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## Level 6

### One in five songs "advertises" alcohol

5th October, 2013

<http://www.breakingnewsenglish.com/1310/131005-pop-songs.html>

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**Please try Levels 4 and 5 (they are easier).**

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# THE ARTICLE

From <http://www.BreakingNewsEnglish.com/1310/131005-pop-songs.html>

The songs young people listen to could be encouraging them to drink more alcohol. This is the conclusion of a study into the extent to which lyrics contain references to drinking. Researchers from the John Moores University in Liverpool, England assert that public health warnings on liquor may be of diminishing value because of the prevalence of terms surrounding alcohol in pop songs. The study found that one in five songs in the UK music charts contains references to intoxicating beverages. This figure is double that from a decade ago. They also found that songs from 1981 contained relatively few references to alcohol. John Moores attributed some of the rise to an influx of US-imported songs.

Researchers said the exposure of young people to alcohol in the media is "a major concern". Professor Karen Hughes warned that references to alcohol are a "form of advertising and marketing for alcoholic products." She said: "Public health concerns are already focused on the impacts of alcohol advertising on the drinking behaviours of young people, yet the growing reference to alcohol in popular music could mean that positive, alcohol-promoting messages are reaching much larger audiences." Dr Hughes added: "Health and other professionals should be vigilant to ensure that popular music does not become a medium for reinforcing and extending cultures of intoxication and alcohol-related harm."

Sources: <http://www.telegraph.co.uk/culture/music/10346297/One-in-five-UK-top-ten-songs-have-alcohol-related-lyrics-study-finds.html>  
<http://www.sciencedaily.com/releases/2013/09/130930101844.htm>

# WARM-UPS

**1. MUSIC AND ALCOHOL:** Students walk around the class and talk to other students about music and alcohol. Change partners often and share your findings.

**2. CHAT:** In pairs / groups, decide which of these topics or words from the article are most interesting and which are most boring.

*alcohol / lyrics / public health warnings / references / music charts / intoxicating / major concern / marketing / positive message / professionals / alcohol-related harm*

Have a chat about the topics you liked. Change topics and partners frequently.

**3. LYRICS:** What is acceptable and unacceptable? Complete this table with your partner(s). Change partners often and share what you wrote.

Lyrics about...	Acceptable	Unacceptable
alcohol		
drugs		
sex		
violence		
religion		
race		

**4. SONGS:** Students A **strongly** believe there is nothing wrong with mentioning alcohol in pop songs; Students B **strongly** believe there's a lot wrong. Change partners again and talk about your conversations.

**5. MUSIC:** Rank these and share your rankings with your partner. Put the best at the top. Change partners often and share your rankings.

- rap
- folk
- rock
- soul
- jazz
- blues
- heavy metal
- techno

**6. POP MUSIC:** Spend one minute writing down all of the different words you associate with the word "pop music". Share your words with your partner(s) and talk about them. Together, put the words into different categories.

# BEFORE READING / LISTENING

From <http://www.BreakingNewsEnglish.com/1310/131005-pop-songs.html>

## 1. TRUE / FALSE: Read the headline. Guess if a-h below are true (T) or false (F).

- |  |       |
|--|-------|
| a. Young people may be drinking more alcohol because of pop songs.         | T / F |
| b. Pop songs lessen the impact of public health warnings about alcohol.    | T / F |
| c. Around 10 per cent of songs in Britain's music charts mention alcohol.  | T / F |
| d. There were more references to alcohol in songs from 1981.               | T / F |
| e. A professor said songs can advertising and marketing tools for alcohol. | T / F |
| f. The professor said songs give alcohol a positive image.                 | T / F |
| g. The professor said the drinks industry should be more vigilant.         | T / F |
| h. The professor said songs do well to limit alcohol-related harm.         | T / F |

## 2. SYNONYM MATCH: Match the following synonyms from the article.

- |                  |                  |
|------------------|------------------|
| 1. encouraging   | a. strengthening |
| 2. conclusion    | b. words         |
| 3. lyrics        | c. watchful      |
| 4. prevalence    | d. markets       |
| 5. influx        | e. coaxing       |
| 6. impacts       | f. drunkenness   |
| 7. audiences     | g. opinion       |
| 8. vigilant      | h. flood         |
| 9. reinforcing   | i. influences    |
| 10. intoxication | j. commonness    |

