

# The Media

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## The press

There are two major types of newspapers: **broadsheets** and **tabloids**. Tabloids are half the size of broadsheets. Generally, one can say that tabloid journalism is not **investigative journalism**. In other words, tabloids do not have the best **reputation**. Their main goal is to sell lots of issues. Their reporting is often **populist**, **sensationalist** and **unreliable**. They **distort** facts, print **gossip** and **exaggerate** stories. Hence the **nickname** "**gutter press**". *The Sun*, with a **readership** of approximately 3 million, is probably one of the most famous tabloids. Broadsheets have the reputation of being serious newspapers with a high standard of writing. Their journalists prefer **in-depth analysis** to **attention-grabbing headlines**. *The Guardian* is a good example of a broadsheet.

## Computer games

Ego-shooters and other violent video games often make the news in connection with **mass shootings**. Heavily **armed** teenagers storm their high schools and **run amok**. They **go on a killing spree** and execute their fellow students.

The **findings** of a **recent study** were alarming. Researchers found that there is a clear link between the violence **portrayed** in computer games and **antisocial behaviour**. People who play games with frequent high-level violence are more likely **to suffer from** negative moods, uncooperative behaviour and **lack of compassion**. **Exposure** to these games **desensitizes** the players and leads them to believe violence is not only acceptable, but desirable.

# Keywords

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<b>broadsheets</b>	- großformatige Zeitung
<b>tabloids</b>	- Boulevardzeitungen
<b>investigative journalism</b>	- investigativer Journalismus
<b>reputation</b>	- Ruf
<b>populist</b>	- populistisch
<b>sensationalist</b>	- sensationsgeil
<b>unreliable</b>	- unverlässlich
<b>to distort</b>	- verzerren
<b>gossip</b>	- Klatsch
<b>to exaggerate</b>	- übertreiben
<b>nickname</b>	- Spitzname
<b>gutter press</b>	- Regenbogenpresse
<b>readership</b>	- Leserschaft
<b>in-depth analysis</b>	- tiefgründige Analyse
<b>attention-grabbing headlines</b>	- aufmerksamerregend
<b>mass shootings</b>	- Amokläufe
<b>to be armed</b>	- bewaffnet sein
<b>to run amok</b>	- Amok laufen
<b>to go on a killing spree</b>	- Amok laufen
<b>findings</b>	- Ergebnisse, Resultate
<b>a recent study</b>	- eine rezente Studie
<b>portrayed</b>	- dargestellt
<b>antisocial behaviour</b>	- asoziales Benehmen
<b>to suffer from</b>	- an etwas leiden
<b>lack of compassion</b>	- Mangel an Mitleid
<b>exposure</b>	- Kontakt, Ausgesetztsein
<b>to desensitize</b>	- desensibilisieren

## Social Networks

Social networks **have had a great impact** on our daily lives. The **perks** of these social networking sites are numerous. One can easily **get in touch** with people. It is possible **to upload** and share photos or web links. You can post your status and document your life. Even politicians use social networks **to promote their agendas** during **an election campaign**.

Having an online image is a relatively recent phenomenon. Therefore one should keep certain guidelines in mind when making one's life accessible for the world to see. Do not **disclose** too much personal information and do not **reveal** your holiday plans online. Think twice before posting something that you might **regret** in the future. The Internet does not forget and once your **data** is online you are no longer in control of it. Embarrassing pictures or posts might **go viral** and they can seriously damage your reputation or lead to **cyberbullying**. Do not accept everybody's friend request, as there are many cybercriminals with fake accounts who may **exploit** your **trust to spy on** you. Find a **healthy balance** between **privacy** and online presence.

## Advertising

Unless you switch off the TV during the **commercial breaks**, it is almost impossible **to avoid** advertising. Critics claim that advertising is **invading** people's lives in many ways. It promotes certain lifestyles, **beauty ideals** and **mindsets**. Many experts believe that adverts for children should be **banned** completely because their minds are not developed enough to deal with the **onslaught** of manipulative **marketing strategies**.

