

## English in the Media

### Unit 1: Introduction to Media & Language

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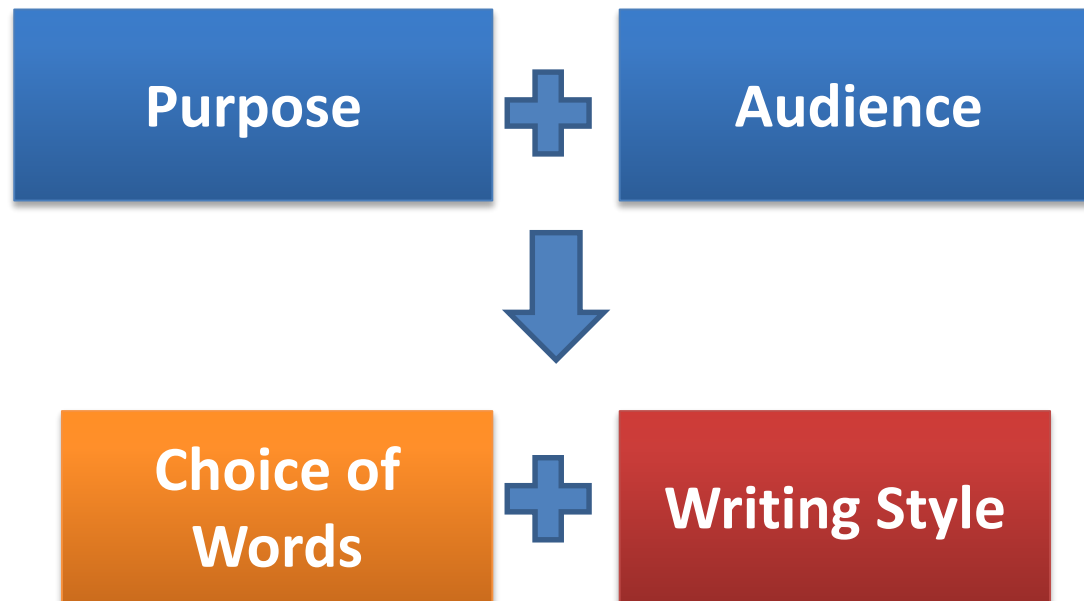
# Unit Objectives

In this unit, you will be...

- Introduced to authentic texts from various reading sources.
- Introduced to the basic language aspects of reading texts.
- Exposed to the connection between texts and images.



# Text in The Media



# Types of Texts in the Media

- **News articles/report/recount**
- **Advertisement**
- **Response/Reviews**
- **Editorial/Critical Analysis**
- **Procedural**
- **Narrative/Stories**



# Types of Texts in the Media

- **Generally media texts (written or spoken) are divided into:**

Literary Texts

Factual Texts

# Types of Texts in the Media

## What text type is this?

FORTY instant beverages sold by foreign traders have been found to contain harmful substances like sildenafil, tadalafil, vardenafil and sibutramine, which can be fatal if taken without a doctor's advice, reported *Berita Harian*.

**Type: News Report**



# Types of Texts in the Media

## What text type is this?

Every single drink we make is handcrafted for you by a barista. This means that your drink is made just for you – and made exactly the way you want it – every time. We like to make it the way you like it. At the heart of our espresso drink is, of course, our dark, rich and caramelly sweet espresso.

**Type: Advertisement**



# Types of Texts in the Media

## What text type is this?

Childhood ends, this time forever, with tears and howls, swirls of smoke, the shock of mortality and bittersweet smiles in “Harry Potter and the Deathly Hallows: Part 2,” the grave, deeply satisfying final movie in the series.

**Type: Movie Review**





# Media Language

Choice of words is very important in various media texts. Look at the following words, what comes into your mind?

- Crystal-clear skin
- Warm caramel coffee
- Impossible is nothing
- Fun loving



# Visual in Media Text

- Visuals are equally powerful in the media.
- As the saying goes, ***a picture is worth a thousand words.***



# So..media texts

- focus on the target audience
- Provide a lot of descriptions
- can be literary-based or factual-based
- are usually supported by visuals



# You try

- Find examples of media texts in your daily life.
- Identify the language used.