## 3. PHRASE MATCH: (Sometimes more than one choice is possible.)

- |                               |                                   |
|-------------------------------|-----------------------------------|
| 1. the extent to which lyrics | a. young people to alcohol        |
| 2. the prevalence of terms    | b. larger audiences               |
| 3. intoxicating               | c. relatively few references      |
| 4. songs from 1981 contained  | d. contain references to drinking |
| 5. an influx                  | e. related harm                   |
| 6. the exposure of            | f. surrounding alcohol            |
| 7. a form of advertising      | g. of US-imported songs           |
| 8. the drinking behaviours    | h. and marketing                  |
| 9. reaching much              | i. beverages                      |
| 10. intoxication and alcohol- | j. of young people                |

# GAP FILL

From <http://www.BreakingNewsEnglish.com/1310/131005-pop-songs.html>

The songs young people listen to could be (1) \_\_\_\_\_ them to drink more alcohol. This is the conclusion of a study into the extent to which (2) \_\_\_\_\_ contain references to drinking. Researchers from the John Moores University in Liverpool, England (3) \_\_\_\_\_ that public health warnings on liquor may be of (4) \_\_\_\_\_ value because of the (5) \_\_\_\_\_ of terms surrounding alcohol in pop songs. The study found that one in five songs in the UK music charts contains references to (6) \_\_\_\_\_ beverages. This figure is double that from a decade ago. They also found that songs from 1981 contained (7) \_\_\_\_\_ few references to alcohol. John Moores attributed some of the rise to an (8) \_\_\_\_\_ of US-imported songs.

*intoxicating*  
*diminishing*  
*lyrics*  
*influx*  
*encouraging*  
*relatively*  
*prevalence*  
*assert*

Researchers said the (9) \_\_\_\_\_ of young people to alcohol in the media is "a (10) \_\_\_\_\_ concern". Professor Karen Hughes warned that references to alcohol are a "(11) \_\_\_\_\_ of advertising and marketing for alcoholic products." She said: "Public health concerns are already focused on the impacts of alcohol advertising on the drinking behaviours of young people, yet the (12) \_\_\_\_\_ reference to alcohol in popular music could mean that positive, alcohol-promoting (13) \_\_\_\_\_ are reaching much larger (14) \_\_\_\_\_." Dr Hughes added: "Health and other professionals should be (15) \_\_\_\_\_ to ensure that popular music does not become a medium for reinforcing and extending cultures of intoxication and alcohol-related (16) \_\_\_\_\_."

*growing*  
*vigilant*  
*major*  
*audiences*  
*form*  
*exposure*  
*harm*  
*messages*

# LISTENING – Guess the answers. Listen to check

From <http://www.BreakingNewsEnglish.com/1310/131005-pop-songs.html>

- 1) This is the conclusion of a study into the extent to which lyrics contain \_\_\_\_\_
  - a. referenced to drinking
  - b. references for drinking
  - c. references to drinking
  - d. references to drink in
- 2) warnings on liquor may be of diminishing value because of the \_\_\_\_\_
  - a. prevalence of teams
  - b. prevalence of turns
  - c. prevalence of terns
  - d. prevalence of terms
- 3) one in five songs in the UK music charts contains references to \_\_\_\_\_
  - a. intoxication beverages
  - b. intoxicating beverages
  - c. intoxicants in beverages
  - d. intoxicate in beverages
- 4) They also found that songs from 1981 contained \_\_\_\_\_
  - a. relatively few references
  - b. negatively few references
  - c. relativity few references
  - d. relating few references
- 5) John Moores attributed some of the rise \_\_\_\_\_ US-imported songs
  - a. too an influx of
  - b. to the influx of
  - c. to an influx of
  - d. to an influx for
- 6) Researchers said the exposure of young people to alcohol in the media is "\_\_\_\_\_"
  - a. a majorly concern
  - b. a major concern
  - c. a majored concern
  - d. a majors concern
- 7) a form of advertising and marketing for \_\_\_\_\_
  - a. alcoholic products
  - b. alcoholic products
  - c. alcoholic products
  - d. alcoholic products
- 8) positive, alcohol-promoting messages are reaching \_\_\_\_\_
  - a. much larger audience
  - b. much larger auditoriums
  - c. much larger auditors
  - d. much larger audiences
- 9) Health and other professionals \_\_\_\_\_
  - a. should be vigilantes
  - b. should be vigilance
  - c. should be vigilant
  - d. should be vigil ants
- 10) extending cultures of intoxication and \_\_\_\_\_
  - a. alcohol-related harms
  - b. alcohol-related harmed
  - c. alcohol-related harm
  - d. alcohol-related harmful

