

not “the media,” but I really consider it to be a form of communication.

#### 4. Orlando

Even within a country like the United States, where there is extensive Internet access, the access is not even. That means there’s a big gap between the haves and the have-nots. And that has all kinds of implications.

 **Lecture: Dedra Smith,**  
**“Dangers of the Mass Media”**

CD2  
TR19 **Before the Lecture:**

**Organizing your notes as a map, page 117**

Uh, fifteen years ago, if you heard the words mass media, you probably immediately thought of television, newspapers, magazines, and the radio. But today, if you made a list of the mass media you use, you would have to add newer technologies such as smartphones, blogs, uh, social media sites, and the Internet. In today’s world, we are surrounded by technology that allows us to communicate with others. And of course, technology has brought us some wonderful things, and I personally wouldn’t want to live without it. But all these new advances bring us dangers that we should be aware of. There’s a lot of violence in TV shows, and many people worry about its effect on us.

In addition to making us violent, TV can also make us passive.

Third, using the media can become very addictive.

 **Lecture Part 1:**  
**“Violence, Passivity, and Addiction”**

CD2  
TR20 **Organizing your notes as a map, page 119**

Uh, fifteen years ago, if you heard the words mass media, you probably immediately thought of television, newspapers, magazines, and the radio. But today, if you made a list of the mass media you use, you would have to add newer technologies such as smartphones, blogs, uh, social media sites, and the Internet. In today’s world, we are surrounded by technology that allows us to communicate with others. And of course, technology has brought us some wonderful things, and I personally wouldn’t want to live without it. But all these new advances bring us dangers that we should be aware of. Let’s begin by discussing three of these dangers: violence, passivity, and addiction.

There’s a lot of violence in TV shows, and many people worry about its effect on us. For example, almost every home in the United States has a color television, and according to a recent study, TV is on in the average household for 7 hours and 37 minutes every day. And many people are afraid that children and adolescents are especially susceptible to this violence. In 1993, for example, a—a young boy jumped out of a window after seeing a superhero do the same thing on TV while he was chasing an enemy. And what about the movie where kids set a subway booth on fire? Some teenagers saw that movie and they did the same thing. Tragically, the man working at the booth died as a result of the fire.

In addition to making us violent, TV can also make us passive. You’ve probably heard the term couch potato. It refers to a person who daydreams for hours in front of the TV. When we are in this passive state, we may not be able to

distinguish between fantasy and reality, and we may make bad decisions about important things in our lives.

Third, using the media can become very addictive. For example, how many Internet users can say they quickly go online, and find what they need, and get off again? That’s just not the case for most of us, who wander through cyberspace, clicking here and there and wasting a lotta time in the process. If you check your e-mail more than three or four times a day, you might want to ask yourself if you really need all that communication. And cell phones – which these days can also be used to go online – are highly addictive as well.

 **Lecture Part 2:**  
**“Advertising and Invasion of Privacy”**

CD2  
TR21 **Organizing your notes as a map, page 121**

The fourth danger we should be concerned about is the increase in advertising. You see, the media is not only interested in providing information or entertainment, but also selling space or time to advertisers. You used to be able to enjoy a TV show, or relax and read a magazine, and there wasn’t too much advertising. Now, however, it seems that advertising is the main goal. Did you realize that the average consumer is exposed to 3,000 advertising messages a day? The content of a TV program or a magazine is just an excuse, or a wrapping, for the advertising. There’s an essential marketing relationship among the media, the advertiser, and the user, and it exists whatever the media. Even print media, which is one of the least technological forms of communication, has a high percentage of ads.

On TV, of course, we’re used to being bombarded by endless commercials every 8 minutes. Many of us use our remote control to zap out the advertising with the “mute” button, or simply channel surf to find someplace we can escape from the ads.

But the advertisers have found many ways to get their message across to you anyway.

They use what is called “product placement,” which means that they put products right in the middle of a show. For example, uh, the hero of the show might be drinking a particular soft drink, like Coca-Cola or Dr. Pepper. Or . . . he might be wearing a pair of shoes with the name Nike, or Adidas. You can’t escape from this form of advertising unless you just turn off your set.

The problem is not just that we are being bombarded by advertising, but that the media is invading our privacy. Advertisers are more and more interested in getting private information about individuals. Every time you use your credit card, you’re giving away information about yourself. Advertisers have the ability to gather statistical data about people like you – potential consumers.

