

TOPIC: THE MEDIA

Sample answers, useful vocabulary and resources for IELTS speaking exam

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1. SAMPLE ANSWERS

PART 1

1. Where do you usually get the news from?

- I **commonly** get news from the Internet and email subscriptions, because these are very much **accessible** and engaging for me. These sources always provide fresh and **timely updates** about economics, politics, and the society in general.

2. Do you read magazines? Which ones?

- Definitely I do. I love reading The Economist, which is a **business magazine**. It includes **articles** about economics, finance, digital transformation, strategy and politics, which are very **interesting** to me.

3. Do you often read newspapers?

- A lot of people prefer magazines, because the cover itself is already quite **eye-catching**. This is not necessarily the decisive factor for me, however, I **don't find myself** frequently reading newspapers, because they take too much space in my bag. I prefer **online media**.

4. In which kinds of circumstances do you usually listen to the radio?

- Well, I used to listen to it almost every day, when I was at middle-school. **Back in the day**, my grandparents would always drive me to school, and they listened to the radio all the time. Now, I prefer **podcasts**, because I actually get to choose what exactly I want to listen to.

5. What is the most credible media source?

- Unfortunately, it is almost impossible now **to tell the** difference between **trustworthy** and **corrupt** media. However, I try to **think critically** every time I read the news and **validate** it across different channels.

PART 2

Which podcast do you often listen to?

- What is its name?
- What is it about?
- Why do you listen to it?

And say what you think could be improved about it.

I am a huge fan of podcasts. In my opinion, they are one of the best sources of news and information in general, because their form is **highly convenient** and flexible for anyone – people can literally listen to podcasts while doing anything else – driving, washing dishes, ironing, applying make-up, working out, running, cooking, and so on.

My favourite podcast is called “Today In Focus”. It is a **news podcast**, brought to us by the Guardian – a famous British **media agency**. I have just recently started listening to it and I am already **captivated**, because of the engaging way they talk about current world’s news. Although I usually prefer finance-, languages- or business-oriented shows, this one really allows me to stay updated with the state of affairs around the globe.

To give you a better idea of what it is about, I will describe the latest episode, called “Inside the campaign to stop Brexit”. This was an **episode**, which covered the latest political developments among the people who want Britain to stay within the European Union. A Guardian correspondent went to London to interview one of the leaders of the “Remain Campaign”, which advocates for Britain to remain inside the EU. I was able to listen to opinions of people who are really deciding on the next steps of world’s politics. After the report, there was another **piece of news** about the current threats for the Jews in the USA.

I can’t think of anything in particular that I would like to change about the podcast, because I find it perfect. Perhaps, a bit more topics covered would be even better.

PART 3

1. Do large media organizations have too much influence and what makes you believe that?

- **(Answer)** Yes, I think so. Media agencies have got an **extreme influence** on people, especially children. **(Explain)** Nowadays, the young generation is becoming more and more **exposed to the Internet**. Being a highly easily influenced audience, they might **come across** inappropriate videos of violence, for example. Obviously, this will have a negative effect on a child's behaviour and morals. **(Example)** An example of this is my four-year-old nephew who often watches YouTube videos. One day, he said a really offending word to one of his friends while they were playing. When I asked him where he learned that word, he said: "from YouTube".

2. What is the most important media source for people in your country and of your age?

- **(Answer)** I think the most **powerful** and **commonplace** media source being used nowadays by citizens of our country, especially people of my age, is social media. **(Explain)** Social media sites do not only provide entertaining content or serve as a tool to stay connected with friends and family. **In fact**, they are mighty platforms for instant news spreading across the globe. **(Example)** **For instance**, only 50 years ago it would take at least several days for an announcement to get from one region to another. Now, any kind of news instantly covers thousands of kilometers in seconds. This might also be used with malicious intentions.

3. How important are newspapers? What is their future in the age of the Internet?

- **(Answer)** Even though the Internet is **widely used now**, newspapers still remain popular for local communities. It is important to take into account different groups of news consumers. **(Explain)** Some people, like **adolescents** and **young adults** may indeed prefer **digital content**, however, there still are a lot of older people who traditionally stick to **conservative sources of information**, such as newspapers. Moreover, some people trust particular newspaper publishers more than the Internet.

2. KEY VOCABULARY

PEOPLE IN TELEVISION

**an anchorperson/
an anchorman/
anchorwoman**

a person who just sits down in front of camera and delivers the news to the people

Sean Hannity is one of the well-paid **anchormen** in the US, as long as he is the host of the Fox News Show "Hannity".

a reporter

a person who is required to be on the scene of the news to gather all the facts needed for an article

I have never dreamt of being a **reporter**, because it is more of a field work and I would have always to be on the go.

**a weather forecaster
a weatherman/
weatherwoman**

someone who presents a weather forecast for the future

The **weather forecaster** said that there will be a heavy rain tomorrow, so I am going to take my umbrella with me.

DIGITAL MEDIA

broadcast media

a form of providing information using television, radio

The **broadcast media** like radio, television and internet reach a wider audience compared to printed media.

digital (or new media)

provides information or entertainment via Internet, and not traditional methods like television and newspapers

Television and newspapers will probably be replaced by the **new media**, since it is more convenient and can be accessed from portable smartphones.

content personalization

a strategy that relies on the visitors' data to tailor and deliver relevant content

We believe that **content personalization** will bring to us more long-term clients.

a blog

a web log, which is a journal or newsletter that is published online.