# LISTENING – Listen and fill in the gaps

From <http://www.BreakingNewsEnglish.com/1310/131005-pop-songs.html>

The songs young people listen to could (1) \_\_\_\_\_ to drink more alcohol. This is the conclusion of a study (2) \_\_\_\_\_ to which lyrics contain references to drinking. Researchers from the John Moores University in Liverpool, England (3) \_\_\_\_\_ health warnings on liquor may (4) \_\_\_\_\_ value because of the prevalence of terms surrounding alcohol in pop songs. The study found that one in five songs in the UK music charts contains references to intoxicating beverages. This figure is (5) \_\_\_\_\_ a decade ago. They also found that songs from 1981 contained relatively few references to alcohol. John Moores attributed some of the (6) \_\_\_\_\_ of US-imported songs.

Researchers said (7) \_\_\_\_\_ young people to alcohol in the media is "a major concern". Professor Karen Hughes warned that references to alcohol are a "form of advertising and marketing for alcoholic products." She said: "Public health concerns are already (8) \_\_\_\_\_ of alcohol advertising on the drinking (9) \_\_\_\_\_ people, yet the growing reference to alcohol in popular music could mean that positive, alcohol-promoting messages are reaching (10) \_\_\_\_\_." Dr Hughes added: "Health and other professionals (11) \_\_\_\_\_ to ensure that popular music does not become a medium for reinforcing and extending (12) \_\_\_\_\_ and alcohol-related harm."

# COMPREHENSION QUESTIONS

From <http://www.BreakingNewsEnglish.com/1310/131005-pop-songs.html>

1. Who might be drinking more because of pop music lyrics?

---

2. What contains references to alcohol?

---

3. What is getting weaker because of mentions of alcohol in pop songs?

---

4. How many more references to alcohol are there today than there were 10 years ago?

---

5. What is partly to blame for the rise in songs mentioning alcohol?

---

6. What is mentioned as being "a major concern"?

---

7. What did a professor warn references to alcohol in songs were?

---

8. What might alcohol-promoting messages be reaching?

---

9. What should health professionals be?

---

10. What cultures did Dr Hughes say should not be strengthened?

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# MULTIPLE CHOICE - QUIZ

From <http://www.BreakingNewsEnglish.com/1310/131005-pop-songs.html>

1. Who might be drinking more because of pop music lyrics?
  - a) songwriters
  - b) radio presenters
  - c) musicians
  - d) young people
2. What contains references to alcohol?
  - a) advertising
  - b) song lyrics
  - c) studies
  - d) liquor
3. What is getting weaker because of mentions of alcohol in pop songs?
  - a) music
  - b) intoxicating beverages
  - c) advertising
  - d) public health warnings
4. How many more references to alcohol are there today than there were 10 years ago?
  - a) there are actually fewer
  - b) 50%
  - c) double
  - d) 38 million
5. What is partly to blame for the rise in songs mentioning alcohol?
  - a) beer companies
  - b) radio stations
  - c) advertisers
  - d) American music
6. What is mentioned as being "a major concern"?
  - a) children under 13 drinking
  - b) beer companies paying rock stars
  - c) young people hearing about alcohol
  - d) alcohol content in wines and spirits
7. What did a professor warn references to alcohol in songs were?
  - a) advertising
  - b) evil
  - c) subliminal
  - d) non-poetic
8. What might alcohol-promoting messages be reaching?
  - a) elementary school children
  - b) non-drinkers
  - c) wider audiences
  - d) its limit
9. What should health professionals be?
  - a) professional
  - b) vigilant
  - c) busy
  - d) teetotal (non-drinking)
10. What cultures did Dr Hughes say should not be strengthened?
  - a) intoxication
  - b) football fans
  - c) teetotal (non-drinking) ones
  - d) ones at high altitudes

# ROLE PLAY

From <http://www.BreakingNewsEnglish.com/1310/131005-pop-songs.html>

## **Role A – Alcohol**

You think songs about alcohol are the worst for young people. Tell the others three reasons why. Tell them things that are wrong with their songs. Also, tell the others which is the next worse of these (and why): drugs, sex or xenophobia.