## Keywords

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<b>to have an impact on</b>	- einen Einfluss haben auf
<b>perks</b>	- hier: Vorteile
<b>to get in touch with</b>	- in Kontakt treten mit
<b>to promote</b>	- fördern, vorantreiben
<b>agenda</b>	- hier: Ansichten
<b>election campaign</b>	- Wahlkampagne
<b>to disclose</b>	- preisgeben
<b>to reveal</b>	- verraten
<b>to regret</b>	- etwas bedauern
<b>data</b>	- Daten
<b>to go viral</b>	- sich schnell verbreiten
<b>cyberbullying</b>	- Cybermobbing
<b>to exploit</b>	- ausnutzen
<b>trust</b>	- Vertrauen
<b>to spy on somebody</b>	- jemanden ausspionieren
<b>healthy balance</b>	- gesundes Gleichgewicht
<b>privacy</b>	- Privatsphäre
<b>commercial break</b>	- Werbepause
<b>to avoid</b>	- here: ausweichen, meiden
<b>to invade</b>	- eindringen
<b>beauty ideal</b>	- Schönheitsideal
<b>mindset</b>	- Mentalität, Denkweise
<b>to ban</b>	- verbieten
<b>onslaught</b>	- Ansturm, Angriff
<b>marketing strategy</b>	- Marketing Strategie

## Censorship

One **controversial** discussion surrounding the media is the question of **morality** and **social responsibility**. History has taught us that the powerful media apparatus can be used **to diffuse** propaganda in support of totalitarian regimes. Ready-made opinions might be **fed to** the masses to create a mood in favour of certain ideas. In China, the Internet is currently censored and sites, which the government **deems inconvenient**, are simply blocked. Western societies believe that this goes against the principle of **liberty of opinion**. However, some critics also point out that the occidental mainstream media is in the hands of a few powerful corporations. This begs the question if our news is really neutral. Whereas everybody seems to agree that freedom of speech is a basic human right, the concept in itself is very fragile. So as to understand this, simply consider the following questions:

Should people have **unlimited access** to all kinds of material or should some contents be **censored**? Is it vital for a free society to allow **minors to surf the web** without **restrictions**? What about websites that **distribute child pornography**, **incite** racial hatred or promote terrorist propaganda? Is the **monitoring** of Internet traffic or the blocking of **dubious** content an attack on our **freedom of speech**? Are violent computer games and movies risky pastimes that result in antisocial behaviour or mass shootings? What are the **long-term effects**? Do they desensitize people and **numb** their compassion? Or do they simply allow kids **to vent** their aggression? What is your opinion?

## Keywords

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<b>controversial</b>	- umstritten
<b>morality</b>	- Moral
<b>social responsibility</b>	- soziale Verantwortung
<b>to diffuse</b>	- verbreiten
<b>to feed to</b>	- füttern
<b>to deem</b>	- erachten als
<b>inconvenient</b>	- unbequem, lästig
<b>liberty of opinion</b>	- Meinungsfreiheit
<b>unlimited access</b>	- unbeschränkter Zugang
<b>to censor</b>	- zensieren
<b>minors</b>	- Minderjährige
<b>to surf the web</b>	- online surfen
<b>restriction</b>	- Einschränkung
<b>to distribute</b>	- verteilen
<b>child pornography</b>	- Kinderpornographie
<b>to incite</b>	- anstiften
<b>monitoring</b>	- Überwachung
<b>dubious</b>	- suspekt
<b>freedom of speech</b>	- Meinungsfreiheit
<b>long-term effects</b>	- langzeit Konsequenzen
<b>to numb</b>	- betäuben
<b>to vent</b>	- hier: Dampf ablassen

# CHECKPOINT

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## Can you answer these questions with adequate vocabulary?

1. Explain the difference between tabloids and broadsheets.
2. Can violent video games provoke aggressive behaviour? Discuss.
3. What are the advantages and disadvantages of social networks?
4. Write an online guide for users of social networks. What should they be aware of?
5. Write an online guide for parents to inform them of the dangers on the Internet.
6. Advertising has a huge impact on its viewers. Explain.
7. What exactly is freedom of speech?
8. Should there be limits to freedom of speech? Why? Why not?
9. Should the Internet be censored? Why? Why not?
10. Is the media living up to its social responsibility? Discuss.