

## Pre-listening

1. Read this text about the news media landscape in the US, and complete it with the words from the word bank. Although the context should make clear which word you will need to choose, you may want to look some words up in a dictionary before or while you work on this exercise.

major • financial • diverse • homogenized • response •  
access • spread • censorship • range • challenges

The media landscape in the United States is (1) \_\_\_\_\_ and complex, with a mix of traditional and digital media outlets offering a wide variety of news and information to the public. National Public Radio (NPR), for example, is a non-profit media organization providing public radio programming and podcasts on a wide (2) \_\_\_\_\_ of topics, including news, culture, and politics. *The New York Times*, one of the most widely read newspapers in the United States, covers national and international news, business, technology, and culture. CNN, a 24-hour cable news network, supplies coverage of breaking news, politics, and international events, while *The Wall Street Journal*, a business-focused newspaper, covers global (3) \_\_\_\_\_ news, business, and politics.

Despite the diversity of media outlets, concerns about media consolidation and the influence of corporate interests continue to be a (4) \_\_\_\_\_ issue in the United States. Because large media corporations such as Disney, Comcast, and Warner Media control a significant portion of the country's media outlets, there are fears that news will become (5) \_\_\_\_\_ and concerns about the potential for corporate (6) \_\_\_\_\_ have increased. However, nonprofit news organizations such as ProPublica and the Center for Public Integrity are engaged in investigative journalism on issues of public interest, while fact-checking sites such as PolitiFact and Snopes are working to verify the accuracy of news stories and combat fake news.

In recent years, the issue of "fake news" has emerged as a major concern. Social media platforms like Facebook or Twitter have been accused of allowing false or misleading information to (7) \_\_\_\_\_, leading to confusion and distrust among the public. The proliferation of partisan news sites and the echo chamber effect of social media have also contributed to the problem. In (8) \_\_\_\_\_ to these challenges, organizations

**9. How did researchers assess Facebook users' behavior?**

- a) They looked at real-life data.
- b) They ran tests with people.
- c) They conducted interviews.

**10. What kind of posts did Facebook users in 2020 read most often?**

Give three types.

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**11. According to Vivian Schiller, what is highly problematic about social media providers like Facebook?**

- a) They offer a platform for people like Donald Trump.
- b) They benefit from distorted content.
- c) They cannot make sure that their service is not misused.

**12. When the interviewer speaks about the next election, she shows her attitude towards it.**

- She feels \_\_\_\_\_.
- You can tell because \_\_\_\_\_.

**13. What possible solutions does Vivian Schiller suggest to improve the situation? Give two.**

- \_\_\_\_\_
- \_\_\_\_\_

## Post-listening

**14. What would you do?**

Vivian Schiller is of the opinion that it is necessary "to restore and improve news, particularly at the local level." Develop a plan that outlines how to do that. Come up with approximately five different ideas. Maybe it will help you to consider the places, institutions, and groups of people that play a role on a local level and the individuals who live there.

**15. How would you spread your ideas?**

Turn your ideas into catchy hashtags or expressive texts or pictures for placards that could be used to draw people's attention to the issue.