The media

1 THE LANGUAGE OF HEADLINES

The language of headlines
Newspaper headlines, especially in tabloids*, often use short snappy words. These words use up less space and are more emotive, which helps to sell newspapers.

**newspapers with smaller pages that print short articles with lots of photos, often about famous people*

a Match the highlighted 'headline verbs' with their meaning.

1 Prime minister **backs** his Chancellor in latest scandal

2 **Thousands of jobs axed by UK firms**

3 Stock market **hit** by oil fears

4 **Astronaut bids to be first man on Mars**

5 MINISTERS **CLASH** OVER NEW CAR TAX PROPOSAL

6 Bayern Munich boss **vows** to avenge defeat

7 Police **quiz** witness in murder trial

8 **Actress rows with co-star over unfair pay**

A have been cut
B question, interrogate
C is going to attempt
D supports
E disagree
F has been badly affected
G argues
H promises

b 8.16 Listen and check.

ACTIVATION Cover A–H. Look at 1–8 and say the meanings.

2 JOURNALISTS AND PEOPLE IN THE MEDIA

a Match the words and definitions.

agony aunt /ˈægəni ɑːnt/ commentator /ˈkɒmənteɪtə/ critic /ˈkrɪtɪk/ editor /ˈedɪtə/ freelance journalist /ˌfriːlɑːns ˈdʒɜːnəlɪst/ newsreader /ˈnjuːzriːdə/ paparazzi (pl) /ˌpæpəˈrætsi/ presenter /prɪˈzentə/ reporter /rɪˈpɔːtə/

1 *critic* — a person who writes (a review) about the good / bad qualities of books, concerts, theatre, films, etc.
2 _____ — a person who describes a sports event while it's happening on TV or radio
3 _____ — a person who collects and reports news for newspapers, radio, or TV
4 _____ — a person who is in charge of a newspaper or magazine, or part of one, and who decides what should be in it
5 _____ — a person who introduces the different sections of a radio or TV programme
6 _____ — a person who writes articles for different papers and is not employed by any one paper
7 _____ — a person who reads the news on TV or radio
8 _____ — photographers who follow famous people around to get photos of them to sell to newspapers and magazines
9 _____ — a person who writes in a newspaper or magazine giving advice to people in reply to their letters

b 8.17 Listen and check.

ACTIVATION Are there any people in the media in your country that you really like or really dislike?

3 ADJECTIVES TO DESCRIBE THE MEDIA

a Match the sentences.

1 The reporting in the paper was very **sensational**. /senˈseɪʃənl/
2 The news on Channel 12 is really **biased**. /ˈbaɪəst/
3 I think *The Observer* is the most **objective** of the Sunday papers. /əbˈdʒektɪv/
4 The film review was quite **accurate**. /ˈækjərət/
5 I think the report was **censored**. /ˈsensəd/

A It said the plot was poor but the acting good, which was true.
B It bases its stories just on facts, not on feelings or beliefs.
C The newspaper wasn't allowed to publish all the details.
D It made the story seem more shocking than it really was.
E You can't believe anything you hear on it. It's obvious what political party they favour!

b 8.18 Listen and check.

ACTIVATION Name publications you know that are sensational, biased, or objective.

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LIVEWORKSHEETS