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Посібник для самостійної роботи студентів 4 курсу

з дисципліни

«АНГЛІЙСЬКА МОВА У СУЧАСНОМУ

КОМУНІКАТИВНОМУ ПРОСТОРИ»

(теми «Mass media» and «Advertising»)



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Посібник для самостійної роботи з дисципліни «Англійська мова у сучасному комунікативному просторі» призначений для здобувачів 4 курсу першого (бакалаврського) рівня вищої освіти. Посібник містить мовний матеріал, спрямований на розширення знань і розвиток комунікативної компетентності з тем “Advertising” та “Mass Media”, а також виступає додатковим інструментом для ефективного опрацювання зазначених модулів в межах самостійного навчання.

Видання призначене для студентів 4 курсу як посібник для самостійної роботи та може бути корисним ресурсом для широкого кола читачів.

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CONTENT

PART I. MASS MEDIA

1. The Changing Media Landscape

Is Traditional Media Dying?

2. Newspapers in Modern Society

Do Newspapers Still Matter in the Digital Age?.....

3. Television and Audience Behaviour

Television as a One-Way Medium

4. Social Media and Public Opinion

When Social Media Turns Toxic

PART II. ADVERTISING

5. Advertising Techniques

Advertising: The Invisible Force Behind Consumer Choices.....

6. The Psychology of Persuasion

Why We Buy What We Do Not Need

7. Being an Informed Consumer

How to spot a fake review.....

8. Influencer Marketing

The Rise of Digital Influencers

REFERENCES.....

PREFACE

This teaching guide is intended for independent work of 4th-year university students studying the elective discipline “*English in the Modern Communicative Space*”. It is designed in accordance with the programme requirements for the practical English language course and aims to support the development of students’ communicative competence in English.

The handbook focuses on two topical areas – *Mass Media* and *Advertising*. These domains are of particular relevance in contemporary society, as they reflect key processes of information dissemination, public communication, and persuasive discourse. The study of these topics contributes to the development of students’ ability to understand and analyse authentic language use in professional and everyday contexts.

The guide consists of eight thematic units, with four units dedicated to each topic area. Each unit is structured to ensure systematic development of language and speech competences and includes dealing with vocabulary, reading texts, watching videos, doing exercises and tests self-check and progress monitoring.

Particular attention is given to the practical language use. The tasks include gap-filling exercises, paraphrasing activities, discussion questions and other forms of guided practice. Where appropriate, authentic materials are incorporated to support listening and reading comprehension.

The proposed materials are practice-oriented and aimed at developing both linguistic accuracy and critical thinking skills. They enable students to analyse media and advertising content, interpret communicative strategies and apply acquired knowledge in real-life contexts.

The handbook is designed for independent use, allowing students to organise their learning in a flexible and convenient manner. At the same time, the structured presentation of material ensures gradual progression and consistency in the learning process.

It is expected that this teaching guide will contribute to the improvement of students’ English language proficiency and the development of their professional communicative competence.

PART I. MASS MEDIA

The Changing Media Landscape

I. Answer the questions:

1. What is the first source you check when you want to know what is happening in the world? Do you consider it to be reliable?
2. How do you check whether a news story is true?
3. Have you ever believed a piece of fake news online?
4. Do you trust information from social media? Why or why not?
5. Do you prefer reading, watching, or listening to news?
6. Do you think traditional media will still exist in 20 years? Read the text to find it out.

II. Work with a text

Is Traditional Media Dying?

“The media’s the most powerful entity on earth. They have the power to make the innocent guilty and to make the guilty innocent.” These words, often attributed to Malcolm X, remain relevant today. However, the media landscape has changed dramatically. The rise of the internet, social media and digital content creators has transformed how people access information, leading to the question: Is traditional media dying, or is it simply evolving?

For many years, newspapers, television and radio were the main sources of news. Professional journalists gathered information, verified facts and decided which stories deserved public attention. While not perfect, this system provided a structured way of distributing information.

The internet changed this model completely. Ordinary people gained the ability to share information with a global audience through blogs, websites and, later, social media platforms such as Facebook, YouTube, Instagram, X and TikTok. Today, anyone with a smartphone can create and share content instantly.

This shift is especially visible among younger generations, who increasingly get their news from social media rather than newspapers or television. Breaking news often appears online before it reaches traditional media outlets. As a result, traditional media organizations now compete with millions of individual content creators.

One major advantage of digital media is speed. Information can spread worldwide within seconds. During natural disasters, protests or international crises, eyewitnesses can upload videos and photos immediately. The Arab Spring in 2011 demonstrated the power of social media, as citizens used online platforms to share information and attract global attention.

However, digital media also creates serious challenges. False information, manipulated images and conspiracy theories can spread just as quickly as accurate news. During the COVID-19 pandemic, misleading information about vaccines and treatments circulated widely online, influencing public behaviour and creating health risks.

The decline of traditional media has also raised concerns about professional journalism. Investigative reporting requires time, expertise and financial resources. As advertising revenue moves to digital platforms, many news organizations struggle to fund in-depth reporting. At the same time, public trust in traditional media has weakened due to concerns about political influence, corporate interests and bias.

Another challenge is the growing role of algorithms. Social media platforms often show users content based on their previous interests, creating “filter bubbles” that reinforce existing beliefs. As a result, people may be exposed to very different versions of reality.

Despite these problems, traditional media is not disappearing. Many established news organizations have adapted successfully by creating online editions, podcasts and social media content. Outlets such as *The New York Times*, *The Guardian* and the BBC continue to provide high-quality journalism while expanding their digital presence.

Rather than dying, traditional media is undergoing a transformation. The lines between traditional and digital media are becoming increasingly blurred. Television channels use YouTube, newspapers produce podcasts, and journalists engage directly with audiences online.

Ultimately, the key issue is not whether traditional media will survive, but whether society can preserve the values of professional journalism: accuracy, accountability and public responsibility. In an age of unlimited information, these values remain more important than ever.

(Based on “The power of the media” by Jimi Afolabi)

III. Find the following word-combinations in the text and explain what they mean:

media landscape	breaking news
conspiracy theory	media outlets
filter bubble	revenue
investigative reporting	be blurred

IV. Read each question and select the option (A, B, C, or D) that best matches the information and ideas presented in the text.

1. Which claim from the passage best captures the central question the author raises about media?

- A. Social media platforms are more entertaining than newspapers.
- B. Traditional media must decide whether to become more partisan.
- C. Is traditional media dying, or is it simply evolving?
- D. The Arab Spring proved television is obsolete.

2. According to the passage, which of the following was a primary strength of traditional journalism?

- A. Immediate worldwide distribution of eyewitness content
- B. Structure for verifying facts and deciding public attention
- C. Use of algorithms to personalize content
- D. Reliance on user-generated videos and photos

3. *The passage cites the Arab Spring primarily to illustrate:*

- A. How traditional broadcasters organized protests
- B. The speed and reach of social media in mobilizing attention
- C. The failure of online platforms during international crises
- D. Government control over digital content

4. *Which example from the passage best demonstrates a major disadvantage of digital media?*

- A. News organizations producing podcasts
- B. Social media algorithms creating filter bubbles
- C. Eyewitnesses uploading disaster footage immediately
- D. Newspapers expanding their online presence

5. *The author uses the COVID-19 pandemic as evidence to show:*

- A. That traditional media effectively stopped misinformation
- B. Digital platforms can spread misleading health information rapidly
- C. Algorithms prevented the circulation of conspiracy theories
- D. Investigative journalism expanded during the pandemic

6. *Which statement most accurately reflects the passage's perspective on the future of traditional media?*

- A. Traditional media will vanish within a decade due to digital platforms.
- B. Traditional media is unchanged and unaffected by the internet.
- C. Traditional media is transforming and blending with digital forms.
- D. Traditional media should abandon online efforts and focus only on print.

7. *The passage's discussion of algorithms and "filter bubbles" is meant to emphasize:*

- A. That algorithms always improve news accuracy
- B. The potential for audiences to receive divergent realities
- C. How filter bubbles guarantee exposure to diverse viewpoints
- D. That algorithms are the only cause of declining trust in media

8. *Which of the following best represents a tension highlighted by the author about contemporary journalism?*

- A. The choice between producing video content or written articles
- B. Balancing speed of digital reporting with resources needed for investigative work
- C. Whether to adopt clickbait headlines or not
- D. The rivalry between radio and television broadcasters

9. *How does the passage characterize the role of outlets like The New York Times, The Guardian, and the BBC?*

- A. As examples of organizations that failed to adapt online
- B. As traditional outlets refusing to engage with audiences directly
- C. As established organizations that continue quality journalism while expanding digitally
- D. As exclusively print-based institutions with no digital content

10. *Which of the following best states the author's concluding claim about professional journalism?*

- A. Accuracy, accountability, and public responsibility must be preserved in an age of unlimited information.
- B. Professional journalism should be replaced entirely by citizen journalists.
- C. The only important media value is speed of distribution.
- D. Algorithms should determine which news is most important for the public.

V. Complete the table below by listing the advantages and disadvantages of traditional media and digital media mentioned in the text.

