

ISSUE

The media includes national and local newspapers, **satellite**, cable and **terrestrial television**, radio, magazines, journals and the Internet. In a true democracy, the media would provide **accurate** information and would protect the interests of all the people. However, many TV channels and local newspapers are largely **dependent** on advertising for their **revenue**. Although they are often provided free to viewers and readers, the controllers and editors have to please the **advertisers** whose products may sometimes **exploit** underpaid work-forces or do damage to carefully targeted consumers.

Viewers and readers are classified by both media providers and advertising agencies according to different social categories ranging from grades A and B for senior managers and professional people through to grades D and E for **unskilled** workers and casual **laborers** respectively.

Vocabulary

satellite
terrestrial television
accurate
dependent
revenue
exploit

unskilled
laborers

Response

1. What's the role of media in our society?
2. What are the classifications of viewers according to providers and advertising agencies?
3. What do you think is the effect of media to the youth?



Express Yourself

1. In Britain, tabloid newspapers, which contain mostly gossip and pin-ups of good-looking women and men, sell many more copies than serious newspapers. Do readers in your country have the same interests?
2. Do reporters and photographers respect the privacy of famous people in your country? How much freedom should the press be allowed by law?
3. In Britain, there are restrictions on what can be screened on TV before 9 p.m. Do you think that TV program content should be censored?
4. Should government act to control the Internet or should it be uncensored?
5. Do you think the government should regulate or deregulate mass media?
6. Do you think mass media is an enemy or a friend?