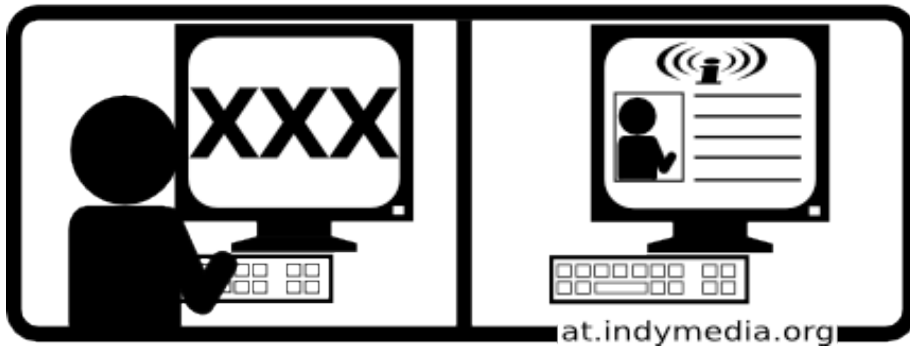
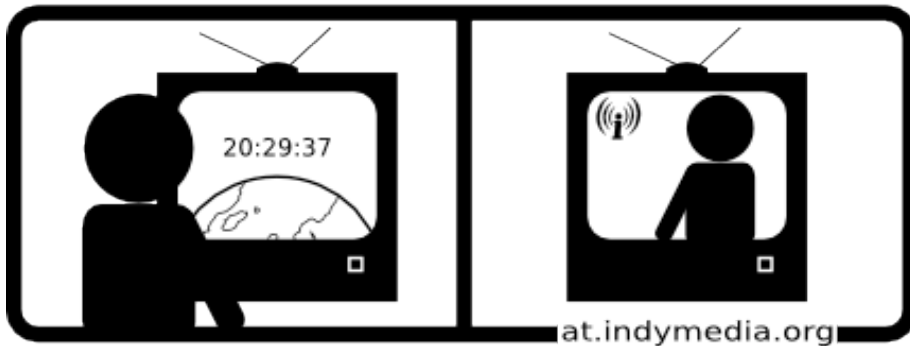
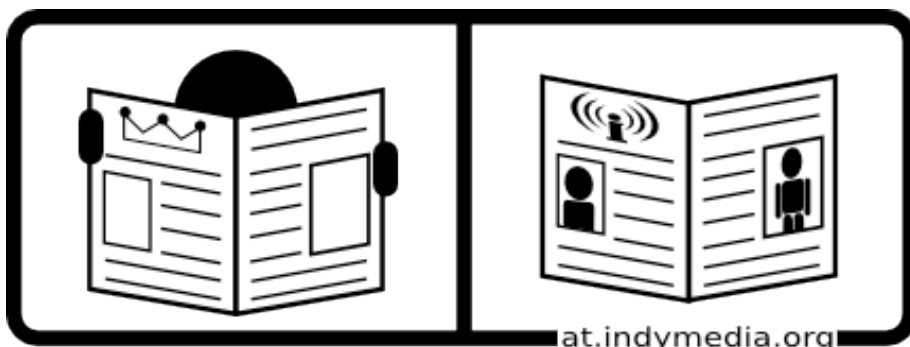
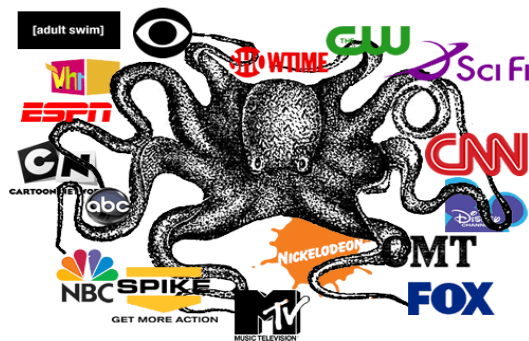


THE MEDIA



PRE-READING TASKS

1. List the various forms of media we have in our world today.
2. There are different kinds of newspapers. Find out the difference between broadsheets and tabloids and give examples.
3. "Back in 1983, approximately 50 corporations controlled the vast majority of all news media in the United States. Today, ownership of the news media has been concentrated in the hands of just six incredibly powerful media corporations." (Michael Snyder) What are the consequences of this development? Discuss.
4. Do you think the media have the power to manipulate us? How? Why?



