

(d) Change the form of the word in square brackets so that it correctly fits the gap in each case.

The 1. _____ [rate] are down slightly on this time last year, but then that may be explained by a general downward trend in numbers tuning in. Our key 2. _____ [demography] remains middle-aged men, who account for almost 75% of our 3. _____ [viewer]. There has been some success in 4. _____ [penetrate] new markets, and the show is now on terrestrial television in over 20 different countries, as well as 5. _____ [subscribe] satellite channels in another 5. As for the offshoot 6. _____ [merchant], it is selling well in shops, helped in no small way by the deliberate 7. _____ [place] of products in scenes in each episode of the show.

(e) Select one word from the box to fit in each gap in sentences 1- 14.

cash cow	target market	agency	buzzword	press
circulation	trade magazine	soundbites	tabloid	infomercial
pitch	direct mail	market share	spot	spread

- The latest edition of the magazine is already in _____.
- The iPad has become a(n) _____ for Apple, bringing in a steady stream of revenue.
- Know your _____ - who is this product for? There is no point taking our planning of the campaign any further before you have established at least this.
- It's a(n) _____ in which you'll find articles and advertisements related to civil engineering.
- We receive so much _____ from these ad agencies it's ridiculous. Do they really expect us to read any of this unsolicited nonsense that comes through our letterbox?
- Your _____ was relatively effective; you spoke clearly and got your message across well, and, personally, I found your argument rather convincing.
- All I've been hearing on the radio this morning is _____ from political statements made by the candidates; I can't wait until this election is over.
- Your _____ is still growing, but I think you must be realistic and expect the rate of growth to slacken some over the next quarter.
- I'm managed by a different _____ than before but Knowles Vance still looks after my P.R.
- 'Diversity' is the new _____ in education.
- We've taken out an advertisement in the Daily Times - a full two-page _____.
- That's pure _____ journalism; sensationalising a story into a problem which doesn't really exist.
- Refer all inquiries to our _____ office; this is now a damage-limitation exercise and we need to be careful what we say.
- That last ad was more like a(n) _____; it must have lasted at least three minutes; I thought there was a 30-second limit per _____.

In the News

(a) Match the words/phrases in **Column A** with their collocates in **Column B**.

Column A	Answer	Column B
(a) independent		(i) edition
(b) investigative		(ii) media
(c) in-depth		(iii) journalism
(d) rolling		(iv) news
(e) eyewitness		(v) news
(f) headline		(vi) coverage
(g) first		(vii) reports
(h) broadsheet		(viii) newspapers
(i) terrestrial		(ix) bias
(j) editorial		(x) privilege
(k) journalistic		(xi) television

(b) Which of the above collocations means:

- a reporter's right to refuse to divulge his source
- constant updates on happenings in the world
- when the opinion of the person in charge creeps into articles
- broadcasting which does not involve satellite transmissions