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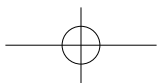
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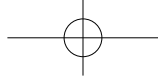


Mass media: 24 / 7 coverage

Learning objectives

- ▶ talk about different forms of news media
- ▶ learn how to follow a narrative in listening
- ▶ learn how to add emphasis in speaking
- ▶ talk about TV programs you like
- ▶ give an after-dinner speech





Opening up

Choose one of the statements below and discuss in pairs. Do you agree with the statement? Why or why not?

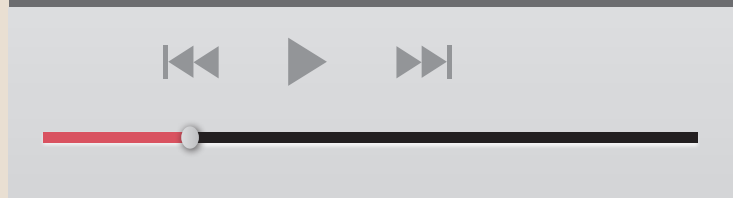
- 1 The huge amount of advertising makes people want too much.
- 2 People can learn as much by watching television as they can by reading books.
- 3 Newspapers often contain out-of-date information by the time they hit the shelves.



Listening to the world

Sharing

- 1 Watch a podcast from the beginning to the end for its general idea.
- 2 Read the paragraph. Then watch Part 1 of the podcast and fill in the blanks with the words that Val uses.



Hi. I start work 1) _____, so in the mornings I normally read the papers or 2) _____ news websites: It's 3) _____ for me to find out what's 4) _____ in the world. Today, I'm interviewing people about 5) _____. How do you usually get your news?

Now watch again and check your answers.

Opening up

Reference answers

I partly disagree with the third statement. It is true that newspapers can't adapt as quickly as other types of media to breaking news events. However, there are advantages to having slower news. Newspaper journalists have time to digest information on an event, so they can write their reports with greater accuracy and details. It is less likely for newspapers to make mistakes although it takes longer time for an event to get reported. In contrast, reporting a news event immediately as it happens, as many online news websites are doing today, may lead to speculations (猜测) because the bigger picture is often unknown yet.

Teaching tips

Ask Ss to comment on the statement they choose, and remind them to provide specific details to support their point.

Listening to the world

Sharing

1

Reference answers

In the podcast, people are interviewed about the media and the news. They talk about how they usually get their news, what kind of news stories interest them the most, how modern technology and new media has changed their relationship with the news, and whether the media uses its power responsibly.

Scripts

V = Val; W1 = Woman 1, etc.; M1 = Man 1, etc.

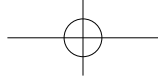
Part 1

V: Hi. I start work quite late, so in the mornings I normally read the papers or go on news websites: It's important for me to find out what's going on in the world. Today, I'm interviewing people about the media and the news. How do you usually get your news?

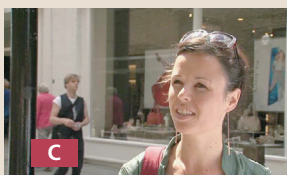
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Answers

- 1) quite late
- 2) go on
- 3) important
- 4) going on
- 5) the media and the news



3 How do they usually get their news? Look at the people below and read the different forms of news media. Then watch Part 2 of the podcast and match the people A-F to the news media they use. Some people use more than one way to get their news.



- 1 Newspapers _____
- 2 Television _____
- 3 Radio _____
- 4 Internet _____

Now watch again and check your answers.

New words

Part 2

The Guardian 《卫报》(英国报纸名)

Culture notes

The Guardian: a national daily newspaper of Britain founded in 1821. As one of the leading newspapers of Britain, it is noted for its in-depth reports of current affairs, objective discussion of issues, as well as literary and artistic coverage and criticism.



Scripts

Part 2

- W1:** I read my news on the Internet mainly because I don't have a television at the moment.
- M1:** I usually get my news by watching the TV news when I get home.
- W2:** I don't actually live in Britain, so um, I like to read the news in English and I get it all on the Internet.
- M2:** Well, I often listen to the radio: I find that actually much better than the television.
- W3:** I watch the news every morning, um, and I read *The Guardian* newspaper. Um, maybe two or three times a week I buy the paper.
- M3:** I usually get my news from the Internet, um, or from newspapers.

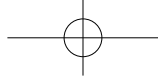
Culture notes

The Guardian: a British national daily newspaper with international multimedia and web presence. Founded in 1821, it is now one of the highest circulation newspapers in the UK, and its online offering is one of the most popular British newspaper websites.

3

Answers

- 1 E, F
- 2 B, E
- 3 D
- 4 A, C, F



Listening to the world

New words

Part 3

trashy /'træʃi/ *a.* 粗制滥造的; 无价值的

Part 4

headline /'hed,laɪn/ *n.* (报纸报道的) 标题

Part 5

hound /haʊnd/ *v.* 紧追; 烦扰

immunization /,ɪmjʊnə'zeɪʃn/ *n.* 免疫

flimsy /'flɪmzi/ *a.* 不足信的; 可疑的

4 What kind of news stories interest them the most? Look at the people below and read the statements. Then watch Part 3 of the podcast and match the statements 1-6 to the people A-F.



- ___ 1 I do like sports.
- ___ 2 I like a bit of celebrity gossip, er, just to break up the day.
- ___ 3 I like to read about politics, of course, and what's happening in the country.
- ___ 4 I don't enjoy, er, the sort of, more popular culture news stories.
- ___ 5 I'm interested in world affairs.
- ___ 6 It's very important to know what the health stories are.

Now watch again and check your answers.

5 How has modern technology and new media changed their relationship with the news? Look at the people below and read the statements. Then watch Part 4 of the podcast and fill in the blanks.



On my 1) _____ I can go on the Internet and I can just see what the 2) _____

are. I can see news developments as, as they happen, almost in 3) _____.



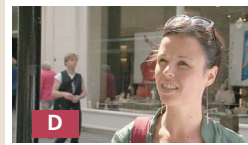
There are many different 4) _____, and therefore you often compare and contrast

what different 5) _____ are saying.



Er, often you don't 6) _____, so you don't have to, er, it doesn't 7) _____ against

people who don't have money.



We used to rely on, um, the messages from TV, from different 8) _____, and now with er, things

like Twitter people can 9) _____ the news, but it does run the 10) _____ that it's not always um, correct.

Now watch again and check your answers.

Scripts

Part 3

- V: What kind of news stories interest you the most?
- W1: Well, I study conflict and development, so I'm interested in world affairs.
- M1: Er, a variety, really. Um, I like to read about politics, of course, and what's happening in the country, but I also like to hear about what's happening in other countries of the world.
- W2: Um, I like all sorts of news stories, um, about what's going on, and I especially like things about new technology, um, but I also like a bit of trashy news – I like a bit of celebrity gossip, er, just to break up the day.
- M3: Well, I certainly don't like celebrity news, but I do like sports.
- M2: I work as a doctor and, therefore, er, it's very important to know what the health stories are.
- W3: I don't enjoy, er, the sort of, more popular culture news stories. I think there's a different place for that: I don't think they should be included in the main news.

Part 4

- V: How has modern technology and new media changed our relationship with the news?
- M1: On my laptop I can go on the Internet and I can just see what the latest headlines are. I can see news developments as, as they happen, almost in real time.
- M2: There are many different sources, and therefore you often compare and contrast what different media are saying.
- M3: Er, often you don't have to pay, so you don't have to, er, it doesn't discriminate against people who don't have money.
- W2: We used to rely on, um, the messages from TV, from different outlets, and now with er, things like Twitter people can spread the news, but it does run the risk that it's not always um, correct.

4

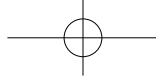
Answers

1 D 2 C 3 B 4 F 5 A 6 E


5

Answers

- 1) laptop
- 2) latest headlines
- 3) real time
- 4) sources
- 5) media
- 6) have to pay
- 7) discriminate
- 8) outlets
- 9) spread
- 10) risk



6 Does the media use its power responsibly? Look at the people below and read the statements. Then watch Part 5 of the podcast and check (✓) the true statements.

1  He thinks the media behaves responsibly most of the time.

2 He doesn't like news about celebrities.

3  She thinks the media itself doesn't understand how powerful it is.

4  She thinks the media uses its power irresponsibly everywhere in the world.

5  He is very satisfied with the way the news media reports stories about health.

Now watch again and check your answers.

7 Work in pairs and discuss the questions.

- 1 How do you usually get your news?
- 2 How has the Internet changed our relationship with the news?
- 3 In your opinion, does the media use its power responsibly?



Scripts

Part 5

- V: In your opinion, does the media use its power responsibly?
- M1: Er, I think, in general, yes, but I think there are occasions when I think it's irresponsible. I think, for example, um, when, er, when they hound er, celebrities, for example, I, I don't think that's very responsible news. I don't even think it's very good news.
- W1: I think the media has a lot of power and it doesn't always appreciate er, the extent to which it can affect things.
- W2: I think in this country it does. I think it certainly doesn't in some other countries.
- M2: In my area – I'm especially interested in the area of health – often you get these health sto ... stories about immunization or about some latest scare about cancer, and this causes a great deal of anxiety, and yet when you go down to the real truth, it's often based on very flimsy foundations. So, I think the media do have a, a duty to use their power responsibly.

