discuss whether traditional media is still important today.

Text 1

“The term “media” refers to the different channels used to share information with large audiences. Traditional media includes newspapers, radio, and television. These platforms have played an important role in informing the public for many decades. In recent years, digital media has become increasingly important. Online news websites, podcasts, and social media platforms now allow information to spread quickly across the world. Media organisations therefore play a central role in shaping how people understand political events, cultural trends, and social issues.”

Exam tips:

- Read the text and underline or **highlight** the important words you need to use in your presentation
- Spend 1-2 minutes thinking about the answers, creating full sentences in your mind
- Choose key words which help you remember what you want to say
- Write down notes with your keywords, not full sentences

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Communication & the Media (2)

SITUATION

You are speaking at a youth event about **social media communication**.

MONOLOGUE

Give a short presentation on **Social Media in Everyday Life**.

1. Explain how social media has changed communication according to Text 1.
2. Describe both the advantages and disadvantages of social media communication.

DIALOGUE

1. Do you think social media helps people stay connected or makes communication more superficial?
2. Discuss whether people should spend less time on social media.

Text 1

“Social media platforms have transformed how people communicate with each other. Applications such as messaging services, photo-sharing platforms, and video networks allow users to connect instantly with friends and family. These tools can strengthen relationships and help people share experiences across long distances. However, social media also creates challenges. Some users feel pressure to present idealised versions of their lives online. Others worry about the spread of misinformation and the negative impact of excessive screen time.”

Exam tips:

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Communication & the Media (3)

SITUATION

You are participating in a media workshop about **news and information**.

MONOLOGUE

Give a short presentation on **The Importance of Reliable News**.

1. Explain why reliable journalism is important according to Text 1.
2. Describe the challenges journalists face in the digital age.

DIALOGUE

1. Do you think people trust the news less today than in the past?
2. Discuss how individuals can identify reliable sources of information.

Text 3

"Journalism plays a crucial role in democratic societies because it provides citizens with information about important events and public decisions. Professional journalists investigate stories, verify facts, and present information to the public. However, the digital media environment has created new challenges. Online platforms allow information to spread quickly, but not all content is accurate or verified. As a result, many experts emphasise the importance of critical thinking when consuming news."

Exam tips:

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Communication & the Media (4)

SITUATION

You are presenting at a communication seminar about **digital communication tools**.

MONOLOGUE

Give a short presentation on **Technology and Communication**.

1. Explain how digital technology has improved communication according to Text 1.
2. Compare digital communication with traditional face-to-face communication.

DIALOGUE

1. Do you think digital communication has improved relationships or weakened them?
2. Discuss whether people communicate differently online than in person.

Text 4

“Digital technology has made communication faster and more accessible than ever before. Emails, messaging applications, and video calls allow people to exchange information instantly across long distances. Businesses also rely on digital communication tools to collaborate with international teams. However, some experts argue that digital communication cannot fully replace face-to-face interaction. Non-verbal signals such as body language and tone of voice are often easier to understand during direct conversations.”

Exam tips:

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Communication & the Media (5)

SITUATION

You are speaking at a media conference about **advertising and communication**.

MONOLOGUE

Give a short presentation on **Advertising in the Media**.

1. Explain how advertising uses media to influence consumer behaviour according to Text 1.
2. Describe how advertising strategies have changed in the digital era.

DIALOGUE

1. Do you think advertising influences people's decisions strongly?
2. Compare traditional advertising with online advertising.

Text 5

“Advertising is an important part of modern media systems. Companies use various communication channels to promote products and services to potential customers. Traditional advertising often appeared in newspapers, magazines, television programmes, or billboards. Today, digital platforms have introduced new forms of advertising such as targeted online adverts and influencer marketing. These techniques allow companies to reach specific audiences more effectively.”

Exam tips:

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Communication & the Media (6)

SITUATION

You are participating in a discussion about **media influence on society**.

MONOLOGUE

Give a short presentation on **Media Influence and Responsibility**.

1. Explain how media messages can influence attitudes and behaviour according to Text 1.
2. Discuss why media organisations have responsibilities when sharing information.

DIALOGUE

1. Should media organisations be responsible for the information they publish?
2. Discuss whether governments should regulate certain media content.

Text 6

“Media organisations have significant influence because they help shape public conversations about politics, culture, and social issues. Television programmes, online articles, and social media posts can affect how people interpret events or form opinions. Because of this influence, many experts believe media organisations should follow ethical standards when reporting information. Responsible journalism involves checking facts, presenting balanced perspectives, and avoiding sensationalism.”

Exam tips:

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Communication & the Media (7)

SITUATION

You are speaking at a digital culture seminar about **online communication behaviour**.

MONOLOGUE

Give a short presentation on **Online Communication Culture**.

1. Explain how online communication differs from traditional communication according to Text 1.
2. Describe both positive and negative aspects of online discussions.

DIALOGUE

1. Do you think people behave differently online than in face-to-face conversations?
2. Discuss how online communication could become more respectful.

Text 1

“Online communication has created new forms of social interaction. People often communicate through comments, posts, and short messages rather than long conversations. These formats can make communication faster and more accessible, but they can also create misunderstandings. Without facial expressions or tone of voice, messages may sometimes appear more negative than intended. For this reason, digital communication requires careful interpretation and respectful behaviour.”

Exam tips:

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Communication & the Media (8)

SITUATION

You are giving a presentation about **media literacy** at a school workshop.

MONOLOGUE

Give a short presentation on **Understanding Media Messages**.

1. Explain what media literacy means according to Text 1.
2. Describe why critical thinking is important when using media.

DIALOGUE

1. Do you think schools should teach media literacy more actively?
2. Discuss how people can avoid misinformation online.

Text 1

“Media literacy refers to the ability to understand, analyse, and evaluate media messages. In the digital age, individuals encounter large amounts of information every day through television, websites, and social media. Not all of this information is reliable or accurate. Media literacy therefore encourages people to question sources, compare information, and recognise potential bias. Developing these skills helps individuals make informed decisions and participate responsibly in public discussions.”

Exam tips:

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Communication & the Media (9)

SITUATION

You are speaking at a technology event about **future communication technologies**.

MONOLOGUE

Give a short presentation on **The Future of Communication**.

1. Describe how communication technologies may develop in the future according to Text 1.
2. Explain how new technologies could influence social interaction.

DIALOGUE

1. Do you think technology will improve communication in the future?
2. Compare communication in the past with communication today.

Text 1

“Communication technologies continue to evolve rapidly. Innovations such as artificial intelligence, virtual reality, and advanced messaging platforms may transform how people interact in the future. These technologies could allow more immersive forms of communication where users share digital environments or interactive experiences. However, experts also emphasise the importance of maintaining meaningful human connections despite technological change.”

Exam tips:

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Communication & the Media (10)

SITUATION

You are participating in a debate about **the future role of media**.

MONOLOGUE

Give a short presentation on **Media in the Future**.

1. Explain possible future developments in media described in Text 1.
2. Discuss whether media will become more global or more personalised.

DIALOGUE

1. Do you think media will become more personalised in the future?
2. Discuss whether traditional media such as newspapers will continue to exist.

Text 1

“Media systems are constantly changing as technology and audience habits evolve. Many people now access news through personalised online feeds rather than traditional newspapers. Algorithms often recommend content based on individual interests, creating highly customised information environments. While these systems offer convenience, some experts worry that personalised media may reduce exposure to different perspectives. Balancing technological innovation with responsible journalism may become an important challenge for future media organisations.”

Exam tips:

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