

A Reading comprehension

Working with the media

Many young people are fascinated by the media and would love to become filmmakers, bloggers, television presenters or newspaper journalists. But often enough they just do not have the skills or money to do this. The *Media Trust* is an organization that tries to help young people from difficult or underprivileged backgrounds to realize such dreams. The *Trust* provides these 14- to 25-year-olds with the skills and insights they need to get started in the world of media. Those young people who are talented and enthusiastic enough can then move on to possible job training programmes in modern media at colleges of further education. The *Media Trust* also offers successful candidates the chance to take part in various projects which they run in cooperation with national TV stations, newspapers and Internet platforms.

A good example of the *Trust's* work is their cooperation with *Community Channel TV*. The *Trust* broadcasts a regular half-an-hour programme on this channel and creates an online magazine. Some of these contributions have been created by teams of young people aged 18 to 25 who were selected by the *Media Trust*. Specialists from the different media help the young people to create their own media contributions by showing them practical skills, from journalism and digital media to filmmaking and photography. In a selection of these courses the young people learn how to do research, to film, to edit and to present their ideas for a media contribution. At the end of such courses the young people produce their own shows or articles about

the area where they live. Through the cooperation with *Community Channel TV* nearly all of the successful contributions are about untold local stories or about community-based campaigns or local talents. The most interesting contributions are then shown on the local community channels.

One of the latest plans the *Media Trust* has is the "Breaking into News" project which they are running in co-operation with the *ITV* channel. The project is also going to be a competition for young people. Young people aged 16 to 25 can apply but only nine young people will have the chance to take part in the actual project; only nine are to be chosen because *ITV* has nine local stations. The applicants will need to submit a short description of themselves and their backgrounds. They will also have to give reasons why they think the jury should choose them. The nine successful applicants from nine different regions will then have the chance to work together with the professional news teams. The media experts will help these young people to use the chance to develop their ideas and media skills and in the end produce a news report for their regional *ITV* station. Again the emphasis will be on untold local stories. The one lucky winner is going to be presented with the latest high-tech film camera available on the market and the opportunity to spend the day with the team which produces the national *ITV News at Ten* show. And who knows, this may well be the start of a very interesting career in the world of media for some lucky young people.

(528 words)

1 Find the most suitable option according to the text. Only one option is true.

1. *The Media Trust* helps young people by ...
 - a) giving them advice on the effects of the media.
 - b) taking them to colleges of further education.
 - c) showing them some media techniques.
 - d) offering them money to make films.

- 2) The young people on the *Community Channel* project will ...
 - a) get entertainment for free.
 - b) contribute to national programmes on TV.
 - c) only tell stories about entertainment.
 - d) make their own contribution about their region.

3. The candidates who want to take part in the "Breaking into News" project will ...
 - a) have to write a short description of their backgrounds.
 - b) develop their media skills.
 - c) have the chance to work with the professionals.
 - d) choose the jury.

4. The winner of the competition is going to get ...
- a brand new tablet.
 - an invitation to spend a day with the main *ITV News* team.
 - an offer of a job at *ITV*.
 - a film of his or her work.

2 Do the following tasks on the text in complete sentences. Use your own words.

- Outline the main aims of the *Media Trust*.
- Describe how the *Community Channel TV* project works.
- Sum up the competition described in the text.

B Mediation

Sie und einer Ihrer Freunde nehmen an einem Projekt über die Auswirkungen der modernen Medien auf junge Menschen teil. Nun haben Sie gerade diesen Leserbrief zur Berichterstattung der Zeitung über die Nutzung der sozialen Medien in England gefunden und wollen Ihrem Freund davon berichten. Fassen Sie dazu den folgenden Leserbrief auf Deutsch zusammen.

Letter to the editor: Don't confuse us readers!

To the editor

When you pick up the newspapers today, they are full of frightening stories about how young people are in danger when using the media. There are stories about pornographic addiction and aggression caused by video games and stories about how young people become victims of crime on the Internet when they post private information on social media platforms. Of course, I'm concerned but do these stories really reflect the behaviour of the majority of teenagers like my son and two daughters?

Your newspaper seems to be following the trend. Last week I read an article about the effects of new media on our children in your newspaper. The heading was "Teenage girl texts 250 messages a day". I was shocked to read this so I wanted to find out more. After reading the article to the end I realized that this girl had been chosen by you to make us readers feel alarmed. In fact this girl was an exception. She was one of a group of 100 teenagers who took part in a survey of their behaviour on social media. If you pay careful attention and look at the real results of the survey you will find that fewer than 30% of the kids interviewed send more than 25 messages a day. And in fact you will find similar results about how much personal information young people post about themselves. You will find that most teenagers really care about online security and that about 60% of them set their *Facebook* profiles to "private". A similar number say that they routinely delete past posts, block people and only post comments to people they know.

So when writing about teenage behaviour please do your research correctly in future and don't try to confuse us with your sensational headings just to sell your newspaper!

Yours faithfully
 Emma McDonald

(317 words)

C Training skills – How to describe cartoons

Describe and analyze the cartoon on the right.



D Grammar

Complete the following dialogue between two friends on a social media platform. Put the verbs in the correct future form.

Derek: Hi. Planning anything this evening?

Ron: I think I (1. probably stay) ... at home tonight.

Derek: That's boring. I (2. see) ... a gig at the pub later.

Ron: Cool. I'd like to come but, you know, I don't have any money!

Derek: That's no problem. I (3. lend) ... you some.

Ron: That's kind of you. I (4. give) ... it back to you tomorrow, I promise.

Derek: Don't worry. I'm sure that my boss at my part-time job (5. pay) ... me tomorrow.

Ron: OK. I (6. pick) ... you up in my car at about 7 o'clock. Is that OK?

Derek: That (7. be) ... fine.

Ron: (8. bring) ... you your girlfriend?

Derek: No. She (9. meet) ... her girlfriend this evening. So she (10. not come) ... with us.

Ron: Right. See you at seven.

E Production

Write a composition about the topic "The media and how I handle it" in at least 150 words. Consider the following aspects.

- What media do you use? Traditional media and/or social media?
- When, how long and how often do you use them?
- Are you careful with your private data? How do you protect it?
- Have you ever had problems with regard to social media?