PROPAGANDA - PICTURES THAT LIE

Picture 1



Picture 2



Picture 1 was printed in a newspaper. Picture 2 is the original. Why did they not print the original? Explain. (Exhibition - X für U - Bilder, die lügen)

ACTIVITY

Find other examples of pictures that lie.

THE POWER OF THE MEDIA

Have a look at these April Fool's Day hoaxes and discuss their effects.

#1: The Swiss Spaghetti Harvest

In 1957 the respected BBC news show *Panorama* announced that thanks to a very mild winter and the virtual elimination of the dreaded spaghetti weevil, Swiss farmers were enjoying a bumper spaghetti crop. It accompanied this announcement with footage of Swiss peasants pulling strands of spaghetti down from trees. Huge numbers of viewers were taken in, and many called up wanting to know how they could grow their own spaghetti trees. To this question, the BBC diplomatically replied that they should "place a sprig of spaghetti in a tin of tomato sauce and hope for the best."



#2: The Left-Handed Whopper

In 1998 Burger King published a full page advertisement in *USA Today* announcing the introduction of a new item to their menu: a "Left-Handed Whopper" specially designed for the 32 million left-handed Americans. According to the advertisement, the new whopper included the same ingredients as the original Whopper (lettuce, tomato, hamburger patty, etc.), but all the condiments were rotated 180 degrees for the benefit of their left-handed customers. The following day Burger King issued a follow-up release revealing that although the Left-Handed Whopper was a hoax, thousands of customers had gone into restaurants to request the new sandwich. Simultaneously, according to the press release, "many others requested their own 'right handed' version."

PROJECT:

Find out about the impact of Orson Welles' radio drama *The War of the Worlds*.

PRE-READING TASKS

1. Search the internet for the world press freedom index of this year. Discuss the findings. Are you surprised? Why? Why not?

PRESS FREEDOM

The United Nations held 'World Press Freedom Day 2006' earlier this month. I don't know why. Maybe the UN realised that so many of its member states stifled press and other freedoms they needed encouragement to do better. If so, the day was a wretched failure.



It began promisingly. At a meeting in Westminster, Roger Koeppl, editor-in-chief of the centre-right German paper Die Welt, gave a classic defence of freedom of expression. He had done what no British editor dared do and printed the Danish cartoons of Muhammad. He received the customary death threats, but didn't regret it, because 'it is essential to protect freedom of expression because of all the pain we have invested to keep our liberal, secular society'.

Dr Maleeha Lodhi, the Pakistani High Commissioner to Britain, opposed him. She denounced 'the tendency in the West to say, "We insult our own, so we can insult yours, too." Well, no. We do have a problem with that and we demand respect'. Her 'demand' for censorship was a faithful reflection of her masters' policy. The Pakistani military dictatorship not only has blasphemy laws, but also forces journalists to resign, arrests them and holds them in solitary confinement. The monitoring agency Freedom House succinctly describes the Pakistani media as 'not free', and they aren't.

So, on the one hand, we had an editor from a liberal democracy saying: 'I may disagree with what you say, but I will defend to my death your right to say it' and, on

the other, the servant of a military junta that says: 'We may disagree with what you say and if we do, we will send you to prison.' What division could be more natural?

Yet once you got closer, the contrast between liberal democracy and military dictatorship was nowhere near as stark. As Dr Lhodi made her argument that respect could be 'demanded' rather than earned, she cited with approval articles by Simon Jenkins, a columnist for the liberal-conservative Sunday Times and liberal-left Guardian

If she had researched further, she would have found support from Europeans with far more power. Next week, the Council of Europe is holding hearings on whether freedom of expression should include the right to offend religions. It is already clear that the tide is with the supporters of suppression. (...) *Nick Cohen*

COMPREHENSION

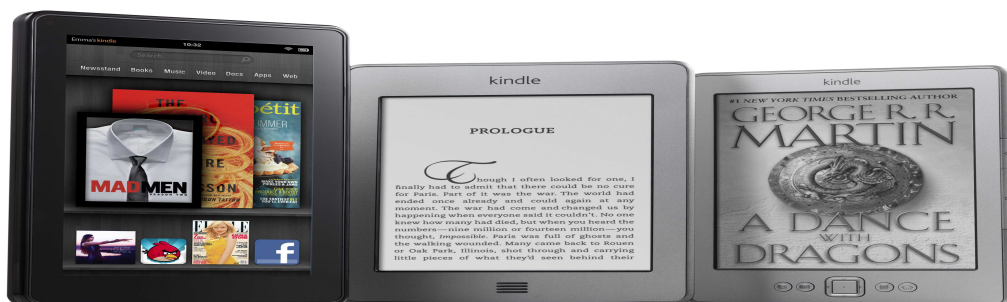
1. Compare the views of Roger Koeppl and Dr Maleeha Lodhi.
2. Who do you agree with? Why?

