Mass Communication: Gatekeeping Theory

[listening test questions]

Author: F. Shirani
Date: June 2020
Time: 10:19
Level: *** [B2/C1]

Lecture: https://youtu.be/ckGxaXLxacM or MP3: Download
PowerPoint Download: Link only available in paid version

Check these words before listening:

Key vocabulary

1. Mass communication.
2. Gatekeeping.
3. Factors, principles, criteria.
4. Metaphorical, metaphor.
5. Filtering, monitoring.
6. Audience.
7. Censorship, to censor.
8. An editor.
10. Influence, influential.
11. Propaganda.
12. Bias.
13. Norms and values.
14. Familiarity.
15. Proximity.
16. To capture the attention.
17. Clickbait, fake news.
18. Distortion of the truth.
19. Norms and values.
20. Proximity.
22. To capture the attention.
23. Clickbait, fake news.
24. Distortion of the truth.

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Teacher

LISTENING TEST QUESTIONS

Aim: to develop the students’ ability to listen to a 10 min+ lecture, to take notes and then use those notes to answer a range of test-type questions.

Lesson Time: Approximately 1:30-2:00 hours

Lesson Plan

Lead in

- Ask Students to read the ‘title’ & predict the content of the lecture.
- Ask students to write down key terms & language from the discussion.
- Feed in / check key vocabulary.

Three types of lesson

Lesson#1: [hard]
1. Students listen once & take notes.
2. Give 5 minutes to tidy notes.
3. Listen again & add to notes (use a different colour pen).
5. Feedback: distribute or project answers.

Lesson #2: [medium]
1. Students listen once & take notes.
2. Distribute questions: set 15 minutes for students to answer the questions from their notes.
3. Listen again. Students answer the missed questions as they listen.
4. Give extra 10 minutes to consolidate answers.
5. Feedback: distribute or project answers.

Lesson #3: [easy]
1. Distribute questions. Students have 10 minutes to look at the questions.
2. Students listen & answer the questions.
3. Give 5 minutes to tidy answers.
4. Students listen again. Check answers & answer missed questions.
5. 5-10 minutes to tidy answers.
6. Feedback: distribute or project answers.
1. **Introduction:** What are the four key parts of the lecture?

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<table>
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<tbody>
<tr>
<td>i</td>
<td>definition</td>
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<td>ii.</td>
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<td>iii.</td>
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<td>iv.</td>
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<td>v.</td>
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2. **Definition:** Fill in the missing words [the first letter is provided]

According to Russell (2019), the c__________ of passes through a gate. This gate is who make d__________ about what info and what to keep out. Exercise iii. p__________ over those on the other side of the gate. Put e__________ of selecting, and then iv. f__________ items of media to be g__________ and monitoring data.

3. **Multiple Choice Questions: Kurt Lewin** [circle the correct answer]

i. What was Kurt Lewin’s profession?
   a) Psychologist.
   b) Psychoanalyst.
   c) Psychoanalyst.
   d) b)

   ii. What was the subject of Lewin’s research?
   a) e__________.
   b) Food habits.
   c) e__________.
   d) Family members.

   iii. What was key to the research?
   a) Every member of the family has equal weight in food selection.
   b) Not every member in food selection.
   c) Every member of the family is a gatekeeper.
   d) Most gatekeepers.
4. Open questions: David Manning White

i. Which university was he ________ for?

ii. Who ________?

iii. What are the ________ for choosing an article?

A) ________

B) ________

C) ________

iv. What was the conclusion of this research?