Traditional media		Digital media	
<i>Advantages</i>	<i>Disadvantages</i>	<i>Advantages</i>	<i>Disadvantages</i>
<ul style="list-style-type: none"> ✓ reliability ✓ verification 	✓		

VI. Choose the quote that best sums up the ideas presented in the text:

Whoever controls the media,
controls the mind.
Jim Morrison

Monitor, engage, and be transparent;
these have always been the keys to
success in the digital space.

Dallas Lawrence

Our liberty depends on the
freedom of the press, and
that cannot be limited
without being lost.
Thomas Jefferson

Good journalism is a
nation talking to itself.

Arthur Miller

The medium is the
message.
Marshall McLuhan

To announce what is
happening, to expose it to
scrutiny, and to correct it
when necessary – that is the
function of journalism.

Walter Lippmann

Newspapers in Modern Society

I. Share your experience while answering the questions:

- Do you read newspapers? How often? Do you think it is necessary to use newspapers nowadays?
- What do you like to read on the newspaper? What sections do you find more interesting?
- What are the most important newspapers in our country? And in your town?
- Why do you think newspapers still remain relevant in the UK and are sold in all duty-free shops?
- What is more important for you when you're reading newspapers, information or opinion?
- How has newspaper changed over the years? Where is the future of newspaper?
- If you were to choose a newspaper that would write about you, what would it be?
- Have you ever had your name mentioned/ your photo published in a newspaper?

II. Work with a text

Do Newspapers Still Matter in the Digital Age?

Many people today get their news from smartphones, social media, and online platforms. As a result, some people believe that newspapers are becoming unnecessary. However, others argue that newspapers still play an important role in society. So, do newspapers still matter in the digital age?

For many years, newspapers were the main source of information for millions of people. They provided news about politics, business, sports, culture, and international events. Journalists collected information, checked facts, and presented stories to the public. Newspapers helped people stay informed about what was happening in their communities and around the world.

Not all printed publications are the same. A traditional newspaper usually reports on current events and is published daily or weekly. Some newspapers are published in a broadsheet format, which is larger in size and often associated with serious journalism and detailed reporting. Others are known as tabloids, which are smaller and tend to focus on shorter articles, entertainment, celebrities, and sensational stories. Besides newspapers, people also read magazines, which typically cover specific topics such as fashion, sports, science, or lifestyle. Academic and professional information is often published in a journal, which contains research articles and expert analysis rather than daily news.

The rise of the internet has changed the way people consume news. Today, news is available instantly. People can read breaking news on their phones, watch live videos, and follow events as they happen. Many young people rarely buy printed newspapers because they prefer digital sources that are faster and easier to access.

For example, in the United Kingdom, printed newspapers are still available and read by many people, although their circulation has decreased compared to

previous decades. According to recent media reports, millions of copies of national newspapers such as *The Sun*, *The Daily Mail*, and *The Times* are still sold every day. Many readers, especially older generations, continue to prefer printed editions because they find them more reliable, easier to read, and part of their daily routine. Newspapers are also commonly sold in kiosks, supermarkets, and even in airports and duty-free shops, which shows that there is still demand for physical copies.

At the same time, in countries such as Sweden or South Korea, digital news consumption is much more dominant. Many readers access news mainly through smartphones and online platforms, and printed newspaper circulation has dropped more sharply. Younger generations in particular tend to rely on social media and news apps instead of buying printed editions.

These differences can be explained by several factors. Firstly, habits and traditions play an important role – older generations are more likely to keep reading printed newspapers. Secondly, trust in media institutions also influences reading habits: in some societies, established newspapers are still seen as highly credible sources of information. Finally, accessibility and lifestyle matter, as people increasingly prefer fast and mobile access to news.

Despite these changes, newspapers still offer several advantages. One of their greatest strengths is credibility. Professional newspapers follow journalistic standards, fact-check information, and edit articles before publication. This helps reduce the spread of misinformation and fake news. Many readers continue to trust established newspapers because they provide reliable and carefully verified information.

Another advantage is depth of coverage. Online news often focuses on short updates and headlines, while newspapers usually provide detailed analysis and background information. This helps readers better understand complex issues and events. Newspapers encourage people to spend more time reflecting on important topics rather than simply scrolling through endless news feeds.

At the same time, newspapers face serious challenges. Printed editions are losing readers, and many newspapers struggle financially because advertising revenue has moved online. Some local newspapers have closed, reducing access to local news in many communities. To survive, many newspapers have developed digital editions, mobile apps, podcasts, and subscription services.

Rather than disappearing, newspapers are adapting to new technologies and changing reader habits. Many successful newspapers now combine traditional journalistic values with digital innovation. They continue to inform the public while reaching audiences through both print and online platforms.

Ultimately, the future of newspapers may not depend on paper itself but on the quality of journalism they provide. In a world filled with information, trustworthy news and professional reporting remain as important as ever.

(Abridged from Cho, Clare Y., Scherer, Dana A. Stop the Press? Newspapers in the Digital Age)

III. Match the words to their definitions:

a) newspaper b) magazine c) tabloid d) broadsheet e) journal

1. _____ - a periodical publication containing articles and illustrations, often on a particular subject. They are generally financed by advertising.
2. _____ - a newspaper having pages half the size of those of the average broadsheet, typically popular in style and dominated by sensational stories.
3. _____ - a newspaper or magazine that deals with a particular subject or professional activity. It also can be a daily record of news and events of a personal nature; a diary.
4. _____ - a printed publication (usually issued daily or weekly) containing news, articles, advertisements, and correspondence.
5. _____ - a newspaper with a large format, regarded as more serious and less sensationalist than the “yellow press”.

IV. Answer the questions:

-Do newspapers still matter?

-Is the situation the same or different in different countries? What accounts for it?

-What are the advantages/disadvantages of reading newspapers?

-What threats do they experience nowadays?

V. Look at the front pages of the newspapers below. Decide whether each newspaper is a quality newspaper (broadsheet) or a tabloid. Give reasons for your answer. Pay attention to:

- the layout of the page;
- the size and number of pictures;
- the headlines;
- the amount of text;
- the type of news presented;
- the language used in the headlines;
- the overall impression the newspaper creates.

Use the following sentences to help you:

- *At first glance, this newspaper appears to be a tabloid/broadsheet because...*
- *Based on its layout and presentation, I would classify this newspaper as...*
- *Several features suggest that this publication belongs to the tabloid/broadsheet category.*
- *Judging by the front page alone, it is reasonable to assume that...*
- *A closer examination reveals that...*
- *What immediately stands out is...*
- *The most distinctive characteristic of this publication is...*
- *The information is presented in a highly structured and formal manner.*
- *The balance between text and images suggests that...*
- *The overall design reflects the newspaper's intended audience.*
- *The newspaper relies on eye-catching headlines to generate interest.*
- *The headlines are relatively neutral and informative, which is typical of...*

Anniversary edition Today The Telegraph celebrates 160 years

Wimbledon 2013 Inside 29 pages of unrivalled tennis coverage

Ending live? It could be hormones to blame

The Daily Telegraph

Greek crisis ignites as banks shut

Admission of bankruptcy as money markets tighten. The crisis is now in its final stages. But what are the odds of a rescue in months?



Cameron: now the fightback begins

David Cameron has vowed to lead a 'fightback' against the EU's demands for a 'no deal' Brexit. He said the UK would not accept a 'no deal' scenario and would continue to work with the EU to find a way forward.

FINANCIAL TIMES

The gap in giving How charities are changing strategy to raise Page 7

Welcome to the new Middle East Summit Page 8

House price falls forecast to continue

House prices are expected to continue to fall over the next few months, according to a new report. The report says that the market is still in a state of uncertainty and that buyers are reluctant to commit to a purchase.



Chinese missile tilts power in Pacific

China's new missile capabilities are tilting the balance of power in the Pacific region, according to analysts. The new missiles are seen as a significant step forward in China's military modernization program.

Charity to begin at 'hole in wall' under Colombian inspired plan

A charity is set to begin work at a 'hole in wall' under a plan inspired by Colombia. The charity aims to provide support and services to people in need in the area.

THE Sun I GOTTO £20,000 Sun+ LOTTO

EXCLUSIVE INVESTIGATION

1,200 KILLED BY MENTAL PATIENTS

Shock 10-year toll exposes care crisis

Tam's a man eater

He smokes when he wants

DAILY Mirror Friday June 22, 2018

A BETTER READ GUARANTEED 40p

Sexy skirts from £8

Your Life

FAREWELL

'Stay close to your big sister...she will look after you now'

WORLD EXCLUSIVE

MADONNA: I WANT A DIVORCE

What she told Guy He calls in lawyers

V. Based on the newspapers you have analyzed, infer the characteristics of quality newspapers and tabloids and complete the table below.

