Speaking Nº1

Tema: Los medios de comunicación y el mensaje en el mundo globalizado actual

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| Objective | Los estudiantes analizarán el papel de los medios de comunicación en la formación de la opinión pública y las percepciones culturales en un mundo globalizado. Evaluarán diferentes fuentes mediáticas y reflexionarán sobre cómo se construyen y se reciben los mensajes. |
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1. Warm-up Discussion (Debate de preparación)
   * Discuss in pairs: How do you consume news and media content daily? What sources do you trust the most and why?
2. Reading Activity (Actividad de lectura)

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| **The Influence of Media in Globalization** In today’s interconnected world, media plays a crucial role in shaping public opinion, influencing culture, and spreading information across borders. Globalization has allowed media outlets to reach international audiences, but it has also raised concerns about media ownership, bias, and cultural impact. **Media Ownership and Control** A small number of multinational corporations own a significant portion of global media. Companies like Disney, CNN, and BBC influence what news is reported and how it is presented. This concentration of media ownership can lead to a lack of diverse perspectives and reinforce certain narratives while marginalizing others. **Media Bias and Perspective** Every media outlet has a perspective shaped by its owners, political affiliations, and target audience. While some sources strive for objectivity, others promote specific ideologies. For example, Western news outlets may focus more on political conflicts, while Asian media may highlight economic developments. Recognizing bias is essential for critical media consumption. **Cultural Influence and Homogenization** Global media has contributed to the spread of popular culture, but it has also led to concerns about cultural homogenization. Hollywood movies, Western music, and global advertising dominate entertainment, sometimes overshadowing local cultures and traditions. However, digital platforms like YouTube and TikTok have given smaller cultures a voice on the global stage. **The Role of Social Media** Unlike traditional media, social media platforms allow individuals to share news instantly. While this increases access to diverse viewpoints, it also raises challenges like misinformation and fake news. The rise of citizen journalism means that anyone can report events, but verifying credibility remains a challenge. **Conclusion** Media plays a powerful role in shaping perceptions and influencing global narratives. Understanding media ownership, bias, and cultural influence helps individuals become more critical consumers of information in today’s globalized world. |

* + Read the provided article on media influence in globalization. Pay attention to key ideas regarding media ownership, bias, and cultural impact.

1. Group Analysis (Analisis grupal)
   * Divide into small groups. Each group will analyze a different media source (example: news website, social media, newspaper, TV channel)
   * Identify: a) The intended audience. b) The main message conveyed. c) Potential bias or perspective.

**Prepare a brief presentation on your findings. (Preparen una breve presentación sobre sus hallazgos.)**