

Kultusminister



KONFERENZ

PRÜFUNG
ZUM EINTRITT IN DIE QUALIFIKATIONSPHASE
DER GYMNASIALEN OBERSTUFE
UND
ZENTRALE KLASSENARBEIT
Schuljahr 2009/2010

ENGLISCH
Region *Mitte*

Hinweise für die Prüfungsteilnehmerinnen und -teilnehmer

Arbeitszeit: **135 Minuten**

(Prüfungsordnung an deutschen Auslandsschulen mit aufsteigenden Klassen bis zur Jahrgangsstufe 10 zum Eintritt in die Qualifikationsphase der gymnasialen Oberstufe – Beschluss der KMK vom 12. 12. 2007, § 5 und Richtlinie für zentrale Klassenarbeiten in Klasse 10 – Beschluss der KMK vom 17. 9. 2008)

Hilfsmittel: einsprachiges und/oder zweisprachiges Wörterbuch (in Abhängigkeit vom unterrichtlichen Vorlauf)

Es sind im Teil A alle Aufgaben zu bearbeiten. Im Teil B wählen Sie eine der beiden Aufgaben zur Bearbeitung aus.

Für die Prüfungsteile A und B können jeweils maximal 31 Bewertungseinheiten erreicht werden.

ÖFFNUNG AM TAG DER PRÜFUNG

Newspaper Readers Migrate Online

by Stephen Brook

More than one-fifth of people who read newspapers on the internet have all but abandoned purchasing print editions, a report has found.

A US survey by the research company Nielsen//NetRatings revealed that 21% of internet users who read daily newspapers have transferred the bulk of their newspaper reading to the internet.

The study comes after the president of News Corp and Rupert Murdoch's righthand man, Peter Chernin, admitted last week that his children got their news online.

The report will make the newspaper industry think carefully but it nevertheless reveals that 72% of people who read newspapers online still buy print editions. The remaining 7% alternate between online and print editions.

Mr Chernin, who oversees one of the world's biggest newspaper publishers – whose stable includes the *Sun*, the *News of the World* and the *Sunday Times* – recently admitted that the internet and free papers such as *Metro* were a threat to traditional newspapers.

“Is *Metro* an educational project for young people to graduate to the world of newspapers? I grew up as a newspaper reader but my children don't read newspapers; they get their information from the internet,” he said.

Gerry Davidson, senior media analyst at Nielsen//NetRatings, said many newspapers were boosting the content of their websites and adding material that print editions could not match.

“Many online editions now feature original content and have developed an online strategy that includes online message boards and editorial blogs, which leverage the medium's strengths of interactivity and immediacy,” Mr Davidson said.

The Nielsen report found men preferred to read newspapers on the internet, while women wanted to read them in print. It found 53% of online readers were men but women accounted for 57% of those who preferred print editions.

Last week, in an interview, Mr Chernin repeated Rupert Murdoch's view that online newspapers would grow over the coming decade.

Mr Murdoch admitted in April that he “didn't do as much as [he] should have” to confront the digital challenges faced by his newspapers business, which also includes the *Australian* and the *New York Post*.

He said he was a “digital immigrant” while his young daughters would be “digital natives” of the internet, which was “an emerging medium that is not my native language”.

In a speech to American editors in Washington, Mr Murdoch issued a stark warning to the industry, arguing that the web was “a fast-developing reality we should grasp”.

He said consumers wanted “control over the media, instead of being controlled by it”, pointing to the rapid growth of website diaries known as “blogs” and message boards.

He warned that editors and reporters were too often out of touch with their readers, asking, “Do we have the story?” instead of, “Does anyone want the story?”

(463 words)

(Adapted from: Media Guardian Monday 20 June 2005 guardian.co.uk©
Guardian News and Media Limited 2009)

Annotations

6	Rupert Murdoch	media baron
20	to leverage	to exert power or influence

Tasks

Part A

Read the text and do the following tasks. Use your own words as far as appropriate.

1. Illustrate the changing habits of newspaper readers.
2. List the advantages of online newspapers over traditional ones.
3. Explain the terms “digital immigrant” and “digital native” used by R. Murdoch. (1. 30)

Part B

Choose **one** of the following tasks. Write a minimum of 250 words.

1. Reflect on your own reading habits. Think of books, newspapers, magazines etc.
Argue why you prefer online and/or print editions.

or

2. Do you consider yourself to be a “digital native” of the internet?
Refer to the role modern media play in your life.