## **Role B – Drugs**

You think songs about drugs are the worst for young people. Tell the others three reasons why. Tell them things that are wrong with their songs. Also, tell the others which is the next worse of these (and why): alcohol, sex or xenophobia.

## **Role C – Sex**

You think songs about sex are the worst for young people. Tell the others three reasons why. Tell them things that are wrong with their songs. Also, tell the others which is the next worse of these (and why): drugs, alcohol or xenophobia.

## **Role D – Xenophobia**

You think songs about xenophobia are the worst for young people. Tell the others three reasons why. Tell them things that are wrong with their songs. Also, tell the others which is the next worse of these (and why): drugs, sex or alcohol.

# AFTER READING / LISTENING

From <http://www.BreakingNewsEnglish.com/1310/131005-pop-songs.html>

**1. WORD SEARCH:** Look in your dictionary / computer to find collocates, other meanings, information, synonyms ... for the words 'pop' and 'song'.

<b>pop</b>	<b>song</b>

- Share your findings with your partners.
- Make questions using the words you found.
- Ask your partner / group your questions.

**2. ARTICLE QUESTIONS:** Look back at the article and write down some questions you would like to ask the class about the text.

- Share your questions with other classmates / groups.
- Ask your partner / group your questions.

**3. GAP FILL:** In pairs / groups, compare your answers to this exercise. Check your answers. Talk about the words from the activity. Were they new, interesting, worth learning...?

**4. VOCABULARY:** Circle any words you do not understand. In groups, pool unknown words and use dictionaries to find their meanings.

**5. TEST EACH OTHER:** Look at the words below. With your partner, try to recall how they were used in the text:

<ul style="list-style-type: none"><li>• conclusion</li><li>• assert</li><li>• five</li><li>• double</li><li>• 1981</li><li>• rise</li></ul>	<ul style="list-style-type: none"><li>• media</li><li>• form</li><li>• focused</li><li>• growing</li><li>• vigilant</li><li>• harm</li></ul>
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# MUSIC AND ALCOHOL SURVEY

From <http://www.BreakingNewsEnglish.com/1310/131005-pop-songs.html>

Write five GOOD questions about music and alcohol in the table. Do this in pairs. Each student must write the questions on his / her own paper. When you have finished, interview other students. Write down their answers.

	STUDENT 1 _____	STUDENT 2 _____	STUDENT 3 _____
Q.1.			
Q.2.			
Q.3.			
Q.4.			
Q.5.			

- Now return to your original partner and share and talk about what you found out. Change partners often.
- Make mini-presentations to other groups on your findings.

# MUSIC AND ALCOHOL DISCUSSION

STUDENT A's QUESTIONS (Do not show these to student B)

- a) What did you think when you read the headline?
- b) What springs to mind when you hear the word 'alcohol'?
- c) How dangerous a drug is alcohol?
- d) Haven't singers always sung about alcohol?
- e) Should singers be more responsible about their lyrics?
- f) How can governments limit the effect of these songs on young people?
- g) Do public health warnings about alcohol work?
- h) Is one in five songs a lot?
- i) Should songs have ratings on them like movies do?
- j) Should songwriters write more about love and peace?

*One in five songs "advertises" alcohol – 5th October, 2013*  
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# MUSIC AND ALCOHOL DISCUSSION

STUDENT B's QUESTIONS (Do not show these to student A)

- a) Did you like reading this article? Why/not?
- b) How much does music influence young people's behaviour?
- c) What problems does alcohol cause in your society?
- d) How would the world be different if alcohol was banned?
- e) Do you think alcohol companies will start paying singers to mention their products?
- f) What responsibility do pop singers have to be positive role models?
- g) How can society ensure pop music does not spread a positive message about alcohol?
- h) Is alcohol the worst subject matter of pop songs?
- i) Are people over-reacting to studies like the one in the article?
- j) What questions would you like to ask Dr Hughes?

