WRITING TASK 2

Should spend about 40 minutes on this task.

Write about the following topic:

News editors decide what to broadcast on television and what to print in a newspaper. What factors do you think influence their decisions? Do we become used to bad news? Would it be better if more good news was reported?

Give reasons for your answer and include any relevant examples from your own knowledge or experience.

You should write at least 250 words.

SAMPLE1.

It has often been said that “Good news is bad news” because it does not sell newspapers. A radio station that once decided to present only good news soon found that it had gone out of business for lack of listeners. Bad news on the other hand is so common that in order to cope with it, we often simply ignore it. We have become immune to bad news and the newspapers and radio stations are aware of this.

While newspapers and TV stations may aim to report world events accurately, be they natural or human disasters, political events or the horrors of war, it is also true that their main objective is to sell newspapers and attract listeners and viewers to their stations. For this reason TV and radio stations attempt to reflect the flavor of their station by providing news broadcasts tailor-made to suit their listeners’ preferences. Programs specializing in pop music or TV soap operas focus more on local news, home issues and up-to-date traffic reports. The more serious stations and newspapers like to provide “so called” objective news reports with editorial comment aimed at analyzing the situation.

If it is true, then, that newspapers and TV stations are tailoring their news to their readers’ and viewers’ requirements how can they possibly be reporting real world events in an honest and objective light? In fact, many radio and TV stations do report items of good news but they no longer call this news. They refer to these as human interest stories and package them in programs specializing, for instance, in consumer affairs or local issues. Good news now comes to us in the form of documentaries the fight against children’s cancer or AIDS, or the latest developments in the fight to save the planet from environmental pollution.
News editors decide what to broadcast on television and what to print in a newspaper. There are two factors that influence their decisions. The first is the kind of customers they aim at. Each kind of readers and watchers has its own features. For example, if your customers are almost entirely teenagers, you have to concentrate on something attracting them such as stories, photographs of singer stars, film stars, funny tales, and fashion. It would be very silly if you tried to provide teenagers with economic or political news. On the contrary, businessmen and politicians may never read news about James Blunt or Keira Knightley. Therefore, what influences news editors’ decisions the most is the taste of their customers.

The second factor is the heat, the attraction of the news. Who would read or watch your news if it happened a year or a month ago or even last week? The answer is absolutely no one. In the energetic and competitive world nowadays, people always ask for really fresh news. So that to satisfy customers, there is a pressure on all editors to find continually what has already happened not only yesterday but even an hour ago. Or else, they may lose their customers. None of editors wants that bad future.

On television or in newspaper, we seem to become used to bad news. It is a little of difficulty for us to come across a piece of good news. We can’t deny that bad things occur on Earth day by day. However, news editors try to gain more and more customers, which mean more and more money, using bad news as a magnet. The reason is that bad news makes us curious. We want to know why it is bad, what it is about, whether it influences us or not. As a result, we will buy newspapers or watch television to find out. And the happiest people are, of course, news editors.

I think it would be better if more good news was reported. Bad news makes us worry and sad, whereas good news makes us happy. There should an equal amount of good and bad news. In that way we can give something bad a lot of thought while still being happy about the good news. Any inequalities between good news and bad news should be avoided. That is the best solution.

Now, we can’t live without news. Thereby, the role of news editors is very important. We should support them. And what they have to do is try their best to provide us with useful news, both good and bad.

Some of your sentences are too short – they would look better if joined together. Overall, this is a good essay, which seems to be worthy of Band 7.  www.ielts-blog.com