

Lieber Englischkurs,

wir schließen nun mit dem alten Thema ab und starten in ein neues Thema "*Living in the Digital Age*". Bitte lest diese Woche dazu den im Anhang beigefügten **Text** und bearbeitet die dazugehörigen **Aufgaben 1 und 2**.

Erstellt, auf Basis des Textes sowie eures eigenen Vorwissens eine **strukturierte Mindmap** zum Thema "*Living in the Digital Age*". Wir werden mit den Ergebnissen nach den Ferien weiterarbeiten.

Liebe Grüße und bleibt weiterhin gesund und munter,

Fr. Kruse ☺

OUR DIGITAL AGE

In a time when the traditional mass media of newspapers, magazines and radio programmes are being succeeded by online media such as news websites, social networks and other non-commercial, privately run web pages, keeping up-to-date with world events is easier than ever. But now, it's not only the tech-savvy youth using online communities to be in the know: Hundreds of millions of people across the globe are members of services such as Facebook, staying connected 24/7. This almost ubiquitous internet access and the rise of social media are inextricably linked to the technological development of portable devices such as mobile phones and tablets, allowing anyone to consume media electronically.

People not only look for information online, but they share information too. Social media profiles are constantly being updated as people post details about their personal lives, receiving likes from online "friends". Thus profiles work like showcases of a person's self – and require continuous care and attention. Your posts, comments, photos and likes show the world who you are – or rather how you would like to be seen by the world. And this is where things might begin to get a little complicated: Where is the line to be drawn between a profile that only contains some funny photos showing happy people enhanced with adventurous stories of your life on the one hand, and exaggerated narcissistic self-advertising on the other?

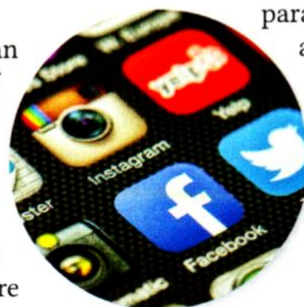
Being present online can take different forms, of course. In our time only a minority seems to be content with just having an email address for everyday communication. Apart from social media accounts, more



and more people are setting up their own text-based weblogs (blogs) and/or video channels (vlogs) on websites such as YouTube, creating the extremely diverse world of the blogosphere. Among the offers are DIY tutorials on any topic one might seek advice on, product reviews and even self-made documentaries. The dissemination of such content is made so easy by the internet – anything can go viral and travel across the world in a matter of minutes; something that even the most influential traditional newspapers with large readerships and high circulation figures struggle to compete with.

There are pros and cons to such uses of the internet. On the one hand, freedom of expression has never been easier. On the other hand, the rise of web-based, semi-professionally crafted fake news is a worrisome problem; an issue so important it is being discussed in international political debates. Cybercrime is another concern: There have been numerous cases of hackers attacking global systems, bringing companies and even governments to a halt.

So even without investigation into more examples of controversial issues the media world confronts us with (cyberbullying, hate speech, censorship to name only a few) it becomes clear that in the vast spheres of the World Wide Web there are some areas that truly might be labelled as battlegrounds rather than paradise. The following theme aims to offer a perspective on a few of the internet's more controversial aspects. So, let's take a look behind the screens we love and see what's really going on in our digital age ...



1

Match the following definitions with the appropriate word from the text.

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|---|---|
| <p>1 the process of removing or altering anything considered to be unsuitable, usually for moral, political or religious reasons</p> <p>2 the number of copies of a publication sold each time it is produced</p> <p>3 a connected group of pages on the internet about a particular topic, managed by an individual or an organization</p> <p>4 to be quickly popularized through the internet</p> <p>5 the act of sending or posting unpleasant messages about someone online, often anonymously</p> | <p>6 being everywhere, being omnipresent</p> <p>7 any means of communicating news and information to a large number of people, for example newspapers, radio and television</p> <p>8 vain and with excessive self-interest</p> <p>9 the interconnected online community of bloggers and their blogs</p> <p>10 the act of distributing something (such as information) so it is widely available</p> <p>11 being very knowledgeable about modern technology and how to use it</p> <p>12 all day long, every day of the week</p> |
|---|---|

2

a) **Language awareness** Decide whether the following words and expressions have negative or neutral connotations and complete the T-chart accordingly.

invasion of privacy | to plagiarize | media consumption | access | bias |
to have access to sth | channels of communication | breaking news |
copyright infringement | deception | smartphone | fake news | attention-grabbing

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Tip
Look them up in a dictionary if necessary.