

Communication & the Media

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 various channels used to share information with large audiences. These channels can be divided into traditional and digital forms. Traditional media includes newspapers, radio, and television, which have been important sources of information for many decades. These platforms have historically played a central role in informing the public about news, politics, and cultural developments.

In recent years, digital media has become increasingly influential. Online news websites, podcasts, and social media platforms allow information to spread quickly and reach global audiences within seconds. This shift has significantly changed how people access and consume information in their daily lives.

The media plays a powerful role in shaping public opinion. By selecting which stories to report and how they are presented, media organisations can influence how people understand important issues. For example, the way political events or social topics are reported may affect how individuals form their opinions. In addition, media also influences everyday communication, as people often discuss news, trends, and online content in their social interactions.

Overall, media remains a key part of modern society. While traditional platforms are still relevant, digital media continues to grow in importance, creating new opportunities and challenges in how information is shared and understood.”

- 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 & write down notes with your keywords, not full sentences

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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 expected to change significantly in the future as technology continues to develop and audience habits evolve. Social media platforms have already transformed communication, and these trends are likely to continue. In the future, communication may become even faster, more interactive, and more personalised through advanced digital tools.

One important development is the increasing use of algorithms that recommend content based on individual interests. These systems may become more advanced, allowing users to receive highly customised information and media experiences. As a result, media consumption could become more efficient, but also more individualised.

Future media may also include new technologies such as virtual environments, interactive platforms, and artificial intelligence. These innovations could change how people access news, entertainment, and communication services. At the same time, traditional media formats such as newspapers and television may continue to exist, but in a more digital and integrated form.

However, these developments also raise concerns. Personalised media may limit exposure to different opinions, and the spread of misinformation may remain a challenge. For this reason, media organisations will need to balance technological innovation with responsible communication. Overall, the future of media will likely combine global access with personalised experiences, creating both opportunities and challenges for society.”

Exam tips:

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SITUATION

You are speaking at a community meeting about **food choices and lifestyle**.

MONOLOGUE

Give a short presentation on **Food Choices in Modern Society**.

1. **Explain** how lifestyle influences eating habits according to **Text 1**.
2. **Describe** how advertising and convenience affect food choices.

DIALOGUE

1. Do you think advertising influences what people eat?
2. **Discuss** how people can make more responsible food choices.

Text 1

“Media systems are constantly evolving as a result of technological development and changing audience habits. In recent years, there has been a clear shift away from traditional media formats, such as printed newspapers, towards digital platforms. Many people now access news through personalised online feeds, which provide content based on their individual interests and preferences.

These personalised systems are often supported by algorithms that analyse user behaviour and recommend specific types of content. This creates a highly customised information environment, allowing individuals to receive news that is directly relevant to them. While this approach offers convenience and efficiency, it also raises important concerns.

Some experts argue that personalised media may limit exposure to different viewpoints, as users are more likely to see content that confirms their existing opinions. This could reduce critical thinking and make it more difficult for people to engage with diverse perspectives. As a result, there is an ongoing discussion about how to balance personalisation with the need for objective and responsible journalism.

In the future, media is likely to become both more global and more individualised. The challenge for media organisations will be to combine technological innovation with ethical standards, ensuring that information remains accurate, balanced, and accessible to a wide audience.”

Exam tips:

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