PROJECT

1. What is your personal definition of freedom of speech?

PRE-READING TASKS

1. Do you prefer reading books the old-fashioned way or on e-readers? Why?
2. What are the advantages of traditional books?
3. What are the advantages of e-book readers?



WILL WE CLOSE THE BOOK ON BOOKS?

Book lovers are the Luddites of the intellectual world. I can no more imagine their giving up the printed page than I can imagine a picture in the New York Post showing the Pope technoboogieing the night away in a disco. My adventure in cyber space ("Riding the Bullet", available on any computer near you) has confirmed this idea dramatically. My mail and the comments on my website (www.stephenking.com) reflect two things: first, readers enjoyed the story; second, most didn't like getting it on a screen, where it appeared and then disappeared like Aladdin's genie.

Books have weight and texture; they make a pleasant presence in the hand. Nothing smells as good as a new book especially if you get your nose right down in the binding, where you can still catch an acrid tang of the glue. The only thing close is the peppery smell of an old one. The odor of an old book is the odor of history, and for me, the look of a new one is still the look of the future.

I suspect that the growth of the Internet has actually been something of a boon when it comes to reading: people with more Beanie Babies than books on their shelves spend more time reading than they used to as they surf from site to site. But it's not a book, dammit, that perfect object that speaks without speaking, needs no batteries and never crashes unless you throw it in the corner. So, yes, there'll be books. Speaking personally, you can have my gun, but you'll take my book when you pry my cold, dead fingers off the binding. *Stephen King*

COMPREHENSION

1. List the things Stephen King likes about printed books.
2. List the things that Stephen King does not like about books on the screen.
3. Why may "non-bookworms" actually do more reading than they used to nowadays?

PROJECT

1. Write a short paragraph in which you describe your own attitude to the printed book.

PRE-READING TASKS

1. Give examples of an advert that convinced you to buy the product.
2. Which advertising techniques are very persuasive? Why?
3. What do you think about advertising that targets children?



WHAT IS ADVERTISING?

In its simplest sense the word 'advertising' means 'drawing attention to something', or notifying or informing somebody of something. You can advertise by word of mouth, quite informally and locally, and without incurring great expense. But if you want to inform a large number of people about something, you might need to advertise in the more familiar sense of the word, by public announcement. If you put up a notice in a local newsagent's shop (preferably near a bus stop), design a poster or buy some space in a local newspaper, you are likely to attract the attention of more people to the information you wish to communicate than if you simply pass the word around friends and neighbours. You could go further and distribute leaflets as well, get someone to carry a placard around, even broadcast on local radio or organize a publicity stunt. However, you might not be content simply to convey certain facts, such as, for example:

*For sale: four 6-week-old kittens
Contact M. James Tel. 324810*

and leave it at that. You might wish to add a bit of emphasis to your message by proclaiming:

*Adorable fluffy kittens (house-trained) need a good home.
Black and white.
An opportunity not to be missed.
Phone 342810. Hurry, only a few left!*

There is certain temptation, if we have anything to say or something to sell, to draw attention to our notice by exaggerating the facts or appealing people's emotions:

Troubles at home? Marriage under strain?

These kittens will change your life, and will bring joy and peace to your family.

And this is of course where all the controversy about advertising arises.

People who criticise advertising in its current form argue that advertisements create false wants and encourage the production and consumption of things that are incompatible with the fulfilment of genuine and urgent human needs. Advertising, it is claimed, is an irrational system which appeals to our emotions and to anti-social feelings which have nothing to do with the goods on offer. Advertisements usually suggest that private acquisition is the only avenue to social success and happiness - they define private acquisition and competitiveness as a primary goal in life, at the expense of less tangible rewards like better health care and social services. The consumer economy is said to divert funds from socially useful and human needs and make us greedy, materialistic and wasteful.