## DISCUSSION (Write your own questions)

STUDENT A's QUESTIONS (Do not show these to student B)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

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## DISCUSSION (Write your own questions)

STUDENT B's QUESTIONS (Do not show these to student A)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

# LANGUAGE - CLOZE

From <http://www.BreakingNewsEnglish.com/1310/131005-pop-songs.html>

The songs young people listen to could be (1) \_\_\_\_\_ them to drink more alcohol. This is the conclusion of a study into the extent to which (2) \_\_\_\_\_ contain references to drinking. Researchers from the John Moores University in Liverpool, England assert that public health warnings on (3) \_\_\_\_\_ may be of diminishing value because of the prevalence of terms surrounding alcohol in pop songs. The study found that one in five songs in the UK music charts contains references (4) \_\_\_\_\_ intoxicating beverages. This figure is double (5) \_\_\_\_\_ from a decade ago. They also found that songs from 1981 contained relatively few references to alcohol. John Moores attributed some of the rise (6) \_\_\_\_\_ an influx of US-imported songs.

Researchers said the (7) \_\_\_\_\_ of young people to alcohol in the media is "a major concern". Professor Karen Hughes warned that references to alcohol are a "form of advertising and marketing for alcoholic products." She said: "Public health concerns are already focused (8) \_\_\_\_\_ the impacts of alcohol advertising on the drinking behaviours of young people, (9) \_\_\_\_\_ the growing reference to alcohol in popular music could mean that positive, alcohol-promoting messages are reaching much larger (10) \_\_\_\_\_." Dr Hughes added: "Health and other professionals should be (11) \_\_\_\_\_ to ensure that popular music does not become a medium for reinforcing and extending cultures of intoxication and alcohol-related (12) \_\_\_\_\_."

**Put the correct words from the table below in the above article.**

- |     |                 |                |                |                   |
|-----|-----------------|----------------|----------------|-------------------|
| 1.  | (a) encouraging | (b) encourages | (c) encouraged | (d) encouragement |
| 2.  | (a) lyricist    | (b) lyrical    | (c) lyrics     | (d) lyric         |
| 3.  | (a) lacquer     | (b) liquorish  | (c) liquor     | (d) liquids       |
| 4.  | (a) by          | (b) at         | (c) for        | (d) to            |
| 5.  | (a) them        | (b) this       | (c) that       | (d) though        |
| 6.  | (a) for         | (b) to         | (c) at         | (d) by            |
| 7.  | (a) drunkenness | (b) exposure   | (c) references | (d) drinking      |
| 8.  | (a) in          | (b) on         | (c) at         | (d) to            |
| 9.  | (a) so          | (b) regardless | (c) yet        | (d) even though   |
| 10. | (a) bars        | (b) industries | (c) songs      | (d) audiences     |
| 11. | (a) vigilance   | (b) vigilantes | (c) virulent   | (d) vigilant      |
| 12. | (a) wickedness  | (b) injure     | (c) mischief   | (d) harm          |

# SPELLING

From <http://www.BreakingNewsEnglish.com/1310/131005-pop-songs.html>

## Paragraph 1

1.     neiaconurgg them to drink more
2.     ilcrsy contain references to drinking
3.     public health warnings on oiqlur
4.     the vlncpaeree of terms
5.     intoxicating eaeresgvb
6.     elarlevtiy few

## Paragraph 2

7.     the esxroepu of young people
8.     health rccnneso
9.     fdecous on the impacts
10.    much larger anescdeui
11.    professionals should be iaanvtgl
12.    a medium for inrcgfrnieo and extending



