

PRESS, MEDIA, FILMS



<https://quizlet.com/274373950/mass-media-press-flash-cards/?new>

Exercise 1. Look at these newspaper headlines and try to guess or invent the story behind the headline:

TAX CHEWING GUM TO PAY FOR CLEAN UP
HAPPY BIRTHDAY. WE ARE THROWING YOU OUT OF BRITAIN.
4 YEAR OLDS ASKED TO MARK THEIR TEACHERS.
POLICE STEP UP SEARCH FOR BODY.
EAR FOUND ON PAVEMENT.
TELEVISION KILLS, SAYS GERMAN PROFESSOR.
WANT A DOG? TAKE A PERSONALITY TEST.
EARTHQUAKE KILLS 500.

Exercise 2. Read the article and translate it into Russian:

LIFE AS AN EDITOR

Meet Cyrus Davis, who has spent his **whole** working life in **journalism**. He's now the **editor** of *The Evening Star*, a local **daily** paper **published** in Birmingham. He's been a news reporter on **several national** papers, a sports editor, and a **headline** writer. 'The *Star* covers **current affairs**, sports, crime, and so on, but one **section** of our paper is about **culture**. It's a good paper, but newspaper sales generally are **declining** because of TV and the internet. It's a bad time for **the press**.'

Exercise 3. Is the meaning the same or different?

- ▶ She edits the newspaper. | She's the editor. S
- 1 I didn't understand the article. | I didn't understand the headline. _____
- 2 Which section do you read first? | Which part of the paper do you read first? _____
- 3 I'm interested in current affairs. | I'm interested in cultural events. _____
- 4 The number of journalists has declined. | The number of journalists has gone up. _____
- 5 She read the entire paper. | She read the whole paper. _____
- 6 She's worked there for several years. | She's worked there for many years. _____

Exercise 4.

1. The article is in the sports_____on page 34.

- a. column
b. article
2. I always turn to the section on _____ first to read about the latest films and books.
a. headline
b. culture
3. My son reads all the papers and is fascinated by the_____. He wants to be a _____.
a. press, journalist
b. Interview, reporter
4. The paper *is* _____ in Denton and *sold* everywhere *in the region*.
a. made
b. printed
5. I spent the _____morning reading the news about the_____ situation.
a. whole, international
b. general, global
6. Newspaper sales are going up in China, but they're _____in Europe.
a. declining
b. increasing
7. Do you buy a _____ newspaper?
a. daily
b. day

Exercise 5. Choose the most natural-sounding answer:

1. The movie has fantastic special effects, so you really should see it_____.
a. on the screen b. on the big screen c. in full format
2. _____ - there's a film just starting on the other channel at nine o'clock.
a. Change the station b. Retune the TV c. Change the channel
3. This is _____ broadcast from Wembley stadium.
a. an actual b. a live c. a current
4. There will be a _____of the series over Christmas.
a. feature-length episode b. film-length programme c. full-length showing
5. This soap opera is one of the most popular in the country and_____are increasing.
a. viewing figures b. viewer numbers c. viewers

6. The film was _____ and was nominated for an Oscar.
a. a ticket-seller b. a cinema success c. a box office hit

Exercise 6. Complete the collocations in each sentence with an appropriate word from the list below:

- broadcast
 - campaign
 - bulletin
 - edition
 - coverage
 - manual
 - forecast
 - novel
 - media
 - brochure
1. Read the instruction **manual** before using your new word-processor.
 2. 'David Copperfield' is an autobiographical **novel**.
 3. What did it say on the weather **forecast**?
 4. This is a party political **bulletin** on behalf of the Democratic Party.
 5. What time is the next news **broadcast**?
 6. This channel doesn't have very good sports **coverage**.
 7. A first **edition** of this book is worth a fortune.
 8. The mass **media** in most countries is dominated by advertising.
 9. When does our new advertising **campaign** begin?
 10. I spent all of yesterday evening looking at this holiday **brochure**.

Exercise 7. Speaking activity:

- Would you like to be a journalist?
- Imagine you are working for a local newspaper or TV station and have been asked to interview someone. (It could be a politician, musician, model, chef, writer, etc or a normal person who is in the news for some reason)
- Write six questions that you would like to ask them.
- Think of how they may reply to your questions.
- Either write up the interview for a paper or magazine or perform the interview for a news TV programme.