On the other hand, those who defend advertising say that it is economically necessary and has brought many benefits to society. It contributes to society's wellbeing and raises people's standard of living by encouraging the sales of mass-produced goods, thus stimulating production and creating employment and prosperity. Those people who would do away with advertising are accused of trying to deny cheaper goods and services to the majority, and of being puritanical, elitist and economically shortsighted. Furthermore, the champions of advertising say that people are perfectly free to ignore advertisements and that ads do not brainwash people because a number of advertising campaigns fail to attract customers.

Indeed it is perfectly true to say that consumer goods have brought comfort and pleasure to a large number of people and have alleviated want and hardship. I would not wish to argue that this is morally bad. In a complex society such as our own, consumer goods are necessary and important and on the whole have been a welcome development of the modern world. But along with commodities we need

information about them: about their price, function, durability, quality, etc. This kind of information will help us make wise and rational consumer choices.

The question we have to ask ourselves is whether consumer advertising gives enough, or indeed any accurate information, and whether the economic function of advertising is so vital that we cannot afford to do without it whatever cultural, social and personal drawbacks. We also need to ask who is ultimately benefiting from the advertising of consumer goods - society as a whole (as it is claimed), or a few powerful commodity manufacturers and business corporations.

Gillian Dyer, *Advertising as Communication* (London/New York: Routledge 12th ed. 2002)

COMPREHENSION

1. What does the author criticise about advertising?
2. Discuss the power of language in relation to the messages about the sale of kittens. Which message is more powerful? Why?
3. How do, according to the author, the advocates of advertising defend themselves?
4. What are the conclusions of the author?
5. "...people are perfectly free to ignore advertisements..." Do you agree with this statement? Why? Why not?

PROJECT

1. Download the free LogosQuiz App and check how many logos of companies you can recognise. Then have another look at your answer to question 5 in the comprehension section.
2. You are the creative mind of an advertising agency. Develop a persuasive advert for one of the following products: cigarettes, perfume or alcohol. Create a poster, invent a brand name and come up with a catchy slogan.



PRE-READING TASKS

1. Which social networks do you use? How often?
2. What are the dangers of social networks?
3. What are the advantages of social networks?
4. What steps do you take to guard your privacy when using these services?

CAN'T HIDE IN THE CLOUD

Most Internet users were disabused of the notion that their online activities could be kept entirely secret long before the recent revelations that the National Security Agency has been tracking the phone calls and online communications of millions of people. And to a great degree, consumers have traded privacy for convenience — like having Web retailers store your credit card number to save you some typing on your next order.



Still, the scope of the government's surveillance programs left some users and businesses wondering what, if anything, can be done to claw back more control over private information. The answer is complicated: most users could do more to safeguard themselves, but no software or service can protect them fully from determined government agencies, criminals or hackers.

The problem is that we have collectively ceded our privacy bit by bit as we have moved more social and business interactions from the physical realm to the so-called cloud, powered by tens of thousands of computers at server farms owned and managed by companies like Google, Amazon and Facebook. And it might be incredibly hard, if not impossible, to regain what we have given up.

While moving house recently, I came across a box of letters I had received in high school and college, some more than 20 years old. Other people cannot see those letters unless I let them, a court orders that I divulge their contents or they are physically stolen. But I can't say the same about the nine-year-old messages in my Gmail account. I might think those messages are confidential just as I might hope that my private Facebook posts are, well, private. But in reality they aren't and never were.

This is not a nostalgic lament. The Internet has no doubt made life more convenient. I can share photos with dozens of friends in minutes on Flickr, something that would have taken me days to do if I were having them printed and mailed. And it's much easier for, say, accountants or bankers to do their jobs now that they can have a video chat with a co-worker on the other side of the planet.

Some people control the amount of information they put online; some have deactivated their Facebook accounts because of privacy concerns. But privacy settings don't shield you from government intrusion or hacking. Even without posting personal data online, most of us leave trackable traces of ourselves online every day. Your high school, university or employer might be knowingly or unwittingly putting information about you online. Just as it would be extremely hard to survive off the electrical grid, it's become nearly impossible to live and work without e-mail or cellphones.



