

## Unit 5

### PART - I

#### HISTORY OF MEDIA

1. What is unique about human speech?

A. Human speech and its language are unique in their flexibility to convey all sorts of emotions, ideas and concepts. However human speech exists in time and it is not prepared by using any technology such as, paper and the printing press.

2. What was the major drawback in using stone tablets?

A. The major drawback of stone tablets was its physical media were not easily transportable from one place to another.

3. What was the contribution of radio in this process of evolution of media?

A. The contribution of radio in this process of evolution of media was that the messages could be recorded and delivered physically over great distance and could be saved for centuries.

4. What do you mean by real-time instantaneous communication?

A. Writing in all its forms was an important innovation for conquering distance and time. Space and time were conquered by the written word. However physically delivering messages took time and instantaneous real-time communication was not possible.

5. Why did the invention of facsimile-delivered newspapers fail?

A. The facsimile-delivered newspapers failed because television broad-casting began at the same time and was more enjoyable to most consumers.

6. Draw a timeline to show the different stages of evolution of media and the corresponding inventions.

A. Stone tablet ---- Paper----Radio----Telegraph----Telephone----Printing press---  
Photolithography-----Television----- Internet.

7. The author talks about the past being saved by the oral tradition. Can you give an example of any such oral tradition from your culture?

A. Oral tradition which safeguarded our culture by story - telling, stage dramas, religious and God's stories etc.,.

8. What is the role of radio in the modern world?

A. The role of radio in the modern world is using only for entertainment while doing work by hearing the songs.

9. Printed newspapers or online newspaper - which one would you prefer? Give reasons.

A. Present generation prefers to read news by using online because it is available at any time and read anywhere without wasting the time.

10. Apart from online newspapers are there other media for transfer of information?

A. Telephone, pamphlets, banners, handouts, newspapers, television, radio. etc

### **Verbal Ability:**

<b>Words</b>	<b>Meaning in context</b>
unique	Absolute
genesis	Origin
Supplanted	Replaced
Instantaneous	Immediately
chiselled	Wrote (an act of writing on with a metal tool)
time-consuming	Requires more time
Inscribing	Engrave (to write or cut words on something)
accessible	Approachable (easy to reach something)
Patented	Blatant (having rights on anything)
Consumers	Users.

## Grammar

Language used for comparing and contrasting	
Comparing words	Contrasting words
similarities	differences
is similar to	the other hand
both	however
also	but
too	in contrast
as well	differs from, while, unlike

## Blog Writing.

### Online shopping verses real-time shopping

Both online shopping and real-time shopping are shopping patterns.

Online shopping has many advantages like time savvy, quick response, comparison of products, installment facility, techno- savvy, reliable , quality products, larger employment opportunities, guaranteed returns, lot of payment options, easy shopping method with debit/ credit cards.

Real-time shopping consumes more time and differs from online shopping in many ways. More discounts, barging, ability to choose the products by eye-sight,

by comparing to online shopping, real-time shopping has more choices.

In comparison, both are reliable according to the persons who utilize s the facility and in contrast both methods are related to organization, which improves our country's economic growth.

## Writing

	Newspaper	Radio	Television	Online media
Content and headings	Attention catching	Oral repetition	Oral/video repetition	Clear information
Brevity	Needs to be brief	Enough information	More information	More information with example
Tone	Large format			
Interactive	less	more	more	Much
Any other	Colorful	Only audio	It attracts audience	Latest information

**Convert the following sentences in active voice to passive voice:**

1.(a) I weighed out 5 g of sodium chloride.

(p) 5 g of sodium chloride was weighed by me.

2.(a) We observed pink colour at the titration endpoint.

(p) At the titration endpoint a pink color was observed by us.

3. (a) The company will launch the new product next year.

(p) The new product will be launched by the company next year.

4. (a) We examined the sample through the microscope at 12x setting.

(p) The sample was examined through the microscope at 12x setting by us.

5.(a) I compared the colours of the solutions with the samples at the front of the lab.

(p) The colours of the solutions with the samples was compared at the front of the lab.

