

WEEK 14

UNIT 5: THE MEDIA

LESSON: GETTING STARTED- LISTEN AND READ

* **VOCABULARY:**

- media /'mi:diə/ (n): phương tiện truyền thông
- invent /ɪn'vent/ (v): phát minh
 - + invention /ɪn'venʃn/ (n) sự phát minh
 - + inventor /ɪn'ventə(r)/ (n) nhà phát minh
- crier /'kraɪə(r)/ (n): người rao bán hàng
- latest news: tin giờ chót
- popular /'pɒpjələ(r)/ (a): được ưa chuộng, phổ biến
 - + popularity /,pɒpjʊ'lærəti/ (n) tính phổ biến
- widely /'waɪdli/ (adv): một cách rộng rãi
- teenager /'ti:neɪdʒə(r)/ (n): thanh thiếu niên
- adult /'ædʌlt/ (n) người lớn
- thanks to: nhờ vào
- variety /və'raɪəti/ (n): sự khác nhau, sự đa dạng
- channel /'tʃænl/ (n): kênh truyền hình
- control /kən'trəʊl/ (v) : điều khiển, kiểm soát
- stage /steɪdʒ/ (n): giai đoạn
- develop /dɪ'veləp/ (v) phát triển
 - + development /dɪ'veləpmənt/ (n): sự phát triển
- interactive /,ɪntər'æktɪv/ (a): tương tác
- viewer /'vju:ə(r)/ (n): người xem
- show /ʃəʊ/ (n): buổi trình diễn
- remote /rɪ'məʊt/ (a) = far: xa
- event /ɪ'vent/ (n): sự kiện
- interact /,ɪntər'ækt/ (v): ảnh hưởng
 - + interaction /,ɪntər'ækʃn/ (n): sự tương tác
- benefit /'benɪfɪt/ (n): ích lợi

* **LISTEN AND READ**

a) Complete the table with the passage letters in which these facts or events are mentioned.

1. D	2. B	3. B	4. C	5. A	6. D
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b) Answer the question

1. What was a town crier?

=> A town crier was a person who went through city streets ringing the bell and shouting the latest news.

2. How popular is the Kien Thuc Ngay Nay?

=> The Kien Thuc Ngay Nay is widely read by both teenagers and adults.

3. What benefits does TV bring about to people's life?

=> Thanks to TV people now can get the latest news and enjoy interesting programs and watch a variety of local and international programs on different channels.

4. What kind of magazines and newspapers do you read?

=> I read the magazines and newspapers on science and social issues.

5. What's your favorite type of media? Why?

=> My favorite type of media is TV, because it can bring us a lot of various news and interesting programs on every life and science.

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LESSON: LISTEN

Listen to a conversation between Chau and her father. Fill in the table with the information you hear.

When?	What happened?
7th or 8th century	<i>The first printed newspaper appeared in China.</i>
(a) the late 19th century	The telegraph was invented.
early 20th century	Two new forms of news media appeared: (b) Radio and newsreel.
(c) in the 1950s	Television become popular.
mid- and late 1990s	(d) The Internet became a major force in journalism.

Nội dung bài nghe:

Chau: Dad, I'm doing an assignment. Can you help me with the information?

Chau's father: What is the assignment about?

Chau: It's about the important date of the media. Where and when did the first printed newspaper appear, Dad?

Chau's father: It first appeared in the 7th or 8th century AD, in China.

Chau: And when was the telegraph invented?

Chau's father: Perhaps it was in the late 19th century. Do you know what two new forms of new media appeared in the early 20th century?

Chau: Radio and newsreels?

Chau's father: Excellent! And when did the television become commercially viable can you guess?

Chau: In the 1940s.

Chau's father: No, It was in the 1950s.

Chau: When did the Internet become a major force in journalism?

Chau's father: In the mid – and late 1990s.

Chau: Thank you, Dad. Now I can answer all the questions for my assignment.

