

Communications and the Media



Talk about or Write about -answers in grey

1. What is meant by the word communication? *Transmitting thoughts, ideas, knowledge, intentions etc to others.*
2. Give some everyday reasons people need to communicate. *What would you like for breakfast? When will you be home? May I watch television? Would you like to come to my party? etc etc.*
3. It is easier for people to communicate with each other than it was in ancient times. Why is this? *Early people needed to rely on hand gestures and speech. Then came primitive communications such as smoke signals and bongo drums. Now we can send text messages, emails, 'snail mail', use telephones and produce newsletters. We also have the print and electronic media.*
4. How would your ability to communicate be affected if you were deaf? *You could not hear voices (including phone), hear things on the radio, TV, etc.*
5. How would your ability to communicate be affected if you were blind? *Could not see others' faces, read texts, magazines or books; could not watch television, movies or see a computer screen.*
6. How would your ability to communicate be affected if you were unable to speak? *Could not talk face to face or on the phone.*

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7. How would your ability to communicate be affected if you had no fingers? *Could not send text messages, send emails, write letters or postcards.*
8. What prevents people from different places in the world from having good communications with each other? *1. Different languages. 2. Some have limited access to print and electronic media.*
9. How could this problem be overcome? *1. Have a universal language (such as Esperanto) - though English is emerging as the major world language. 2. Redistribute wealth more evenly among all nations and create better educational opportunities in poorer countries.*
10. Are there advantages in preserving the world's many languages? *Yes. Languages enrich cultures; they are interesting to study; we can borrow words from other languages and incorporate them into our own.*

Communications and the Media Quiz -answers in grey

1. Two forms of media are the electronic media and the p _ _ n _ _ media. *print*
2. Newspaper editors check the work of _ u _ editors. *sub*
3. Individuals can advertise in the C l _ _ _ _ _ _ _ _ section of newspapers. *Classified*
4. Television and radio advertisements are also called c _ _ _ _ _ _ _ _ .
(plural) *commercials*
5. Sending advertising direct to customers is called _ _ _ _ _ _ _ _ marketing. *direct*
6. People who write stories for newspapers are called _ e p _ _ _ _ _ _ . (plural) *reporters*
7. Most newspapers have a 'Letters to the E _ _ _ _ _ _ ' page. *Editor*
8. An anonymous letter writer does not like to us their _ _ _ _ _ . *name*
9. Towers are used to transmit s _ _ _ _ _ l s from mobile phones. (plural) *signals*
10. People can present their point of view on T _ _ _ _ b _ _ k radio shows. (two words) *Talk back*
11. Formerly, dots and dashes were used in M _ _ _ _ _ C _ _ _ _ _ communications. (two words) *Morse Code*
12. Long ago American Indians tribes used smoke s _ _ _ _ _ _ _ _ to communicate with one another. *signals*
13. N _ _ _ _ l _ _ _ _ _ _ _ _ are often used to communicate club news. (plural) *Newsletters*
14. Sometimes announcements are made over a Public A _ _ _ _ _ _ _ _ System. *Address*
15. Email has partly taken the place of mail sent through the P _ _ _ _ _ _ _ _ system. *Postal*
16. Some advertisers use giant B _ _ _ _ boards to advertise their products. *Billboards*
17. In public places people should not speak l _ _ _ _ _ _ _ _ into their phones. *loudly*
18. P _ _ _ _ _ _ _ _ _ _ produce books, magazines or newspapers. (plural) *Publishers*
19. Ancient Egyptians communicated by drawing p _ _ t _ _ _ _ _ _ _ _ called pictographs.
(plural) *pictures*
20. Cyclists communicate their intentions with _ _ _ _ _ signals. *Hand*
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World Cities *(a research exercise)*



Chloe and her little brother Jack are going on a world trip with their family next year and they'll be visiting 10 major cities.

The cities are: (1) England's capital (2) France's capital (3) Switzerland's largest (4) Poland's capital (5) India's largest (6) China's largest (7) Japan's capital (8) Canada's largest (9) Brazil's capital (10) New Zealand's largest

Answer true or false:

- a) One city begins with A and one begins with Z. *True (Auckland, Zurich)*
- b) Two of the cities begin with vowels. *False (Auckland)*
- c) Two of the cities begin with T. *True (Tokyo, Toronto)*
- d) One city begins with the same letter as its country. *True (Brazil/Brasilia)*
- e) Three cities are in the southern hemisphere. *False (Brasilia, Auckland)*
- f) Four of the cities have 6 letters in their name. *True (London, Zurich, Warsaw, Mumbai)*
- g) Two of the cities have 4 syllables in their name. *False (Brasilia)*
- h) Seven of the cities have 2 syllables in their name. *True (London, Paris, Zurich, Warsaw, Mumbai, Shanghai, Auckland)*
- i) Three of the cities are in Asia. *True (Mumbai, Shanghai, Tokyo)*
- j) More than 7 of the cities are on the coast. *False (Mumbai, Shanghai, Tokyo, Auckland)*



Europe



Europe is one of the seven traditional continents.

Though it's the second-smallest continent in area (Australia is smaller) it is the third-largest (after Asia and Africa) in population.

Europe gets its name from Europa who was a princess in Greek mythology. Originally *Europa* stood for mainland Greece but by 500 BC its meaning had been extended to lands to the north.

Eighty to ninety per cent of Europe was once covered by forests, which stretched from the Mediterranean Sea to the Arctic Ocean.

Though over half of Europe's original forests disappeared through the centuries of deforestation, it still has over one quarter of its land area as forest.

Talk about or Write about (suggested solutions in grey)

1. What do you think might be a reason(s) why Europe, a small continent in area, has a large population? *suitable lands to cultivate and inhabit; (others)*

2. What might have been the reason that the name *Europa* came to extend northwards from Greece? *Greek influence may have spread north*

3. What do you think could have been reasons for Europe losing so much of its forests? *people needed more land for farming and settlement*

4. What kind of animal and plant species may have been affected by Europe's loss of forest? *birds, tree-dwelling mammals, plants needing shade, etc*

5. a) Perhaps you have a European heritage. Would you care to share that with us?

b) Have you visited Europe? If so, where did you go and what were some highlights?



Famous People in History Quiz



- 1)** What was the first name of Bonaparte, the French military and political leader?
- 2)** _____ Polo walked from Italy to Asia where he had a series of adventures; he returned after 24 years.
- 3)** Vice Admiral Horatio _____ won several military victories for Britain, including the Battle of Trafalgar.
- 4)** This ancient Greek philosopher was a student of Socrates and teacher of Aristotle.
- 5)** Julius _____ was a military and political leader in ancient Rome.
- 6)** Louis _____ invented a method of reading for blind people.

Solutions:

- 1)** Napoleon **2)** Marco **3)** Nelson **4)** Plato **5)** Caesar
6) Braille
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