

Breaking News English!

A Complete Guide to Understanding English News

MP3

Tim Ferry

Second Edition

NEWS English



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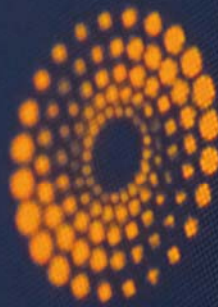




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Unit 1

Introduction to News English



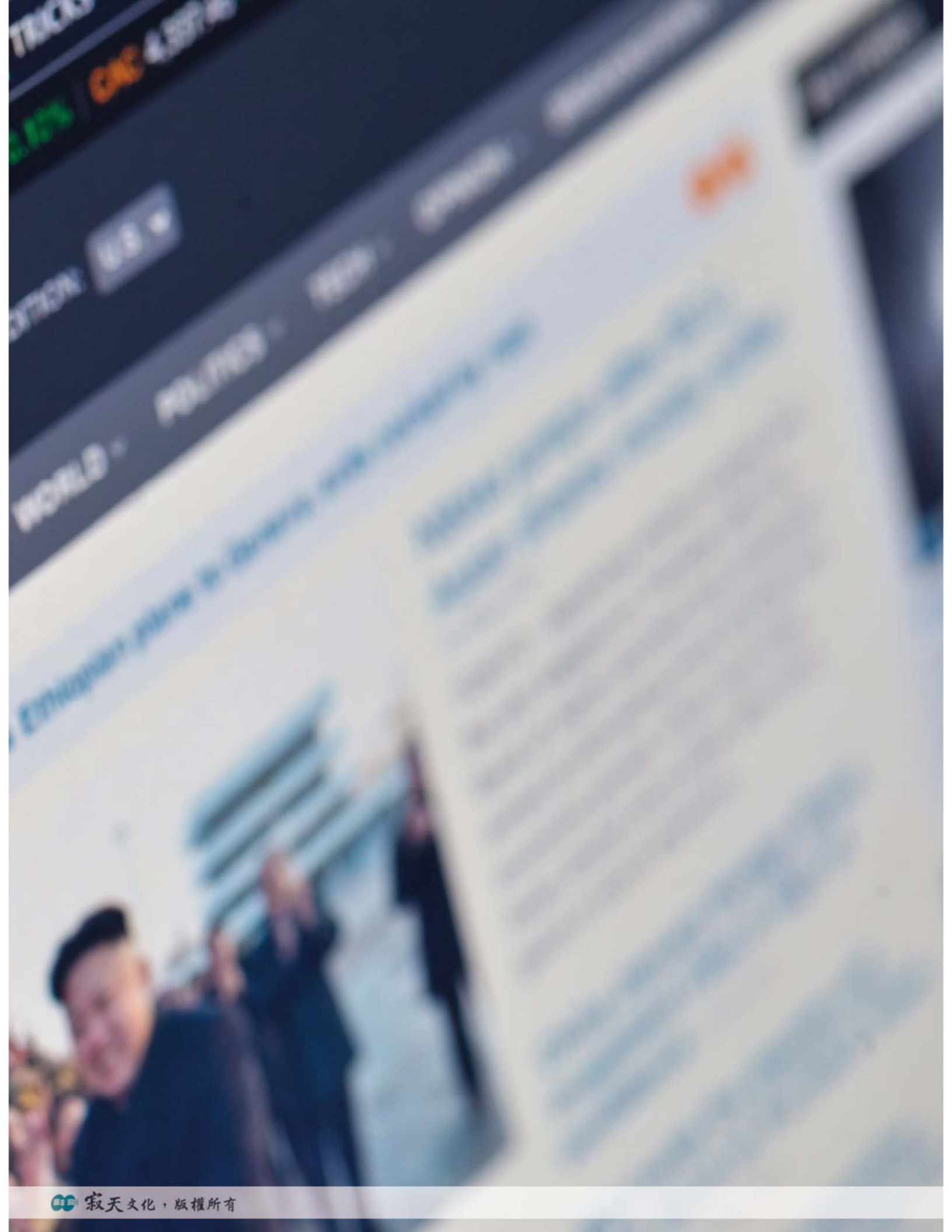
REUTERS

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BUSINESS

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Latest Headlines: Co-pilot impacts



1

Chapter

The News and You

PREVIEW EXERCISES

1 Take this short survey to check your awareness of newspapers and news. Compare your results with your partner and classmates.