6

Answers

- 1
- 2
- 3
- 4 (She thinks in this country the media uses its power responsibly, but it certainly doesn't in some other countries.)
- 5 (He is not satisfied with the way the news media reports stories about health. He thinks health stories are often based on very flimsy foundations.)

7

Reference answers

- 1 I usually get the news by getting on news websites or reading the papers. Since Internet access is available everywhere on campus, I like reading the news online. Sometimes, I also pick up free papers in school to read.
- 2 The Internet has certainly transformed our relationship with the news. First of all, it has

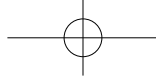
greatly speeded up news reporting. Before the arrival of the online media, we had to wait for the daily papers or the TV news programs to learn about what happened a day or even several days before. In modern days, however, we can read about current affairs and events shortly after they happened. Second, the Internet has broadened the resources through which we access the news. We do not just go to news websites to read about what has happened, but also participate in spreading and discussing the news on blogs and social networking sites. In short, the Internet has completely changed the way we get and respond to the news.

- 3 I think, in general, the media uses its power responsibly, but there are occasions when I think it's irresponsible. For example, some advertisements present incorrect information about products. Sometimes trivial matters, for example, the private life of celebrities, get a huge amount of coverage. Since the media plays an important role in shaping the ideas of young people, clearly it should use its power responsibly.

Reference answers

(Reference answers for Exercise 1)

- 1 I'm most impressed by any news story that can brighten my day – simply those that will make me happy. I'll be greatly touched by exciting news that tells the stories of dramatic rescues, heart-warming reunions, everyday heroes, as well as significant advances in science and technology.
- 2 I like to share with others the most inspiring news that is happening every day all over the world. There is already enough sad news in our world, so sometimes we may forget that there are great things and lots of positive news stories out there as well. Therefore good news should be shared with others so that we may all be inspired to do well in our lives.



Listening to the world

Listening

BEFORE ► you listen

- 1 Work in pairs and discuss the questions.
 - 1 What kind of news stories impress you the most?
 - 2 What kind of news stories do you like to share with others?

LISTENING SKILLS

Following a narrative

A narrative is a story or an account of a series of connected events that usually build up to an unusual and / or unexpected outcome. In listening to a narrative, you should pay attention to the overall organization of the story and the signal expressions used by the narrator to attract the listener's attention and present details of the story.

Organization

- 1 Orientation (introduction): The characters, setting and time of the story are established. Usually questions regarding who, when, and where are answered.
- 2 Complication (problem): This usually involves conflicts or problems confronting the main character(s).
- 3 Resolution: The conflicts or problems may be resolved for better or worse, or in other words, happily or unhappily. This helps sustain the listener's interest and maintain suspense.

Signal expressions

- 1 Rhetorical questions. Often the narrator asks some questions to attract the listener's interest. Example questions are *Did you hear the story / see the news about ...?* or *Can you guess what happened next?*
- 2 Clue phrases. These expressions can guide the listener to follow the development of the narrative, for example, *Apparently what happened was ...; The (weird / strange / interesting) thing was ...*
- 3 Conjunctions or time connectives. The speaker uses a variety of conjunctions or time connectives to signal the sequence of events, e.g. *at the beginning, then, afterwards, eventually, etc.*

It will be easier for you to understand the main idea as well as the major events in a story if you are familiar with the organization and the typical expressions introduced above.

Now you are going to listen to someone retelling a news story about a man who swapped a paper clip for a house. Pay attention to the organization and expressions introduced above as you listen, and use them to help you follow the narrative.

Listening

BEFORE ► you listen

1

(See T113 for reference answers)

LISTENING SKILLS

Following a narrative

A narrative is a story or an account of a series of connected events with a purpose to entertain and instruct the listener. It entertains because the events in it often lead to an unusual or unexpected outcome. It instructs because it teaches the listener how problems or conflicts can be resolved. To understand a narrative better, Ss should pay attention to the organization of the story and expressions which arouse their attention or signal the details of the story.

When a person tells a story to another person in a conversation, he / she often follows the three steps to show its development:

- 1 Orientation: This part alerts the listener to what is to follow, usually by introducing the main character(s) in a setting of time and place.
- 2 Complication: In this stage a sequence of events, which may begin in a usual pattern, is disrupted or changed in some way so that the pattern of events becomes a problem for one or more of the characters.
- 3 Resolution: The problem or the complication is resolved or attempted to be resolved.

Besides using the above organization, the speaker also uses certain typical expressions to alert the listener or present details of the story. Here are more examples:

- *Have you ever seen / heard about ...?*
- *I heard this story / read this article about ...*
- *Clearly / Obviously what happened was ...*
- *Do you know what happened next?*
- *According to the report / the guy on the news ...*
- *What was weird / strange / interesting was ...*
- *I don't remember all the details, but ...*
- *After that,...*

In “While you listen”, Ss will listen to someone retelling a news story to another person. Ask Ss to pay attention to the key expressions that signal the organization and development of the narrative during listening. Exercise 3 highlights sentences that contain some of these expressions, asking Ss to fill in the missing words or phrases. In the “After you listen” exercises, Ss need to think about a recent news story and retell it by using the expressions they have learned.

Scripts

(Scripts for “While you listen”)

M = Man; W = Woman

M: Did you hear this story in the news about this guy that swapped a paper clip for a house?

W: No.

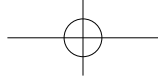
M: It sounds a bit out there, but apparently

what happened was he started ... He, he was at his desk looking for a job or, or phoning up about jobs ...

W: Yeah.

M: ... and, um, he saw a paper clip on his desk, and he thought, I wonder what I can do with this paper clip – whether I can swap it for something.

(To be continued)



New words

Vancouver /væn'ku:və(r)/ 温哥华 (加拿大城市)
keg /keg/ *n.* (盛啤酒等饮料的) 小圆桶

WHILE ► you listen

2 Listen to the news story about a man who swapped a paper clip for a house. Then number the things he traded in order.

- ___ a a part in a film
- ___ b an empty house
- ___ c a snow globe
- ___ d a door knob
- ___ e a pen shaped like a fish
- ___ f a paper clip
- ___ g a beer keg

Now listen again and check your answers.

3 Read the sentences. Then listen to the news story again and fill in the blanks.

- 1 Did you _____ in the news _____ that swapped a paper clip for a house?
- 2 It sounds a bit out there, but apparently _____ he started ... He, he was at his desk looking for a job or, or phoning up about jobs ...
- 3 Er, yeah, so er, first of all, I don't _____, but as I _____ two Vancouver women, um, took up _____ and they swapped the paper clip with, I think it was a pen shaped like a fish they had found ...

- 4 And so _____, I believe, this guy in Seattle wanted the pen and, swapped it for a door knob. And the door knob was swapped for _____ with camping.
- 5 Anyway, _____ he got was a snow globe and, _____, it said a film director wanted it and said he'd swap it for _____.
- 6 And _____ he, he was just crazy at the beginning, but he _____ having this – well, I'm not sure how good the house was but, well, yeah.
- 7 Yeah, I know basically _____.

Now listen again and check your answers.

AFTER ► you listen

- 4** Think about a recent news story. Make notes about the key facts in the story and think about the key expressions you can use to tell it to others.
- 5** Work in groups and tell your stories. Ask follow-up questions and take notes.

WHILE ► you listen

(Continued)

W: Oh.

M: Anyway, so he got onto the Internet and he made this website, er, I think it's called the-red-paper-clip.com.

W: Right.

M: And he put this, this on the Internet, photographs (photographed) it, puts (put) it on, and sees (saw) if anyone wants (wanted) to swap something with him.

W: And did, did anything happen?

M: Er, yeah, so er, first of all, I don't remember all the details, but as I recall two Vancouver women, um, took up the first challenge and they swapped the paper clip with, I think it was a pen shaped like a fish they had found ...

W: Random.

M: Yeah – they had found on a camping trip, yeah random. But he meets (met) up with all these people. He doesn't (didn't) just send the things. And so then from that, I believe, this guy in Seattle wanted the pen and, swapped it for a door knob. And the door knob was swapped for something to do with camping.

W: Oh, so he kept trading up each time.

M: Yeah, yeah, he kept trading, trading up so, and then that was swapped for a beer keg I think. Apparently what happened was all these people were ... the same sort of thought patterns as him and they wanted to sort of meet up and it was about a social event as well.

W: Ah.

M: Anyway, the next thing he got was a snow globe and, according to the report, it said a film director wanted it and said he'd swap it for a part in his film. And then this town decided, they had this house in this town, and that they would swap the house for a part in this film.

W: No! So he went all the way from the red paper clip to getting a house.

M: ... a house. And my impression was that he, he was just crazy at the beginning, but he ended up having this – well, I'm not sure how good the house was but, well, yeah.

W: Well, better than a paper clip.

M: Yeah, I know basically that's what happened.

W: Wow!

2

Answers

f-e-d-g-c-a-b

3

Answers

1 hear this story; about this guy

2 what happened was

3 remember all the details; recall; the first challenge

4 then from that; something to do

5 the next thing; according to the report; a part in his film

6 my impression was that; ended up

7 that's what happened

AFTER ► you listen

5

Reference answers

A: Did you hear this story in the news that a graduate with a doctoral degree from Tsinghua University took a job at a middle school?

