Media English 媒体英语 2 November 2012 Children in the new media age 新媒体时代的儿童



請注意: 中文文字内容只提供簡體版

电视长期以来在儿童娱乐形式中一直占最重要地位。可是根据一项新的调查,至少在英国,孩子们正在花更多的时间上网和发短信。请听BBC科技事务记者Mark Gregory发回的报道:

The television set in the living room used to rule the entertainment choices of generations of British children. But that's no longer **the case**, at least not according to the latest annual survey of young people's media **habits**, carried out by the British **media regulator**, Ofcom.

The survey found that 12 to 15 year-olds spent equal amounts of time watching TV and going online - 17 hours a week on average for each **medium**. And asked which media device they most **valued**, teenagers rated their mobile phone above the family TV set. Smartphone ownership among teenagers was found to have doubled in just 12 months.

The survey **paints a picture** of an increasingly **tech-savvy** younger generation, with even very young children confident about, and familiar with, a wide variety of digital **devices**. The survey says the take up of digital technologies is faster among teenagers than the general population.

It also comments on the popularity of text messaging, especially among girls. Teenage girls **typically** send thirty or more text messages a day, 35 per cent more than boys do. Ofcom says the findings highlight **the challenges** parents face in keeping up with children's use of technology in order to protect them.

Questions

- 1. Are children under 10 using the internet much?
- 2. What is the most valued device of children aged 12-15?
- 3. True or False: Girls text more than boys?
- 4. What is the challenge facing parents?

Vocabulary and definitions

the case	情况
habits	习惯
media regulator	媒体监管机构
medium	媒介方式
valued	珍视的, 重要的
paints a picture	描绘
tech savvy	精通技术的
devices	装置,科技产品
typically	典型地,通常地
the challenges	挑战,困难

Answers to the questions

1. Are children under 10 using the internet much?

Answer: No, younger children still watch TV more than surfing the web.

2. What is the most valued device of children aged 12-15?

Answer: Their mobile phone.

3. True or False: Girls text more than boys.

Answer: Yes, girls were typically sending 35% more texts than boys.

4. What is the challenge facing parents?

Answer: Parents now have to keep up with the technology in order to protect their children.