- 1 How often do you buy a newspaper? a Every day.
 b Once a week.
 c Rarely—less than once a week.
 d Never.
- 2 Where do you usually get your news from? a A daily newspaper.
 b A newspaper website.
 c A general online information provider, such as Yahoo!.
 d TV.
 e Radio.
 f I never pay attention to the news.
- 3 What are three newspapers or online news providers that you are familiar with? a _____
 b _____
 c _____
- 4 When you read a newspaper or online news website, what kinds of articles do you usually read? For example, do you usually read articles about sports, business, current events, etc.? a _____
 b _____
 c _____
- 5 What catches your attention and motivates you to read an article most? a An interesting headline.
 b A topic I usually read about.
 c The accompanying photo(s).
 d The writer or news resource.
 e Other _____.
- 6 Describe your news reading habits: when reading a newspaper or online news website, I usually _____

(Choose one that best fits your news reading habits.) a just scan the headlines.
 b read the first paragraphs of a lot of articles.
 c skim a few different articles.
 d search diligently before reading one or two articles closely.
 e Other _____.
- 7 Do you subscribe to an online news provider? a Yes.
 b No.
- 8 Would you be willing to pay to read an article online? a Yes; the writer and news provider have a right to earn money for their efforts.
 b Maybe, as long as the price is low and it's convenient.
 c Not likely; I'll just keep searching until I find a similar article for free.
 d No; all content on the Internet should be free!

2 How important is reading the news to you?

Some people feel reading the news is essential to staying up-to-date with the latest events, while others feel most of the news is misleading—it does more to confuse people than educate them. Discuss with your partner the importance of reading the news.

A First, discuss and list the pros and cons of reading the news.	Pros	Cons
B Then, take notes for a brief statement on why you feel reading the news is or is not important to your life.	In my opinion,	

3 Vocabulary studies

Newspaper vocabulary is often quite confusing for students. Often, specialized vocabulary is used, or common words are used in unfamiliar ways. Look at the words below—how many of them do you recognize?

Working with your partner, circle the words you are familiar with and write a short definition of each one. Then, read the article on the next page and see if your definitions make sense.

unprecedented

circulation

migrate

revenue

premium

plummet

array

compensate

monetize

dizzying

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THEFT TARGETS: The cars most likely to catch a crook's eye

BIG MAN, BIG PLANS: Seahawks' Red Bryant ready to roll

'Meat-head' partiers face fines
The City Council passed a measure to help police break up late-night crowds outside bars, creating a civil infraction for "nighttime disturbances."

Activists to protest Seafair's Fleet Week
Amy Rolph: The protesters say "celebration of warships in our harbor helps bring about the normalcy of modern war."

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An industry in crisis 01

- 1 On March 17th, 2009, the 146-year-old Seattle daily, the *Seattle Post-Intelligencer*, printed its last edition, although an online version will continue to be issued. The *Post-Intelligencer* joins a growing number of newspapers in the United States and around the world which are either switching to online-only formats or going out of business entirely.
- 2 Today the newspaper industry faces **unprecedented** challenges. Newspapers traditionally earned revenue from three sources: newsstand **circulation**, subscriptions and advertising. Now, all three of these sources are declining, and many cities face a future without a local daily newspaper.
- 3 Some suggest the newspaper industry's problems are just symptoms of the global recession. With consumers watching every penny and ad dollars at an all-time low, the newspapers' **revenue** losses simply reflect financial losses in industries across the board. But while it's true that advertising **plummeted** in 2009, ad dollars have been drying up in the news industry and newspapers have been bleeding red ink for years.
- 4 Others say that with a **dizzying array** of entertainment and leisure resources at their disposal, people simply aren't reading as much as they used to—especially news. However, research proves this isn't actually true. The fact is that people read more news content than ever before.
- 5 The problem is, they aren't paying for it.

http://www.seattlepi.com/ Seattle news, sp...