The supervigilant are starting to use software to encrypt their e-mail and Internet chats. Many, if not most, businesses already use virtual private networks to allow employees to connect to their computers while shutting out outsiders. Activists and dissidents in foreign countries have been using Tor, which attempts to obscure users' digital trails by breaking up and sending their Internet traffic on multiple paths.

But such technologies all have limitations, and users have to be technically adept and diligent to gain any benefit.

The fact is, the privacy war is asymmetric. Governments have spent billions to develop tools to conduct surveillance and hack into computer systems. Far fewer resources have been devoted to protecting users from such intrusions, said Seth Schoen, the senior staff technologist at the Electronic Frontier Foundation, an advocacy and research organization. New technical tools might put up a privacy screen for a while, but over time intruders will come up with new ways to get around them, too. There may be no stopping that cat-and-mouse game, but at the very least we can demand that lawmakers protect us from abusive and unwarranted surveillance by the government.

The New York Times - Editorial - June 2013

COMPREHENSION

1. "Consumers have traded privacy for convenience". Explain.
2. What is "the cloud" that the text keeps talking about?
3. Why is our data never really safe according to the author?
4. What is your opinion regarding the NSA surveillance scandal?

ACTIVITIES

Discuss the following statements:

1. Safety for all requires the end of privacy for everybody.
2. Our privacy died the day TV told us we could all be stars.
3. The strange thing is that most of us voluntarily give up their privacy.
4. You don't need privacy if you have nothing to hide.

PRE-READING TASKS

1. Which of these comments describe the **internet** best?

- a fast and reliable way to find information
- makes it easier to communicate with people
- spreads news to all corners of the globe
- allows people to show or play their creative work to a world-wide audience
- brings mankind closer together
- accelerates political changes
- buying and selling products has become more efficient

1. Are there any other advantages you can think of?

2. But is the internet an ecological medium?

- Is writing an email more ecological than a letter, for instance?
- Is searching information via Google more environment friendly than going to a library?
- Do we save valuable resources when we send information over the internet rather than photocopy and hand it out?

NEW TECHNOLOGY AND BETTER STRATEGY COULD CUT DATA CENTRE EMISSIONS BY 88%

*(Server farms could revolutionise **sustainability** with easy steps, claim researchers as Apple reveals pioneering **solar farm**)*

With a population of 3,048, Yerington, Nevada, may not strike most people as very important: the town's foremost claim to fame is that several Japanese fire balloons landed there during the second world war. But that's about to change: Yerington is home to a vast new solar farm owned by Apple.

"The project will not only supply **renewable energy** for our **data centre** in nearby Reno but also **provide clean energy** to the local **power grid**, through a first-

of-its-kind partnership with NV energy. When completed the 137 acre **solar array** will generate approximately 43,5 m kilowatt hours of clean energy, equivalent of taking 6,400 passengers vehicles off the road every year.” Apple wrote in a recent statement to the Nevada public utilities commission.

This means computer server farms, the backbone of every email, document and internet search, can be made more sustainable. 88% more sustainable, to be precise. And clean energy is only a small part of the equation. According to a new report by researchers at Stanford University, Northwestern University and the Lawrence Berkely National Laboratory, published earlier this summer in Nation Climate Change, server farms **greenhouse gas emissions** could be cut by 80% if companies used **state of the art IT equipment**. Because **data centre cooling** consumes large amounts of energy as well, an additional 8% of greenhouse gas emissions could be cut if companies moved their server farms to cooler locations. That’s exactly what some major companies are doing. ” Big **cloud-computing companies** like Google, Facebook, Yahoo and Apple have consolidated sustainability matters so there’s one group, one responsibility,” says Jonathan Kooney, a research fellow at the Steyer-Taylor Centre for Energy Policy and Finance at Stanford University and a co-author of the study.

“Moving towards server farm sustainability is not always cheaper, but these companies still see it as beneficial because they can put a strategic issue behind them.” According to Google spokeswoman Kate Hurowitz, it can be cheaper, too: “Our data centres use 50% less energy. We do this by building extremely efficient facilities that measure power usage, manage airflow, adjust the thermostat and use free cooling. Over the years we’ve saved over \$1bn in energy costs.”

Google now puts information about its server farm efficiency online, while eBay publically documents all energy and sustainability data.” And Facebook recently built its first data centre outside the US in a Swedish town where it can get all its energy from renewable energy sources,” says Greenpeace IT analyst Gary Cook. With the town Luleå, located near the Arctic circle, Facebook’s server farm will benefit from the cold weather, too.

