PRESS, MEDIA, FILMS

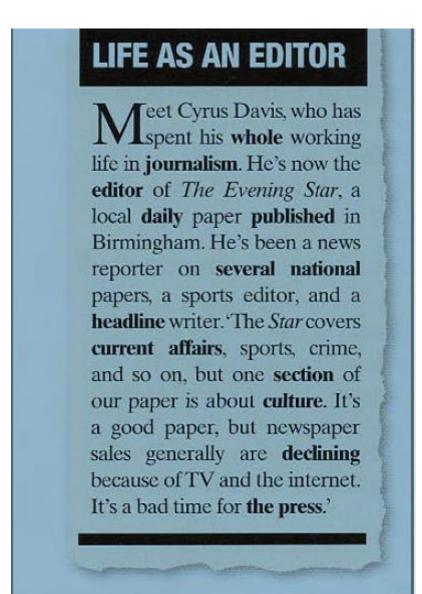


https://quizlet.com/274373950/mass-media-press-flash-cards/?new

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:



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.

- <mark>a. column</mark>
- b. article
- 2. I always turn to the section on _____ first to read about the latest films and books.
 - a. headline
 - <mark>b. culture</mark>
- 3. My son reads all the papers and is fascinated by the____. He wants to be a _____.
 - a. <mark>press</mark>, <mark>journalist</mark>
 - b. Interview, reporter
- 4. The paper *is* _____ in Denton and *sold* everywhere *in the region.*
 - a. made
 - <mark>b. printed</mark>
- 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.
 - <mark>a. declining</mark>
 - b. increasing
- 7. Do you buy a _____ newspaper?
 - <mark>a. daily</mark>
 - 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 C'opperfield' 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)

 $\hfill\square$ 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.