	Serious / Quality newspaper (so-called broadsheet)	Tabloid
layout (the way the parts of a newspaper are arranged)	<ul style="list-style-type: none"> • _____ • often long paragraphs • few pictures • _____ 	<ul style="list-style-type: none"> • _____ • big letters to catch attention • a lot of pictures (mostly large) • banner headline and subheading • _____
composition (the elements)	<ul style="list-style-type: none"> • structure • long sentences • _____ 	<ul style="list-style-type: none"> • short sense units or paragraphs are made regardless of sense units • _____
language style & syntax (syntax=sentence structure)	<ul style="list-style-type: none"> • serious and formal language • fairly complex sentence structure, • _____ 	<ul style="list-style-type: none"> • less subclauses • simple structure • sometimes slang • low standard • _____
choice of words	<ul style="list-style-type: none"> • large number of difficult words mainly standard English, technical terms, difficult words • _____ usually no informal language, factual & neutral style 	<ul style="list-style-type: none"> • words that attract the readers interests • _____ • standard and colloquial English, few difficult words • emotive style, large number of qualifiers
headline (a heading at the top of an article)	<ul style="list-style-type: none"> • fairly long • informative, neutral apart from occasional colloquialism • _____ • formal, no grammatical omissions • not too big print 	<ul style="list-style-type: none"> • grammatical omissions • _____
target group & appeal (what audience it aims at)	<ul style="list-style-type: none"> • attracts reader through topicality • _____ • appeal depends in part on the topic, often includes home and international news, financial reports, book reviews etc. 	<ul style="list-style-type: none"> • _____ • the so-called “human interest” reader who wants to know about personal aspects of people
orientation (for example: objective/one-sided; problem-oriented; person/opinion oriented, etc.)	<ul style="list-style-type: none"> • largely objective or presenting various points of view • _____ 	<ul style="list-style-type: none"> • one-sided • _____

VII. Read the following headlines and write in which section you can find them.

- a. Car accident in the highway

- b. Don't miss the opportunity to find the house you are looking for.
- c. Barack Obama travelled to Europe.
- d. Rihanna Tour Europe.
- e. Kate Winslet was interviewed by Oprah Winfrey.
- f. Del Potro will play in Indian Wells.
- g. Iguazu waterfall one of the seventh world wonders.
- h. Two men killed in a robbery.
- i. Keep your computer updated.
- j. Formula One in Germany.
- k. Floods bring chaos.
- l. Teacher's strike.
- m. Economic crisis in Spain.
- n. TO HAVE OR NOT TO HAVE: Privatisation: first in, first to win.
- o. What is NATO for without a Cold War?
- p. No Medical Plot
- q. Teacher to marry student

The sections:

<i>BUSINESS</i>	<i>CRIME</i>	<i>MILITARY AFFAIRS</i>
<i>POLITICS</i>	<i>CULTURE</i>	<i>WEATHER</i>
<i>HEALTH</i>	<i>CLASSIFIED</i>	<i>NEWS IN BRIEF</i>

VIII. Choose one of the headlines and write a short newspaper article for a broadsheet or a tabloid. Give your newspaper a name and write in a style appropriate to the type of publication. Use topic-related vocabulary and ideas from the table to help you.

<i>Broadsheets</i>	<i>Tabloids</i>
<i>According to official reports,...</i> <i>Researchers have found that...</i> <i>Government officials confirmed yesterday that...</i> <i>The issue has raised concerns among experts...</i> <i>Recent developments suggest that...</i>	<i>Shock as...</i> <i>Fans were left speechless when...</i> <i>Drama unfolded yesterday after...</i> <i>A surprising incident has left residents talking...</i> <i>You won't believe what happened when...</i>

Television Entertainment and Society

Television as a One-Way Medium

I. Read the text below and complete the gaps (1–6) using sentences A–H. Two sentences are extra.

Over the past decades, mass communication has developed into one of the most powerful global industries, commonly referred to as the media. Although this term is relatively new, media influence has become an essential part of modern life. (1) _____

When students are asked about their future careers, only a small number mention politics, law or medicine, while a much larger proportion express interest in media-related professions, especially television.

In earlier decades, people used simpler terms such as newspapers, radio and television when referring to mass communication. (2) _____

Television has become one of the most time-consuming activities in everyday life. On average, people spend several hours per day watching it. (3) _____

In some cases, television is not actively watched but used as background sound while people are eating, working or relaxing. (4) _____

Television also has a strong impact on how people form opinions about places, products and public figures. (5) _____

Unlike many other forms of communication, television does not require interaction from the viewer. It is mainly a one-way flow of information from producers to audiences. It presents a version of reality created by programme makers. (6) _____

Sentences (A–H)

- | |
|---|
| <p>A. However, its impact on everyday life continues to expand.</p> <p>B. One feature that distinguishes television from other media is the way it shapes experience.</p> <p>C. A large part of this influence comes from the time people spend watching it.</p> <p>D. Nevertheless, television can both inform and mislead audiences depending on its content.</p> <p>E. Most viewers do not just listen to television; they actively watch it with full attention.</p> <p>F. Because of this, the world shown on screen often feels complete, even though it is constructed.</p> <p>G. As a result, stories from television often affect tourism, consumption and public opinion.</p> <p>H. In earlier decades, people referred to mass media simply as newspapers, radio and television sources.</p> |
|---|

II. Answer the questions:

1. To what extent does television shape people's perception of reality?
2. Why do media-related careers attract more young people than traditional professions?

3. Does spending more time watching television necessarily increase its influence on viewers?
4. How can television affect consumer behaviour and public opinion?
5. Should viewers question the reality presented on television? Why?
6. What responsibilities do television producers have when creating content?
7. Can television be considered a reliable source of information? Prove.
8. How does the passive nature of television viewing affect audiences?
9. In what ways can television contribute to social change?
10. Has the influence of television decreased in the age of social media, or does it remain significant?

III. Read the sentences and decide which answer A, B, C or D best fits each space.

1. A growing number of graduates choose to _____ broadcasting and digital media rather than pursue more traditional professions.
 A) go into B) get over C) come by D) put across
2. Researchers estimate that adolescents _____ a substantial proportion of their leisure time consuming television and streaming content.
 A) put in B) spend C) carry out D) bring about
3. In countries where press freedom is restricted, citizens often _____ television as their primary source of political information.
 A) account for B) rely on C) put up with D) come down to
4. Critics have argued that certain reality programmes deliberately _____ contestants for the sake of higher ratings.
 A) bring up B) make fools of C) come across D) put forward
5. Few scholars would deny that television continues to _____ public perceptions of social and political issues.
 A) have a big influence on B) take advantage of C) make up for D) come up with
6. By repeatedly portraying particular stereotypes, television dramas may _____ distorted views of reality among viewers.
 A) bring about B) look after C) get through D) take off
7. The documentary sought to _____ the ethical implications of sensationalist news coverage.
 A) bring up B) give away C) break off D) put aside
8. Television networks frequently _____ audience research when deciding which programmes to commission.
 A) rely on B) make up C) turn into D) break through
9. Although the interview was intended to enhance the politician's reputation, it ultimately _____ him in front of millions of viewers.
 A) made a fool of B) came across C) turned down D) brought in
10. The media campaign was designed to _____ the idea that television remains relevant in the era of social media.
 A) put across B) take after C) run out of D) get by
11. Many broadcasters have had to _____ rapidly changing viewing habits in order to remain competitive.
 A) keep up with B) put up with C) get away with D) look down on

12. The report examines how television coverage can _____ public anxiety during periods of crisis.

- A) bring about B) make up C) turn over D) put off

IV. Read the four texts explaining why television programmes and TV shows remain so popular today.

Although many people have replaced traditional television with online platforms and streaming services, TV programmes and shows continue to attract large audiences. Even those who rarely watch television sets often enjoy watching TV content online, either live or in recorded form.

Read the texts and answer the following questions:

- 1) Do the texts mention all the possible reasons for the popularity of television programmes and TV shows?
- 2) What other reasons would you add?
- 3) Do you belong to the group of people who enjoy watching television programmes and TV shows? Why or why not?
- 4) Which of the reasons mentioned in the texts do you find the most convincing?

A

Although it's impossible to ignore their popularity, it seems to me that many reality shows send an unfortunate message encouraging a cult of instant celebrity. Many are built around blatant self-promotion and are based on humiliating others for the entertainment of viewers. These programmes suggest that anyone can become famous simply by 'being themselves' on TV, without working hard or displaying any talent. Children who watch these shows may come to believe that they don't need to study conscientiously at school, or train hard for a job. As one commentator points out, "We tell kids that what matters is being a celebrity and we wonder why some behave as they do. It seems to me that this addiction to celebrity culture is creating a dumbed-down generation." In pretending to imitate real life, reality shows promote the belief that we should aspire to be the reality stars we watch on our televisions.

B

One of the reasons so many people enjoy reality shows is that they feature real people operating without scripts. The fact that characters have been selected to encourage disagreements or tension and then cynically manipulated does not take away from the reality of the programmes, in fact it adds to it. The unusual settings of shows like Big Brother do not reduce the educational value of observing how the contestants cope with their situation. In fact, without such shows, most people would have little concept of how a group of strangers would be able to survive, co-

C

Far from discouraging hard work and education, reality TV programmes help to create a society in which we have shared experiences and a strong sense of community. Despite the fact that they do not reflect reality, they provide an important social glue. In the past, there were only a few television channels, and everybody watched the same programmes. This sense of a shared experience helped to bind people together, giving them common things to talk about at work the next day: so-called water cooler moments.