But the majority of today's server farms belong to companies whose main business is not computing, and these data centres often operate at a leisurely and **wasteful** pace. Energy use is a secondary concern for them," says Eric Masanet, an associate professor of mechanical engineering at Northwestern University and a co-author of the study. "The data centres' IT hardware and infrastructure are in the domain of IT engineers, who are typically not the ones who pay the electricity bill, so there's no direct incentive on **energy efficiency**," Arman Shehabi of the Sustainable Energy System Group at the Lawrence Berkeley National Laboratory adds. "It's not unusual to find old servers in these data centres that are still plugged in, but not providing computational services anymore. We call them **zombie servers**. They are just taking up space, consuming electricity to stay on, but there's no incentive for the IT department to start poking around their data centre to figure out which servers they can **unplug**."

A manufacturing company can fly below the radar when it comes to energy efficiency. But, reports Cook, even Fortune 500 companies that don't prioritise sustainability are beginning to join the trend. "Many now opt to have Google run their IT by using Google's cloud rather than Microsoft Office. That's good news because the cloud is more energy efficient."

Still, every search we perform, every document we save uses energy and this contributes to greenhouse gas emissions. In fact, personal gadgets generate more emissions than server farms. So how can we ordinary computer users contribute to sustainability?

"Turn off your home internet modem when not needed, since it's constantly consuming power whether one is using it or not. **Streaming data** via **cellular networks** to **mobile devices** is particularly **energy intensive**, so be mindful how much calculating data you consume. Using the Wi-fi modem on your mobile device is a much more energy efficient option," says Masanet

(Elizabeth Brown, Guardian Professional, 21 August 2013)

ACTIVITIES

1. There are certain key phrases highlighted in the text. Decide which 'word field' they belong to: technology or ecology.

2. Multiple choice: Choose the most appropriate statements:
(more than one statement may be correct)
 - Yerington owes its modest historical importance to a) an attack by the Japanese army b) an accident involving hot air balloons c) a fire in a hot air balloon flying over the town.

 - Apple is interested in the location because a) they can use cheap land to build its server farm b) it is conveniently situated c) they get sustainable energy for free.

 - Server farms a) are scientific research laboratories where new products are developed b) store and centralise every available information c) are repair and storage centres for electronical equipment.

 - The energy needs of server farms can be reduced when they are situated in regions a) with moderate temperatures b) close to larger agglomerations c) close to large water supplies used for cooling.

 - Companies a) save money b) spend more money c) neither win nor lose money, lowering energy consumption levels.

 - Companies waste a lot of energy because of a) unnecessary email traffic b) poorly built factories c) outdated and unnecessary equipment.

 - Useless equipment is usually not disconnected because a) workers are not really interested to switch them off b) few people know about their existence c) company bosses have other priorities.

COMPREHENSION

1. What are the advantages of the energy policy of companies like Apple, facebook or Google?
2. In what ways do other companies lag behind when it comes to green energy?
3. What can the individual consumer do to reduce energy levels?
4. Reading between the lines:
 - The expression 'server farm' combines two different word fields:
 - 'server' (related words: to serve, service) , i.e. 'providing the service of information' in this case
 - 'farm' is taken from an agricultural context and suggests green fields, animals raised on a farm, ...
 - Obviously these words do not go together naturally. Why then have companies coined this expression?
5. Why do you think do companies like Google or Facebook publish their 'energy efficiency' online?

PROJECT

Do you think that the internet makes the world a more 'ecological' place? Write an essay of about 250 words where you discuss the ecological benefits and disadvantages of the internet.

GLOSSARY

printing press	
column	
columnist	
editor	
editorial	
glossy magazine(s)	
tabloids	
news coverage	
electronic media	
anchor man/woman	
a host	
prime time television	
an advertisement - Br English a commercial - U.S: English	
commercial break	
advertising technique(s)	
online (gaming, betting...)	
cellular networks	
social networks	
netters	
world wide audience	
real time	
cloud companies	
a server farm	
editing	
infotainment	
phubbing	
trial by the media	
virtual world /cyber world /space	
desensitization to violence	
compassion fatigue	
tunnel vision	
couch potato	
mass media	
independent sources	
newsroom	
fly-on-the-wall	
soap opera	