

The Entertainment industry and Mass Media Vocabulary

(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

The Entertainment industry and Mass Media Vocabulary

(c) Select a verb from the box to fill each gap and change the tense/form of the word if necessary.

interrupt	make	issue X 3	go	cause	stream
lead	cross	withdraw	round	spoof	protect
launch	chase	verify	anchor	cut X 2	break

1. They were forced to _____ the transmission when the presenter started making disparaging comments about his guest; it was clear that the former was inebriated.
2. They were forced to _____ the accusation and _____ a full apology live on air.
3. He _____ a rebuttal of the accusation and denied any personal involvement with the mafia boss.
4. The press release was _____ at approximately 12:00 p.m., about half an hour before she was taken into custody by police.
5. The BBC journalist who _____ the story is _____ his source and refusing to be drawn into conversation on how he came about the facts of the case. Meanwhile, leaders around the world are still trying to absorb this shocking news and decide how to respond.
6. They _____ a live broadcast of the programme on the internet for online users to follow.
7. They _____ to a commercial break midway through the report when someone realised that they had been _____.
8. The story _____ a sensation when it broke, but all parties implicated issued immediate denials of their involvement in the cover-up.
9. He _____ the show for a record 30 years before retiring last may.
10. There now follows a _____-up of all the local news in your area.
11. The broadcast _____ out live to an audience of over 170 million people.
12. The substance of the story was carefully _____ prior to its release.
13. He has been _____ this lead for some time now, but, alas, I think it has finally come to a dead end.
14. The news channel was _____ amid much fanfare in Spring.
15. We are going to _____ over live now to our reporter on the ground in Zimbabwe.
16. The Six O'Clock News _____ with the story about the man who had faked his own death as part of a £200-million insurance scam.
17. Her engagement actually _____ the headlines in what can only have been described as a very slow day for news.
18. We _____ this broadcast to bring you some breaking news.

Hollywood and the Film Industry

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

Column A	Answer	Column B
(a) feature		(i) premiere
(b) release		(ii) cut
(c) movie		(iii) reception
(d) final		(iv) cast
(e) general		(v) release
(f) ensemble		(vi) performance
(g) red		(vii) lady
(h) opening		(viii) night
(i) critical		(ix) carpet
(j) tour de force		(x) date
(k) leading		(xi) film

(b) Use the collocations above to fill the gaps in the paragraph below.

His latest **1.** _____ is going to have its **2.** _____ at the Cannes Festival before going on **3.** _____ on April 31st. The Cannes' screening is sure to be the most anticipated **4.** _____ of the year to date. But with the general **5.** _____ almost upon us, fans of the book franchise on which the movie is loosely based will soon have their patience rewarded. The film features an **6.** _____ which includes Brad Pinter, and, of course, Tilly Scoresty as the **7.** _____. The **8.** _____ will matter little in truth because fans will flock to the cinema in their droves, but, at any rate, nothing less than a **9.** _____ is expected from Tilly if she is on form. Tilly will be out on the **10.** _____ with the rest of the cast at Cannes on Thursday night - and she'll have to stick around a good while longer than normal if the rumours about the length of the **11.** _____ of the movie turn out to be true.

The Entertainment industry and Mass Media Vocabulary

(c) Use the words from the box below to complete sentences 1 - 20. Use each word once only.

screen test	stock	plot	sequel	mainstream
screenplay	protagonist	running time	cliffhanger	anticlimactic
remake	flop	post-production	tearjerker	typecast
chemistry	adaptation	extra	swashbuckler	method

1. The _____ went well in so far as she could tell, but then, for some reason, she didn't get the part; perhaps she just wasn't right for the role.
2. With a _____ of over three hours, the movie tends to drag out a bit in places.
3. The film was heavily edited in _____ and this led to a major falling-out between Mark Summers, whose part was practically erased, and John Eldorf, the director.
4. He began his career as a movie _____ in the film Monk Blood, where he was spotted by a talent scout and signed up to one of the big agencies.
5. The _____ was not met with the universal praise which greeted the first installment in this movie franchise.
6. He is a _____ actor, and he likes to be 'in character' throughout the entire filming process, which those around him find infuriating at times.
7. You risk being _____ if you continue to play the role of the villain in all your movies.
8. The ending was rather _____ considering the fact that the film had been so intense throughout.
9. He turned his back on the _____ studios to set up his own small independent production company.
10. This is a classic _____ which leaves you sitting on the edge of your seat in anticipation until the big reveal at the very end, and looking forward to what's to come in the next installment in the series.
11. It was a right _____; even Mark was getting emotional.
12. I would describe it as an all-action _____; it is non-stop from start to finish and the level of intensity never drops.
13. Apart from some obvious _____ holes, it was a decent enough movie and watching it was a most enjoyable way to spend the evening.
14. The screen _____ of the book did not live up to expectations. Fans were left very disappointed.
15. Despite a very positive reception from the critics, the movie became a box-office _____.
16. The on-screen _____ between the two leading actors was marvellous to behold and made the story all the more believable.
17. The _____ is an unlikely hero in the shape of Mark Milton, a shy, sheepish librarian.
18. Milly Rove is basically a _____ character; your typical Stepford-Wife type.
19. It's a _____ of a 1921 film noir classic.
20. The _____ was a collaborative effort between Minty Walsh and Oxtail Monrath. It was Monrath who had originally approached studio bosses with a sort of vague outline of the plot and a hastily-prepared script.