Reality programmes play that role in contemporary society with viewership being almost a cultural imperative, an experience shared simultaneously with friends and family.

The criticism that reality TV shows may corrupt viewers is not sustainable. Just as it is possible to empathise with real-life criminals without going on to commit crimes ourselves, there is no reason why viewers should be persuaded to emulate the morality of reality TV programmes.

D

The audience appeal of reality shows is understandable and probably does nobody any serious harm, but we should not suppose that we are being shown real life. Contestants who have undergone a meticulous selection process are placed in a "reality" they would not normally experience. This situation is then stage-managed by executives who make money by attracting impressionable audiences. In Survivor, for example, one of the longest-running reality shows, a group of people who did not know each other were put together on an island and then made to take part in contests. After these, some contestants were voted out. This was clearly done primarily in order to create tensions within the group, thereby adding drama and excitement to the programme. By encouraging conflict, programme makers are provoking behaviour very different from what would happen in real-life survival situations, where conflict would be avoided wherever possible.



Read and answer the questions:

1. How does a pediatrician describe 3- to 4-year-old children?

2. At what age should a child be introduced to television?
3. How does television affect children's lives?
4. What types of TV programmes does the doctor recommend?
5. What is essential for a child's development?
6. How does the physical world differ from the reality presented on television?
7. What is the relationship between what children see on TV and how they behave in everyday life?
8. How does watching television together influence children's viewing experience?
9. What do children miss while watching television?
10. Why is it unreasonable to think of television as a babysitter?

VI. Do a multiple choice test based on the video you've watched:

1. *According to Dr. Thomas, why is it particularly important to limit screen time for children under the age of two?*
 - A) Because children under two have a natural aversion to screens
 - B) Because early brain development relies heavily on active exploration and interaction with the environment
 - C) Because children under two do not have the motor skills to operate screens
 - D) Because screen time causes permanent eye damage in children under two
2. *How does background television negatively affect the language development of young children, according to the interview?*
 - A) It increases the number of words children hear from their parents
 - B) It distracts children from learning new words on their own
 - C) It reduces the amount of verbal interaction between parents and children
 - D) It causes children to speak in incomplete sentences
3. *Dr. Thomas suggests that interactive television shows might be an exception for children between ages two and three. What is the rationale behind this exception?*
 - A) Interactive shows provide passive entertainment that soothes children
 - B) Interactive shows can mimic parental teaching and engage children in active learning
 - C) Interactive shows are less likely to include violent content
 - D) Interactive shows help children develop motor skills
4. *In what way does Dr. Thomas describe the difference between physical play (e.g., chasing a ball) and watching similar activities on television?*
 - A) Physical play is less stimulating than watching television
 - B) Physical play involves three-dimensional, multisensory experiences essential for development, unlike two-dimensional TV screens
 - C) Watching television provides a more controlled environment for learning
 - D) Both physical play and television provide equivalent cognitive benefits
5. *What is the relationship between viewing violent television content and children's behavior, as discussed in the interview?*
 - A) There is no significant impact of violent content on children's behavior
 - B) Children tend to imitate violent actions they see on television, potentially increasing aggressive behavior

- C) Violent content improves children's ability to resolve conflicts peacefully
D) Television violence only affects teenagers, not younger children
6. *Why does Dr. Thomas emphasize watching television together as a family rather than letting children watch alone?*
- A) Watching alone increases the risk of addiction
B) Family viewing allows for guided discussions that help children process and critically evaluate content
C) Children watch more television when alone
D) It reduces the total amount of screen time children have
7. *Beyond limiting screen time, what other developmental benefit does Dr. Thomas highlight as being compromised by excessive television viewing?*
- A) Physical health due to lack of exercise
B) Emotional bonding and social communication with caregivers
C) Mathematical skills due to passive learning
D) Memory retention through passive exposure
8. *How does Dr. Thomas connect the presence of television in the home to childhood obesity?*
- A) Television viewing encourages children to exercise more
B) Television viewing often coincides with increased snacking and sedentary behavior, contributing to obesity
C) Television programs promote unhealthy eating habits directly
D) There is no connection between television and obesity
9. *Considering Dr. Thomas's recommendations, which of the following best reflects a balanced approach to television use in a family with young children?*
- A) Allow unlimited screen time as long as the content is educational
B) Completely eliminate all screen time for children of all ages
C) Limit screen time to one to two hours after age two, choose content carefully, and watch together to encourage interaction
D) Use television primarily as a babysitter to allow parents time for other tasks
10. *What critical insight does Dr. Thomas provide about the broader societal impact of screen time on family dynamics?*
- A) Screen time promotes family bonding by providing shared entertainment
B) Screen time can fragment family interactions and reduce meaningful communication due to distractions like smartphones and texting
C) Screen time has no effect on family relationships
D) Increased screen time leads to improved academic performance due to access to information

Social Media and Public Opinion

I. Look at the logos of the social media platforms below and discuss the questions.



- ✓ *Which of these platforms have had the greatest impact on society? Why?*
- ✓ *Rank them from most to least influential in shaping public opinion. Explain your choices.*
- ✓ *In what ways do different social media platforms shape the type of content people consume?*
- ✓ *To what extent do social media platforms influence public opinion and social trends?*
- ✓ *Do social media encourage meaningful communication or superficial interaction? Give reasons for your answer.*
- ✓ *How might social media affect people's sense of identity, privacy, and well-being?*
- ✓ *Look at these two statements and say which one you agree with more: "Social media has brought people closer together than ever before" vs. "Social media has made us lonelier and more divided."*

II. Read these facts. Which one surprised you the most and why?

1. Studies have shown that prolonged social media use can exacerbate feelings of anxiety and depression, especially among adolescents.
2. Social media platforms employ advanced image recognition technology to automatically tag photos and suggest friends for user convenience.
3. Hashtags on social media originally emerged as a means to categorize content but have since become powerful tools for activism and marketing.
4. The concept of "social media fatigue" describes users' overwhelming exhaustion from constant notifications, updates and information overload.
5. The "like" button wasn't originally universal. It was popularized by Facebook in 2009 and later became so influential that it changed how people measure attention, validation, and even mental health online.

6. Short-form video didn't begin with TikTok. Apps like Vine (2013) pioneered the format, but TikTok perfected it with algorithm-driven feeds that prioritize content discovery over following friends.
7. The average person now spends over 2 hours per day on social media globally, and in some countries it's closer to 3–4 hours. That means a significant chunk of waking life is shaped by feeds, recommendations, and notifications.
8. Algorithms decide most of what you see. On platforms like Instagram and YouTube, the majority of content in your feed is not from people you follow, but from machine learning systems predicting what will keep you engaged longest.
9. "Going viral" is mathematically rare. Even on massive platforms like X (formerly Twitter), most posts get little to no engagement, while a tiny fraction account for nearly all shares and views.
10. Social media has its own economy. Influencer marketing is now worth hundreds of billions of dollars globally, and some creators earn more than traditional celebrities by building niche but highly engaged audiences.

III. Read the text and choose the most suitable heading. Justify your choice in 2–3 sentences.

- A. *The Benefits of Social Media in Modern Life*
- B. *When Social Media Turns Toxic*
- C. *How Technology Improves Education*
- D. *The Future of Online Entertainment*
- E. *Social Media as a Tool for Journalism*

Social media platforms have rewired our brains in ways we're only beginning to understand. Last month, a fifteen-year-old in Ohio logged into her account to find that classmates had created an entire page dedicated to mocking her appearance. The harassment didn't stop when she blocked them—screenshots circulated, anonymous accounts multiplied, and within days, she felt completely shut out of existence.

Stories like hers have become disturbingly common. Adolescents fall victims to acts of bullying that morphs and spreads faster than any adult intervention can manage. Unlike the playground conflicts of previous generations, digital cruelty follows you everywhere, when it suits the attackers. Several NGO's have rushed to set up hotlines for desperate teenagers, while schools scramble to set up a help line that might actually reach kids before tragedy strikes. The efforts to combat child's abuse online often feel unequal to the scale of the problem—one counselor compared it to "bailing out the ocean with a teaspoon."

Meanwhile, misinformation thrives in this ecosystem. Conspiracy theories disseminate info at lightning speed, transforming fringe beliefs into hot news that dominates family dinners and workplace conversations. Remember when people actually waited for networks to put verified stories on the market? Now, anyone with a smartphone becomes a broadcaster, and users are exposed to an endless buffet of claims that range from questionable to dangerous. Some experts consider this a grave threat to democratic discourse itself.

Governments have started to crack down on the worst offenders, though tech companies resist meaningful oversight. They deny victims a fair hearing by hiding behind algorithms and claiming neutrality. You could try to blot past mistakes out or enter upon a fresh start online, but your digital footprint persists, often beyond repair and certainly beyond your control.

Still, millions check their feeds obsessively. We might recognize the toxicity, yet we can't quite look away. The platforms have mastered something powerful: they've made disconnection feel impossible, even when staying connected hurts.