B: No. What happened?

A: It sounds a bit out there, but apparently what happened was that he decided to give up the opportunity to continue research at the university and to work as a math teacher at a middle school in Beijing instead.

B: I see.

A: I don't remember all the details, but as I recall his advisor wrote him a long letter to express his regret.

B: I can understand that.

A: Anyway, after that, the graduate, named Xiao Yang, responded online. He said, "I'm tired of doing research."

B: So he was very determined.

A: My impression was that the news spread quickly, sparking a heated debate about whether it was the right choice for him.

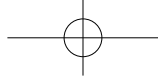
B: What did people say?

A: According to the report, some people said it was a waste of talent. Some accused him of lacking responsibility and devotion to academic study. However, others considered it important for him to follow his real interest.

B: What do you think?

A: Well, I think everyone has his or her own choice of career and ideals. Xiao Yang's decision might be a loss to the scientific research community, but it might produce an excellent middle school teacher in the near future. He deserves respect for his courage to follow his real interest.

B: I agree with you on that.



Listening to the world

Viewing

BEFORE ► you view

1 Work in pairs and discuss the following questions.

- 1 Do you watch news programs on TV? How would you describe the newscasters (新闻播音员): serious or funny?
- 2 Do you think TV viewers enjoy seeing newscasters and reporters making mistakes?

2 Read the program information below and answer the questions.

- 1 What does the BBC series *The Funny Side of ...* do?
- 2 What makes newsreaders today make more mistakes?
- 3 What types of mistakes made by newsreaders are mentioned? List at least two.

BBC

The Funny Side of the News

The Funny Side of ... is a BBC series that looks at all the things that can go wrong on TV, from talent shows to wildlife programs. Tonight it takes a look at TV news. As serious as news can be, mistakes and blunders are unavoidable. And with the introduction of 24-hour rolling news, mistakes have become more frequent and more visible with newsreaders stumbling over their words and endless technical hiccups. From the autocue malfunctioning to the wrong guest being brought into the studio for an interview, disaster is waiting to strike at any moment.

WHILE ► you view

3 Look at the people below. Then watch the video clip and match the people to the blunders. Some blunders are committed by more than one speaker.



- ___ 1 People stumbling over their words
- ___ 2 Malfunctioning equipment
- ___ 3 The wrong guest in an interview
- ___ 4 An accident on a live program

Now watch again and check your answers.

Viewing

BEFORE ► you view

1

Reference answers

- Yes, I sometimes watch news programs on TV. I think most of the newscasters look very serious. Since news on TV is often related to serious topics like politics and society, it is natural for the broadcasters to be formal and serious.
 - No, I seldom watch news programs on TV. Since I live on campus and there is no TV set in my dorm, I get most of my news by surfing the Internet. But in my impression, the newscasters now in China are becoming less serious than before. For example, they sometimes use slang expressions.
- Yes, I believe TV viewers are often amused when they see newscasters and reporters make mistakes. Normally the broadcasters and reporters pay great attention to doing their jobs right, so the audience will enjoy some rare moments when these people have a slip of the tongue or encounter a technical problem. For example, it can be fun to see a newscaster get embarrassed at his / her mistakes.
 - No, I don't think the audience enjoys seeing newscasters and reporters making mistakes. "To err is human." It's normal for people to make mistakes regardless of their professions, so it's nothing funny that news broadcasters and reporters have a slip of the tongue or encounter a technical problem.

2

Reference answers

- The series looks at the different kinds of mistakes that can happen on TV.
- The introduction of 24-hour rolling news.
- Newsreaders make various types of mistakes, for example, stumbling over their words, the autocue malfunctioning, and the wrong guest being brought into the studio for an interview.

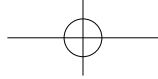
WHILE ► you view

Scripts

M1 = Man 1, etc.; W1 = Woman 1, etc.;
R1 = Rob; R2 = Riz;
CA = Clive Anderson; NO = Nicholas Owen;
I1 = Interviewer 1, etc.; WG1 = Wrong guest 1, etc.;
GG = Guy Goma; KB = Kevin Bakhurst

- M1:** Good evening. If the autocue was working, I could now read you something, but as it isn't, I can't.
- W1:** And there'll be live coverage on the BBC of the Democratic convention in New York in just in ... under 10 minutes, that's in about, 10 minutes.
- R1:** And that is all the business news for the moment. Riz.
- R2:** Thank you very much, Rob. I'm back with a look at the, ah, headweather ... with the headlines after a look at the weather with Rob McElweather.
- CA:** News. Everybody's got an opinion about it: There's too much of it; it's on at the wrong time; it's too serious; it's too fluffy; it's too short; it's too tall.
- NO:** It's one of the few things on television these days that really is live. So if it starts going wrong, you're gonna see it, and probably enjoy it at the same time.
- M2:** And finally, my thanks to Hugh Smith of Holt and Kay Coulson of Fordham Heath, Colchester for sending me these little and large bottles with, ah, impossible nails and screws through pieces of wood to further tantalize my brain on how they did it ... oh ... ah!
- W2:** The thing about rolling news is that you have to fill an awful lot of time, and things are changing around you and you won't necessarily be that clear about, you know, you know you've got to interview about three or four guests, the order of them might change, you're not quite sure who it's gonna be ...
- CA:** And 24-hour rolling news has created a new category. The right interview with the wrong guest.

(To be continued)



New words

newsreader /'nju:z,ri:də/ *n.* (BrE) 新闻播音员
rolling /'rəʊlɪŋ/ *a.* 循环的; 周而复始的
hiccup /'hɪkʌp/ *n.* 小问题; 引起短暂耽搁的问题
autocue /'ɔ:təʊ,kju: / *n.* 电子提词器
malfunction /mæl'fʌŋkʃn/ *v.* 出现故障; 运转失灵
coverage /'kʌv(ə)rɪdʒ/ *n.* 新闻报道
fluffy /'flʌfi/ *a.* 空洞的
tall *a.* 夸张的; 难以置信的
Hugh Smith /hju: 'smɪθ/ 休·史密斯
Holt /həʊlt/ 霍尔特 (英国)
Kay Coulson /,keɪ 'kəʊlsən/ 凯·库尔森
Fordham Heath /fɔ:dəm 'hi:θ/ 福德姆希思 (英国村庄)
Colchester /'kɒltʃestə(r)/ 科尔切斯特 (英国城市)
tantalize /'tæntə,laɪz/ *v.* 逗引
NTL *abbr.* (National Transcommunications Limited) 全国通讯公司 (英国有线电视公司)
Jerry Rust /,dʒeri 'rʌst/ 杰里·拉斯特
embarrassing /ɪm'bærəsɪŋ/ *a.* 让人难堪的; 令人尴尬的
NUT *abbr.* (National Union of Teachers) (英国) 全国教师联合会
John Bangs /dʒɒn 'bæŋz/ 约翰·班斯
undisputed /,ʌndɪ'spju:tɪd/ *a.* 无异议的; 无可争辩的
Guy Goma /,gɑɪ 'gəʊmə/ 盖伊·戈马
Guy Kewney /,gɑɪ 'kju:ni/ 盖伊·克尤尼
NewsWireless 新闻无线 (英国网站名)
The Sun 《太阳报》 (英国报纸名)
bluffer /'blʌfə/ *n.* 骗子
the Beeb (BrE) (*informal.*) 英国广播公司 (BBC)

Culture notes

The Sun: a national daily newspaper published in the United Kingdom and Ireland. It has a large circulation in the UK, and is one of the most famous in the world.

the Beeb: the nickname of the British Broadcasting Corporation (BBC), which is also sometimes called Auntie Beeb

4 Read the statements. Then watch the video clip again and fill in the blanks.

- 1 It's one of the few things on television these days that really is live. So if it _____, you're gonna see it.
- 2 The thing about rolling news is that you have to _____.
- 3 I'm afraid we obviously have the wrong guest here. That's, ah, _____.
- 4 But the undisputed _____ is the BBC News 24 incident involving the _____ Guy Goma.
- 5 And for a while, Guy Goma found himself _____. But anyway, it goes to show just how much the public _____.

Now watch again and check your answers.

AFTER ► you view

5 Work in pairs and discuss the questions.

- 1 Have you ever seen a newsreader make a mistake on TV? If yes, describe what it was or how it happened.
- 2 What kind of incident or error do you think is the most embarrassing for a newsreader?



