

UNIT 42

The media and the arts

- A** Complete the passage with these words and phrases. There is one more than you need.

press	jingles	subliminal	commercials
disseminate	slogans	hoardings	advertising agency
	pressure groups	posters	brand

Advertising on television is big business. Advertising 1) _____ and 2) _____, if they are catchy enough, often become part of our culture. However little attention we pay to 3) _____, we cannot avoid being influenced by the constant repetition of a 4) _____ name or image. The message we receive may even be 5) _____, so that we are not aware of it. Not all advertisements are purely financially motivated, however. Political parties and 6) _____ aim to 7) _____ their views more widely by putting up 8) _____ on street 9) _____ and by buying space in the 10) _____ and time on the small screen.

- B** Match the words on the left, connected with newspapers, with the correct definitions.

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|-----------------|--|
| 1 obituary | A critical assessment of a book, film etc. |
| 2 leader | B leading editorial article |
| 3 horoscope | C regular article about celebrities |
| 4 review | D announcement of a death, with a short biography |
| 5 gossip column | E phrase or title at the top of an article |
| 6 headline | F humorous or satirical drawing |
| 7 deadline | G time limit for reporting news |
| 8 cartoon | H prediction of someone's future according to his/her sign of the zodiac |

- C** Complete each sentence with a word formed from one of these verbs.

catch	censor	circulate	commentate	cover	criticise
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- The new gallery was given the seal of approval by *The Observer's* art _____, who wrote several enthusiastic articles about it.
- Former champion John McEnroe has now made a name as a tennis _____.
- Under the government's wartime _____ rules, all newspaper articles had to be checked by officials before being printed.
- The tabloids have excellent _____ of scandal and sport: the quality papers deal with everything else.
- The local newspaper's _____ fell dramatically when the editor was sacked.
- That jingle from the teabag ad is so _____ that I can't get it out of my head.

D Choose the correct word or phrase from the pair in brackets to complete each sentence.

- 1 The actors have been _____ the play all this week. (rehearsing/repeating)
- 2 The audience applauded wildly when the director appeared on the _____ to take his bow. (scene/stage)
- 3 I've been watching a fascinating new _____ of art programmes. (serie/series)
- 4 Although the play has a large number of _____, it is comparatively easy to follow the plot. (characters/persons)
- 5 If you don't like that programme, you can always switch over to a different _____. (channel/canal)
- 6 The latest television dramatisation was filmed entirely _____ in a country village not far from here. (in the wild/on location)
- 7 Which _____ did Marlene Dietrich play in her last film? (role/performance)
- 8 There's a wonderful _____ of 'A Midsummer Night's Dream' in *The Evening Herald*. (critic/review)

E Complete the sentences with these words and phrases.

standing ovation	soap opera	supporting roles	low-budget
prime-time	box-office success	subtitles	final curtain

- 1 Despite being a critical disaster, the film was a huge _____.
- 2 The orchestra and their conductor were given a _____ at the end of the concert.
- 3 People who are addicted to a particular _____ seldom miss an episode.
- 4 It wasn't until the _____ fell that the audience voiced their disapproval by hissing and booing.
- 5 At the local arts cinema, foreign films are usually shown with _____, and only occasionally dubbed.
- 6 Compared with most American blockbusters, it was a _____ film, as very little funding was available.
- 7 Programmes on _____ television attract the greatest number of viewers.
- 8 Although the lead actor and actress were excellent, the _____ were very well acted too.

F Answer these questions as fully as you can, in conversation or in writing.

- 1 Which medium do you find
a) most informative? b) most sensational? c) most biased?
- 2 How can we avoid being brainwashed by prejudiced views or propaganda?
- 3 Is there a gap in the media market? What kind of new magazine, newspaper, TV or radio programme would you launch if you had adequate funds and a creative team behind you?
- 4 How important is the image or presentation of an organisation or public figure? Is employing a public relations firm a good way of improving this?