IV. Match phrases from the text to their definitions:

No	Phrase	Definition
1.	to set up hotlines	A. to become the target of repeated aggressive or harmful behaviour
2.	to crack down on	B. to make information available to a large number of people
3.	combat child abuse	C. to establish telephone services that provide immediate help or advice
4.	to fall victim to acts of bullying	D. to take severe measures against illegal or unacceptable activities
5.	to be beyond repair	E. to fight against the mistreatment of children
6.	to disseminate information	F. to be damaged so badly that it cannot be fixed or restored
7.	hot news	G. information that is currently attracting a great deal of public interest
8.	to put on the market	H. to introduce a product or service for public use or sale
9.	pay-per-view channels	I. television services that require viewers to pay for specific programmes or events
10.	to be exposed to	J. to experience, encounter, or be affected by something
11.	a grave threat to	K. a serious danger to something important

V. Decide whether the statements are True or False. Correct the false ones.

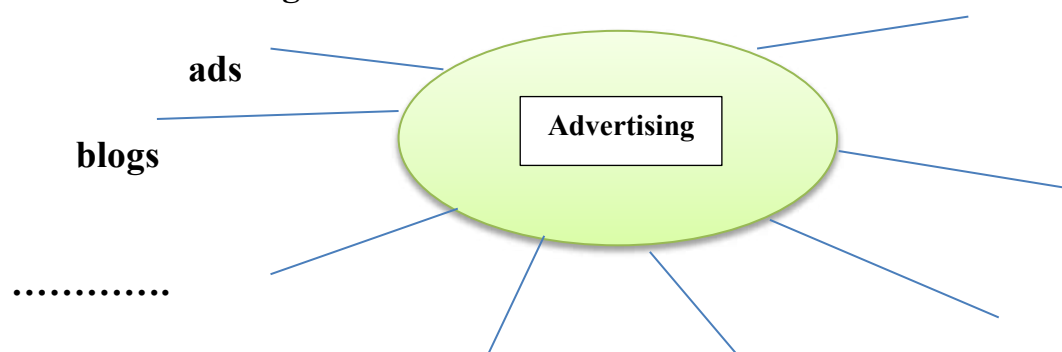
1. Social media bullying can stop once the victim blocks the attacker.
2. The text suggests that online harassment can spread very quickly.
3. NGOs and schools are actively trying to support young victims of online abuse.
4. Misinformation spreads slowly and is usually easy to control.
5. Social media users often wait for verified news before sharing information.
6. Governments and tech companies always agree on how to regulate platforms.
7. A digital footprint can often be completely erased.
8. Despite recognizing harm, many people still use social media frequently.

VI. Write a short paragraph (120–150 words): Do you think social media does more harm than good for teenagers? Use at least two ideas from the text.

PART II. ADVERTISING

Advertising Techniques

I. Think and say what associations come to your mind when you hear the word “advertising”?



II. Answer the following questions:

1. What is your favorite advertisement at the moment? Why do you like it so much?
2. Which adverts annoy you the most and why?
3. Do you believe “before and after” advertisements? Why (not)?
4. What influences you most when you go shopping: the price of a product, its appearance or the advertisement promoting it?
5. What famous advertising slogans can you remember? Why are they so memorable?
6. Imagine the situation. Is it good or bad to advertise?
Consider, a man wakes up in the morning after sleeping on an advertised bed in advertised pyjamas. He will bathe in an advertised bath, wash with advertised soap, shave with an advertised razor, have a breakfast of advertised juice, cereal and toast which was toasted in an advertised toaster, put on advertised clothes and look at the time on his advertised watch. He will drive to work in an advertised car, sit at an advertised computer, drink his favourite advertised drink and write with his advertised pen. Yet this man hesitates to advertise, saying that advertising does not pay. Finally, when it is too late and his unadvertised business goes broke, he will then advertise it for sale.
7. What advertised products do you have at home?
8. How dependent are you on advertising?

III. Guess the slogans:

- *Just Do It*
- *Think Different*
- *I'm Lovin' It*
- *Because You're Worth It*
- *Finger Lickin' Good*
- *Impossible Is Nothing*
- *Melts in your mouth, not in your hands*
- *It gives you wings*
- *Connecting people*
- *Obey your thirst*

- *Ideas for life*
- *Taste the Rainbow*

-How many slogans out of 12 have you guessed? What does it mean: are you or aren't you dependent on advertising?

IV. Underline 3 tactics that are widely exploited nowadays. Are they acceptable?

1. Star power and testimonials (using actors who pretend to be “experts”)
2. Colour and visual effects (bright logos)
3. Facts and figures
4. Catchy slogans
5. Using “shock tactics” or nudity in advertisements
6. Promoting alcohol on TV
7. Subliminal advertising (when an image is flashed onto a screen very quickly so that people are influenced without noticing it)
8. Stylistic devices (hyperboles, euphemisms, allusion)
9. Humour, rapport
10. Using children in advertisements

V. Recognize the tactics used in the images below. Comment on how persuasive they would be for you/adults/teenages/kids.



VI. Study the advertisements below and compare the marketing strategies used by Coca-Cola and Pepsi. Answer the following questions:



1. Who is the target audience of each advertisement?
2. What advertising techniques are used in each ad? (e.g. emotional appeal, bandwagon, celebrity endorsement, slogan, association, humor, etc.)
3. What emotions does each advertisement try to create?
4. How do the colours, images, and visual elements help attract customers?
5. Which slogan is more memorable? Explain your answer.
6. Which advertisement do you find more persuasive? Why?
7. What image of the brand does each company create?
8. Which company appears to focus more on tradition and which one on youth and modern trends?
9. In your opinion, why has Coca-Cola remained the world's leading soft drink brand despite strong competition from Pepsi?
10. Which product would you choose after seeing these advertisements? Give reasons for your choice.

Although Coca-Cola and Pepsi sell very similar products, Coca-Cola has traditionally held a larger share of the global market. Discuss what makes consumers choose one brand over another when the products are almost identical.

VII. Think of your own advertisement for a product, service, or idea. It can be real or imaginary. Your advertisement should include:

- A product or idea (e.g., a new drink, a mobile app, a school club, a holiday service, or something completely fictional)
- A target audience (Who is it for?)
- A catchy slogan
- A short persuasive text (3–6 sentences convincing people to choose it)
- A visual design (drawn poster or digital image)

Make your advertisement as convincing and creative as possible. Try to use persuasive techniques mentioned above.

The Psychology of Persuasion

I. Use the words from the box to complete the text meaningfully

“Advertising is _____¹ and expected. Young people don’t see anything wrong in a _____² being advertised. They don’t see any reason to be _____³ and if it’s on TV or somewhere else, then it must be good. They are easily _____⁴ by the charm and _____⁵ presentation of advertising. They look for an instant and easy _____⁶. If it’s not there, they don’t take any notice. And they literally and naively _____⁷ celebrities in ads really use the products they are _____⁸,” says Stuart Armon, managing director of a company that conducts research into the media habits of the youth in the UK.

affected • believe • message • suspicious • accepted • appealing • advertising • product

II. Look at the questions and discuss them with a partner

1. What was the last thing you bought on impulse?
2. Have you ever purchased something because it was the “in” thing?
3. Which advertisements do you remember best and why?
4. Do you think advertising influences your choices more than you realize?
5. Can you think of a product you bought but rarely used?

III. Match the sentence beginnings (1–8) with the endings (A–J). There are TWO extra endings.

- | | |
|--|--|
| 1. Consumers often purchase products they do not need because..... | A. rather than because of their practical usefulness. |
| 2. Advertising campaigns frequently appeal to emotions | B. even when they are no longer consciously remembered. |
| 3. Catchy slogans can continue to influence behaviour | C. because people naturally seek acceptance within social groups. |
| 4. Products are sometimes purchased as symbols | D. that extend beyond individual financial concerns. |
| 5. Consumers may buy popular products... | E. to recognise when advertising is attempting to manipulate emotions. |
| 6. Strong brand loyalty can lead people.. | F. to ignore competing products that may offer greater value. |
| 7. Excessive consumerism may have consequences.... | G. companies often compete by lowering prices. |
| 8. Media literacy helps consumers... | H. purchasing decisions are not always based on rational evaluation. |
| | I. because regulations require advertisements to be memorable. |
| | J. since advertisers understand that feelings often influence decisions. |

IV. Read an argumentative article below and check your answers

Why We Buy What We Do Not Need

In modern society, consumers are surrounded by advertising almost every minute of the day. Whether we are scrolling through social media, watching television, listening to podcasts, or simply walking down the street, companies compete for our attention. As a result, many people buy products they neither need nor originally intended to purchase. This raises an important question: why are consumers so easily persuaded?

One explanation lies in the emotional nature of advertising. Advertisers understand that people rarely make decisions based solely on logic. Instead, they appeal to feelings such as happiness, success, security, and belonging. A consumer may buy a pair of expensive trainers not because they are necessary but because the advertisement associates them with confidence and achievement. In this way, products become symbols rather than practical items.

Another powerful tool is the use of catchy slogans. A memorable phrase can remain in our minds long after we have seen the advertisement. When repeated often enough, these messages begin to take down roots in our thinking. Even if we do not consciously remember an advertisement, its influence may still affect our purchasing decisions weeks or months later.