(Continued)

- I1:** ... higher quality. Managing Director of Internet at NTL, Jerry Rust joins me now. What's gone wrong? What's gone wrong in, ah, in your offer?
- WG1:** I'm afraid this is not what I'm talking about, I'm not ...
- I1:** I'm afraid we obviously have the wrong guest here. That's, ah, deeply embarrassing for us.
- I2:** The Head of the NUT's Education Department is John Bangs. He's in our ...
- WG2:** Ah you've got the wrong ...
- I2:** ... Central London Studio ... he was in our Central London Studio, but he seems to have disappeared, so hopefully we shall go back to him later on?
- CA:** But the undisputed champion of the Wrong Guest division is the BBC *News 24* incident involving the charming but inappropriate Guy Goma.
- I3:** So what does this all mean for the industry and the growth of music online? Well Guy Kewney is the editor of the technology website, ah, NewsWireless. Hello, good morning to you.
- GG:** Good morning.
- I3:** Were you surprised by this, ah, verdict today?
- GG:** I'm very surprised to see this verdict to ... to come on, on me, because I wasn't expecting that.
- KB:** It was an item in one of the business slots on *News 24*, and the Business Producer went downstairs to reception and said, ah ... "Is Guy here for BBC News?", and Guy Goma put his hand up ... there were two Guys there, ah, but the wrong Guy put his hand up first and came upstairs, and as you know he was here for a, he was here for an interview, but it wasn't for an interview for *News 24*, it was an interview for a job.
- I4:** *The Sun* headline is "Big Bluffer". We find the Beeb news ... Beeb news show's accidental "expert". Yeah, ...
- CA:** And for a while, Guy Goma found himself living the celebrity lifestyle. But anyway, it goes to show just how much the public love a good news blunder.

3

Answers

1 B, C 2 A 3 E, F, G 4 D

4

Answers

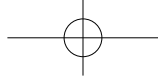
- 1 starts going wrong
- 2 fill an awful lot of time
- 3 deeply embarrassing for us
- 4 champion of the Wrong Guest division; charming but inappropriate
- 5 living the celebrity lifestyle; love a good news blunder

AFTER ► you view

5

Reference answers

- 1 • Yes, I once saw a CCTV newsreader make a mistake. It happened in the evening news hour. The newsreader mispronounced a word, and she was embarrassed, but soon she became calm and continued to finish the broadcast.
 - No, I've never seen any newsreader make a mistake. This is partly because I seldom watch TV. Besides, in my impression Chinese newsreaders have received very strict training before they formally anchor a program. So I think it will be very rare to see them make mistakes.
- 2 I think the most embarrassing incident for a newsreader might be a case when the microphone goes wrong. For example, a microphone stays on after the broadcast finishes, but the newsreader is unaware of this and thinks it has been switched off. Then he / she says something not related to the program at all, but it gets broadcast on the air. In this case, the audience may hear part of a private conversation between the newsreader and someone else. The newsreader may feel very embarrassed and sometimes may even face serious consequences such as losing his / her job.



Speaking for communication

Role-play

1 Listen to four conversations. What may be suitable headlines for the four stories in the conversations? Match the stories on the left with the titles on the right as you listen.

Stories	Titles
___ 1	a Scientists Find Life on Moon
___ 2	b Pop Star Love Triangle
___ 3	c Prince Unhappy About Parking
___ 4	d Newborns Found in Rubbish Bin
	e Euromillions Winners
	f Lions Save Girl

2 Read the sentences. Then listen to the conversations again and underline the phrases that you hear.

- The amazing thing / What is amazing** is the two winners are from the same town.
- That's **really / absolutely** incredible!

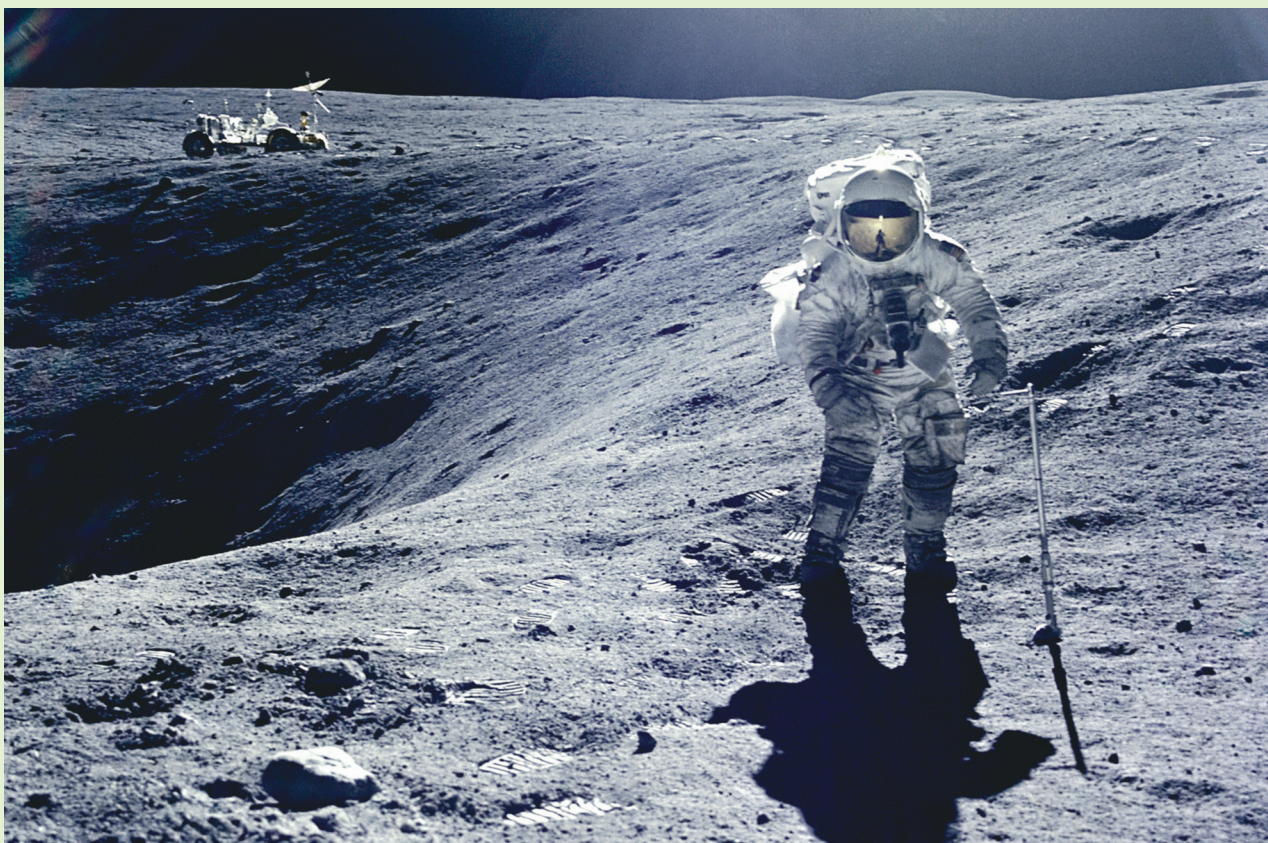
- Yeah, it's **a total / such an amazing** coincidence.
- There's no way / It's absolutely impossible** I would have guessed that.
- I suppose it **looks like bacteria indeed / does look like bacteria** now I come to think about it.
- That is **incredible / unbelievable**.
- Why **on earth / indeed** would they do that?
- It is he / He's the one** who's always talking about reducing car use.
- That's **extremely / so** hypocritical.
- Sometimes he can be **such / really** an idiot.

New words

tabloid /'tæblɔɪd/ *n.* 小报; 通俗报纸

cub /kʌb/ *n.* 幼兽

hypocritical /,hɪpə'krɪtɪkl/ *a.* 伪善的; 虚伪的



Speaking for communication

Role-play

Scripts

Conversation 1

- A: Can you believe those people who won the lottery?
B: Sorry?
A: Those people who won 43 million euros each.
B: Huh. Lucky them! That must be one of the biggest prizes ever.
A: Yeah, but the amazing thing is the two winners are from the same town.
B: So?
A: And they've won separately.
B: What, you mean they didn't do it together?
A: No, they don't know each other.
B: You're kidding. That's absolutely incredible! I mean ...
A: Yeah, it's such an amazing coincidence. They're saying that they're going to ...

Conversation 2

- A: Hi.
B: Hi. Have you seen this picture? Look.
A: No.
B: What do you think it is?
A: It's difficult to say, but I gather it's some sort of painting. It's quite pretty. It looks like one of those done by a child, or I guess it could be a computer image.
B: Wrong! It's actually a photo of some bacteria they found on the moon.
A: Really? There's no way I would have guessed that. Let me see again. I suppose it does look like bacteria now I come to think about it.
B: Mind you, I don't believe it. I think it's a tabloid ...

Conversation 3

- A: Did you see that story about the kid in Ethiopia?
B: No.
A: It was on the breakfast news this morning. It was about this girl who was being chased

by some men. And three lions came out and chased away the men and then stayed and protected her.

- B: That is incredible. Why on earth would they do that?
A: What, the lions?
B: Yeah.
A: Maybe they heard her crying. You know, and thought she was a cub.
B: Um, perhaps ... but it sounds a bit weird. Why didn't they just eat her?
A: Good question. Er, maybe ...
B: That reminds me of a story that I heard ...

Conversation 4

- A: He looks in a bad mood.
B: Let's look. What happened?
A: He's got to pay a fine. Apparently he left his car in the wrong place.
B: He's got to pay a fine!
A: Yeah.
B: And he's the one who's always talking about reducing car use and taking public transport.
A: Yeah. That's so hypocritical.
B: I thought you liked him.
A: Yeah, well, sometimes he can be such an idiot, but he's actually all right, you know ...

