

# A history of media – From print to podcast

by Liam Cleary



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Von Printmedien bis hin zu Social Media – Massenmedien haben eine beherrschende Präsenz und Macht im modernen öffentlichen und privaten Leben. Es vergeht kein Tag, ohne dass wir mit einem Bereich oder mehreren Bereichen der Medien konfrontiert werden – sei es die Presse, das Fernsehen, das Radio oder eine der vielen sozialen Plattformen im Internet. Die Medien sind in der Tat ein so integraler Bestandteil unseres Lebens geworden, dass wir uns ein Leben ohne sie kaum noch vorstellen können.

Die Texte dieser Unterrichtseinheit stammen aus einer Vielzahl von Quellen, illustrieren einige der wichtigsten Medienphänomene in der Vergangenheit und der Gegenwart und zeigen die jüngeren Entwicklungen der Medienwelt auf. Die Schülerinnen und Schüler diskutieren auf Basis unterschiedlicher Medien Aspekte verschiedener Medienbereiche.

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## Facts

## Notes on the material

### Topic 1: Radio – *The Wireless Set*

### Topic 2: Television in America, 1951

### Topic 3: Print journalism – The death of Bobby Kennedy

### Topic 4: Print journalism – Front page analysis

### Topic 5: Citizen journalism

### Topic 6: Podcast – Chat speak

### Topic 7: Social Media – Trump on *Twitter*

## Competences and skills:

The overarching goal is to give students an opportunity to examine and discuss various aspects of different branches of the media. To achieve this, students demonstrate their **reading skills** as they work with texts and their **listening skills** when they engage themselves with a radio programme. They apply their **analysing and writing competences** by working on the texts and the radio programme. Students interact with partners and use their **communicative** as well as their **social competences**. By completing various research tasks, they acquire additional **media competences**.

## Overview:

List of abbreviations:

<b>A</b> Analysis	<b>C</b> Comment	<b>CT</b> Creative Task
<b>D</b> Discussion/debate	<b>G</b> Group work	<b>L</b> Language
<b>LC</b> Listening comprehension	<b>M</b> Mind map	<b>P</b> Working with a picture/cartoon
<b>PR</b> Presentation	<b>R</b> Research	<b>RC</b> Reading comprehension
<b>S</b> Summary	<b>T</b> Working with a text	
<b>VI</b> Working with a video	<b>W</b> Writing	

Topic	Material	Methods/skills
1: Radio – <i>The Wireless Set</i>	M1–M2	A, D, R, RC, S, T
2: Television in America, 1951	M3	LC, P
3: Print journalism – The death of Bobby Kennedy	M4	PR, R, T, W
4: Print journalism – Front page analysis	M6	A, L, PR, R
5: Citizen journalism	M7	L, P, W
6: Podcast – Chat speak	M8	LC
7: Social Media – Trump on Twitter	M9	D, L, T

## Topic 2: Television in America, 1951

### M3 Worksheet – Television in America, 1951

**Note:** *Letter from America* was a fifteen-minute BBC radio programme held on Sunday evenings by Alistair Cooke from 1946 to 2004. It was the longest running radio programme in the world and presented BBC listeners with aspects of life in America as seen through the eyes of an Englishman. Cooke wrote about the ordinary and extraordinary, about themes such as healthy eating at Thanksgiving and the assassinations of the Kennedy's. In this programme made in 1951, Cooke speaks about the increasing influence of television on people's lives, with particular reference to the daily work of a housewife and the types of programmes on TV.



Listen from the start to minute 07:05 and work on the tasks: <https://raabe.de/turn-on-television> [last access: 07/05/2021]



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#### Listening comprehension

- What evidence of winter and bad weather does Cooke actually refer to?
  - There has been a cycle of thunderstorms of late.
  - Night staff are on call in case of blizzards.
  - There is flooding in downtown New York.
  - New snow ploughs have been introduced to deal with snow drifts.
  - A new newspaper writes about winter weather and the common cold.
- How do listeners know that TV is now as important as radio?

3. Name the first two TV programmes of the day.

4. What jobs and chores does the speaker say a housewife has to do?

# Topic 4: Print journalism – Front page analysis

## M5 The Daily Telegraph front page

Monday 25 January 2021 | telegraph.co.uk | Republic of Ireland €2.20 No. 18,530

### Part one The great British diet

The eat local, lose weight plan **Plus** Signs you're suffering from parental burnout

# The Daily Telegraph

## INSIDE

### United back on the perch

Strikes to seal FA Cup victory over Liverpool

Sport

### Roger Corman

Films and society have both become more violent



### Nick Timony

Joe Biden promises little time in the White House



### NEWS BRIEFING

16

### TV

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### Weather

28

## Lighter side of lockdown



At a school in Essex on the 25th of January, children are seen playing in the snow. The first snow in Essex since the start of the lockdown.

## Vaccine staff 'using spare' jobs

By Bill Casper  
NHS vaccine centres are offering Covid-19 jabbers a chance to earn extra money by working on national policy. The Daily Telegraph has learned that the government is taking the initiative to allow staff to work on the job while they are not working on the front line. The initiative is being piloted in a number of areas, including in the Midlands and the South East. The government is looking to see if it can encourage staff to work on the job while they are not working on the front line. The initiative is being piloted in a number of areas, including in the Midlands and the South East. The government is looking to see if it can encourage staff to work on the job while they are not working on the front line.

# Tory revolt over closed schools

By Adam Blyth  
The Conservative Party is split over the government's decision to close schools. A group of Tory MPs has called for a vote on the issue. The government has announced that schools will be closed from the start of the next term. This has caused a significant amount of concern among Tory MPs, who are worried that the move will lead to a loss of support for the government. The government has defended the decision, saying that it is necessary to protect the health of children and staff. However, the Tory revolt suggests that the government's policy is not popular among its own members.

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## Not enough hotel rooms for quarantine plan Brown tells PM to reform Union or risk becoming a failed state

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## Ipswich and gulls taking over the garden

By Adam Blyth  
An Ipswich resident has reported that his garden is being taken over by gulls. The gulls are eating the resident's food and are causing a significant amount of damage to the garden. The resident has asked the council for help, but the council has refused to take any action. The resident is now considering taking legal action against the council. The council has defended its decision, saying that it is necessary to protect the health of children and staff. However, the move suggests that the council's policy is not popular among its own members.

## Med invests £30m in unmanned fighter jet

By Adam Blyth  
The Ministry of Defence has announced that it is investing £30 million in the development of an unmanned fighter jet. The jet is being developed by a private company and is expected to be ready for service in the next few years. The jet is designed to be used in a variety of roles, including as a reconnaissance aircraft and as a strike aircraft. The Ministry of Defence has defended the decision, saying that it is necessary to protect the health of children and staff. However, the move suggests that the Ministry of Defence's policy is not popular among its own members.

## Pressure on ministers to extend Brexit

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## Topic 5: Citizen journalism

### M7 Worksheet – Citizen journalism

#### Approaching the topic



1. Define citizen journalism. Cite three or four examples where citizen journalism contributed to a news story. Explain the value and dangers of citizen journalism.

#### Working with a cartoon



2. Describe the cartoon. What particular news events might it relate to?
3. Analyse the message the cartoonist is communicating to his readers and how he does that. Mention one stylistic device he uses.

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