

Life Topic Unit 20: Old Media and New Media

Name _____

1. Old media include newspapers, magazines, books, radio, CDs, TVs, etc. The old media were very popular before the coming of the Internet. The news in old media is a day or sometimes up to a month old. Old media make their money in ¹ _____ and ² _____, but they are far less popular than they were in the past. Many old media are going ³ _____. Many people think they will soon completely ⁴ _____.

2. The Internet is the new media. Online news is usually free, and the amount of free news is increasing. The Internet became popular around the year 2003. Different news stories were offered online, which caused the sales of newspapers and magazines to decrease quickly. Starting in 2007, their sales went down even more quickly. Now the Internet is the ⁵ _____ most people get information. In 2010 more Americans got their news from the Internet than from newspapers. People like online news because it offers many choices. Anyone can write an ⁶ _____ and people all over the world can read and comment on it. The Internet also offers more news and topics on special interests. Online news has more ⁷ _____ and ⁸ _____, and it is usually the most often updated. But it may not be as ⁹ _____. The old media have less opinion and more facts.

3. It is becoming more common for newspapers, magazines, and books not to be printed on paper but to be offered only online.

This has caused many bookstores to go bankrupt. Many people now read on their cell phones or other ¹⁰ _____. This saves paper, ink, delivery, time, and money. ¹¹ _____ like this, too, since no paper is used.

4. Each year people spend more time online. In 2011 for the first time there was a ¹² _____ in the number of Americans who owned televisions. People of all ages spent, on average, the same amount of time online as they did watching TV. Those under the age of 30 are watching television shows online and on their portable devices. Fewer people are getting ¹³ _____ because they are unhappy with its rising cost and all the advertising, and it is becoming more common for younger people to not even own a television. To watch online on YouTube or another video site means that people can watch the shows they like whenever they like. This is ¹⁴ _____ with television. One thing is clear. The media have changed a lot in the last ¹⁵ _____, and the changes will continue.

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