

A history of media – From print to podcast

by Liam Cleary



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Von Printmedien bis hin zu Social Media – Massenmedien haben eine beherrschende Präsenz und Macht in modernem öffentlichem und privaten Leben. Es vergeht kein Tag, ohne dass wir mit einem Bereich oder mehreren Bereichen der Medien konfrontiert werden – sei es die Presse, das Fernsehen, das Radio oder eine der vielen sozialen Plattformen im Internet. Die Medien sind in der Tat ein so integraler Bestandteil unseres Lebens geworden, dass wir uns ein Leben ohne sie kaum noch vorstellen können. Die Texte dieser Unterrichtseinheit stammen aus einer Vielzahl von Quellen, illustrieren einige der klassischen Medienphänomene in der Vergangenheit und der Gegenwart und zeigen die jüngeren Entwicklungen der Medienwelt auf. Die Schülerinnen und Schüler diskutieren auf Basis unterschiedlicher Medien Aspekte verschiedener Medienbereiche.

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Competences and skills:

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

Overview:

List of abbreviations:

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

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

Topic 2: Television in America, 1951

M3 Worksheet – Television in America, 1951



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



Listen from the start to minute 0:205 and work on the tasks: https://raabe.de/klasse_en_Television
[last access: 07/05/2021]



Listening comprehension

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

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

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

Topic 4: Print journalism – Front page analysis

M5 The Daily Telegraph front page

© Front cover of Daily Telegraph, 25 January 2021. © Telegraph Media Group Ltd 2021

Monday 25 January 2021

Part one The great British diet
The eat local, lose weight plan *Plus* Signs you're suffering from parental burnout

The Daily Telegraph

INSIDE

United back on the perch
Fernandes strikes to seal FA Cup victory over Liverpool

Sport

Roger Corman
Films and society have both become more violent

Art

Nick Timothy
Joe Biden's promise to unite the country, but division is more likely

NEWS BRIEFING

TV and radio
Weather

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Topic 5: Citizen journalism

M7 Worksheet – Citizen journalism

Approaching the topic

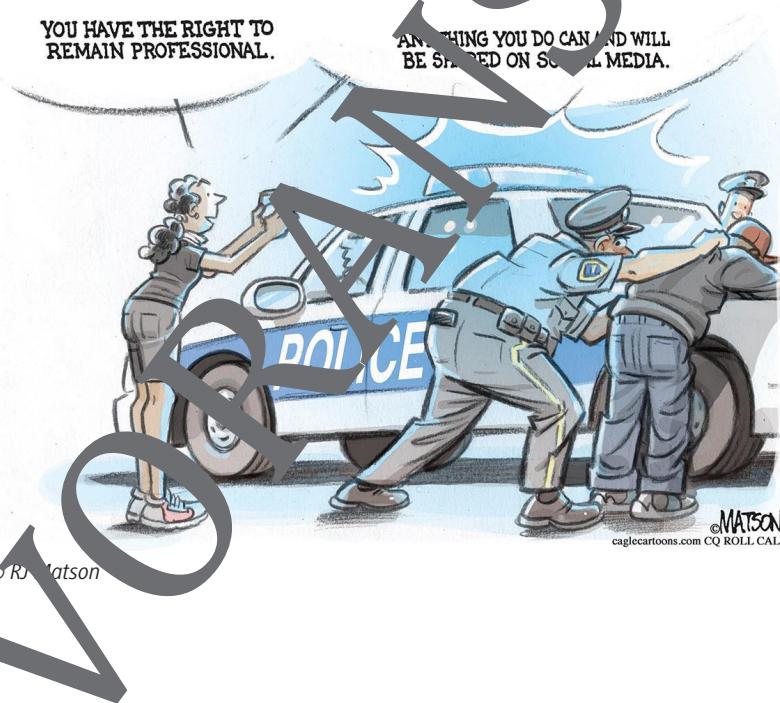


1. Define citizen journalism. Cite three or four examples where citizen journalism contributed to a news story. Explain the value and dangers of citizen journalism.

Working with a cartoon



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



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