Think about this for a moment: Have you ever gotten junk mail from a company you never heard of? Wh—where did they get your address? Have you ever gotten a phone call during dinner from some company trying to sell you something? Where did they get your telephone number? Well, information about you can be compiled and sold to other companies. And advertisers can study what you buy, where you buy it, and how much of it you buy, and figure out the best way to make you buy more. On the Internet, many Web sites are working extra hard to collect information

about you. You can be tracked if you make a few visits to any Web site, and the data can be used to learn more about your habits, interests, and other behavior.

We are surrounded everywhere by a message that tells us that we can be better, more successful, more popular, and altogether happier if we just have more. I believe we need to step back once in a while and ask ourselves if this message is true. Is it true? Are we what we buy? What if we couldn't buy anything, ever? Who would we be?

**Unit 4: Breaking the Rules**  
**Chapter 7: Crime and Criminals**

**Getting Started:**

**Building background knowledge:**

**Technical terms, page 131**

1. A gold watch and a necklace were stolen from a home on Woodfield Avenue. The criminals entered the house through a bathroom window.
2. A man was arrested at midnight on Harper Street because he was carrying a handgun without a license. He was taken to the police station for questioning.
3. There's breaking news in the sexual assault case that we reported last week. Police have charged a man in connection with two similar cases that took place in the same neighborhood.
4. A woman in her late thirties was found taking items from the local pharmacy. She was caught on camera as she was putting the items in her pocket.
5. Two teenage boys were arrested for setting their school on fire. They entered the school after classes were over and set fire to the teachers' lounge. Luckily, no one was hurt.
6. A car that was stolen from a supermarket parking lot was found near an old house by the railroad tracks. No one has been arrested yet in connection with the crime.
7. A jealous ex-boyfriend has been charged in the killing of two young people in their twenties. The couple had been planning to get married.

**Interview 1:**  
**Crime in Society Today**

**Answering true/false questions, page 133**

**Interviewer:** I'd like to ask both of you – now that you have a young child – whether you worry about the level of crime in the city.

**Evelina:** Luckily, I've never actually been struck by crime. But now that we have Daniel, I've become more conscious of it.

**Interviewer:** What do you mean?

**Evelina:** Well, personally, it doesn't affect me that much, but I hear so many stories and I see it on the TV news, so I'm aware of it and concerned about it. Sometimes I'm out late at night, and I see big groups of kids roaming the streets. And that frightens me.

**Interviewer:** And you, Arpad?

**Arpad:** Yeah, I mean, it depends. If it's a rowdy teenage group, I go over to the other side of the street. I'm tall, but still I try to avoid them.

**Evelina:** And what I think is that they should be doing something else.

**Interviewer:** Do you worry that violence could affect your life?

**Evelina:** I do, to be honest. Every time I get on the subway, I'm afraid that someone in the car could have a gun. Guns might not be visible, but they're everywhere, and at any minute, people can lose control. Guns are my biggest fear. I think guns are the biggest problem in the city.

**Interviewer:** And you, Arpad?

**Arpad:** Well, I've never seen anyone with a gun – and much less seen a shooting – but just last week someone got shot in a bookstore! In the safest part of the city! It's very random; that's what worries me. There was another incident where a kid was asleep, and there was a shot from the apartment next door that went through the wall, and the bullet struck him in the leg.

You're not even safe in your own house.

**Interviewer:** Why do you think there is so much crime?

**Arpad:** Because kids think guns are ordinary. They're available. They're just facts of life. It's a recipe for disaster.

**Evelina:** I think that kids don't have enough contact with their parents. Basically kids who get into gangs don't have that much contact with other people . . . you know what I'm trying to say?

**Arpad:** I agree with Evelina. Parents are the main people that need to be responsible for their children. My sister's a teacher, and she says it's amazing . . . some parents think that school is responsible for teaching kids values. But that's not what I think.

**Evelina:** So many problems come from the fact that parents can't spend enough time with their kids.

**Arpad:** And gun control should be the government's responsibility. If there were fewer guns, that would definitely bring crime down.

**Evelina:** Yeah, the government has such a slack attitude toward guns. I really agree with Arpad.

**Interview 2:**  
**Being the Victim of a Crime**

**Listening for details, page 135**

**Interviewer:** Gail, I know you've been the victim of a crime.

**Gail:** Unfortunately, yes. Once I was mugged by some young kids.

**Interviewer:** What happened?

**Gail:** I was going home late at night, and I couldn't see a single person on the street. And it was winter; oh, it was so cold! So I had my scarf wrapped around my face. And then – suddenly – I walked straight into these three guys – they looked about 14 or 15. And they said something threatening like, "Give us all your money, or we're gonna kill you!" and I'm looking at them because they look so young. And I'm thinking, What on earth are you doing? They said "Blah, blah, blah, blah" and I said, "Listen, it's very cold, give me a second, I have to take off my gloves."