Advertising also exploits our desire to fit in. Throughout history, people have wanted to be accepted by their social groups. Today, marketers frequently present products as the “in” thing, suggesting that successful, attractive, or popular people already own them. Consequently, consumers may feel pressure to purchase products simply to avoid feeling excluded.

In addition, companies work hard to develop brand loyalty. Once consumers trust a particular brand, they are likely to continue buying its products, even when cheaper or better alternatives exist. Some businesses seem to possess an almost unerring instinct for creating emotional connections with their customers. Through carefully designed campaigns, they transform ordinary products into powerful symbols of identity and lifestyle.

However, the effects of advertising are not always positive. Excessive consumerism can be financially and environmentally detrimental. People may accumulate unnecessary possessions, spend beyond their means, and contribute to wasteful consumption patterns. Furthermore, constant exposure to advertising can create unrealistic expectations about success, beauty, and happiness.

For these reasons, consumers should learn to question marketing messages rather than accept them at face value. Developing media literacy skills enables people to detect sales techniques and recognize when emotions are being manipulated. While advertising itself is not inherently harmful, it becomes problematic when individuals stop making conscious choices and begin purchasing products automatically.

In conclusion, people often buy things they do not need because advertising appeals to emotions, encourages social conformity, and fosters brand loyalty. Although these strategies are highly effective, informed consumers can resist

unnecessary purchases by critically evaluating the messages they encounter every day.

V. Match the words from the text with their definitions:

- | | |
|----------------------|--|
| 1. detrimental | a) a natural ability that is almost always correct |
| 2. consumer | b) fashionable or popular at a particular time |
| 3. brand loyalty | c) harmful or damaging |
| 4. unerring instinct | d) a person who buys goods or services |
| 5. catchy slogans | e) memorable advertising phrases |
| 6. the “in” thing | f) repeated preference for a particular brand |

VI. Fill in the blanks using the following words: *peer acceptance, gullible, one of a thousand, to think of him, few are, to go without smth, detrimental, give way to, in this regard, to root through, show little regard for, substantial reduction, unerring instinct, admit of, as regards, brand loyalty, snip off, a rough estimate, by mutual consent, be portrayed as killjoys.*

1. Many consumers tend tohim evaluating innovative advertising techniques.
2. In the competitive realm of advertising, companies often have toa lot of important things that could enhance their brand image.
3. Theeffects of misleading advertisements can significantly damage a brand's reputation in the long run.
4. The manager had nothing to say
5. The campaign's success was largely attributed to thecultivated over decades of quality products.
6. When tasked with developing the ad, the team had to figures to be used.
7. Critics of the new marketing strategies are oftenwho resist change and innovation.
8. Among the myriad of advertisements flooding the market, few are as engaging as interactiveon TV that invite audience participation.
9. Many social media influencers showfor authenticity, prioritizing sponsorship deals over genuine connections with followers.
10. After analyzing the expenses involved, the company announced ain its advertising budget for the upcoming quarter.
11. Hisfor identifying emerging trends has given him an edge in creating compelling advertisements.
12. The latest regulationsadvertising practices must admit of no ambiguity to ensure compliance among all brands.

13. Advertisers sometimes targetconsumers who may believe exaggerated claims about products without doing further research.
14.digital marketing campaigns, strategic targeting is essential to maximize engagement and conversion rates.
15. It might be necessary tounnecessary details from the advertisement to enhance its clarity and impact.
16. Traditional advertising methods seem tomore innovative approaches driven by technology and consumer behavior.
17. The team provided aof the potential reach of their advertising campaign, projecting significant viewer engagement.
18. The decision to refresh the brand's image was madeamong all stakeholders during the strategic meeting.
19. Achievingin the advertising community often requires a blend of originality and adherence to industry standards.
20. In a sea of advertisements, his unique approach truly stood out, making it campaigns that captured attention.

VII. Find the numerical information in the text to deal with the questions:

- How many major reasons for unnecessary purchases are discussed?
- How many advertising strategies are specifically analysed?
- How many negative consequences of consumerism are mentioned?
- Find two examples of emotions used in advertising.
- Find three places where consumers encounter advertising daily.

VIII. Match the statements (A–H) with the paragraph in which it is expressed.

- A. Consumers may remain influenced by advertisements even after forgetting them.
- B. Purchasing behaviour can be driven by a desire for social acceptance.
- C. Not all consequences of advertising are necessarily harmful.
- D. Products may acquire symbolic meanings unrelated to their practical function.
- E. Consumers can develop resistance to persuasive techniques.

IX. Choose one correct answer for each question:

1. *Which statement best captures the author's overall position?*

- A. Advertising primarily manipulates consumers by exploiting psychological weaknesses.
- B. Advertising influences purchasing decisions through emotional and social mechanisms, but consumers can learn to resist these influences.
- C. Advertising has become more harmful than beneficial due to the rise of digital media.
- D. Advertising is effective mainly because consumers lack sufficient knowledge about products.

2. *What can be inferred about brand loyalty from the article?*

- A. It is largely based on objective evaluations of product quality.
- B. It often develops independently of advertising campaigns.
- C. It may encourage consumers to overlook potentially superior alternatives.

- D. It is primarily characteristic of younger consumers.
3. *The author's discussion of "the 'in' thing" serves primarily to illustrate:*
- A. how social pressure can shape purchasing behaviour.
 - B. how advertising reflects existing cultural trends.
 - C. why younger consumers are particularly susceptible to advertising.
 - D. why luxury products dominate modern markets.
4. *Which of the following assumptions is most central to the author's argument?*
- A. Most consumers are unable to distinguish between facts and opinions.
 - B. Purchasing decisions are influenced by factors beyond rational assessment.
 - C. Advertisers have greater influence today than at any point in history.
 - D. Social media has fundamentally changed consumer psychology.
5. *Which statement would the author be most likely to challenge?*
- A. People sometimes buy products for symbolic rather than practical reasons.
 - B. Advertising can affect consumers without their conscious awareness.
 - C. Consumers generally make purchasing decisions based on purely rational considerations.
 - D. Media literacy can reduce susceptibility to marketing influence.
6. *The author's attitude towards advertising can best be described as:*
- A. cautiously critical
 - B. openly hostile
 - C. largely indifferent
 - D. strongly supportive
7. *Which observation would most seriously weaken the author's argument?*
- A. Some consumers actively compare products before making purchases.
 - B. Many successful advertising campaigns rely on humour.
 - C. Most consumers report that price influences their decisions.
 - D. Research shows that emotional appeals have little effect on long-term purchasing behaviour.
8. *What is implied about media literacy in the final paragraphs?*
- A. It guarantees immunity to advertising.
 - B. It can help consumers become more deliberate decision-makers.
 - C. It is more effective than legal regulation.
 - D. It enables consumers to avoid all forms of persuasion.

X. Watch a video on “The 5 filters of media” by Noam Chomsky and choose the correct answers:



1. *According to the video, how does the ownership structure of mass media corporations influence the content they produce?*

- A) It ensures diverse viewpoints by mandating editorial independence
- B) It prioritizes profit, often sidelining critical journalism that challenges corporate interests

- C) It promotes government transparency by exposing political corruption
- D) It guarantees unbiased reporting by separating ownership from editorial decisions

2. *The video suggests that advertisers play a crucial role in shaping media content because:*

- A) They directly fund investigative journalism to hold power accountable
- B) They pay for audiences, making consumers themselves the product being sold
- C) They have no influence on media content beyond commercial breaks
- D) They only support media outlets that promote democratic values

3. *How does the video describe the relationship between governments, corporations, and journalists in the context of news production?*

- A) They operate independently to ensure a balanced and critical press
- B) They collaborate closely, with those in power influencing media narratives to maintain control
- C) Journalists have full autonomy to challenge and expose abuses of power
- D) Governments and corporations are often excluded from media processes to prevent bias

4. *What is meant by the term "flak" as used in the video, and what purpose does it serve?*

- A) Constructive criticism aimed at improving journalistic standards
- B) Hostile responses designed to discredit and marginalize dissenting voices
- C) Legal challenges that protect freedom of speech
- D) Audience feedback that encourages diverse perspectives

5. *The video argues that a "common enemy" is necessary in media narratives because:*

- A) It unites the public and justifies certain political or social agendas
- B) It distracts from important issues by focusing on irrelevant threats
- C) It promotes international cooperation and peace
- D) It helps media outlets avoid controversial topics

6. *How does the concept of "manufacturing consent" challenge traditional views of media in democratic societies?*

- A) It supports the idea that media serve as a neutral platform for public debate
- B) It reveals that media are tools used by elites to shape public opinion and maintain power
- C) It confirms that media always act as watchdogs against government overreach
- D) It suggests that media have no impact on political processes

7. *Which of the following best explains why critical journalism is often suppressed within mainstream media, according to the video?*

- A) Journalists lack the skills to investigate complex issues
- B) Media corporations prioritize profit and maintaining relationships with powerful entities over challenging the status quo
- C) The public is uninterested in critical reporting
- D) Governments strictly regulate all media content

8. *In the context of the video, what role do "experts" and official accounts play in the media landscape?*

- A) They provide unbiased and comprehensive analysis of events
- B) They serve as gatekeepers who reinforce the dominant narrative favored by those in power
- C) They are frequently marginalized and ignored by mainstream media
- D) They challenge government propaganda by offering alternative viewpoints

9. *Why might alternative or dissenting voices struggle to gain access to mainstream media platforms, as discussed in the video?*

- A) They lack credible evidence to support their claims
- B) They are systematically excluded to preserve the consensus narrative controlled by elite interests
- C) They choose to remain independent to avoid commercial pressures
- D) They have sufficient platforms outside mainstream media and do not seek access

10. *Considering the five filters described in the video, what is the overall implication for the role of media in shaping public opinion?*

- A) Media function primarily as independent educators empowering citizens
- B) Media act as neutral conveyors of facts without bias
- C) Media serve as instruments through which elites manufacture public consent and limit genuine democratic discourse
- D) Media are ineffective in influencing public attitudes and political outcomes

XI. Choose a current news event (an election, international conflict, environmental issue, major protest or corporate scandal). Find reports about the event from 3–5 different news organizations and compare:

- What facts are emphasized or omitted?
- Which sources are quoted?
- What language or framing is used?
- Who appears to benefit from the coverage?
- Are the facts about the same event reported the same way in different countries? If not, why?

