Speaking Nº2

Tema: Medios de comunicación y plataforma social

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| Objective | Los estudiantes desarrollarán y fortalecerán sus habilidades de comprensión y expresión oral y escrita mediante el uso de diversas estructuras textuales y vocabulario en inglés. Participarán en una comunicación crítica e informada a través de diversos medios y plataformas sociales. |
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**Guiding Questions: Preguntas guías**

* How does the English language allow me to become part of a mediatic society?

¿Cómo me permite el inglés integrarme en una sociedad mediática?

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* What is the importance of choosing the appropriate language when trying to persuade an audience?

¿Cuál es la importancia de elegir el lenguaje adecuado para persuadir a una audiencia?

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**Instructions:**

1. **Warm-up Discussion:**
   * Discuss in pairs: How do you consume news and media content daily?
   * What sources do you trust the most and why?
2. **Reading Activity:**
   * Read the provided article on media influence in globalization. Pay attention to key ideas regarding media ownership, bias, and cultural impact.

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| **Media Influence in a Globalized World**  In today’s interconnected world, media plays a crucial role in shaping public opinion, influencing culture, and spreading information across borders. Globalization has expanded the reach of media, allowing people to access news and entertainment from different parts of the world. However, this expansion also raises questions about **media ownership, bias, and cultural impact**.  **Media Ownership and Control** A few multinational corporations control a significant portion of global media. Companies like Disney, CNN, and BBC influence what stories are told and how they are presented. This concentration of ownership can limit diversity in perspectives and reinforce dominant narratives, often favoring political or economic interests.  **Media Bias and Perspective** Media outlets are influenced by their owners, target audiences, and cultural backgrounds. News coverage can differ depending on political affiliations or financial interests. For example, Western news networks may prioritize political conflicts, while Asian media may highlight economic growth. Understanding these biases helps audiences develop critical thinking skills.  **Cultural Influence and Globalization** Media plays a vital role in shaping cultural perceptions. The dominance of Western media—through movies, music, and social media—has led to concerns about cultural homogenization. However, the rise of digital platforms has also given a voice to underrepresented cultures, allowing them to share their narratives on a global stage.  **The Role of Social Media** Social media platforms have revolutionized communication, allowing individuals to share news instantly. While this provides access to diverse viewpoints, it also contributes to the spread of misinformation. Users must critically evaluate sources to differentiate between reliable journalism and manipulated content. ****Conclusion**** Media shapes how we understand the world. Recognizing media ownership, bias, and cultural influence enables individuals to become informed consumers of information in the digital age. |

1. **Group Analysis and oral expression:**
   * Divide into small groups. Each group will analyze a different media source (Example: news website, social media, newspaper, TV channel) and identify: a) The intended audience. b) The main message conveyed. c) Potential bias or perspective.
   * Prepare a brief presentation on your findings.

Criterios de evaluación:

* Claridad y coherencia en la escritura.
* Uso de ejemplos relevantes.
* Pensamiento crítico y análisis.
* Comunicación oral eficaz y técnicas persuasivas.