There's a new entry on this fashion **blog**.

a smart device

an electronic device, generally connected to other devices

Some examples of home **smart devices** (Internet of Things) are: appliances, audiovisual equipment, security and heating devices.

premium content

a high-quality type of content that is paid

Publishers are focusing more on **premium content** for their magazines and blogs.

social media

websites and applications that enable users to create and share content

Social media is highly addictive. People who are not intentional with its usage can end up wasting too much time.

TRADITIONAL MEDIA

to shift and mold public opinion

to affect, change views prevalent among the general public

Most people don't really understand how media manages to **shift public opinion**.

print media

refers to the traditional newspapers and magazines

Nowadays, there is a decline in the use of **print media** because of the technology.

censorship

restriction on access to ideas and information

Details of the visit were subject to military **censorship**.

to be well-informed

having or showing much knowledge about a wide range of subjects, or about one particular subject

Being **well-informed** is not the same as being a "know-all".

an audience

one's listeners or viewers

An entertainer performs for a live **audience**.

general public

listeners who share the characteristics of people in general

New startup makes its new product available to the **general public** today.

mainstream media

media sources that predate the Internet, such as newspapers, magazines, television, and radio

The **mainstream media** is one of the most influential factors of our lives and society.

MEDIA – ADJECTIVES

shareable

suitable or intended for sharing with another or others

For tweets to go viral, they must be **shareable**.

credible news

news that are capable of being believed

I'll consider that a more **credible news** source.

honest

free of deceit and untruthfulness; sincere

He was also **honest**, loyal and modest.

trustworthy

able to be relied on as honest or truthful

I doubt, however, whether these results are fully **trustworthy**.

preferred

something you like to do or want to do more than something else

Public transport does not provide the service they require, and a car is therefore the **preferred** option.

unbiased

without prejudice, impartial

This website provides **unbiased** information.

MEDIA – VERBS

to influence others

to affect the way others behave

Feminist ideas have **influenced** the law-makers.

to get involved in

to do things and be part of an activity or event

You will eventually find yourself **getting involved** in many different areas of the business.

to share

post or repost (something) on a social media website or application

The app lets you **share** your photos on Facebook.

to misrepresent

give a false or misleading presentation

My sincere apologies Adam, if you feel that I **misrepresented** you.

to tweet

make a post on the social media website Twitter

I have **tweeted** links to the website.

to ban

officially or legally prohibit

They wanted them to vote against a bill to **ban** hunting on all county council owned land.

to depict

show or represent

The wide painting **depicts** a typical Lowry scene.

3. WORD FORMATION

shareable

adjective

Entertaining content is one of the most popular forms of **shareable** content.

to share

verb

It's a bit tricky if you want **to share** a Facebook post from a closed group.

accessible

adjective

The most **accessible** news channel that I have is Instagram.

to access

verb

He is asking for my password on Facebook because he wants **to access** my account.

accessibility

adjective

Website **accessibility** is about making sure everyone can use your website.

tremendous

adjective

You will be needing a **tremendous** amount of energy if you plan to take part in the marathon.

tremendously

adverb

The slimming tea I've been drinking for a couple of weeks is **tremendously** effective.

to fascinate

verb

I've always been **fascinated** by the view from the top of this mountain.

fascinating

adjective

She is mesmerized by the **fascinating** view of the city lights.

to restrict

verb

You have to **restrict** your alcohol intake, otherwise you might suffer from liver disease later on.

restricted

adjective

Minors should be **restricted** from using the internet because it can greatly influence their behavior negatively.

4. COLLOCATIONS AND PHRASES

daily
local
national
rolled-up

adjective +

newspaper

make/made
receive
spread
Announce
gather
catch up on

verb+

news

state-of the-art
up-to-date
digital
information
innovative
advanced
basic

adjective+

technology

satellite
radio
television
live

adjective+

broadcast

address
perform to
attract
pull in

verb+

audience

in front of an/the
before the

phrase+

audience

5. USEFUL RESOURCES

THIS TOPIC ON IELTS BLOGS

- [IELTS Topic Vocabulary for Speaking test: The Media \[thetesttaker.com\]](#)
- [IELTS Speaking sample answer Media Impact \[ieltsband7.com\]](#)

PODCASTS

- [Post-Television Media Trust](#)

ARTICLES

- [Where do you get your news from? \[quora.com\]](#)
- [How important is it to read newspapers if I have all news apps in my phone? \[quora.com\]](#)

VIDEOS

- [7+ IELTS Vocabulary for News and Media \[allearsenglish.com\]](#)
- [BBC: Protests and the role of social media \[bbc.com\]](#)

- [Newspapers IELTS Speaking Speaking Questions and Model Answer \[ieltsliz.com\]](#)

- [FRED TALKS: Episode 014, Influence: Part 2 of 3](#)

- [What is the future of online news? \[quora.com\]](#)

- [English lesson - Words to talk about THE MEDIA \[Your English Web\]](#)
- [Women should represent women in media \[TED\]](#)

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