Analyze the coverage through each filter:

- **Ownership:** Who owns the outlet?
- **Advertising:** Could advertisers have an interest in the topic?
- **Sourcing:** Where does the information come from?
- **Flak:** Are there signs of pressure, criticism or self-censorship?
- **Ideology:** What assumptions or narratives are present?

XII. In *Manufacturing Consent (1988)*, Eward Herman and Noam Chomsky argued that news is shaped by five filters that influence which stories are published and how they are presented. The media landscape of the 2020s is very different from the the 1980s. Design a new "Sixth Filter" (influencer culture, clickbait) that has a major influence on what information people see, share and believe in the digital age and prepare a presentation on it.

Being an Informed Consumer

I. Answer the questions based on your personal experience:

1. What rights do consumers have when a product does not work as promised?
2. Should companies be required to provide complete and accurate information about their products? Why?
3. What should consumers do if they believe they have been misled by advertising?
4. Who has more power in the marketplace today: companies or consumers? Explain your answer.

II. Complete the name of each consumer right with the words below.

1. Right to _____ – this right guarantees survival, adequate food, clothing, shelter, health care, education and sanitation.
2. Right to _____ - the consumer should be protected against the marketing of goods or the provision of services that are dangerous to health and life.
3. Right to _____ - the consumer should be protected against dishonest or misleading advertising or labeling and has the right to be given the facts needed to make an informed choice.
4. Right to _____ - the consumer has the right to select from among various products at competitive prices with an assurance of satisfactory quality.
5. Right to _____ - the right to express consumer interests in the making and execution of government policies.
6. Right to _____ - the right to be compensated for misrepresentation, shoddy goods or unsatisfactory services.
7. Right to _____ – the right to acquire knowledge and skills necessary to be an informed customer, while being aware of basic consumer rights and responsibilities.
8. Right _____ - the right to live and work in a place which is neither threatening nor dangerous and which permits a life of dignity and well-being.

information • consumer education • basic needs • a healthy environment • redress • safety • representation • choose

III. Match the situations with the consumer rights.

Read the situations and match them with the appropriate consumer right.

- a) You bought a smartphone, but it stopped working after two days. The shop refuses to replace it.
- b) A food product contains harmful ingredients that were not mentioned on the label.
- c) A company advertises a product as "100% natural", but it contains artificial

additives.

d) A student attends a workshop on how to shop safely online.

e) Citizens participate in a public discussion on new consumer protection laws.

f) A customer can choose between several brands offering similar products at different prices.

g) A family has access to clean water, healthcare and basic education.

h) Local residents oppose the construction of a factory that may pollute the environment.

IV. Read the case and identify which consumer rights have been violated.

Emma bought a fitness supplement advertised as "clinically proven to help lose weight in one week." After using it, she discovered that the advertisement was misleading and the product caused health problems. The company refused to refund her money.

Questions:


1. Which consumer rights were violated?
2. What actions should Emma take?
3. What responsibilities does the company have?

V. Read the reviews on LumiGlow Led Desk Lamp. Choose three that seem trustworthy and three that seem suspicious. Spot the red flags that help you differentiate between real and fake reviews. For each review, complete the table:

No	Trustworthy or suspicious	Evidence
1		Uses excessive capital letters and emotional language; no specific details about the product.
2		
3...		

PRODUCT:

LumiGlow LED Desk Lamp
Dimmable • Touch Control • 3 Light Modes • USB Rechargeable



\$29.99 ✓prime

★★★★★ 4.6 out of 5
1,243 global ratings

Customer Reviews
★★★★★ 4.6 out of 5
1,243 global ratings

1 ★★★★★

Perfect lamp!
By Jessica M.
March 12, 2024
Verified Purchase

I absolutely love this lamp! It has 3 different light modes and the brightness is perfect for studying. The touch control works great and the battery lasts a long time.

2 ★★★★★

Best purchase ever!!!
By James T.
March 13, 2024
Verified Purchase

This lamp changed my life!!! I use it every day and it is AMAZING!!! If you're thinking about buying it - DO IT NOW!!! You won't regret it!!!

3 ★★★★★

Great quality
By Linda P.
March 14, 2024
Verified Purchase

Good quality for the price. The lamp looks stylish and is very easy to use. Shipping was fast and the packaging was secure.

4 ★★★★★

Love it!
By Sarah K.
March 15, 2024
Verified Purchase

I bought two of these lamps for my kids and they love them. It's bright, easy to adjust and the battery lasts forever. Highly recommend!

5 ★★★★★

Very good
By Mike R.
March 16, 2024
Verified Purchase

Works as described. Light is soft and not harsh on the eyes. The flexible neck is super convenient.

6 ★★★★★

I like it
By User123
March 16, 2024
Verified Purchase

Nice lamp. Good good good good good good good good good good good good good good good good good.

7 ★★★★★

Amazing product
By HappyShopper
March 17, 2024
Verified Purchase

Superb quality! Superb design! Superb brightness! Superb value! Superb everything! Five stars!

8 ★★★★★

Excellent!!!
By BestBuyer88
March 18, 2024
Verified Purchase

Excellent product!!! Excellent service!!! Excellent packaging!!! Excellent seller!!! I will buy again and again!!!

VI. Come up with your own checklist “How to spot a fake review”. Then look through fake reviews and say which reviews match three or more warning signs.

VII. Justify every answer with evidence:

1. Which review sounds most like an advertisement?
2. Which review sounds most like a real customer?
3. Which review gives the least useful information?
4. Which review contains emotional language?
5. Which review contains evidence?
6. Which review would make you suspicious?
7. Can a review be genuine but still unhelpful?
8. Can a review be positive and trustworthy at the same time?

VIII. Write three rules every informed consumer should follow when reading online reviews.

IX. Look at the phrases below. Which provide real information and which simply make the product sound attractive?

1. premium quality
2. scientifically proven
3. customer favourite
4. award-winning
5. best-selling
6. trusted by millions
7. contains 20g of protein
8. battery lasts 12 hours
9. limited edition
10. revolutionary

X. Add ONE word to make the language sound more like advertising.

1. *This smartwatch helps you track your daily activity.*
2. *Our online course offers practical advice for job seekers.*
3. *The hotel rooms have comfortable beds and beautiful views.*
4. *This app allows users to organize their schedules.*
5. *Our café serves fresh coffee every morning.*
6. *The headphones provide clear sound quality.*
7. *This skincare product helps reduce signs of tiredness.*
8. *The company offers customer support seven days a week.*

X. Match the beginning of each sentence with its ending.

- | | |
|--|--|
| 1. I don't usually trust products that claim they can completely eliminate.... | 3. Many influencers encourage people to buy products they have never.... |
| 2. Before buying a new phone, I always compare.... | 4. If a deal seems too good to be true,... |

- | | |
|--|----------------------------------|
| 5. Smart consumers usually read customer.... | a. urgency. |
| 6. The advertisement promised instant... | b. fake accounts. |
| 7. Some online reviews appear genuine but are actually written by..... | c. reviews carefully. |
| 8. It is important to check the return.... | d. policy. |
| 9. Many companies use limited-time offers to create a sense of | e. it probably is. |
| 10. Before making a purchase, consumers should consider whether they actually need the.... | f. product. |
| | g. prices on different websites. |
| | h. tried themselves. |
| | i. success. |
| | j. wrinkles. |

XI. Complete the sentences using the expressions below:

fall for • buy into • read the fine print • get your money's worth • a rip-off • vote with your wallet • shop around • if it sounds too good to be true, it probably is

1. Although the advertisement promised “unlimited data”, customers who had _____ soon discovered that there were numerous restrictions hidden in the contract.
2. Before purchasing a laptop, it is advisable to _____ rather than buy the first model that catches your attention.
3. Thousands of consumers _____ the company's claims that its supplement could dramatically improve memory, despite the lack of scientific evidence.
4. The online course turned out to be _____. It cost £300 and offered information that was freely available on the internet.
5. Responsible consumers often _____ by supporting businesses that prioritize sustainability and ethical production.
6. Many people _____ fake online reviews because they assume that highly rated products must be trustworthy.
7. When booking flights or signing a subscription agreement, always _____ to avoid unexpected charges.
8. The jacket was expensive, but the quality was excellent and it lasted for years, so I definitely _____.
9. The website advertised a brand-new smartphone for £25. As the saying goes, ___.