1

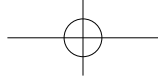
Answers

- 1 e 2 a 3 f 4 c

2

Answers

- 1 **The amazing thing** / **What is amazing** is the two winners are from the same town.
- 2 That's **really** / **absolutely** incredible!
- 3 Yeah, it's **a total** / **such an amazing** coincidence.
- 4 **There's no way** / **It's absolutely impossible** I would have guessed that.
- 5 I suppose it **looks like bacteria indeed** / **does look like bacteria** now I come to think about it.
- 6 That is **incredible** / **unbelievable**.
- 7 Why **on earth** / **indeed** would they do that?
- 8 **It is he** / **He's the one** who's always talking about reducing car use.
- 9 That's **extremely** / **so** hypocritical.
- 10 Sometimes he can be **such** / **really** an idiot.



SPEAKING SKILLS

Adding emphasis

In daily speech, you sometimes want to add emphasis to what you say in order to strengthen your point or draw more attention from the listener. The conversations you have just listened to provide typical examples of how to emphasize something. Here are four types of expressions and structures you can use.

Auxiliary *do*

The auxiliary verb *do* can be used to emphasize something we feel strongly about.

Intensifiers

Intensifiers such as *really, too, actually, extremely, totally, absolutely, literally* can strengthen the impact of the message.

So / Such

Sentences with the structures *so + adj. / adv.* or *such + (a / an) + (adj.) + noun* are often used to add force to descriptions of a person, an object, an action, or a situation.

Cleft sentences (分裂句)

Cleft sentences such as ... *the one who ...* or *What ... is ...* can be used to emphasize various elements of the message to be conveyed.

Some examples are given in the following table.

Types	Examples
Auxiliary <i>do</i>	<ul style="list-style-type: none"> I do want to spend some quality time with John. He did say he would come for dinner.
Intensifiers	<ul style="list-style-type: none"> That's absolutely right! There's no way Tom stole the money. Why on earth didn't you say so?
<i>So / Such</i>	<ul style="list-style-type: none"> That's so funny. It's such a beautiful hotel.
Cleft sentences	<ul style="list-style-type: none"> He's the one who always leaves without turning off the light. What annoys me is that everyone there was so conceited.

Using appropriate expressions and sentence structures for emphasis enables you to express ideas more effectively and hence add force to your words.

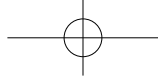
SPEAKING SKILLS

Adding emphasis

Besides the examples given in the Student's Book, more examples are given below.

Types	Key words / expressions	Examples
Auxiliary <i>do</i>	do, did	<ul style="list-style-type: none">• I do hate it when people smoke indoors.• She did want to get a bigger house.
Intensifiers	completely, absolutely, totally, extremely, too, way, really, indeed, no way, the least, on earth, not ... at all	<ul style="list-style-type: none">• It's completely ridiculous.• It's too difficult, so I give up.• Your grade is way above average.• I really don't know.• August is indeed the hottest month here.• Jenny is not the least attractive.• Her action doesn't surprise me at all.
<i>So / Such</i>	<i>so</i> + <i>adj.</i> / <i>adv.</i> <i>such</i> + (a / an) + (<i>adj.</i>) + <i>noun</i>	<ul style="list-style-type: none">• It's so worrying.• I've never met such a rude person.
Cleft sentences	... is the one who is what ... What ... is / are ... It is sb. / sth. ... that ...	<ul style="list-style-type: none">• You're the one who wanted to guess.• A small boat was what he wanted to buy.• What is very strange is that he doesn't talk to anyone.• It is John that we are meeting today.

Two exercises are provided for Ss to practice this speaking skill. Exercise 3 asks them to rewrite sentences using words like *do*, *so* and *absolutely* to add emphasis. Alternatively, this exercise can be done in the form of speaking, with Ss working either individually or in pairs to read out aloud the new sentences that express emphasis. Exercise 4 is a role-play task, in which Ss need to conduct conversations based on the given situations, by using the skills they have learned.



Speaking for communication

3 Rewrite the sentences in each conversation, using the words in brackets to add emphasis.

Conversation 1

- A:** I'm angry with you. Why didn't you tell me about the party? (so)
B: But I told you. A few minutes ago. (did)
A: That's helpful! How am I supposed to get ready in time? (really)
B: But you said you never want to go to parties. (the one who)

Conversation 2

- A:** Dave was good-looking, but Jane was crazy about Will. (absolutely)
B: It's sad. Dave adores her. (the thing is)
A: Yeah, and he's really kind; a nice man. (such)
B: What shall I say if he asks me about Will? (on earth)

Conversation 3

- A:** I'm quitting my job. It's a bore. (such)
B: I think you'll regret it. (do)
A: You always say I should do what I want. (the one who)
B: But you shouldn't just quit. (there's no way)

4 Work in pairs and role-play the following situations. Use the skills for adding emphasis.

Situation 1

Talking about something impressive in recent news

- A** You have read something impressive in recent news. Now you'd like to share it with a friend.
B You're listening to Student A telling the news story. While listening, you also ask questions and give comments.

Situation 2

Being upset about a low exam score

- A** You've just learned about your score in an exam. You feel very upset because the score is lower than you expected.
B You're trying to comfort Student A. You tell him / her the exam was very hard and many students didn't do well.



Situation 3

Recommending an interesting campus activity

- A** You're in a campus activity this semester. You think it's much fun and your friend may like it too, so you invite him / her to join.
B You are interested in the activity, but you have no time for it recently. You promise to try it next semester.

3**Reference answers****Conversation 1**

- A: I'm so angry with you. Why didn't you tell me about the party?
- B: But I did tell you. A few minutes ago.
- A: That's really helpful! How am I supposed to get ready in time?
- B: But you are the one who said you never want to go to parties.

Conversation 2

- A: Dave was good-looking, but Jane was absolutely crazy about Will.
- B: It's sad. The thing is, Dave adores her.
- A: Yeah, and he's really kind; such a nice man.
- B: What on earth shall I say if he asks me about Will?

Conversation 3

- A: I'm quitting my job. It's such a bore.
- B: I do think you'll regret it.
- A: You are the one who always says I should do what I want.
- B: There's no way I meant that you should just quit.

4**Reference answers****1**

- A: Have you read the news about a cat saving a boy from a dog's attack?
- B: No. What happened?
- A: It's really amazing. A four-year-old boy was suddenly attacked by a fierce dog while he was playing outside his family's home. The dog seemed to belong to a neighbor. Somehow it escaped its home and jumped onto the boy from behind.
- B: That's indeed scaring.
- A: Absolutely. The dog grabbed the boy's leg, pulled him to the ground, and violently shook him with his teeth clamped tight. But you wouldn't believe what happened next. Suddenly the pet cat of the boy's family rushed out and chased the dog away!
- B: That's incredible! A cat is so small, while a

dog is quite big. How on earth could the cat have the force and courage to run the dog off? How was the boy? Was he OK?

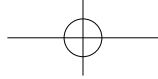
- A: He was not seriously injured although he did get some wounds on his leg.
- B: It's really hard to believe. That cat is indeed a hero!

2

- B: What's up, Xiaoning? You look a bit upset.
- A: I'm not just "a bit" upset, but extremely upset. It's all because of the math exam last month.
- B: Then I guess you're not happy with the score.
- A: You're right. I had thought I could get at least an A-. But yesterday I learned that what I actually got was B. That's much lower than I expected.
- B: You shouldn't feel so frustrated. Many students complained that the exam was too hard. I heard that only one-third of the students passed and there was no one who received an A.
- A: Well, that makes me feel a lot better. Thanks! I have to say the professor is indeed strict. On such a difficult exam, there's no way for anyone to get an A.

3

- A: I enrolled in a jogging club at the beginning of the semester. Members of the club meet twice a week and jog along trails on campus. I can keep myself fit and make friends at the same time. It's so much fun.
- B: Sounds very interesting. How long do you jog each time?
- A: About an hour. We generally do it in the evening when the campus is less crowded than during the day. What I like best is that we do not need to rush or compete with anyone else. Instead, we run at whatever pace that fits us, and we don't feel tired at all.
- B: That's really nice.
- A: Yeah, it is indeed. If you have time, you should certainly come, too. I'm sure you'll like it.
- B: I'd love, too. But I'm so busy this semester, taking five courses and doing an internship.
- A: Sorry to hear that. Well, you can join us anytime when you have time.
- B: Thanks. I will check it out next semester.



Group discussion Talking about TV programs you like

Get ideas

- 1 Read the passage below. Then work in pairs and check (✓) the true statements.

What's on the Beeb?

If you think Brits spend a good deal of time around the coffee machine talking about the weather, you'd be wrong. They're actually discussing a popular reality show or a famous news program on TV. Want to join in? Then check out these two must-see programs on the Beeb, as the BBC is affectionately known by its viewers.

Strictly Come Dancing

This reality show has it all: show-stopping dances, celebrities, glamorous dresses, big band music, a popular host and plenty of viewer participation. Sixteen famous contestants with little or no experience of dancing pair up with internationally renowned professional dancers. They learn everything from the traditional ballroom waltz to Latin dances such as the tango or salsa. The couples then perform in front of a live audience every Saturday night to impress the viewers and judges and keep their places in the competition. Each week, after the viewers' vote, the bottom two couples face each other in a dance-off where the judges decide who will leave the show. The show, which regularly attracts audience figures of over 10 million in the UK, has been exported to 30 other countries.

