



English for
Specific
Purposes (ESP)

English for Communication Arts

**MEDIA, MARKETING &
ADVERTISING**
Pre-Intermediate
Student's Book

NORBERTO TENORIO BONDOC



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Purposes (ESP)**



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About the Book

Welcome to **English for Communication Arts: Media, Marketing & Advertising**—a textbook designed to help you build the language and communication skills needed to perform a job or task in media, public relations, digital content, journalism, marketing, and related fields. Whether you're preparing for future academic studies or entering a career in communication arts, this book will guide you in using English confidently, creatively, and professionally. This book is built on an innovative, task-based approach that encourages students to learn English by doing—through meaningful communications tasks, real-life scenarios, and collaborative activities.

This book contains **seven (7) engaging units**. Each unit is independent of the others, focusing on real-world themes and tasks that highlight the dynamic nature of communication arts.

What's in a Unit?

Each unit is structured into four main sections to support your learning step by step:

Word Power

- Introduces the theme of the unit through thought-provoking questions.
- Includes viewing video presentations, reading, and listening texts based on communication arts-related topics.
- Includes viewing video presentations.
- Highlights key vocabulary to support your understanding and discussion.

Language Focus

- Presents grammar and structures in authentic communication arts contexts.
- Features a **Language Box** that clearly explains key grammar points and examples.
- Offers practice through guided tasks and activities that help you use the language effectively.

Communication in Action

- Focuses on real communication tasks such as speaking, presenting, or interviewing.
- Teaches key expressions and phrases used in professional and creative settings.
- Includes **Communication Tips** to help you improve your confidence and fluency.
- Provides clear roles and information for pair and group activities.



Student's Digest

- Explores interesting ideas, trends, and concepts from the field of communication arts, marketing, advertising, media, and more.
- Encourages fluency through discussion, self-expression, and critical thinking.

By the end of this course, you will not only strengthen your language skills, but also develop the confidence to communicate clearly, persuasively, and professionally in various communication arts contexts. Let's begin your journey toward becoming an effective English communicator in the world of media, marketing, and advertising!

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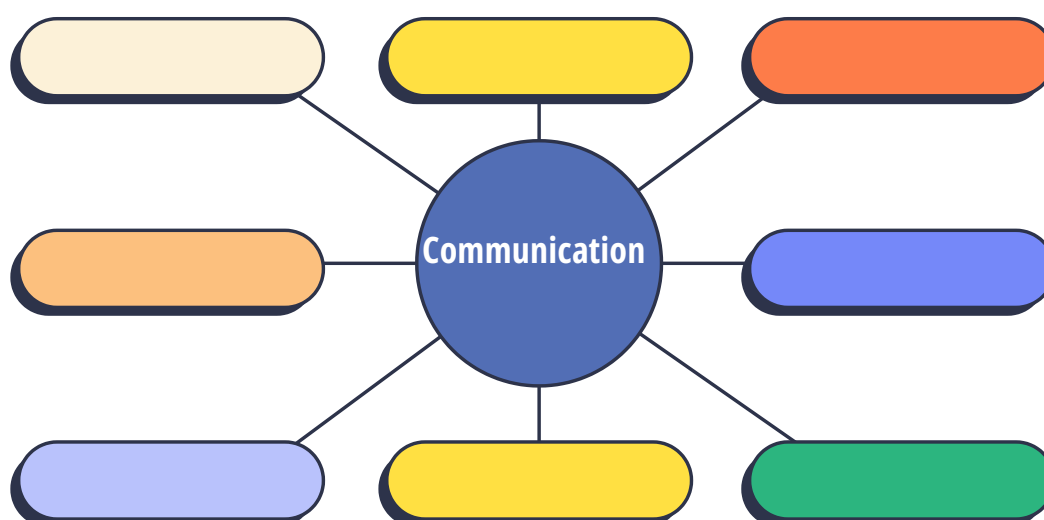
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UNIT 1- Introduction to *Communication Arts*

Academic Focus: Describing Media Professions

Word Power |

Make a list of all the different types or forms of communication you can think of by completing the mind map below.



TASK 1: Read the different definitions of Communication Arts. Then, listen to people sharing their unique perspectives. Each speaker presents different point of view. Complete the sentences using the words from the box.



AUDIO

understand	interpret	share	inform	make
------------	-----------	-------	--------	------

1. "It's all about using tools like social media, video, and digital storytelling to _____ ideas and reach people everywhere."