6. (a) After we stirred the mixture, we pipette 5 ml into each beaker.

(p) The mixture after being stirred 5 ml was pipetted into each beaker by us..

7. (a) students must not leave bicycles in the driveway.

(p) The bicycles must not be left in the drive way by the students.

8.(a) You should take care when working with chemicals.

(p) When working with chemicals, care should be taken.

II. By weighing 50 ml of water, table syrup and vegetable oil their densities are measured. Mass divided by volume given in the density of a substance. It is noted that the table syrup has the highest density of 114 g/ml. If all the three substances are mixed together they formed into three different layers with the most dense substance at the bottom and the least dense substance on the top. This

proves that the substances of higher density could squeeze through the substances of lower density.

### **The Top Ten Developments in Journalism in the 2000s**

Verbal ability:

<b>Word</b>	<b>Meaning</b>
Demise	The end or failure
Lucrative	Profitable
Cover	To report on an event or to show an event on TV or online
Potential	Promised , possible
Blurred	Not clear
Iconic	A symbol for something
Novelty	Freshness
Spewing	To make something flow out quickly
Obliterated	Removed
Outspoken	Bold
Plagiarized	To copy another person's ideas, words or work- pretended that they have their own
Ushered	To be the beginning or something new
Ominous	Fore bonding (suggesting that something is going to happen in future)
Exemplified	To show or illustrate by example
Plunge	Somebody or something move suddenly forward or downwards ( that leads to death)

### Comprehension

1. What is your preferred media for getting news?

A. I preferred Google web, facebook and print media for getting updated news.

2. How credible is online journalism?

A. Armed with Blackberrys and digital video cams, using Twitter and Facebook, reporters everywhere are employing the new tools of the Internet age to change the way they gather and deliver the news.

3. Do you agree with the claim that newspaper reading is on the decline?

A. Yes. Reading of newspaper slowly declined. Billions in revenue were lost, thousands of employees were laid off, many papers closed and many more faced bankruptcy.

4. What does 'fabricated information, mean? Why is information fabricated?

A. According to the previous records the information that is filled with full of lies and not real,

5. What is citizen journalism? Have you ever written or presented articles for the media?

A. Citizen Journalism means that anyone can start a blog or website, then post articles, pictures and videos online to a potential audience.

6. Who was Daniel Pearl? What happened to him?

A. Daniel Pearl, Wall street journal reporter who was kidnapped and murdered by terrorists in Pakistan in early 2002 just four months after 9/11 incident.

7. 'Opinions come before facts.' Can you give some instances of this form the news in your region.

A. In most of the political cases and meetings mainly opinions come before facts.

8. The word 'wannabe' mentioned in 5<sup>th</sup> item means want to be.

9. Give detailed information about the scandal associated with Rupert Murdoch.

A. Rupert Murdoch was a media titan, a powerful and influential mogul in the news business. He involved in a scandal section of the media when allegations about his Sunday Tabloid *The News of the World* hacking into the voice mail of prominent people to find stories, surfaced in 2006.

**Print advertisement with effective use of language.**



The pen is mightier than the  
knife



Be cool with coolpad

## THE VIEWSPAPER

### Criminal cases and the Media

#### Comprehension

1. Have you heard or read about any one of the cases mentioned by the author – Priyadarshini Mattoo, Jessica Lal, Nitish Katara, Scarlett Keeling, Aarushi?

A. Yes.

2. What does the word ‘alleged’ mean? Why do newspaper articles use this word?

A. Alleged mean State without proof. The accused is freely referred as the murderer.

3. What is the author’s view of the media particularly in such murder cases? Do you agree with his views?

A. Media doesn’t understand that a suspect is different from a person who has awaiting for a trial and even more different from a person who has been convicted in a trial. Yes. We agree with the author’s views.

4. Who are affected by the sensational articles published in newspapers?

A. Thorough its sensational articles and melodramatic language is effectively distorts the truth and leads the people to believe what has not been proven.

5. ‘It jolts the executive into action.’ What is the author referring to in this sentence?

A. Whether wrong or right, as long as they are able to show to the people and to the media that they are taking some action.

