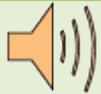


29: Task 2: ad /disadvantages – planning the content

Topic: Advantages and disadvantages of different media

1: Planning the content: focus on detail and answer the question



Audio 1: Listen to the audio on the webpage and look below:

Compare the advantages and disadvantages of **three** of the following as media for communicating information. State which you consider to be the most effective.

Comics, Books, Radio, Television, Film, Theatre

Give reasons for your answer and include any relevant examples from your own knowledge or experience.

Paragraph 1		Introduction Books are the most effective	
		A (good)	B (bad)
Paragraph 2	Television	(1) Pictures – can see what is being explained	(1) Pictures – people not concentrating / just want to relax. <i>Personal example: fall asleep during programme.</i>
Paragraph 3	Radio	(1) Convenient: listen everywhere (2) Cheap: everyone has one	(1) No pictures: difficult to explain complicated idea. (2) Sometimes people not listening carefully. <i>Personal example: I listen to radio in car and difficult to focus on new ideas.</i>
Paragraph 4	Books	(1) Books on every subjects / (2) Can read everywhere (3) Can read again and again (4) Can have pictures & tables etc.	(1) Not free – but good value! <i>Personal example: I read books on train / in cafe / in bed</i>
Paragraph 5		Conclusion Books are the most effective	

2: Language: contrasts and logical connectors



Audio 2: Listen to the audio on the webpage and read below:

Each media has its advantages and disadvantages for giving people information. In this essay I am going to consider television, radio, and books, and explain why, personally, I strongly believe that books are the most effective.

I am going to begin by looking at television. **One important advantage of television**, I believe, **is that** it has pictures, **so that** people can see what is being explained. **However, this can also be a disadvantage** **because** when people watch television they often want to relax and be entertained, not to learn something new or difficult. **This means that** they often do not concentrate, and sometimes, like me, fall asleep during a programme.

The second media I want to consider is radio. **A positive point is that** it is very convenient **because** people can listen to the radio anywhere and it is also very cheap, **so** almost everybody has a radio. **On the other hand**, there are no pictures **so** it is difficult to explain a complicated idea, and people are often not listening carefully. I usually listen to the radio when I am in the car and driving and I do not think it is easy to focus on new ideas.

Finally, I am going to consider books. There are books on every subject, you can read them anywhere, you can read them again and again, and they can include pictures and diagrams. They are, in my opinion, ideal for communicating information. **One disadvantage of books is that** you have to buy them, but they are extremely good value, I think. I read books on the train, in a cafe and in bed, and they are the main way I learn about new things.

In conclusion, therefore, it seems to me that books are the most effective way to communicate information, and are certainly the way I prefer to receive information.

Advantages:		Disadvantages / Contrast
1	One (important / major / small) advantage of XXX (noun / gerund) is that	v However, / On the other hand
2	A positive point about XXX (aspect of noun / gerund) is that	v A negative point about (aspect of)
3	However / On the other hand	v One (important / major / small) disadvantage of XXX is that

Note: You can link that advantages and disadvantages / contrasts in different ways: eg 1 with 2:

“A positive aspect of living in England is that people are quite tolerant. However, the weather is completely terrible!”

Logical connectors:	
This means that... <i>GOOD</i>	so <i>GOOD</i>
because	therefore