Newsnight

Newsnight is a current affairs program famous for its in-depth reporting, hard-hitting interviews and intelligent analysis. Its main presenter, Jeremy Paxman, has won several journalistic awards and is regularly praised for being tough, but he has also come under fire for being aggressive with interviewees. Very few politicians enjoy the experience of being "Paxoed" – on one famous occasion, he asked a senior politician the same question an astonishing 12 times. *Newsnight* is on daily at 10:30 p.m.

New words

Brit /brɪt/ *n.* (informal.) 英国人

affectionately /ə'fekʃnətli/ *ad.* 充满深情地

show-stopping /'ʃəʊ, stɒpɪŋ/ *a.* (表演) 极精彩的, 令人难忘的

glamorous /'glæməərəs/ *a.* 非常吸引人的

waltz /wɔ:ls/ *n.* 华尔兹舞

salsa /'sælsə/ *n.* 萨尔萨舞

dance-off *n.* 舞蹈对决

Jeremy Paxman /,dʒerəmi 'pæksmən/ 杰里米·帕克斯曼

- 1 The contestants on *Strictly Come Dancing* are all world-famous professional dancers.
- 2 In *Strictly Come Dancing*, the viewers' vote determines who will appear in a dance-off.
- 3 *Strictly Come Dancing* is shown both in the UK and in some other countries.
- 4 *Newsnight* is well-known for its brief and quick reporting of current affairs.
- 5 The main presenter of *Newsnight* is sometimes criticized for his aggressive styles with interviewees.
- 6 Most politicians like being interviewed by *Newsnight* presenter Jeremy Paxman.

Group discussion

Get ideas

1

Answers

- 1 (The contestants have little or no experience of dancing.)
- 2
- 3
- 4 (*Newsnight* is famous for its in-depth reporting, hard-hitting interviews and intelligent analysis.)
- 5
- 6 (Very few politicians enjoy the experience of being interviewed by *Newsnight* presenter Jeremy Paxman.)

Reference answers

(Reference answers for Exercise 2)

Strictly Come Dancing

Genre: Reality show

Features: Show-stopping dances, celebrities, glamorous dresses, big band music, a popular host

Content: Sixteen famous contestants with little or no experience of dancing pair up with famous professional dancers; the bottom two couples compete in a dance-off; judges decide who leaves.

Newsnight

Genre: Current affairs program

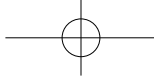
Features: In-depth reporting, hard-hitting interviews, intelligent analysis

Content: Main presenter interviews guests (e.g. politicians).

Reference answers

(Reference answers for Exercise 3)

	Student A	Student B	Student C	Student D
Program	<i>A Bite of China</i> (《舌尖上的中国》)	<i>Topics in Focus</i> (《焦点访谈》)	<i>The Voice of China</i> (《中国好声音》)	<i>We Are Family</i> (《生活大不同》)
Genre	Documentary	Current affairs program	Talent show	Variety show (综艺节目)
Producer / Channel	CCTV-1	CCTV-1	Zhejiang Satellite TV	Shanghai TV – Channel Young Media (星尚传媒)
Show time	Premiered in May 2012	Daily, 19:38	Premiered in July 2012	Saturday, 21:00-22:00
Content	<ul style="list-style-type: none"> • Introduces Chinese Cuisine • Explores origins & characteristics of Chinese food • Shows the Chinese lifestyle 	<ul style="list-style-type: none"> • Addresses topics of public concern • Gives in-depth analysis of current affairs • Presents comments on hot social issues 	<ul style="list-style-type: none"> • Singers are judged by four tutors • Both amateurs & professionals can participate • Winners choose a tutor & prepare for the next round 	<ul style="list-style-type: none"> • Invites foreigners living in China to talk about the customs & cultures of their own countries • The host asks questions & directs discussion
Reasons for your liking the program	<ul style="list-style-type: none"> • Informative • Beautiful scenes • Art of simple & ordinary food • Promotion of harmony between man & nature 	<ul style="list-style-type: none"> • Hot topics • Sharp insights • Sound factual analysis • Combination of reporting, interviews & analysis 	<ul style="list-style-type: none"> • Fair play: whoever has a good voice wins • Great songs • Moving stories of ordinary people • Famous singers as tutors 	<ul style="list-style-type: none"> • A large variety of topics • Good way to learn about foreign cultures • Interesting & humorous • Lively & casual atmosphere



Speaking for communication

2 Work with your partner and fill in the table with information about the two programs based on what you have read in the passage.

	<i>Strictly Come Dancing</i>	<i>Newsnight</i>
Genre		
Features		
Content		

Discuss and organize ideas

3 Work in groups of four and share with each other a TV program you like. Use the following table to write down the key ideas of each group member.

	Student A	Student B	Student C	Student D
Program				
Genre				
Producer / Channel				
Show time				
Content				
Reasons for your liking the program				

4 As a group, choose a program that you would like to share with the rest of the class. Use the following outline to help you prepare for a presentation.

Program (Name): _____

Basic information (Genre, producer / channel, and show time):

Content: _____

Reasons why people like it:

Conclusion: _____

Present ideas

5 Present the TV program you have chosen. Before you begin, refer to the checklist below to see if you are ready.

Checklist
<input type="checkbox"/> Describe the TV program clearly.
<input type="checkbox"/> Use appropriate expressions to state my opinions.
<input type="checkbox"/> Provide enough details about the program.
<input type="checkbox"/> Make myself understood.
<input type="checkbox"/> Make my point convincing.

2

(See T121 for reference answers)

Discuss and organize ideas

3

(See T121 for reference answers)

4

Reference answers

Program (Name):

We Are Family

Basic information (Genre, producer / channel, and show time):

- The program is a variety show broadcast on Channel Young Media of Shanghai TV.
- It's shown from 21:00 to 22:00 every Saturday.

Content:

- The program invites foreigners currently living in China, mainly in Shanghai, to talk about the customs & cultures of their own countries.
- Each episode features a specific topic (e.g. birthday celebrations, dating customs, food taboos, etc.)
- The host asks certain questions related to the topic & the foreign guests give answers based on customs in their home countries / cultures.

Reasons why people like it:

- It covers a large variety of topics, including food, holidays, housing & family, transportation, etc.
- It provides the audience with a good way to learn about foreign cultures.
- It is humorous & interesting: Both the guests and the host have a good sense of humor; they present the discussion in an interesting way.
- The program is conducted in a casual and lively atmosphere.

Conclusion:

We Are Family is a great show.

Teaching tips

Tell Ss that they do not need to write down the exact words they are going to say. Ask them to just note down key sentences or expressions that can help them organize their ideas.

Present ideas

5

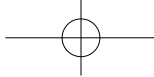
Reference answers

We Are Family is a variety show on Channel Young Media of Shanghai TV. It's broadcast from 21:00 to 22:00 every Saturday. The program is fun to watch because it is both informative and entertaining. The viewers can learn useful and practical knowledge about foreign cultures in a relaxing manner.

The program invites foreigners currently living in China, mainly in Shanghai, to talk about the customs and cultures of their own countries. Each episode features a specific topic, such as birthday celebrations, dating customs, and food taboos. The host asks some questions related to the topic, and the foreign guests give answers based on customs in their home countries and cultures.

The appeal of the program lies in its diversity, practicality, and liveliness. The show covers a large variety of topics, including food, holidays, housing and family, transportation – just to name a few. It teaches knowledge and skills useful for one to live or travel in foreign countries, and hence provides a good channel through which the viewers can learn about foreign cultures. In addition, both the guests and the host have a good sense of humor, which makes their discussion and interaction interesting and entertaining. Lastly, the show is presented in a casual and lively atmosphere, so the audience never feels bored or tired.

In conclusion, *We Are Family* is a great show. It enables the viewers to learn about foreign cultures in a humorous, interesting, and relaxing way. If you have never watched it, you should certainly check it out.



Public speaking

PUBLIC SPEAKING SKILLS

After-dinner speeches

An after-dinner speech is a speech delivered upon finishing dinner at an important event. It aims to create a sentiment of goodwill. The speaker may recall the past, share a vision for the future or simply express gratitude. In giving an after-dinner speech, it is important to ensure that the thoughts you express complement the occasion. This unit will introduce some tips for giving such speeches.

A relevant theme and a clear point

A good after-dinner speech has an appropriate theme and conveys a clear point.

- 1 A theme relevant to the event: Center your speech on a theme that fits the occasion, for example, marriage, education, friendship, team spirit, etc.
- 2 A clear point about the theme: Convey a clear point to the audience. For example, if you speak on marriage, your point may be factors that contribute to a happy marriage, ways to have long lasting romance in marriage, etc.

Good organization

A good after-dinner speech is well-organized. It requires careful preparation although sometimes it might be impromptu. Prepare a written outline of the main points to be addressed and rehearse from this outline if you have time. Remain brief and stick to your point.

A well-delivered after-dinner speech can make a significant mark on the audience and occasion. To make your speech effective and interesting, you need to set an appropriate theme, have a clear point and be well-organized.

