

READING PRACTICE

- A** Celebrities and the media have a distinctly 'love-hate' relationship and, whilst they recognize their mutual dependency, striking a balance between their respective interests is an on-going challenge for both groups.
- B** In the worlds of sport, entertainment and politics, celebrities depend on the press, social media, photographers and radio and television to raise their public profile, and afford them the visibility essential to success in their highly competitive professions. For example, top-class sports celebrities rely on income from commercial sponsorship to pay for expensive coaching, fitness and training facilities. In the entertainment business, glamorous award ceremonies and opening nights of much-anticipated films not only provide the cast with what is undoubtedly an enjoyable and well-deserved celebration of their success, but also an opportunity for valuable exposure to their fans as well as to influential figures in their own industry.
- C** At the same time, sales revenues from advertising and audience ratings are boosted by stories about famous figures, which range from casual gossip to carefully researched information, depending on their purpose and target audience.
- D** The conflict between these apparently compatible interests lies in deciding how much access the media should have to the daily lives of the famous and the amount of privacy any individual should be entitled to.
- E** This clash has been intensified in the first two decades of the 21st century by recent developments in communications and digital science. There can be little doubt that the dramatic expansion of online social media has made it possible to spread rumours, true or false, instantly across the globe. This has significantly increased the power of the press to enhance or damage the reputation of any public figure. Due to advances in high-tech photographic equipment, it has become easier than ever for photojournalists to intrude on the private lives of well-known personalities without their knowledge or agreement. This has led, on many occasions, to legal battles between the media and celebrities to determine whether newspapers should be entitled to publish images of high-profile personalities taken when they are not appearing in public. Another example of how the press has used dubious methods to obtain information about famous personalities is *phone hacking*, or listening in to private phone calls, which has also resulted in a number of court cases.
- F** In court, a judge may decide what the press is allowed to publish about well-known figures by taking 'public interest' into account. In this case, 'public interest' does not simply mean the number of people who would like to know more about the private lives of high-profile personalities, but how much society, as a whole, would benefit from this information.

Questions 1-6: Do the following statements agree with the information given in the reading passage?

TRUE if the statement agrees with the information

FALSE if the statement contradicts the information

NOT GIVEN if there is no information on this

1. The needs of celebrities and the media do not conflict.
2. Film stars appear at film premieres to take advantage of the publicity.
3. Gossip about celebrities makes them successful.
4. Famous people have no right to any privacy.
5. Because technology has progressed, famous people have more difficulty protecting their privacy.
6. A large percentage of the population is interested in the private lives of public figures.