Hinweis für die erste Aufsichtsperson:


Die Prüfung beginnt mit dem Teil A, der Listening Comprehension (blau).


Hinweis für die anderen Aufsichtspersonen:

Sobald der Teil B, die Reading Comprehension (weiss), gelöst ist, wird dieser abgegeben. Dies kann zeitlich unterschiedlich geschehen. Bei Abgabe des Teils B wird für die verbleibende Zeit jeweils Teil C, das Aufsatzthemenblatt (gelb) zusammen mit einem von der Fachschaft Englisch zur Verfügung gestellten zweisprachigen Wörterbuch an die SchülerInnen ausgehändigt.

Andere Hilfsmittel sind keine erlaubt.

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<th>parts A and B: 25 % each</th>
<th>part C: 50 %</th>
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A: LISTENING COMPREHENSION 30 pts.
B: READING COMPREHENSION 29 pts.

Coming full circle¹

News is becoming a social medium again, as it was until the early 19th century—only more so

_The Economist_, July 7th 2011

THERE IS a great historical irony at the heart of the current transformation of news. The industry is being _reshaped²_ by technology—but by _undermining³_ the mass media's business models, that technology is in many ways returning the industry to the more vibrant, _freewheeling⁴_ and discursive ways of the pre-industrial era.

Until the early 19th century there was no technology for _disseminating⁵_ news to large numbers of people in a short space of time. It travelled as people chatted in marketplaces and taverns or exchanged letters with their friends. This phenomenon can be traced back to Roman times, when members of the elite kept each other informed with a _torrent⁶_ of letters, transcriptions of speeches and copies of the _acta diurna_, the official gazette that was posted in the forum each day. News travelled along social networks because there was no other _conduit⁷_.

The invention of the printing press meant that many copies of a document could be produced more quickly than before, but distribution still relied on personal connections. In early 1518 Martin Luther's writings spread around Germany in two weeks as they were carried from one town to the next. As Luther and his supporters argued with his opponents over the following decade⁸, more than 6m religious pamphlets were sold in Germany. “News ballads”, which spread news in the form of popular songs, covered the defeat of the Spanish Armada in 1588, among many other events.

In January 1776 Thomas Paine's pamphlet “Common Sense”, which rallied the colonists against the British crown, was printed in a run of 1,000 copies. One of them reached George Washington, who was so impressed that he made American officers read extracts of Paine's work to their men. By July 1776 around 250,000 people had been exposed to Paine's ideas. Newspapers at the time had small, local circulations and were a mix of opinionated editorials, contributions from readers and items from other papers; there were no dedicated reporters. All these early media _conveyed⁹_ news, gossip, opinion and ideas within particular social circles or communities, with little distinction between producers and consumers of information. They were social media.

**The rise and fall of mass communications**

The invention of the steam press in the early 19th century, and the emergence of mass-market newspapers such as the New York *Sun*, therefore marked a _profound¹⁰_ shift. The new
technologies of mass dissemination could reach large numbers of people with unprecedented speed and efficiency, but put control of the flow of information into the hands of a select few. For the first time, vertical distribution of news, from a specialist elite to a general audience, had a decisive advantage over horizontal distribution among citizens. This trend accelerated with the advent of radio and television in the 20th century. New businesses grew up around these mass-media technologies. In modern media organisations news is gathered by specialists and disseminated to a mass audience along with advertising, which helps to pay for the whole operation.

In the past decade the internet has disrupted this model and enabled the social aspect of media to reassert itself. In many ways news is going back to its pre-industrial form, but supercharged by the internet. Camera-phones and social media such as blogs, Facebook and Twitter may seem entirely new, but they echo the ways in which people used to collect, share and exchange information in the past. “Social media is nothing new, it's just more widespread now,” says Craig Newmark. He likens John Locke, Thomas Paine and Benjamin Franklin to modern bloggers. “By 2020 the media and political landscapes will be very different, because people who are accustomed to power will be complemented by social networks in different forms.” Julian Assange has said that WikiLeaks operates in the tradition of the radical pamphleteers of the English civil war who tried to “cast all the Mysteries and Secrets of Government” before the public.

News is also becoming more diverse as publishing tools become widely available, barriers to entry fall and new models become possible, as demonstrated by the astonishing rise of the Huffington Post, WikiLeaks and other newcomers in the past few years, not to mention millions of blogs. At the same time news is becoming more opinionated, polarised and partisan, as it used to be in the knockabout days of pamphleteering.

Not surprisingly, the conventional news organisations that grew up in the past 170 years are having a lot of trouble adjusting. The mass-media era now looks like a relatively brief and anomalous period that is coming to an end. But it was long enough for several generations of journalists to grow up within it, so the laws of the mass media came to be seen as the laws of media in general, says Jay Rosen. “And when you've built your whole career on that, it isn't easy to say, 'well, actually, that was just a phase'. That's why a lot of us think that it's only going to be generational change that's going to solve this problem.” A new generation that has grown up with digital tools is already devising extraordinary new things to do with them, rather than simply using them to preserve the old models. Some existing media organisations will survive the transition; many will not.