PUBLIC SPEAKING SKILLS

After-dinner speeches

The after-dinner speech is a type of special-occasion speech. Such speeches are often delivered on an occasion when a formal meal is served. Similar to formal toast speeches introduced in Unit 5, after-dinner speeches are given at certain important events or celebrations to pay tribute to someone, to give thanks, or to acknowledge a special event. However, the two types of speech are different in format and the time of delivery. Firstly, a toast speech usually ends with the speaker's proposal of a toast, whereas an after-dinner speech does not necessarily do so. Secondly, a toast may be given at any point during the meal, but an after-dinner speech, as is denoted by the name, is given upon finishing the meal.

In giving an after-dinner speech, it is necessary to keep in mind three issues: (1) The theme or topic of the speech should be related to the event; (2) a clear point should be conveyed; and (3) the speech should be well-organized. A polished delivery with clear organization will help the audience understand the point made in the speech. Furthermore, the speaker should deliver the speech in a style he / she feels comfortable with, avoiding styles that he / she is not familiar with or not skilled at.

Here is an example of an after-dinner speech given by a government official at an event celebrating the completion of a public park:

A sample after-dinner speech

Dear colleagues and guests,

Tonight we're gathering here to celebrate the completion of the most special park of our city – the Riverfront Park. This is also a day to recognize the vision of those who years ago could look at past abandoned industrial sites and see the potential for a project that could lead the way to a new look of our community: people like Governors Richard Pinker and Steve Harrison, who fought to make certain that state resources were there to help; people like Susan Weiser, whose tireless commitment to this project helped make it happen; and people like George Curry, who shepherded the creation of the Riverfront Conservation Fund. Without the vision and commitment of these and many other people, we would not be here today.

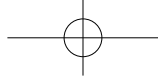
I have to say this: For me, having a park in the downtown area is a lot better than another big shopping mall. Buildings come and go, but this magnificent Riverfront Park will endure. During my term as mayor, I have focused much on conserving our natural resources and providing the public access to those resources, and I will continue to care deeply about it in the future.

I'd also like to say that if one cares about the future of our city, our state, our country, and our world, it is not enough to care just about Oliver River we have here. We must care about the future of all rivers, all industrial sites, either abandoned or still in use.

I hope that the completion of this magnificent park can be a starting point. From today and from this place, all our citizens will join hands and work together to build a new city in a new century.

Thank you.

In short, an after-dinner speech is an address delivered at a formal dinner event. The keys to its success include an appropriate theme, a clear point and good organization.



Speaking for communication

Suppose you are attending an alumni dinner. Give an after-dinner speech appropriate to the occasion. Follow the specific requirements given below:

- 1 Choose a theme that suits the event.
- 2 Decide on a point you want to make.
- 3 Use adequate details to support your point, and organize them clearly.



Reference answers

Here we are, back home again, home in the truest sense for four years. For many of us it was so homelike that we didn't want to leave upon graduation. In these halls our characters and ideals were formed. Under these trees our ambitions were determined as we dreamed of the glorious days ahead of us. In these classrooms blossomed and ripened friendships that were to brighten our lives.

I wish that we could recapture the emotions and thoughts of those days. I wish these trees, stones and desks could speak and remind us of those years when we were carefree, ambitious, or even wild. It would do many of us good.

I can imagine the spirit of the old sitting up there in the tower, watching us all come back. When we first came to her, we were simply ignorant wondering boys and girls. She blessed us with high ideals and purposes and sent us away to do great things in the world. And now we are back. Here comes the boy to whom she said good-bye last year. His step is still confident, his head held high, and there's a smile on his face.

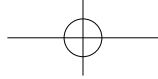
Oh yes, the wise old spirit is glad to see us come back. We're always welcome back home, whether we come as a prince or a pauper (贫民). She must wish that we could pack a suitcase and move back to our old rooms here for a while to relearn the truths she taught us.

Finally, may our friendship and our memories of this home be with us always. And I wish you good health, happiness and success forever!

Teaching tips

Ss may not be familiar with after-dinner speeches, which are usually delivered at important events. To prepare them for the topic, you can show them a sample speech and ask them questions like the following:

- Where is the speech delivered?
- Who are the people attending the event?
- Who is giving the speech?
- What is the main idea of the speech?



Further practice in listening

Short conversations

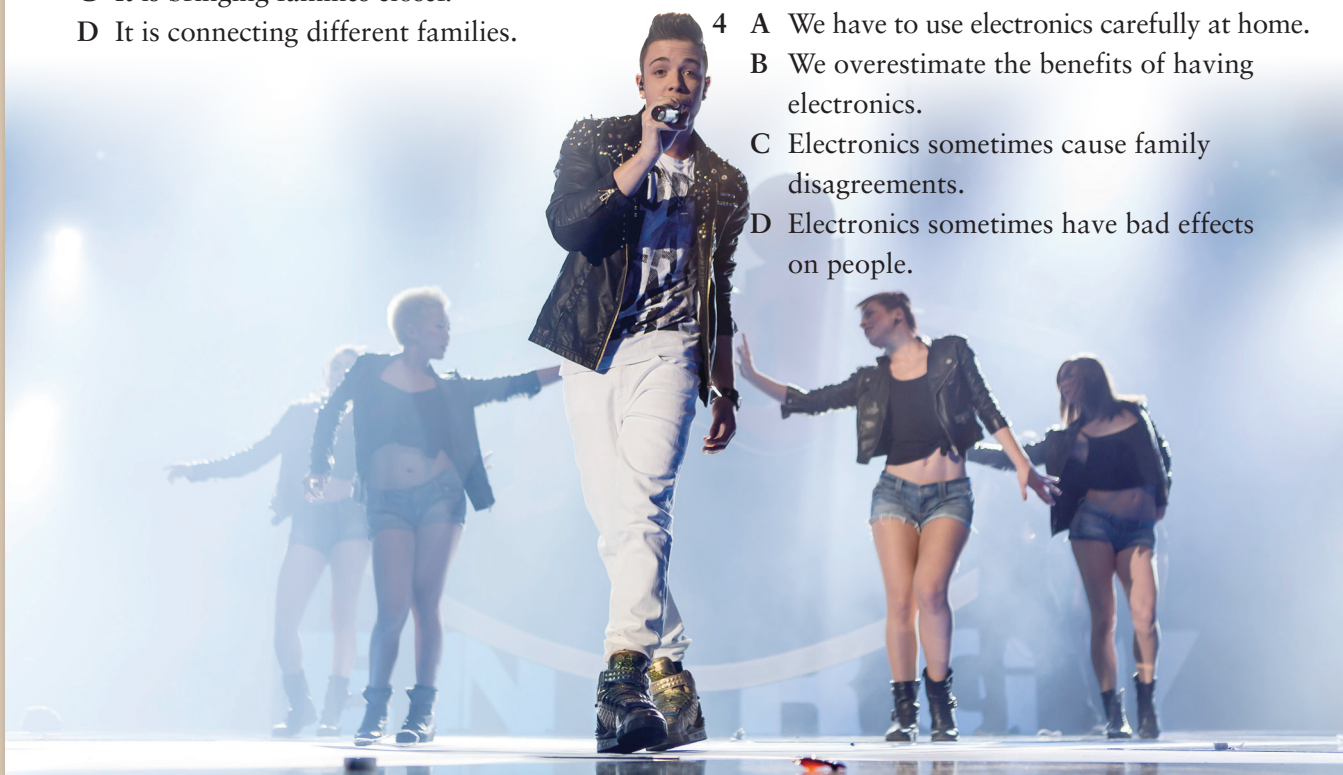
Listen to five short conversations and choose the best answer to each question you hear.

- 1 A They have fewer pages.
B They are disappointing.
C They are worthy of reading.
D They report important issues.
- 2 A Hosting a radio program.
B Giving a lecture on management.
C Doing a presentation in a company.
D Attending a meeting on project development.
- 3 A It shows the reality of our life.
B It makes viewers feel superior.
C It's a good way to show one's talent.
D It's embarrassing for people to watch.
- 4 A By hanging out with their friends.
B By chatting with others in person.
C By watching movies in the theater.
D By communicating on the Internet.
- 5 A It is anti-social.
B It is disconnecting people.
C It is bringing families closer.
D It is connecting different families.

Long conversation

Listen to a long conversation and choose the best answer to each question you hear.

- 1 A Because the son is playing computer games with his friends.
B Because the son is expected to help the mother cook dinner.
C Because the father is meeting with his colleagues online.
D Because the father is chatting with some friends online.
- 2 A Because he needs to find out the results of a sports game.
B Because he has to call his father during dinner time.
C Because he will get into trouble for missing important news.
D Because he wants to check the news about a golf player.
- 3 A Having dinner without any electronics.
B Eating dinner together at home every day.
C Spending at least 45 minutes on dinner.
D Turning off all electronics during the night.
- 4 A We have to use electronics carefully at home.
B We overestimate the benefits of having electronics.
C Electronics sometimes cause family disagreements.
D Electronics sometimes have bad effects on people.



Further practice in listening

Short conversations

Scripts

Conversation 1

- M:** There is not much worth in reading the newspapers these days. They have more pages but fewer words that really matter.
- W:** You said it! All you find in them are advertisements and celebrity gossip. I wish they could direct more attention to issues that are more important to society.
- Q:** What does the man think of today's newspapers?

