



The Media

Task: How Technology has changed the Media Landscape

Activity 1: Listening

Welcome to a practice listening task for the GESE 11.

You are going to hear a talk about **how technology has changed the media landscape**. You will hear the talk twice. The first time, just listen. Then I'll ask you to tell me generally what the speaker is talking about. Are you ready?

Audio Script

Technology has transformed the media landscape, affecting not only the well-to-do but people from all walks of life. The deluge of information available through various channels can leave one being a confused individual over the matter, and the ability to evaluate a written document has become essential in avoiding misinformation. However, it's highly implausible that one can be completely certain about the accuracy of the information received. Let's explore how technology has changed the media landscape, its implications, and how we can navigate this ever-evolving landscape to stay informed and engaged.

So to continue, the first thing that has had a jaw-dropping effect on the media landscape is that of the greater accessibility that society has available to the media nowadays.

Technology has totally made it easier for people to access media content from anywhere at any time, which has increased convenience and flexibility. Moreover, it has been found to include more increased interactivity. Luckily enough, technology has allowed for more interactive and engaging media experiences, such as social media, podcasts, and video streaming services. Furthermore, there has certainly been an improved quality with technology in the media landscape. We are able to witness improved quality of media content, such as high-definition video and audio, which has enhanced the viewing and listening experience extremely well. Let's not forget the greater variety that has been available to us. Not only has technology increased the variety of media content available, but also provides a wider range of genres and formats, catering to different interests and preferences. Last but not least, there has also been improved distribution. Technology has made it incredibly easier to distribute and share media content, allowing for greater reach and exposure.

Surprisingly enough, not all is beneficial. There are some noted drawbacks as well. For instance, it has been extremely overwhelming on all the information overload. The abundance of the media content available can relatively quickly lead to information overload and difficulty in filtering out quality information. Also, it isn't uncommon to experience reduced attention span. Since the fast-paced nature of technology and media consumption can lead to this, along with perfectly well creating a difficulty in focusing on one task for an extended period. In addition to this, the worst possible drawback for many is that of privacy concerns. Sadly enough, the collection and use of personal data by media companies and



advertisers can absolutely lead to privacy concerns and potential misuse of personal information. Having said that, there is another disadvantage to take into account. That is that of disinformation and fake news. The ease of publishing and sharing information online has led to an increase in disinformation and fake news, which can have negative impacts on society and democracy. If the media had realized the problem that this has created earlier, it would be a different situation by putting safeguards against disinformation and fake news.

In summary, technology has revolutionized the media landscape to an extremely high level, creating new opportunities for people from all walks of life to engage with media content. From social media to video streaming services, technology has made media content more accessible than ever before, catering to the most wanted player in the game. The convenience and flexibility of accessing news, entertainment, and educational content from anywhere and at any time has made it more than likely for people to stay informed and connected, making this one of the more desired aspects. However, technology has also brought new challenges, such as the spread of fake news and privacy concerns. The confusion that can arise from the deluge of information has created a need for accurate and reliable sources, as well as the ability to critically evaluate written documents. Overall, technology has transformed the media landscape, and it is up to us to navigate these changes in the highest possible level, with a clear understanding of the opportunities and challenges they present.

Can you tell me in one or two sentences what the speaker was talking about?

Now listen to the talk again. This time make some notes as you listen, if you want to. Then I'll ask you to tell me about the point of view of the speaker, and the pros and cons on how technology has changed the media landscape.

Now tell me about the point of view of the speaker, and the pros and cons on how technology has changed the media landscape. You have one minute to talk.

This is the end of the listening task.

Answers:

Point of View	<ul style="list-style-type: none">• Technology has made people stay informed and connected, making this one of the more desired aspects.
Pros of technology in the media landscape	<ul style="list-style-type: none">• Greater accessibility: Technology has made it easier for people to access media content from anywhere at any time, which has increased convenience and flexibility.

	<ul style="list-style-type: none"> ● Increased interactivity: Technology has allowed for more interactive and engaging media experiences, such as social media, podcasts, and video streaming services. ● Improved quality: Technology has improved the quality of media content, such as high-definition video and audio, which has enhanced the viewing and listening experience. ● Greater variety: Technology has increased the variety of media content available, with a wider range of genres and formats, catering to different interests and preferences. ● Improved distribution: Technology has made it easier to distribute and share media content, allowing for greater reach and exposure.
<p>Cons of technology in the media landscape</p>	<ul style="list-style-type: none"> ● Information overload: The abundance of media content available can be overwhelming, leading to information overload and difficulty in filtering out quality information. ● Reduced attention span: The fast-paced nature of technology and media consumption can lead to reduced attention spans and difficulty in focusing on one task for an extended period. ● Privacy concerns: The collection and use of personal data by media companies and advertisers can lead to privacy concerns and potential misuse of personal information. ● Disinformation and fake news: The ease of publishing and sharing information online has led to an increase in disinformation and fake news, which can have negative impacts on society and democracy.



Marks: +_ / +10

Grammar Used in the listening task:

- **inversions: not only....but**
- **compound adjectives: jaw-dropping / well-to-do**
- **modifiers: absolutely / extremely / incredibly / totally**
- **Past participle as adjective: the most wanted player / a written document / a confused girl**
- **superlative + postmodifier + noun: best possible location / highest possible level**
- **adverb + enough: surprisingly enough / sadly enough / luckily enough**
- **adverb + adverb: perfectly well / extremely well / relatively quickly**
- **Mix Conditional: If society had realized this mistake earlier, it would be a different world today.**
- **Perfect Infinitive: Having said that,...**