# PUT THE TEXT BACK TOGETHER

From <http://www.BreakingNewsEnglish.com/1310/131005-pop-songs.html>

**Number these lines in the correct order.**

- ( ) alcohol-promoting messages are reaching much larger audiences." Dr Hughes added: "Health and other
- ( ) of a study into the extent to which lyrics contain references to drinking. Researchers
- ( ) for reinforcing and extending cultures of intoxication and alcohol-related harm."
- ( ) from the John Moores University in Liverpool, England assert that public health warnings on liquor may be
- ( ) that from a decade ago. They also found that songs from 1981 contained relatively few
- ( ) of diminishing value because of the prevalence of terms surrounding alcohol in pop songs. The study found that one
- ( ) professionals should be vigilant to ensure that popular music does not become a medium
- ( **1** ) The songs young people listen to could be encouraging them to drink more alcohol. This is the conclusion
- ( ) references to alcohol. John Moores attributed some of the rise to an influx of US-imported songs.
- ( ) behaviours of young people, yet the growing reference to alcohol in popular music could mean that positive,
- ( ) Researchers said the exposure of young people to alcohol in the media is "a major concern". Professor Karen Hughes warned
- ( ) "Public health concerns are already focused on the impacts of alcohol advertising on the drinking
- ( ) that references to alcohol are a "form of advertising and marketing for alcoholic products." She said:
- ( ) in five songs in the UK music charts contains references to intoxicating beverages. This figure is double

# PUT THE WORDS IN THE RIGHT ORDER

From <http://www.BreakingNewsEnglish.com/1310/131005-pop-songs.html>

1. contain drinking extent lyrics to The which references to.

---

2. diminishing on of Warnings be may value liquor.

---

3. terms in of alcohol songs prevalence surrounding pop The.

---

4. double a is from ago figure that decade This.

---

5. from Songs references few relatively contained 1981.

---

6. people to alcohol in the media The exposure of young.

---

7. on Focused advertising alcohol of impacts the.

---

8. The in growing popular reference music to alcohol.

---

9. should professionals other and Health vigilant be.

---

10. - of related intoxication harm and alcohol Cultures.

---

# CIRCLE THE CORRECT WORD (20 PAIRS)

From <http://www.BreakingNewsEnglish.com/1310/131005-pop-songs.html>

The songs young people listen to could be *encouragement* / *encouraging* them to drink more alcohol. This is the conclusion of a study *onto* / *into* the extent to which *lyrics* / *lyricists* contain references to drinking. Researchers from the John Moores University in Liverpool, England *assent* / *assert* that public health warnings on *liquor* / *liquorice* may be of diminishing value because of the *prevalence* / *prevalent* of terms surrounding alcohol in pop songs. The study found that one in five songs in the UK music *charters* / *charts* contains references to *intoxicating* / *intoxicated* beverages. This figure is double *that* / *this* from a decade ago. They also found that songs from 1981 contained relatively few references to alcohol. John Moores *contributed* / *attributed* some of the rise to an influx of US-imported songs.

Researchers said the *exposure* / *exposition* of young people to alcohol in the media is "a major concern". Professor Karen Hughes warned that references to alcohol are a "form of advertising and marketing for alcoholic *produce* / *products*." She said: "Public health concerns are already focused on the *impacts* / *impasse* of alcohol advertising on the drinking behaviours of young people, *still* / *yet* the growing reference to alcohol in popular music could mean that positive, *alcohol-promoting* / *alcohol-promoting* messages are reaching much larger *audience* / *audiences*." Dr Hughes added: "Health and *other* / *another* professionals should be *vigilantes* / *vigilant* to ensure that popular music does not become a *small* / *medium* for reinforcing and extending cultures of intoxication and alcohol-related *harm* / *harms*."

