

Difficulty level: C1 / advanced

This activity helps with part 2 of the Reading Use of English paper. You should complete this activity in 15 minutes.

*Click in the gaps and type one word in each gap.*

## Music magazine has eye on China

US publication Rolling Stone magazine is to launch in China. The magazine, [redacted]  
should hit shelves early next year, will focus on China's emerging youth culture as well as foreign  
arts and entertainment. Rolling Stone [redacted] first published in San Francisco in 1967  
to chronicle cultural changes in the US. "We feel Chinese music and arts are maturing rapidly and  
that a Chinese edition [redacted] be viable," said Jimmy Jung, of One World Publishing.  
Rolling Stone [redacted] licensed Hong Kong-based One World to publish the Chinese-  
language edition. Mr Jung said the magazine, to be printed in simplified Chinese characters, will  
contain a mix of local content [redacted] primarily by Beijing-based staff and translations of  
articles from the US edition. "We want to make [redacted] that we're faithful to the spirit of  
the brand," said Jung. He added that while Hong Kong and Taiwan had more developed pop  
cultures, mainland China was more important. "We feel China offers greater potential and we want to  
be there from the [redacted]," said Jung, whose company also [redacted]  
Chinese editions of British car magazine, Top Gear and gadget magazine [redacted]

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