___ / 6


<table>
<thead>
<tr>
<th>Factor</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Individual</td>
<td>a They have their own views, ________</td>
</tr>
<tr>
<td>2 Routine</td>
<td>b Governed by ________ and governments.</td>
</tr>
<tr>
<td>3 Organisation</td>
<td>c ________ must be respected.</td>
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<tr>
<td>4 Extra-media</td>
<td>d A Journalist has the most influence over the news article.</td>
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<tr>
<td>5 Ideology</td>
<td>e There are ________ meet.</td>
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1  2  3  4  5  ___ / 5

6. Open Questions: Which ________ did the lecturer identify as ________ and why?

<table>
<thead>
<tr>
<th>Key factor</th>
<th>Why?</th>
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</thead>
<tbody>
<tr>
<td>i.</td>
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<tr>
<td>ii.</td>
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</table>

___ / 4
7. **Matching: 5 criteria for journalism.**

<table>
<thead>
<tr>
<th>Factor</th>
<th>Point made in the lecture</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Strong impact</td>
<td>a  Violence outsells _______ situations that contain _______.</td>
</tr>
<tr>
<td>2</td>
<td>b  The public tend to pay more attention to local news than international or national affairs.</td>
</tr>
<tr>
<td>Familiarity</td>
<td>c  News _______ that _______ every day.</td>
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<tr>
<td>4</td>
<td>d  An example _______ well-known celebrity _______.</td>
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<tr>
<td>Timeliness &amp; Novelty</td>
<td>e  Journalists inflate _______ situations _______ to anyone.</td>
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</tbody>
</table>

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8. **Social Media:** Are these statements true, false or not given?  

<table>
<thead>
<tr>
<th>i.</th>
<th>According to Groshek and Tandoc (2016), the gatekeeping _______.</th>
</tr>
</thead>
<tbody>
<tr>
<td>ii.</td>
<td>Clickbait, fake news and misinformation have become _______ on social media.</td>
</tr>
<tr>
<td>iii.</td>
<td>Researchers claim that _______ news based _______ rather _______.</td>
</tr>
<tr>
<td>vi.</td>
<td>The Guardian claims that _______ don’t trust what they read in the media</td>
</tr>
<tr>
<td>v.</td>
<td>_______ created the term ‘ _______’.</td>
</tr>
<tr>
<td>vi.</td>
<td>Audience gatekeeping _______ of people through social media.</td>
</tr>
</tbody>
</table>

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9. **Your response.** What do you think? and why?  

*To what extent can we really trust the media to provide us with unbiased, truthful, honest news that is not subjective to opinion, political and financial incentives.*

<table>
<thead>
<tr>
<th>to a large extent</th>
<th>to a certain extent</th>
<th>to a small extent</th>
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<tbody>
<tr>
<td>Circle one</td>
<td></td>
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</table>

Why?

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**Total Score ___ / 40**

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Gatekeeping Theory ANSWERS
by F. Shirani (2020)

1. Introduction: What are the four key parts of the lecture?

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>i</td>
<td><strong>Definition (Example)</strong></td>
</tr>
<tr>
<td>ii</td>
<td><strong>Brief background</strong> on how the theory was created.</td>
</tr>
<tr>
<td>iii</td>
<td><strong>Five key factors</strong> associated with gatekeeping.</td>
</tr>
<tr>
<td>iv</td>
<td><strong>The principles of journalism.</strong></td>
</tr>
<tr>
<td>v</td>
<td>Contemporary <strong>gatekeeping in social media.</strong></td>
</tr>
</tbody>
</table>

2. Definition: Fill in the missing words

According to Russell (2019), gatekeeping theory refers to the i. **control** of information as it passes.....

**ALL ANSWERS ARE INCLUDED IN PAID VERSION...**
Gatekeeping Tapescript

Hello! Today’s lecture is on mass communication, and in particular I will be focusing on ‘gatekeeping theory’. So, I shall begin by providing you with a definition, and this will be followed by some brief background information on how the theory was created. I’ll then focus on the five key factors associated with gate-keeping, and then discuss the principles of journalism. Finally I’ll look at contemporary gate-keeping in social media.

Ok, let’s begin. So what is gatekeeping theory? According to ...

FULL TAPESCRIPT IS INCLUDED IN PAID VERSION...