**UNIT 1**

**CHANGE AND CONTINUITY: A BRIEF HISTORY OF THE MEDIA**

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| --- | --- |
| **Academic skills**  **Content**  - the notion of media;  - media types and formats;  - the ages of media, its history and evolution.  **Language**  - basis terms and vocabulary related to the media;  - listening for main ideas and taking notes;  - developing meaning from context;  - presenting facts concisely.  **Critical thinking**  - interpreting visuals;  - reflecting. | ACADEMIC SKILLS - Di's Site |

**PART 1. ACTIVATING PRIOR KNOWLEDGE**

**Ex.1. Answer the questions:**

1. What is media? How do you understand this word?

2. How often do the modern people face with media in their daily life? Has it always been like that?

3. When, where, how did the media appear?

4. What forms of media do you consume on a regular basis?

* Printed media \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Broadcast media \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Social media \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Compare your answers in the group.

**Ex.2. Look at the spidergram. Add the missing information in the bubbles. Discuss results together.**

types

verb forms

word origin

past meaning of the word

modern meaning of the word

**MEDIA**

definition

|  |  |
| --- | --- |
| eltávolítás önkormányzatok Eladás idea lamp - creventivestudios.com**To check your knowledge go to Macmillan Dictionary that identified “media” as word of the day in 2018.**  **How is the word “media" related to the words “medium”, “mediate”, “middle”? Which meaning do they share?** | **pasted-image.tiff** |

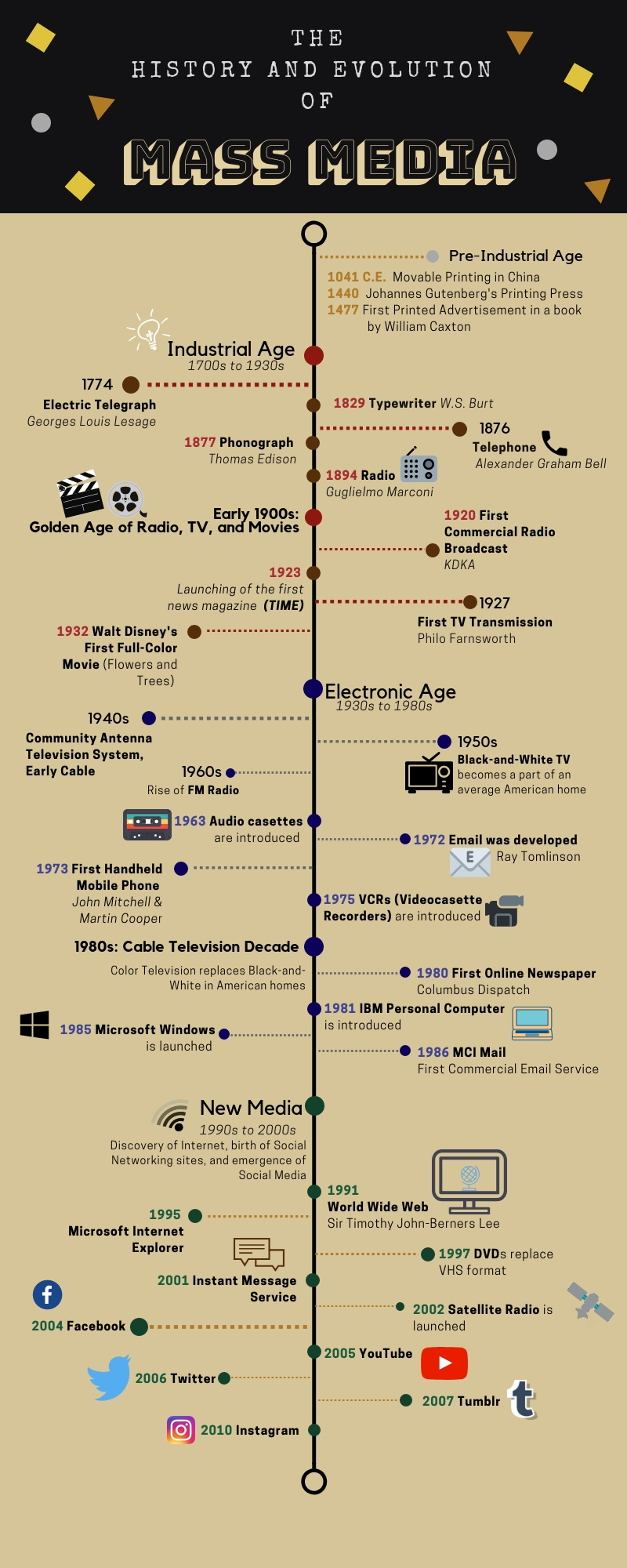
**Ex.3. Read the quotations about the media. Do you agree with them? Why? Why not?**

