

1 The Media

Types of media

media
mass media
print media
electronic media
news media

News and entertainment are communicated in a number of different ways, using different **media**.

entertainment 182 ↓

The media include **print media** such as newspapers and magazines, and **electronic media** such as radio and television.

The word media is most often used to refer to the communication of news, and in this context means the same as **news media**.

Media and **mass media** are often used when discussing the power of modern communications.

◆ LANGUAGE NOTE

Media can be singular or plural.

Mass media is also spelt with a hyphen.

It is difficult for the media to cover the growing number of crises throughout the world.

You in the media are all part of a powerful industry. That power can be used destructively or constructively.

...impersonal contact through print media and television.

For the book's main character, withdrawal is the only means of escape from the crowd, from group-think, from the mass media.

The documentary should be required study for all students of mass-media communications, because it illustrates to perfection the way in which illustrations of man's inhumanity to man can mislead public opinion.

The White House has announced that they normally will not let any member of the news media report on what is going to be in the speech until the president actually delivers it.

Belief systems and older cultures expire under a weight of more or less trivial information conveyed by an all-pervasive electronic media.

1 Media partners I. Look at the extracts and then complete the tasks by combining the word 'media' with the other words in the box below the numbered questions.

After waiting weeks for a day when it would get maximum media exposure, the Labour Party launched its new policies for industry on February 25th – just as the Gulf War got going.

The trial of Bruno Hauptmann for the 1932 kidnapping of aviator Charles Lindbergh's baby attracted media attention unlike any seen before.

The Media

The government has been particularly annoyed at the involvement of the French state in what they are calling a hostile media campaign.

Black had set his heart on the 'News', which he saw as a key part of his plan to build a worldwide media empire.

The thought of a quiet ceremony and a small dinner party to follow is becoming more attractive to stars as they watch publicised marriages like Elizabeth Taylor's being transformed into a media circus.

The director of the campaign for the homeless said yesterday's government announcement is no substitute for a proper national housing policy. 'We were quite upset about the amount of attention this announcement was given, and the amount of media hype that went on around it. Actually there was no new money and it was not a new initiative.'

Those people ought to be our priority. I don't think they would be best pleased to hear this domestic squabble about the leadership of the Conservative Party being hyped up by the media at this sort of time.

Reporters were kept away from the group when they arrived from Nairobi amid fears that any media coverage of the event might compromise their safety.

- 1 Find three expressions referring to what the media give or show if they talk about something.
- 2 Find one expression for a very big media organisation, perhaps one containing newspapers and TV stations.
- 3 Find one expression meaning excitement generated by the media not justified by reality.
- 4 Find one expression meaning a period of coverage in different media organised to change people's opinions about something or someone.
- 5 Find one expression showing disapproval describing an event dominated by the presence of the media.

		exposure		
	coverage		attention	
hype		media		campaign
	circus		empire	

coverage 33 ↓
hype 197 ↓

◆ LANGUAGE NOTE

The verbs corresponding to the noun **hype** are **hype** or **hype up**.
Events can be **hyped** or **hyped up** by the media.

◆ **Media partners II.** Make combinations with 'media' from the box below and use them to complete the extracts. (In extract c, it's not possible to find the exact word.)