



Media and Communication

Multiple matching: school media projects | Cambridge IGCSE ESL 0510/0511

1. Lead-in discussion

Talk with a partner before you read.

1. How do schools usually share news with students?
2. What makes a podcast or blog trustworthy?
3. Should students be allowed to report on school issues?
4. How can media projects improve communication?

Exercise 2 at a glance

Read four short descriptions. For each statement, choose the correct project, A-D. One project may be used more than once. Read the whole detail carefully before you choose.

2. Read for overall understanding

Read the four texts. Which communication project sounds most effective? Give a reason.

Getting the Message Across

A Notice podcast

The notice podcast is a five-minute recording played every Monday morning. It replaced a long list of written announcements that students often ignored. Two presenters read reminders about clubs, deadlines and school events, but they also explain why some dates matter. For example, instead of simply naming the charity collection day, they interviewed the teacher organising it. The podcast is not suitable for urgent news because it is recorded on Friday. However, it helps students understand the reason behind activities rather than just hearing instructions. Short music clips separate each item so listeners can follow the order.

B Student blog

The student blog publishes articles about school life, revision and local events. Writers can suggest topics, but every article is checked by an English teacher before it appears online. Some students thought this meant the blog was not independent. The teacher says the aim is to avoid unfair comments and make sure facts are accurate. The blog once corrected a post after a club time changed, and the correction was shown clearly at the top. Readers can comment, but comments appear only after moderation. The editors also ask writers to link to sources when they mention statistics.

C Interview wall

The interview wall is a display near the canteen where students read short interviews with people in the school community. It has included cleaners, sports coaches, older students and parents who volunteer. The idea came from a student who felt school news usually focused only on exam results. Each interview has one photo and three questions, so people can read it quickly while waiting for lunch. The wall is updated every two weeks. It is low-tech, but it has made some students notice people they previously walked past. The questions are friendly rather than personal, so contributors feel comfortable.

D Emergency messages

The emergency message system sends short alerts to students and parents when plans change suddenly. It was used during a storm when after-school clubs had to be cancelled. Messages are deliberately brief because people need the key information quickly. The system cannot explain long decisions or include detailed interviews, so the school website is updated later with fuller information. Parents must keep their phone numbers correct, otherwise they may miss alerts. The office tests the system once a term, even when there is no emergency. Messages are sent in two languages when younger students are affected by changes to normal routines after school that day without warning.

3. Strategy focus

Check audience and purpose

Media texts often mention different audiences. Check who the message is for and why the project was created.

4. Exam-style matching questions

For each statement, write the correct letter, A, B, C or D, on the line.

No.	Which project...	A-D
1	is useful when information must reach people immediately
2	was created because written reminders were not getting enough attention
3	shows corrections openly when information changes
4	helps students recognise people whose work may usually be unnoticed
5	cannot give detailed background at the moment it is used
6	has its content checked before publication to avoid unfair or inaccurate writing
7	uses a short format so people can read it while doing something else
8	is recorded before the week when students hear it
9	requires families to keep contact details up to date

5. Vocabulary notebook

Underline five useful words or phrases. Check their meaning, then record them in your vocabulary notebook.

6. Follow-up tasks

1. Discussion: What could go wrong if each project was organised badly?
2. Strategy: Highlight the sentence where you found each answer. Label it with the question number.
3. Writing: Write a short announcement for a school media project.
4. Vocabulary: Circle words and phrases connected to media, communication and accuracy.

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2. Read for overall understanding

Suggested answer: Students' own answers, but they should refer to one or more details from the texts.

4. Exam-style matching questions

1. D
2. A
3. B
4. C
5. D
6. B
7. C
8. A
9. D

Notes for checking

Learners should match the statement to the exact detail in the text.

An option may be used more than once.

If learners disagree, ask them to highlight and label the sentence that proves their answer.