Media is the nervous system of our culture (Gary Malkin, Emmy award-winning composer)

I am not afraid of mass media (Alexander Lukashenko, president of Belarus)

**PART 2. PROVIDING AND ENCOURAGING OUTPUT**

**Ex. 4. Look at the timeline that describes the evolution of the media. Answer the following questions:**



1. What are the four eras of the media? Using the picture, characterize every era in 2-3 sentences.

2. How old is the media? Is it older than you used to think?

3. Do you think the media existed before the movable type? In which societies? In which formats (oral, written, graphic)?

4. Analyze the timeline. How did mass media react to the scientific and technical breakthroughs? Give examples.

5. What does “New Media” mean? When did it begin? In what way is it different from the traditional media (radio, TV, printed press)?

6. What is social media? What is the difference between social networking and social media?

7. What and who are the main agents in the media-dominated world of today?

8. What is your favorite media channel? Which media do your parents and grandparents follow? Why do your preferences differ?

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Timeline from: https://comm10diskusyon.home.blog/2018/09/11/the-history-and-evolution-of-mass-media/

**Ex. 5. Answer the questions and fill out the table below.**

a. Who were the people who stimulated the media evolution? How did they do it?

b. Fill in two first columns. If necessary, visit <https://www.britannica.com/> where you can read short articles and/or watch short videos.

c. Together with your groupmates discuss how these inventors changed history and society. Fill out the last column together.

|  |  |  |  |
| --- | --- | --- | --- |
| Name | Invention | Country and year | How this invention changed history and society |
| Alexander Graham Bell |  |  |  |
| Johannes Gutenberg |  |  |  |
| John Logie Baird |  |  |  |
| Lumière brothers |  |  |  |
| Mark Zuckerberg |  |  |  |
| Philo Taylor Farnsworth |  |  |  |
| Samuel Morse |  |  |  |
| Steve Jobs |  |  |  |
| Tim Berners-Lee |  |  |  |



**Who do you think was the inventor who launched the most radical social changes? Why do you think so?**

**PART 3. READING**

**Ex. 6. You are going to read an article titled “15th CENTURY: JOHANN GUTENBERG (c. 1395-1468)”. Before reading the text, fill out first 2 columns of the chart.**

|  |  |  |
| --- | --- | --- |
| **What I know about Johann Gutenberg** | **What I would like to learn about Johann Gutenberg** | **What I learned about Johann Gutenberg** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

**Ex. 7. Read the article from *TIME* magazine written by Paul Gray in 1999 and fill out the third column of the chart above. If the text does not meet your demands from the middle column, google this information.**

# Just Read It

# 15th CENTURY: JOHANN GUTENBERG (c. 1395-1468)

The French peasant girl who rallied her country's dispirited troops against the occupying English forces; the Turkish ruler who conquered Constantinople and enlarged what would become the millennium's most durable empire; the Italian navigator who sailed the ocean blue in 1492. Joan of Arc, Sultan Mehmet II and Christopher Columbus indisputably made lasting history. But it was one of their 15th century contemporaries who created a revolutionary way to spread not only their names and deeds but the sum total of human knowledge around the globe.

Johann Gutenberg was born of well-to-do parents in the Archbishopric of Mainz, Germany. Details of his life, early as well as late, are sketchy, but he apparently trained as a goldsmith and/or gem cutter and then became a partner in a printing shop in Strasbourg.

When Gutenberg entered it, printing was a slow and laborious business. Each new page required the creation of a new printing form, usually an incised block of wood. He began looking for ways to make metal casts of the individual letters of the alphabet. The advantages of such a method were obvious, or must have been to Gutenberg. Equipped with a sufficient supply of metal letters, a printer could use and reuse them in any order required, running off not just handbills and brief documents but a theoretically infinite number of individual pages. There were technical obstacles to overcome, including the discovery of an alloy that would melt at low temperatures, so that it could be poured into letter molds, and of an ink that would crisply transfer impressions from metal to paper. And what force would be employed to make these impressions? Gutenberg hit upon the idea of adapting a wine press for new uses.