**Talk about the connection between each pair of words in italics, and why the correct word is correct.**

# INSERT THE VOWELS (a, e, i, o, u)

From <http://www.BreakingNewsEnglish.com/1310/131005-pop-songs.html>

Th\_ s\_ngs y\_\_ng p\_\_pl\_ l\_st\_n t\_ c\_\_ld b\_  
\_nc\_r\_g\_ng th\_m t\_ dr\_nk m\_r\_ \_lc\_h\_l. Th\_s\_s th\_  
c\_ncl\_s\_\_n \_f \_st\_dy \_nt\_ th\_ \_xt\_nt t\_ wh\_ch lyr\_cs  
c\_nt\_\_n r\_f\_r\_nc\_s t\_ dr\_nk\_ng. R\_s\_\_rch\_rs fr\_m th\_  
J\_hn M\_\_r\_s \_n\_v\_rs\_ty \_n L\_v\_rp\_\_l, \_ngl\_nd \_ss\_rt  
th\_t p\_bl\_c h\_\_lth w\_rn\_ngs \_n l\_q\_\_r m\_y b\_ \_f  
d\_m\_n\_sh\_ng v\_l\_\_ b\_c\_\_s\_ \_f th\_ pr\_v\_l\_nc\_ \_f  
t\_rms s\_rr\_\_nd\_ng \_lc\_h\_l \_n p\_p\_s\_ngs. Th\_ st\_dy  
f\_\_nd th\_t \_n\_\_n f\_v\_s\_ngs \_n th\_ \_K m\_s\_c ch\_rts  
c\_nt\_\_ns r\_f\_r\_nc\_s t\_ \_nt\_x\_c\_t\_ng b\_v\_r\_g\_s. Th\_s  
f\_g\_r\_ \_s d\_\_bl\_ th\_t fr\_m \_d\_c\_d\_ \_g\_. Th\_y \_ls\_  
f\_\_nd th\_t s\_ngs fr\_m 1981 c\_nt\_\_n\_d r\_l\_t\_v\_ly f\_w  
r\_f\_r\_nc\_s t\_ \_lc\_h\_l. J\_hn M\_\_r\_s \_ttr\_b\_t\_d s\_m\_ \_f  
th\_r\_s\_ t\_ \_n \_nfl\_x \_f \_S-\_mp\_rt\_d s\_ngs.

R\_s\_\_rch\_rs s\_\_d th\_ \_xp\_s\_r\_ \_f y\_\_ng p\_\_pl\_ t\_  
\_lc\_h\_l \_n th\_ m\_d\_\_ \_s " \_m\_j\_r c\_nc\_rn". Pr\_f\_ss\_r  
K\_r\_n H\_gh\_s w\_rn\_d th\_t r\_f\_r\_nc\_s t\_ \_lc\_h\_l \_r\_ \_  
"f\_rm \_f \_dv\_rt\_s\_ng \_nd m\_rk\_t\_ng f\_r \_lc\_h\_l\_c  
pr\_d\_cts." Sh\_ s\_\_d: "P\_bl\_c h\_\_lth c\_nc\_rns \_r\_  
\_lr\_\_dy f\_c\_s\_d \_n th\_ \_mp\_cts \_f \_lc\_h\_l \_dv\_rt\_s\_ng  
\_n th\_ dr\_nk\_ng b\_h\_v\_\_rs \_f y\_\_ng p\_\_pl\_, y\_t th\_  
gr\_w\_ng r\_f\_r\_nc\_ t\_ \_lc\_h\_l \_n p\_p\_l\_r m\_s\_c c\_\_ld  
m\_\_n th\_t p\_s\_t\_v\_, \_lc\_h\_l-pr\_m\_t\_ng m\_ss\_g\_s \_r\_  
r\_\_ch\_ng m\_ch l\_rg\_r \_\_d\_\_nc\_s." Dr H\_gh\_s \_dd\_d:  
"H\_\_lth \_nd \_th\_r pr\_f\_ss\_\_n\_ls sh\_\_ld b\_ v\_g\_l\_nt t\_  
\_ns\_r\_ th\_t p\_p\_l\_r m\_s\_c d\_\_s n\_t b\_c\_m\_ \_m\_d\_\_m  
f\_r \_r\_\_nf\_rc\_ng \_nd \_xt\_nd\_ng c\_lt\_r\_s \_f  
\_nt\_x\_c\_t\_\_n \_nd \_lc\_h\_l-r\_l\_t\_d h\_rm."

# PUNCTUATE THE TEXT AND ADD CAPITALS

From <http://www.BreakingNewsEnglish.com/1310/131005-pop-songs.html>

the songs young people listen to could be encouraging them to drink more alcohol. this is the conclusion of a study into the extent to which lyrics contain references to drinking. researchers from the john moores university in liverpool, england assert that public health warnings on liquor may be of diminishing value because of the prevalence of terms surrounding alcohol in pop songs. the study found that one in five songs in the uk music charts contains references to intoxicating beverages. this figure is double that from a decade ago. they also found that songs from 1981 contained relatively few references to alcohol. john moores attributed some of the rise to an influx of us-imported songs.

researchers said the exposure of young people to alcohol in the media is "a major concern". professor karen hughes warned that references to alcohol are a "form of advertising and marketing for alcoholic products." she said: "public health concerns are already focused on the impacts of alcohol advertising on the drinking behaviours of young people, yet the growing reference to alcohol in popular music could mean that positive, alcohol-promoting messages are reaching much larger audiences." dr hughes added: "health and other professionals should be vigilant to ensure that popular music does not become a medium for reinforcing and extending cultures of intoxication and alcohol-related harm."

