Urdu Study Guide 58

Five College Center for World Languages

Available online at **<http://langmedia.fivecolleges.edu>** Version Date: January 2024

# Materials for this Study Guide

* [Urdu Resources on LangMedia](http://langmedia.fivecolleges.edu/culturetalk/Pakistan):
	+ *CultureTalk Pakistan* Arts & Entertainment: [Popular Media](http://langmedia.fivecolleges.edu/culturetalk-subtopics/Pakistan/889/Popular-Media): “Shift in Media and its Impact on Culture”
	+ *CultureTalk Pakistan* Arts & Entertainment: [Popular Media](http://langmedia.fivecolleges.edu/culturetalk-subtopics/Pakistan/889/Popular-Media): “Public and Private Television”
* [*Language Learning Strategies and Tools on LangMedia*](http://langmedia.fivecolleges.edu/strategies)

# Assignments for Independent Study

## Talking About the Media

* Step 1: Watch the video on LangMedia [*CultureTalk Pakistan* Arts & Entertainment: Popular Media: “Shift in Media and its Impact on Culture”*.*](http://langmedia.fivecolleges.edu/culturetalk-subtopics/Pakistan/889/Popular-Media)
* Step 2: Record and learn any new words or expressions you find. Watch the video multiple times and check the transcript until you can largely understand what is being said.
* Step 3: Perform some of your own research in English and/or Urdu about current media trends in Pakistan. You can search for ‘television ratings in Pakistan’, ‘streaming in Pakistan’, etc. Does television still play an important role?
	+ **HAND IN:** Write at least 15 sentences summarizing the speaker’s main points. The video reflects a reality that has changed, so as part of your 10 sentences, use your own research to broadly state how the role of television has changed in the media landscape.

## Public vs. Private Media

* Step 1: Watch the video on LangMedia [*CultureTalk Pakistan* Arts & Entertainment: Popular Media: “Public and Private Television.”](http://langmedia.fivecolleges.edu/culturetalk-subtopics/Pakistan/889/Popular-Media)
* Step 2: Record and learn any new words or expressions you find. Watch the video multiple times and check the transcript until you can largely understand what is being said.
* Step 3: Consider the role of public television in the US. You can search online for facts, but your own impression is important as well. What role does it have in the media landscape when most people don’t watch traditional cable television?
	+ **HAND IN:** Write at least 15 sentences in which you summarize the speaker’s main points and give your own thoughts on the importance of there being public media (or not!). State what role you think it should have in an era focused on streaming and the internet.

# Conversation Session Preparation

* Be prepared to discuss the changing media environment in Pakistan in the past and present, and to compare it with that in the US or other countries.
* Be prepared to discuss the changed role of television and to present what you learned online about the current Pakistani media environment.
* Be prepared to discuss the need or lack of need for public media and what role it plays in the modern media landscape.
* Be prepared to talk about your own media consumption habits and how they have changed in your lifetime.

# Homework for Tutorial

* **HAND IN:** Write at least 15 sentences summarizing the speaker’s main points. The video reflects a reality that has changed, so as part of your 10 sentences, use your own research to broadly state how the role of television has changed in the media landscape.
* **HAND IN:** Write at least 15 sentences in which you summarize the speaker’s main points and give your own thoughts on the importance of there being public media (or not!). State what role you think it should have in an era focused on streaming and the internet.