

# **English for the Students Of Media Management**

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To master the reading and writing skills in journalistic affairs, the students need to learn the fundamentals of media studies. The author of this work has tried to collect, select, adapt, and organize the most appropriate and updated texts so that the students may comfortably get the idea and start to gain the capacities necessary for dealing with the required strategies in this domain.

The present book is actually an attempt to facilitate the reading and comprehension of the media management texts for the students who are good at general English, but have difficulties in this regard.

*ESP for Media Management* is a valuable source to learn how to manage and edit the media affairs. Therefore, it may also be used by the managers who work for the news agencies or are in charge of the news departments.

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## Introduction

*English for the Students of Media Management* is a comprehensive reference for those students who are interested in learning how to manage media affairs. Reading media management texts seems to be a complicated task for the students at colleges and universities since the appropriate strategies have not been applied so far.

After a lot of investigations in theory and practice by the author he decided to design this very practical guide in order to contribute the university students to discover and flourish their reserved potentials in this area.

The students are exposed to a lot of informative, interesting, challenging reading passages chosen from authentic sources in order to practice and improve their reading comprehension. Later on, they are evaluated through some exercises, which are intended to consolidate the learned material so that they can produce almost the same styles of management in practice more efficiently.

The approach behind this book seems to be according to the most modern schools of thoughts in linguistics, psychology, and teaching methodology. The author hopes that this attitude toward learning to manage media work for the enthusiastic learners who enjoy media studies as armature candidates, in general, and even for those who are professional in this domain, in particular.

Although, the author has tried his best to make this work perfectly, still there might be some shortcomings. Therefore, he appreciates and welcomes the constructive suggestions in case they are sent to:

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## **Preface**

To master the listening and writing skills in media management, the students need to learn the fundamentals of media studies. The author of this work has tried to collect, select, adapt, and organize the most appropriate and updated texts so that the students may comfortably get the idea and start to gain the capacities necessary for dealing with the required strategies in this domain.

In this very book the author has collected the most exciting and interesting sections in various areas. After selection of the texts, exercises are provided and designed. In case there are some key words causing problems to get the meaning they might refer to the meaning of the highlighted words in media management terminology in unit 12. They are strictly advised not to consult the bilingual sources to translate so that they comprehend the passages, a very inappropriate habit of some learners.

The author hopes that through the provided units in the book even the poorest learners are able to keep up with the requirements and qualifications necessary to listen to the foreign news and enjoy the information as well as improve their capabilities in the language learning process.

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References

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