XII. Discuss the following questions:

- ✓ *Which of these expressions best describes the behaviour of an informed consumer?*
- ✓ *Why do intelligent people still fall for misleading advertisements?*
- ✓ *In what situations is it particularly important to read the fine print?*
- ✓ *Can consumers really vote with their wallets? Why or why not?*
- ✓ *Have you ever bought something that turned out to be a rip-off?*

Influencer Marketing

I. Look at these photos. What do you know about these people? What made them become famous and easily recognizable?



II. Discuss the questions

1. Who are digital influencers, and why are they popular nowadays?
2. Can you name any influencers you follow? Why do people trust them?
3. Do you think influencer marketing is more effective than traditional advertising? Why?

III. Look at the title “*The Rise of Digital Influencers*”. What do you think the text will be about? Write 3–4 predictions.

The Rise of Digital Influencers

In recent years, digital influencers have become a major force in modern communication and marketing. These individuals, who build large audiences on platforms such as Instagram and TikTok, are increasingly shaping consumer opinions and purchasing decisions. While this development offers clear advantages for businesses and audiences, it also raises concerns regarding authenticity, transparency, and ethical advertising practices.

One of the main reasons for the rise of influencers is the transformation of advertising brought about by social media. Unlike traditional forms of marketing, such as television or print advertisements, social media allows for two-way interaction between content creators and audiences. Influencers often present products within personal and relatable content, which makes promotional messages appear more natural and less intrusive. As a result, consumers may be more receptive to recommendations coming from individuals they follow and trust.

Platforms such as Instagram and TikTok have significantly accelerated this trend. Instagram initially popularised carefully curated lifestyles and visual storytelling, while TikTok introduced an algorithm-driven model in which content can reach millions of users regardless of follower count. This has allowed ordinary

individuals to gain rapid visibility and transform into influential online personalities. Consequently, influencer marketing has become a central strategy for many brands seeking targeted and cost-effective promotion.

From a commercial perspective, collaborations between brands and influencers can be highly effective. Sponsored content, product placements, and long-term partnerships often generate higher engagement rates than traditional advertisements. This is largely because influencers are perceived as more relatable than corporate advertising campaigns, which can feel impersonal and overly scripted.

However, despite these advantages, the rise of digital influencers also presents notable challenges. One major issue is the blurred line between genuine recommendations and paid promotions. Audiences may not always be aware that certain content is sponsored, which raises ethical concerns about transparency and trust. Additionally, the industry is increasingly affected by problems such as fake followers and artificially inflated engagement metrics, which distort credibility and market value.

There is also the risk of over-commercialisation. As influencers depend more heavily on sponsorships, their content may become less authentic and more commercially driven. This can ultimately undermine the trust that originally made influencer marketing effective. Furthermore, younger audiences may be particularly vulnerable to persuasive marketing techniques embedded within seemingly casual content.

In conclusion, digital influencers have fundamentally reshaped the advertising landscape by making marketing more personal and interactive. While this shift offers significant benefits in terms of engagement and reach, it also introduces important ethical and practical challenges that must be addressed in order to maintain trust and transparency in the digital age.

IV. Match the expressions from the text to their definitions:

1. *become a major force*
2. *be brought about*
3. *accelerate the trend*
4. *to distort*
5. *to undermine*

- a) *to make a developing pattern or movement happen faster than it would naturally*
- b) *to be caused or made to happen as a result of certain actions or conditions*
- c) *to change something in a way that makes it misleading, inaccurate, or no longer a true reflection of reality*
- d) *to become highly influential or powerful in a particular field, often shaping how it develops or operates*
- e) *to gradually weaken the strength, authority, or effectiveness of something, often in a subtle or indirect way*

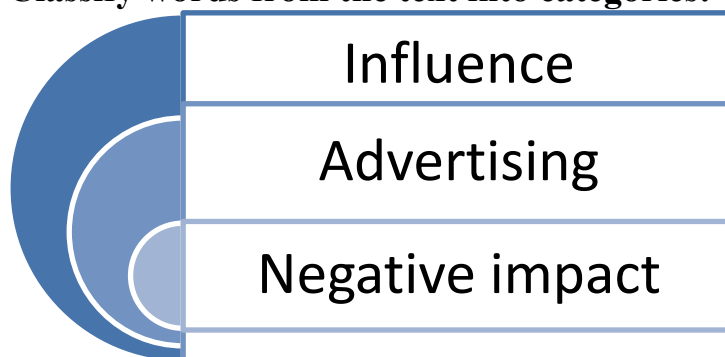
V. Decide if the statements are true or false based on the text:

- 1) Digital influencers mainly gain their popularity through traditional media.
- 2) Social media has made advertising more interactive than before.
- 3) Instagram and TikTok have played a key role in the growth of influencer marketing.
- 4) TikTok limits visibility only to users with a large number of followers.
- 5) Influencer marketing often feels more personal than traditional advertising.
- 6) All influencer content is clearly labelled as paid promotion.
- 7) Fake followers and engagement can distort the real influence of creators.
- 8) Over-commercialisation can weaken audience trust in influencers.
- 9) Influencers have made advertising less targeted and less efficient for brands.
- 10) Younger audiences may be more vulnerable to influencer marketing techniques.

VI. Answer the questions based on the text:

1. Should sponsored content always be clearly labelled?
2. Is influencer marketing good or bad for society overall?
3. Why do people trust influencers in the first place?
4. How do influencers affect young people's self-image?
5. Do influencers make advertising more honest or more misleading?
6. Will traditional advertising disappear in the future?
7. Could AI influencers replace real ones?

VII. Classify words from the text into categories:



Be ready to deliver a speech on any of the abovementioned aspects using key words you've picked up.

VIII. Watch a TED-talk video on the power of influence in advertising and do the test:



1. According to the video, why is the traditional advertising playbook described as making consumers feel "not enough"?

- A) To encourage consumers to compare products based on quality
- B) To prompt impulsive buying by creating a sense of missing out
- C) To educate consumers about product features
- D) To foster long-term brand loyalty through

transparency

2. *How did General Motors change the marketing strategy for cars in the early 1900s?*

- A) By lowering prices to make cars more affordable
- B) By emphasizing the necessity of owning multiple cars
- C) By selling cars based on status rather than necessity
- D) By focusing on fuel efficiency and safety features

3. *What psychological effect does "overload" have on consumer behavior, as explained in the video?*

- A) It encourages consumers to research products more thoroughly
- B) It causes consumers to delay purchases to avoid mistakes
- C) It increases impulsive buying by overwhelming decision-making
- D) It leads consumers to seek expert opinions before buying

4. *Why does the video argue that influencer marketing can be a "trap"?*

- A) Because it requires consumers to pay for endorsements
- B) Because it focuses on follower count rather than trustworthiness
- C) Because it eliminates the need for traditional advertising
- D) Because it encourages consumers to ignore their own opinions

5. *What key insight did the speaker gain from the baby shower story about sharing opinions?*

- A) People prefer only positive product recommendations
- B) Being honest about negative experiences can help others
- C) First-time parents should avoid sharing advice
- D) Popular opinions are always more valuable than personal ones

6. *How does the video link human survival to the concept of influence?*

- A) Humans survived by independently making decisions without advice
- B) Survival depended on collective knowledge and shared trust
- C) Influence was irrelevant before modern advertising existed
- D) Influence only became important with the rise of social media

7. *What role do consumers play in shaping markets, according to the video?*

- A) Consumers passively accept whatever products are available
- B) Consumers' collective choices drive market trends and changes
- C) Only large corporations have the power to shift market dynamics
- D) Consumers influence markets only through social media platforms

8. *Which of the following best summarizes the video's advice on reclaiming personal influence?*

- A) Increase your social media followers to become an influencer
- B) Always respond quickly to marketing urgencies to avoid missing out
- C) Use your voice honestly, slow down, and engage with your community
- D) Avoid sharing your opinions unless you are an expert

9. *How does the video suggest that shared knowledge impacts power?*

- A) It dilutes individual opinions and weakens influence
- B) It transforms individual power into collective power

- C) It only benefits large companies and advertisers
- D) It creates competition among consumers for attention

10. *What is the video's overall message about the relationship between influence and being an "influencer"?*

- A) Influence is only valid if you have a large platform or many followers
- B) Anyone can have influence simply by sharing honest experiences
- C) Influence is irrelevant in the modern digital economy
- D) Being an influencer requires professional marketing skills and budgets

IX. Create an influencer of a future. Prepare a digital profile of this person describing their:

- Niche (e.g. fitness, travel, education, gaming, fashion, technology, etc.)
- Content style (what they post and how they present themselves)
- Trust and credibility (why people would believe or follow them)
- Income sources (how they make money)
- Ethical issues (possible problems or risks connected to their influence)

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