## Verbal ability

Two hemorrhages a piece	Pretty personal about someone
Touchy as hell	Over sensitive
Madman stuff	Crazy happenings
Run-down	Exhausted
Crumbly place	Miserable or wretched
Lot of dough	Got lot of money very quickly
It killed me	Emotional thing

**Read the opening chapter of a popular novel *Catcher in the Rye* by J.D.Salinger.**

### Comprehension

1. How old do you think the narrator is?  
A. The narrator is around 40 years.
2. What is he talking about in this passage?  
A. He is talking about madman stuff
3. What do you think the novel is about?  
A. The novel is about an incident in narrator's life.
4. Who is D.B.? What picture do you form of him?  
A. D.B is a brother to the narrator. He is a good hollywood actor
5. Based on the passage, how would you describe the narrator?  
A. The narrator hates movies .

### Clinches in South Indian Movies.

1. The heroine always roams around her village or city with a gaggle of girls.
2. A hero should have a sister to show his love for his family. The mother, of course plays an even more vital role to portray the hero as an affectionate son.
3. A lone hero can beat up 15-20 henchmen easily without getting hurt.
4. The police arrive only in the last scene.
5. Heroine always loves hero after seeing his dashing performance on a fight
6. The hero sister's always love villan's son.
7. The hero always accepts his sister's love
8. Hero always saves his father and solves the critical situation between hero and villain.

### Change the following statements into questions by using the given word

1. The train arrived at ten o'clock. (What time)  
What time did the train arrive?
2. They do their homework at night. (When)  
When do they do their homework?
3. Mr. Sharma came to the party alone?  
Who came alone to the party?
4. The car is across the street from the house. (Where)  
Where is the car?
5. She felt better after she took a nap. (How)  
How did she feel?
6. That is an English book. (What)  
What book is that?
7. She talked to him for an hour (howlong)  
How long did she talk to him?
8. He studies piano at the university.(what)  
What does she study at the university?
9. The party lasted all night. (howlong)  
For howlong did the party last?
10. She was eating a sandwich.(What)  
What was she eating?

## **Verbal activity:**

Podcast = Digital media

Unfriend = Act of removing a friend

Viral = Spreading of information

Glog = additional information

Webnar = web-based seminar

Tweet = posting made on internet

Buzz = move quickly or busily

Follow = go or love after

E-stalk = method of looking up

Snail mail = ordinary postal system as opposed to e-mail.

## **Writing**

Write an essay of not more than 300 words on the hazards of using online media for shopping.

**Online shopping** is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same product's availability and pricing at different e-retailers. The main problems regarding the online shopping are:

1. **Delay:** The main problem of online shopping is, you can not receive the product immediately. you have to wait until the the product arrives. Sometime it is better to have an item instantly than keep waiting for it for many days.
2. **Inferior product:** You don't know about the actual quality of the product. Sometimes the description of the product might be different than the actual product. As a result you might end up with inferior quality product.

3. **Shipping Charge:** Shipping charge and shipping delays are one of the main problems of shopping online. Items are generally cheaper in online web store. But sometime the addition of shipping charge makes the price similar or more expensive than your nearby local store.

4. **Delivery Problem:** Sometime you may face Delivery risk. Delivery risk occurs when the seller fails to deliver the original product or delivers a damaged (inferior/duplicate) product due to shipping problems.

5. **Shopaholic :** Since it's very easy to search & purchase different items very easily and quickly from online, many people ends up being a online shopaholic.

6.**Scam:** As online shopping is becoming very common the number of online scam and fraud is also increasing.

7. **Some items are better to buy from the real Store:** You wouldn't like to buy any clothing products because you won't be able to know whether they are going to look good on you or not.

8. **Return problem:** Returning an item is difficult in case of online shopping. Although seller accepts sells return, they usually wants the item within a short period of time and you also have to pay for the shipping charges.

9. **Warranty issues:** Many electronic items are sold without international warranty. So make sure you contact with the seller to verify whether the item has international warranty or not.

10. **Miscellaneous trouble:** There are some other rare disadvantages such as credit card fraud , spyware etc