# PUT A SLASH ( / ) WHERE THE SPACES ARE

From <http://www.BreakingNewsEnglish.com/1310/131005-pop-songs.html>

The songs young people listen to could be encouraging them to drink more alcohol. This is the conclusion of a study into the extent to which lyrics contain references to drinking. Researchers from the John Moores University in Liverpool, England assert that public health warnings on liquor may be of diminishing value because of the prevalence of terms surrounding alcohol in pop songs. The study found that one in five songs in the UK music charts contains references to intoxicating beverages. This figure is double that from a decade ago. They also found that songs from 1981 contained relatively few references to alcohol. John Moores attributed some of the rise to an influx of US-imported songs. Researchers said the exposure of young people to alcohol in the media is "a major concern". Professor Karen Hughes warned that references to alcohol are a "form of advertising and marketing for alcoholic products." She said: "Public health concerns are already focused on the impacts of alcohol advertising on the drinking behaviour of young people, yet the growing reference to alcohol in popular music could mean that positive, alcohol-promoting messages are reaching much larger audiences." Dr Hughes added: "Health and other professionals should be vigilant to ensure that popular music does not become a medium for reinforcing and extending cultures of intoxication and alcohol-related harm."

## FREE WRITING

From <http://www.BreakingNewsEnglish.com/1310/131005-pop-songs.html>

Write about **music and alcohol** for 10 minutes. Comment on your partner's paper.

[illegible]

## ACADEMIC WRITING

From <http://www.BreakingNewsEnglish.com/1310/131005-pop-songs.html>

*Songs that contain references to alcohol and other drugs should not be played on radios or television. Discuss.*

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.



# **HOMEWORK**

**1. VOCABULARY EXTENSION:** Choose several of the words from the text. Use a dictionary or Google's search field (or another search engine) to build up more associations / collocations of each word.

**2. INTERNET:** Search the Internet and find out more about the relationship between music and alcohol. Share what you discover with your partner(s) in the next lesson.

**3. MUSIC AND ALCOHOL:** Make a poster about music and alcohol. Show your work to your classmates in the next lesson. Did you all have similar things?

**4. ALCOHOL ADVERTISING:** Write a magazine article about alcohol advertising. Include imaginary interviews with people who are for and against it.

Read what you wrote to your classmates in the next lesson. Write down any new words and expressions you hear from your partner(s).

**5. WHAT HAPPENED NEXT?** Write a newspaper article about the next stage in this news story. Read what you wrote to your classmates in the next lesson. Give each other feedback on your articles.

**6. LETTER:** Write a letter to a record industry boss. Ask him/her three questions about mentioning alcohol in songs. Give him/her three of your opinions on this. Read your letter to your partner(s) in your next lesson. Your partner(s) will answer your questions.

# ANSWERS

## TRUE / FALSE (p.4)

a T      b T      c F      d F      e T      f T      g F      h F

## SYNONYM MATCH (p.4)

- |                  |                  |
|------------------|------------------|
| 1. encouraging   | a. coaxing       |
| 2. conclusion    | b. opinion       |
| 3. lyrics        | c. words         |
| 4. prevalence    | d. commonness    |
| 5. influx        | e. flood         |
| 6. impacts       | f. influences    |
| 7. audiences     | g. markets       |
| 8. vigilant      | h. watchful      |
| 9. reinforcing   | i. strengthening |
| 10. intoxication | j. drunkenness   |

## COMPREHENSION QUESTIONS (p.8)

1. Young people
2. Song lyrics
3. Public health warnings about alcohol
4. Double the number
5. An increase in US-imported songs
6. The exposure of young people to alcohol in the media
7. Advertising and marketing for alcoholic products
8. Larger audiences
9. Vigilant
10. Intoxication

## MULTIPLE CHOICE - QUIZ (p.9)

1. d    2. b    3. d    4. c    5. d    6. c    7. a    8. c    9. b    10. a

## ALL OTHER EXERCISES

Please check for yourself by looking at the Article on page 2.  
(It's good for your English ;-)