Answer for a chance to win a Green Card to the USA
Who is the US President?

seattlepi 43°

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DON'T MISS: Google shakes things up at top | Planes vs. lasers | Video shows Arizona shooting | Steve Jobs to take medical leave | Whisky in a can

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02

6. Much of newspapers' content is available for free on the web, chasing consumers who have switched to reading online resources, but newspapers have not figured out how to successfully **monetize** the Internet.
7. Newspapers can earn revenue from monthly online subscriptions, but few readers purchase subscriptions. And while advertising continues to **migrate** online, it doesn't earn news websites enough income.
8. A further sticking point is that news articles produced by newspapers are often accessible on websites such as Yahoo!, but the newspapers are rarely **compensated**.
9. Ultimately, many say the news industry needs to find a new revenue source beyond online advertising. Some suggest that the industry needs a system of micro-payments, much like Apple's iTunes, that would allow readers to easily pay per article and news providers to earn revenue.
10. Eric Schmidt, the CEO of Google, suggests that the future of the news industry may resemble the television industry of today, with most content ad-driven and free, some content available by subscription like cable access TV, and **premium** content available for one-time fees, much like pay-per-view.

A Questions for comprehension

- ① How do newspapers traditionally earn money?
 (a) Advertising. (b) Subscriptions. (c) Newsstand sales. (d) All of the above.
- ② Why are so many newspapers going out of business?
 (a) Readers aren't paying for content that is often available for free.
 (b) People just aren't reading much anymore.
- ③ What's the main point of the article?
 (a) Newspapers will all soon be online.
 (b) The newspaper industry is in crisis and must find a way to survive.
 (c) News content should not be free.
- ④ What does the CEO of Google think the news industry of the future will resemble?
 (a) The TV industry of today.
 (b) iTunes.
 (c) He feels there won't be a news industry in the future.
- ⑤ Why aren't newspapers earning money from their online editions?
 (a) Few people are reading newspapers online.
 (b) They haven't figured out a system to reliably earn money from their web traffic.

B True or False: Circle the appropriate answer.

- T F** ① More people are reading news content than ever before.
- T F** ② Websites have not been highly successful at earning money for newspapers.
- T F** ③ Google's CEO thinks a system like iTunes would help newspapers continue earning revenues.
- T F** ④ The future looks good for the newspaper industry.
- T F** ⑤ Few readers are willing to pay for monthly online subscriptions to newspapers.

C Match the vocabulary on the right to the definitions on the left.

- ① variety
- ② pay for
- ③ top quality/most valuable
- ④ to go down quickly/steeply
- ⑤ to move from one place to another
- ⑥ numbers of units being sold to the public
- ⑦ income
- ⑧ never happened before
- ⑨ find a way to earn money from something
- ⑩ confusing; amazing

- unprecedented
- circulation
- migrate
- monetize
- compensate
- revenue
- plummet
- dizzying
- array
- premium

D Idioms

News articles often use many idioms that make the writing more interesting, but also more difficult to understand for learners. Read the idioms on the left. Find them in the article. Choose their meanings from the choices on the right based on the context of the article.

- ① sticking point
- ② dry up
- ③ across the board
- ④ bleed red ink
- ⑤ watch every penny
- ⑥ at (one's) disposal

- a to lose a lot of money
- b be very careful about spending money
- c a topic of disagreement
- d available to use as one wishes
- e all; totally
- f no longer productive

E Discussion

Blogs versus news media

Social media—including weblogs (blogs), Facebook, Instagram, and Twitter—have become increasingly popular, and all of them compete with traditional media such as newspapers, magazines and TV for consumers' attention.

Blogs are personal, generally unpaid online sites on which people can discuss whatever topics they feel like, and they have become important sources of information on everything from politics to shopping to travel. According to blog tracker BlogPulse, in 2009 there were 126 million blogs on the Internet.



- ① As a consumer, where do you prefer to get information, from blogs or news media (either print or online)? Why?
- ② What are some pros and cons of getting information from blogs?
- ③ What are some pros and cons of getting news from news media (print or online)?
- ④ What if the news media—both online and print—disappeared? Would blogs be able to perform the same function? Discuss the impact on the following topics:

Business

The stock market

Politics

Consumer protection

Crime

- ⑤ What do you think the news industry will look like in the future?