Conversation 2

- W:** Hello. Today on *Business Focus* I am talking about knowledge management with Mr. Adam Johnson, the Human Resources Manager of a multinational company. Mr. Johnson, how has knowledge management changed the way your company works?
- M:** In lots of ways. The most significant change occurs in how we manage the process of our project development ...
- Q:** What is the woman probably doing?

Conversation 3

- W:** Recently, reality television has swept across almost all channels: matchmaking, job-hunting, and talent shows. I don't know why people are so crazy about it!
- M:** In my view, some people watch reality TV because it makes them feel they're better than others. They may also enjoy seeing other people get embarrassed.
- Q:** What does the man say about reality TV?

Conversation 4

- W:** I think teenagers today experience a different social reality from what we had before.

- M:** Exactly. When we were kids, we would hang out with friends, chatting, or going to movies. That's our experience, but what we see now is that young people are choosing to live online.
- Q:** How do young people socialize today according to the man?

Conversation 5

- W:** Much has been said about how anti-social the Internet and mobile phones are, but I think communications technology is bringing people closer.
- M:** Yes, I'd go along with you on that. With these modern tools, there's a new kind of connection being built within families.
- Q:** What does the man think of modern communications technology?

Answers

1 B 2 A 3 B 4 D 5 C

Long conversation

Scripts

- W:** Hey Billy! It's 7:30 p.m.! Turn off your TV and computer. Come down to dinner. It seems your father is finishing his conference call with his team in China.
- M:** OK Mom. Coming. But why is Dad on his computer while I can't be on mine!
- W:** Billy, your father is working. But you are chatting with your friends about celebrities! So your father needs to be on his computer. And you don't!
- M:** OK. Sorry, Mom. What are we having for dinner? Pizza?
- W:** Pizza?! I've made us a nice dinner of roast chicken, mushroom soup and vegetable salad. I even made chocolate cake for dessert – and you want pizza!
- M:** Just kidding Mom! I love your cooking! Mmm I'm hungry, and it smells delicious!
- W:** Billy! I told you to shut down all electronics!
- (To be continued)*



Further practice in listening

Passage 1

Listen to a short passage and choose the best answer to each question you hear.

- 1 A Because it makes news report closer to reality.
B Because it covers dominant events in our life.
C Because it shows the depressing side of the world.
D Because it gives us a break from the harsh realities.
- 2 A They make every life decision carefully.
B They desire to have a healthy lifestyle.
C They do their utmost to gain attention.
D They tend to stay away from social media.
- 3 A Because they fuel the entertainment industry.
B Because they help people to boost their business.
C Because they inspire people to lead a meaningful life.
D Because they contain things desired by common people.
- 4 A Celebrities' lives are in fact depressing and harsh.
B Celebrities' lives are similar to those of common people.
C Celebrity news is often shown for entertainment only.
D Celebrity news is similar to other kinds of entertainment news.

New words

prevalent /'prevələnt/ *a.* 普遍的; 盛行的
overdo /,əʊvə'du:/ *v.* 把(某事)做得过火
fascination /,fæsi'neiʃn/ *n.* 着迷; 迷恋



(Continued)

M: Mom! This isn't fair. You told me to turn off my computer and my TV – you didn't say all electronics – and you didn't mention my cell phone! I have to check the news! My favorite golf player just got in trouble for drunk driving! Please Mom! I have to find out!

W: You can't go five minutes without having your eyes on a screen! Hand me your phone. Now! I am turning it off so we can have a nice dinner.

M: OK Mom. Fine! Here's my phone.

W: Now, where is your father?

M: Will you make Dad do the same? We never have family dinner anymore without Dad being on electronics!

W: Hmm, you know, Billy, you have a very good point. I think it's time we had family dinner without any electronics. Here's our new rule: Just for 45 minutes over dinner, no electronics!

Questions

- 1 Why is the son required to turn off his computer while his father is not?
- 2 Why doesn't the son want to turn off his cell phone?
- 3 What rule does the mother decide to set for the family?
- 4 What can we learn from the conversation?

Answers

1 C 2 D 3 A 4 C

Passage 1

Scripts

We as a society have intense interest in the celebrity news prevalent in our media. One of the key reasons is that in a world of constant death and disasters, celebrity news allows us to escape from the “real news”. After all, the job of celebrities is to entertain us, so it's only natural

that news about them would be a source of entertainment as well.

Of course the world isn't always a depressing place filled with death, danger and sad events. But the media presents a dominant coverage of them. Watching hours of that news makes you depressed and want something different. This is why celebrity news fills that need for “happy news” or “light news”.

Celebrities also tend to live life on the edge and overdo everything they are engaged in. They long for attention and will do whatever to get it. We watch them with fascination as they party, do drugs, escape the law, get caught by the law, get married or divorced, and so forth.

Many people became attracted by the lifestyle of celebrities because they more or less wish they had the same lives as the stars. Celebrity news fuels people's desire to look like the stars, dress like the stars, and even name children after the stars. It can be a source of making every life decision for some people. Although this may not be a healthy thing to do, it does boost the celebrity news business.

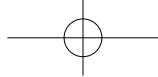
In a word, celebrity news gives us a well-needed break from the depressing and harsh news stories that we are flooded with daily. But as viewers and readers we need to keep in mind that celebrities are still common people, and that their lives are in many ways similar to ours, not merely to be shown for entertainment only.

Questions

- 1 Why is celebrity news prevalent in our media?
- 2 What can we learn about celebrities from the conversation?
- 3 Why are celebrities' lifestyles attractive to people?
- 4 What should we keep in mind when watching or reading celebrity news?

Answers

1 D 2 C 3 D 4 B



Passage 2

Listen to a short passage three times. When the passage is read for the first time, listen for its general idea. When the passage is read for the second time, fill in the blanks with the exact words you hear. When the passage is read for the third time, check what you have written.

British tabloids provide their readers with an exciting mixture of gossip, entertainment and news. They 1) _____ mainstream broadsheets by giving prominence to celebrities, sports and crime stories.

No matter how many people 2) _____ tabloid newspapers, it is a fact that the tabloids are popular and successful. The public has a demand for 3) _____ news dose with minimum text and eye-catching pictures, and the tabloids are giving the readers just that. Here are some of the reasons why the British tabloids continue to enjoy popularity and success.

First of all, the British tabloids 4) _____ the new media wisely. Print media all over the world is facing 5) _____ competition from the new media, be it the Internet or television, and no one 6) _____ the competition better than the tabloids. Most of the British tabloids have 7) _____ the new media instead of competing with them and hence have created e-versions or online editions of their daily tabloid editions.

Second, the British tabloids are getting the format right. They have maintained a 8) _____ format, which is rather convenient for the reader to pick up, read and carry. The text is short and 9) _____ eye-catching pictures. The entire format stresses more on the visual appeal rather than the textual content.

The British tabloids are proud of being what they are and accept that they are profit driven and aim for good business. The readers want 10) _____ news, and the tabloids have it. They do not compete with the serious newspapers, but rather carve a special market for themselves. In this way, they have earned a readership segment that is large enough to keep them going in the business.

New words

broadsheet /'brɔ:dʃi:t/ *n.* (BrE) (内容较为严肃的) 宽幅报纸

give prominence to sth. 注重某事物

Passage 2

Scripts and answers

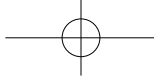
British tabloids provide their readers with an exciting mixture of gossip, entertainment and news. They 1) differentiate themselves from mainstream broadsheets by giving prominence to celebrities, sports and crime stories.

No matter how many people 2) frown upon tabloid newspapers, it is a fact that the tabloids are popular and successful. The public has a demand for 3) concise news dose with minimum text and eye-catching pictures, and the tabloids are giving the readers just that. Here are some of the reasons why the British tabloids continue to enjoy popularity and success.

First of all, the British tabloids 4) combat the new media wisely. Print media all over the world is facing 5) severe competition from the new media, be it the Internet or television, and no one 6) is geared up for the competition better than the tabloids. Most of the British tabloids have 7) embraced the new media instead of competing with them and hence have created e-versions or online editions of their daily tabloid editions.

Second, the British tabloids are getting the format right. They have maintained a 8) compact format, which is rather convenient for the reader to pick up, read and carry. The text is short and 9) is supplemented with eye-catching pictures. The entire format stresses more on the visual appeal rather than the textual content.

The British tabloids are proud of being what they are and accept that they are profit driven and aim for good business. The readers want 10) sensational news, and the tabloids have it. They do not compete with the serious newspapers, but rather carve a special market for themselves. In this way, they have earned a readership segment that is large enough to keep them going in the business.



Wrapping up

Use the following self-assessment checklist to check what you have learned in this unit.

	OK	Needs work
I can talk about different forms of news media.	<input type="checkbox"/>	<input type="checkbox"/>
I can follow narratives while listening to news stories.	<input type="checkbox"/>	<input type="checkbox"/>
I can add emphasis in speaking.	<input type="checkbox"/>	<input type="checkbox"/>
I can talk about TV programs that I like.	<input type="checkbox"/>	<input type="checkbox"/>
I can give an after-dinner speech.	<input type="checkbox"/>	<input type="checkbox"/>