

Exercise 1: Read and circle the words with the closest meaning with the underlined words or phrases.

The Media and Entertainment industry post Covid-19: The best and worst of times

How the media and entertainment landscape will change in the 'new normal'

The year that is drawing to a close has changed the world **forever**. For each of us, life is going to be marked in two **periods** - '**pre-COVID**' era and '**post-COVID**' era. After the Spanish Flu of 1918, the world had forgotten **pandemics** and when one **broke out**, we were not prepared at all.

As lockdowns and mobility restrictions **came into force** to counter the spread of the virus, various sectors were forced to hastily work out their business continuity plans. The only **solace** was that the digital connectivity had matured enough in recent years to keep life going **amid** shutdown. Thus, many sectors could figure out ways to ensure **continuity**.

Remote learning and continued education is one example. The other is, of course, the entertainment and media sector, which, like any other business, has also faced **unprecedented turbulence** in 2020.

COVID-19 Impact on Media and Entertainment Industry

Television channels, as utility service, had to go on, and their viewership **witnessed** a spike, as people were largely confined to their homes and the TV set (or the mobile phone screen) was their only point of contact with the outside world, and thus the only source of news as well as **diversion**.

The consumption of content, thus, increased **greatly**. Unfortunately, this did not result in a similar increase in **revenue**.

This is **ironic**. With the overall economy taking a hit, there were wage cuts and job losses, reducing the overall purchasing power of consumers. As a result, their spending was **restricted** to the most **essential items** alone which means that at least during the period of the **extended** lockdown, from April to early July, there was no point in any marketing

Before	During	After	In
Outlook	scenery	mural	countryside
brief classes	eternally days	temporary generations	momentary phrases
spread	cracked	holed	gaped
were innovated	were enforced	were invented	was enforced
palace	agitate	consolation	disturb
before	during	after	in
interruption	duration	stoppage	stability
common method	ordinary organization	standard confusion	bizarre orientation
ignored	participated	claimed	observed
agreement	conforming	deviation	commotion
absolutely	remarkably	really	truly
sincere	bitter	paradoxical	sharp
confined	confronted	chained	bounded
long	continued	condensed	pulled

activities, including advertising. Thus, while viewership increased, content consumption increased, for entertainment and media industry expenses increased, but its revenues **hit rock bottom**.

As the lockdown was **gradually lifted**, restrictions were eased and life began to **limp back to normality** in July, the revenue streams started picking up again – though very slowly. Further, with the onset of the festive season, general entertainment channels reached **pre-COVID** levels in terms of revenue, but most niche channels have not yet reached the same point. However, one big exception has been the news segment: for obvious reasons, news channels have **benefitted** from the lockdown because more and more people turned to them more and more often for updates on the coronavirus and lockdown measures. [...]

Summing Up!

If we take a long-term view, COVID-19 has put the world behind by at least two to three years, and returning to the normal will take as much time. Moreover, it may not be normal as earlier, but a 'new normal'. A year is a long time, and many fears and many habits have become a part of us, and it will be difficult to **dislodge** them for long. Many people may continue taking **precautions** even after successful **administration** of the vaccine, which will further impact consumer decisions and behaviour. (Adhikari, 2020)

regularly	Increasingly	Little little	by	successfully
before	during	after	in	
assisted	profited	built	improved	
order	extricate	disturb	disrupt	
care	wariness	protections	craftiness	
government	control	rule	guidance	

Exercise 2: Translate the words in red into your first language. Try not to use the dictionary!

The "new normal"		Essential items	
"pre-covid" era		Hit rock bottom	
"post-covid" era		Lifted	
Pandemic		To limp back to normality	
Remote learning		Revenue	
Media and entertainment industry			