Going Online (Changing Patterns in the Newspaper Industry)

B1-B2

Module 7

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Here's What We Will Be Learning in this Presentation:

Summary

- ❑ Emerging Trends in the Newspaper Industry.
- ❑ Challenges Faced by Traditional Newspapers.
- ❑ Benefits of Going Online
- ❑ History of Online Newspapers
- ❑ Hybrid and Online-Only Newspapers
- ❑ Exercises.

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Vocabulary

Strapped for Cash: used to describe a person or organisation that does not have enough money.

Peer: a person who is the same age or has the same social position or the same abilities as other people in a group.

Chronicle: a written record of historical events.

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