By the time he was back in Mainz in 1448, Gutenberg had ironed out enough of these problems to persuade Johann Fust, a goldsmith and lawyer, to invest heavily in his new printing shop. Exactly what happened behind Gutenberg's closed doors during the next few years remains unknown. But in 1455 visitors to the Frankfurt Trade Fair reported having seen sections of a Latin Bible with two columns of 42 lines each. The completed book appeared about a year later; it did not bear its printer's name, but it eventually became known as the Gutenberg Bible.

It was a revelation, at least to Western eyes: multiple copies of an entire volume produced by mechanical means. True, printing from movable type had been performed in Asia, but thousands of ideograms made the widespread use of the technique impractical. Gutenberg, who apparently knew nothing of the Asian innovations, was blessed not only with an inventive mind but also with a phonetic alphabet and its manageable cast of characters. Movable type was set to change the world. Presses adapted to print from movable type rapidly spread across Europe. By 1500 an estimated 30,000 titles had been published.

And that was only the beginning of a tide of print that has been rising ever since. We can hardly imagine a world without an abundance of printed matter, and thus we take for granted an invention that produced astonishing consequences. Early printed books tended to resemble, in appearance as well as content, the hand-copied manuscripts they were replacing. Before print, the ability to read was useful mainly to the elite and the trained scribes who handled their affairs. Affordable books made literacy a crucial skill and an unprecedented means of social advancement to those who acquired it. Established hierarchies began to crumble. Books were the world's first mass-produced items. But most important of all, printing proved to be the greatest extension of human consciousness ever created. It isn't over: the 500-year-old information revolution continues on the internet. And thanks to a German printer who wanted a more efficient way to do business, you can look that up.

(picture source: https://www.britannica.com/biography/Johannes-Gutenberg)

**Ex. 8. Answer the questions about the text.**

1. Who is Johann Gutenberg compared with? Why?

2. Why does the author believe that Gutenberg’s contribution is incomparable with any other invention?

3. Why and how did Gutenberg come up with the idea of the printing press?

4. Which obstacles did Johann Gutenberg face? How did he overcome these obstacles?

5. What was the first book he published? Why do you think Gutenberg choose this book?

6. Was Gutenberg the pioneer of printing? Why? Why not?

7. What was the consequence of this invention? What would our society be like without this invention?

**PART 4. GUIDING TO MORE CALP**

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**Ex. 9. History of the printed press.**

**Scan the article “A Brief History of Newspaper Lingo” by Angela Tung published in *The Week*. Together with your partner fill in the table to find out about the evolution of first reliable system of social information.**

| Name of the media and / or formats | Time and Place | Format | Other information |
| --- | --- | --- | --- |
| Acta Diurna or Daily Acts | Ancient Rome | carved in metal or stone, posted in public places |  |
|  | Ancient China |  |  |
|  |  |  | - price of a copper coin |
|  | 1649 |  |  |
| Newspaper |  |  |  |
|  | 1860s |  |  |
|  | 1908 |  |  |
| Yellow journalism |  |  |  |
|  |  |  | condensed, illustrated, sensational material. |
|  | 1912 |  |  |
|  | 1960s |  |  |
| Factoids |  |  |  |
|  | UK, 1996 |  |  |

**Answer the questions:**

Did you know about all these formats of the printed press?

Which facts came as a surprise for you?

Do/did you have all these formats of printed press in your country?

**Ex.10. History of television.**

**a) Answer the questions:**

1. When and where did television appear?

2. When did it appear in your country and town?

3. What are the most popular TV programs today? Why are they popular?

4. Who are the famous journalists and TV hosts in your county/in the world? How did they change television?

|  |  |  |
| --- | --- | --- |
| **b) Watch the video “The Evolution of Television: Chapter 1”.** Write out 10 terms connected with television. Check their meaning if necessary.  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | |  |
| **c) Watch the video “The Evolution of Television: Chapter 2”.** Write out 10 terms connected with television. Check their meaning if necessary.  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | |  |
| Free People Speaking Cliparts, Download Free Clip Art, Free Clip Art on  Clipart Library | **d) Using the terms that you wrote out, retell the factual history of television.** | |

**PART 5. WRITING**

**Ex.11. Discuss these pictures with statistics below. Why is the social media a modern concern?**

|  |  |
| --- | --- |
| Which Countries Use Social Media the Most? – BRINK – News and Insights on  Global Risk | Social Media Usage Stats in 2016 | Visual.ly |

**Ex. 12. Write an essay of 200 words on “Why Social Media makes people anti-social”.**

**PART 6. REFLECTION**

Answer the questions:

What new things have you learned?

Why do you need to know them?