The biggest shift is that journalism is no longer the exclusive preserve of journalists. Ordinary people are playing a more active role in the news system, along with a host of technology firms, news start-ups and not-for-profit groups. Social media are certainly not a fad, and their impact is only just beginning to be felt. “It's everywhere—and it's going to be even more everywhere,” says Arianna Huffington. Successful media organisations will be the ones that accept this new reality. They need to reorient themselves towards serving readers rather than advertisers, embrace social features and collaboration, get off political and moral high horses and stop trying to erect barriers around journalism to protect their position. The digital future of news has much in common with its chaotic, ink-stained past.
I. Tick (✓) the best definition of the words or phrases as used in the context. The words are underlined and numbered. 20 pts.

| 1. Coming full circle | a) going round in circles  
|                       | b) circulating  
|                       | c) arriving at its starting point |
| 2. reshaped           | a) altered  
|                       | b) refreshed  
|                       | c) revised |
| 3. undermining        | a) gradually improving  
|                       | b) gradually weakening  
|                       | c) gradually strengthening |
| 4. freewheeling        | a) unimportant  
|                       | b) unrestricted  
|                       | c) unwilling |
| 5. disseminating       | a) dissecting  
|                       | b) announcing  
|                       | c) spreading |
| 6. torrent             | a) flood  
|                       | b) range  
|                       | c) variety |
| 7. conduit             | a) cable  
|                       | b) canal  
|                       | c) channel |
| 8. decade              | a) five years  
|                       | b) ten years  
<p>|                       | c) fifteen years |</p>
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| 9. conveyed | a) carried  
b) invented  
c) submitted |
| 10. profound | a) small  
b) great  
c) insignificant |
| 11. accelerated | a) became more varied  
b) decreased in speed  
c) increased in speed |
| 12. disrupted | a) continued  
b) strengthened  
c) broken |
| 13. available | a) accessible  
b) useful  
c) varied |
| 14. adjusting | a) growing  
b) adapting  
c) adopting |
| 15. anomalous | a) abnormal  
b) typical  
c) casual |
| 16. devising | a) revising  
b) dividing  
c) inventing |
| 17. preserve | a) destroy  
b) protect  
c) abolish |
| 18. shift | a) change  
b) movement |
II. Are the statements below correct according to what the article says? Tick (✓) the correct statements.  

21 A A great variety of communication existed before industrialisation.  
B There is contradiction between mass media business models and the changes in the transformation of news.  
C New technologies are reminiscent of the ways of communication before industrialisation.

22 A Until the 19th century news was passed on in marketplaces and taverns.  
B Letter-writing was a major way to exchange news prior to the 19th century.  
C The acta diurna was the official gazette that was read exclusively by members of the Roman elite.  
D In Roman times news spread quickly due to social networks.

23 A The invention of the printing press changed the means of spreading news drastically.  
B Literate people could read Martin Luther’s writings because these were passed on from town to town.  
C More than 6 million pamphlets with religious contents were printed in the 16th century.  
D New ballads were introduced to spread the news of the victory over the Spanish Armada in 1588.

24 A Thomas Paine is the author of a pamphlet called “Common Sense”, which was printed in 1776 and which supported the views of the British Crown.  
B Between January and July 1776 half a million people read “Common Sense”.  
C In the 18th century newspapers were predominantly written by reporters.  
D Social media refers to the fact that in the 18th century newspapers were meant for particular social circles or communities.

25 A In the 19th century the power to control the news was made possible by the new technologies of mass distribution.  
B Vertical distribution means the flow of news from top to bottom.
C The introduction of radio and TV strengthened the horizontal distribution of news.
D Advertising was introduced to accompany the distribution of news for financial reasons.

26 A The internet has undermined the profit-making capability of media organisations.
B History is repeating itself in the modern forms of how news is being spread.
C Craig Newmark thinks that if John Locke, Thomas Paine and Benjamin Franklin were alive today, they would be contemporary bloggers.
D Social networking helps to make politics more open.

27 A In recent years easier access to news has not led to more variety of news but rather to less.
B The amazing rise of the Huffington Post and blogging have simultaneously raised new difficulties in making the individual voice heard.
C The arrival of new forms of publishing have enriched and inspired the media world.
D Having more methods of publishing news results in more people expressing extreme opinions.

28 A The rules of the mass media are still accepted as the rules of the media overall.
B Older journalists have trouble adjusting to the new technologies.
C Older journalists think that change will only come with a different age group.
D Media organizations will have to revise their traditional ways of working in order to preserve their existence.

29 A Journalists are losing their privilege of media coverage.
B The new forms of media will become more and more predominant.
C Media organisations that accept the new technology will be more successful.
D Media organisations should advertise more to be more successful.
Choose a topic (one only!!) relating to the following works you have read in class or the article you have read in the reading comprehension.
Write an essay of 500 - 700 words (recommended). Count your words!

1. ARTICLE

In the reading comprehension article, the Internet entrepreneur Craig Newmark states that “by 2020 the media and political landscapes will be very different, because people who are accustomed to power will be complemented by social networks in different forms”. Julian Assange, the founder of WikiLeaks, sees his actions in the light of the early radical pamphleteers of the English civil war, who tried to make the secrets of their governments’ policies accessible to the public with the spreading of pamphlets.

Have the new media such as Twitter, Facebook or WhatsApp made today’s world a more democratic place?

2.

3.

4.

5.