2. "To me, Communication Arts is about using design, color, and visuals to _____ messages clear, engaging, and memorable."

3. "Communication Arts is the craft of telling truthful stories...stories that _____, educate, and connect people with the world around them."
4. "Communication Arts is the academic field that explores....how people create, deliver, and _____ messages--- whether they're spoken, written, visual, or digital."
5. "Communication Arts mean shaping and managing how people see and _____ brands, organizations, or public figures...through start, strategic messaging."



What is *Communication*?

Several scholars have defined **communication** in various ways:

- According to Bernales et al. (2018), communication is essentially the exchange of information between individuals.
- Adler and Rodman (1997) describe communication as the act through which people respond to one another's symbolic behavior. They emphasize that it involves human interaction, functions as an ongoing process, and depends on symbolic meaning.
- Keyton (2011) defines communication as the act of sharing information and building mutual understanding between people.
- Ballesteros (2003) explains communication as the mutual exchange of information, ideas, and understanding through any effective means.

What is *Communication Arts*?

Communication Arts involves using various media, design, advertising, and marketing strategies to effectively deliver messages to an audience ("Communication Arts", 2022).



The word **communication** comes from the Latin term *communicatio*, which means "a making common" or "sharing." It is based on the verb *communicare*, meaning "to share," "to inform," or "to make something common." This Latin word is related to *communis*, which means "common" or "public" (*Communication - Etymology, Origin & Meaning*, n.d.).

TASK 2: Write the verbs from *TASK 1* in the table as nouns.

Verbs	Nouns	Verbs	Nouns
understand	1. <u>understanding</u>	inform	4. <input type="text"/>
interpret	2. <input type="text"/>	make	5. <input type="text"/>
share	3. <input type="text"/>	create	6. <input type="text"/>

TASK 3: Complete the sentences with the correct form of the words from the table in *TASK 2*.



1. A media professor helps students build a good _____ of how people communicate using media.
2. A graphic designer works on the _____ of pictures and designs to show ideas clearly.
3. A journalist looks for _____ and writes news stories for people to read or watch.

4. A digital content creator uses social media to _____ videos, pictures, and ideas with many people.
5. A public relations specialist helps people have a good _____ or opinion about a company or person.
6. A graphic designer tries to _____ simple and beautiful designs to help people understand messages.

TASK 4: Match the definitions *a-j* with the words *1-10* below.

1. media worker
2. journalist (press reporter)
3. photo journalist / video journalist
4. producer
5. news anchor / newscaster
6. content creator
7. public relations specialist
8. webmaster
9. news presenter
10. news desk staff

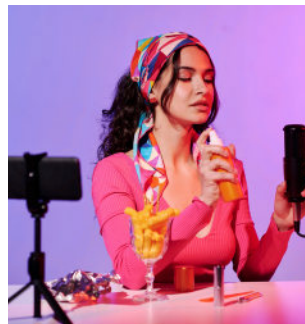


- a. oversees the uploading and maintenance of news websites and online platforms
- b. creates photos or videos to tell news stories visually
- c. plans, manages, and produces TV or radio programs from start to finish
- d. writes and presents news stories live on television
- e. reads news out loud clearly for TV, radio, or other media without giving personal opinions
- f. collects news, interviews people, and writes news stories for newspapers or TV
- g. organizes, checks, and prepares news information before it is reported
- h. designs, posts, and manages creative online content to engage audiences
- i. produces media content using new technologies, including online, virtual reality (VR), or AI
- j. helps organizations build a good image and share important messages with the public

TASK 5: Work with a partner. Which media profession do you want to have in the future? Why?



TASK 6: Listen to three people describing their jobs in the field of Communication Arts: *photo journalist*, *content creator*, and *news anchor*. Match each photo to the correct job.



AUDIO

1.

2.

3.



TASK 7: Listen again to complete the sentences.



AUDIO

Speaker 1



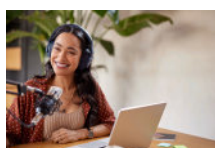
1. "My job is to _____ news stories on television or radio ensuring the public receives accurate and timely information."
2. "I _____ topics, write scripts, and _____ news in a clear and engaging manner."

Speaker 2



3. "I _____ compelling images that tell the story of current events."
4. "I _____ events, edit photos, and _____ with editors to provide visual narratives for news outlets."

Speaker 3



5. "I _____ engaging content across digital platforms to _____ with audiences."
6. "I _____ ideas, multimedia content and _____ engagement to improve brand presence."