(d) Select an appropriate verb from the box to fill each gap. You may need to change the tense.

stay	inspire	base	pick	adapt	shortlist	cast
------	---------	------	------	-------	-----------	------

1. He _____ a relative unknown in the lead role but it proved to be an inspired decision; reviews of the actor John Mulqueen's performance were unanimous in their praise.
2. The film has been _____ for several awards but has yet to win any.
3. The movie is _____ loosely on a play written by Cartright, but Cartright himself had nothing to do with the film version beyond, that is, banking a considerable sum of money in royalties.
4. It was _____ from the book of the same name, but the director took some liberties in his retelling of the story.
5. My friends _____ holes in the plot, but I thought the movie was quite praiseworthy.
6. Although _____ by true events, this is a complete work of fiction and the characters are not based on the real people involved in the story.
7. For the most part this production _____ true to the original 1970s classic, but it does not come close to matching it for sheer impact and shock value.

The Entertainment industry and Mass Media Vocabulary

The Music Industry

(a) Match verbs 1 - 14 with the phrase-endings i-xiv to complete the collocations.

1. sign	[]	i. the roof off
2. cover	[]	ii. a stadium
3. do	[]	iii. out an arena tour
4. top	[]	iv. the lyrics
5. go	[]	v. the charts
6. sell	[]	vi. a signing at a music store
7. fill	[]	vii. a tour date
8. lift	[]	viii. the house down
9. bring	[]	ix. a rousing rendition
10. collaborate	[]	x. with a fellow artist
11. add	[]	xi. the American market
12. crack	[]	xii. to a record label
13. give	[]	xiii. an original song
14. mime	[]	xiv. solo

(b) Now use verbs 1 - 14 above to complete the sentences which follow. You may have to change the tense or form. Use each word once only.

- He _____ a record deal reputed to be worth £10 million.
- The _____ art was designed by his wife, who is a well-known and moderately successful artist in her own right.
- The audience felt short-changed when she _____ her latest release; they had come to see her perform live.
- She _____ the performance of a lifetime at the Grammy Awards ceremony.
- He started out _____ gigs in his local pub, but after being spotted by a talent scout he was approached by one of the largest record labels in the country.
- He _____ under the pressure of constant media attention; he just wasn't meant for life in the limelight.
- She _____ with several artists on her latest album, but this has failed to impress the critics who have been scathing in their reviews.
- His song 'Sally-Anne' is still _____ in a lot of revenue from royalties some twenty-three years after it was first released.
- Demand for her latest album is not going to match that which there was for 'Ondine', her debut offering - at least, that's assuming the first-week _____ figures are anything to go by.
- He has _____ playing the guitar to his impressive repertoire of musical talents.
- It had been hoped that her debut single would reach the _____ spot, but she should be pleased with position two in the charts at any rate.
- The troubled musician received a _____ on learning of her song's reentry into the charts.
- Her new-found popularity insured that she was able to _____ the 20,000-seat venue to capacity.
- He _____ on to record a further nine albums in what can only be described as a stellar career.

(c) Select a word from the box to fill each gap in the extract. Use each word once only. You will not have to change the form of the word.

supporting tune	demo playlist	key ballads	flat posthumous	range
--------------------	------------------	----------------	--------------------	-------

- She received a _____ award for her contribution to music. Her son accepted it on behalf of his mother, who, though now deceased, will surely live on in our memory for a very long time to come.
- He is _____ Mexirod on their tour of Canada this autumn.
- If you think you have what it takes, send me in your _____ tape and I promise I will have a listen.
- The band became known for its trademark power _____.
- The D.J. invited listeners to call in with their suggestions for the _____.
- The judge on the talent show accused the band of singing out of _____ and murdering the lyrics of a perfectly good song.
- He had a lovely tone in his singing voice but his _____ was very limited and he simply could not reach the high notes.
- You were not singing in _____; in fact, your voice sounded quite _____. I'm afraid we will not be putting you through to the next round on this occasion, but thank you for auditioning.

The Entertainment industry and Mass Media Vocabulary

(d) Match 1 - 8 with the strongest collocations from i - viii.

1. house	[]	i. listening
2. indie	[]	ii. act
3. easy	[]	iii. album
4. booking	[]	iv. music
5. recording	[]	v. manager
6. studio	[]	vi. contract
7. road	[]	vii. band
8. supporting	[]	viii. agent

(e) Now use the completed phrases from (d) to fill in the blanks below. Use each phrase once only.

- They were a top draw for this pub for many years, so it seemed a no-brainer to make them the official _____.
- The _____ was, in my opinion, actually more entertaining than the headline band.
- These guys are great; I can't wait until their first _____ is released next weekend.
- What they play is more _____ than mainstream pop. Even so, they've built up a large fan base.
- He's the king of _____; I can't think of any artist I'd chose over him if I just want to put my feet up and unwind.
- The _____ has got us an extra gig on Sunday on account of how well the last one went down.
- As _____s go, she's right up there with the best of them; she makes sure everything runs smoothly but you'd hardly even know she was there from beginning to end of tour.
- They've somehow bagged a million-dollar _____ with Sony, despite the fact that they have yet to even have a top-ten hit.

The Critics and Reviews

(a) Chose an appropriate word from the box to complete each gap. Use each word once only.

lauded	authentic	compelling	amplify	frenetic	groundbreaking
interwoven	ensemble	hype	abysmal	virtuoso	finale
consensus	incoherent	acclaim	unanimous	unparalleled	suspense

- The film has thus far met with almost universal _____, with many describing it as a modern-day masterpiece and director Cloud Bond's finest moment.
- The _____ that surrounded the launch of Mile Down is about the best thing this film ever had going for it - this is a truly _____ dramatization of one of the most significant moment's in our nation's history.
- This is a essentially two stories expertly _____ by the author into one utterly _____ novel.
- _____ as one of the most successful remakes in cinematic history, fans of the original will love this film as director Willheim Nording has stayed true to the story here on almost every possible level while somehow creating something refreshingly original and new.
- I would go along with the _____ on this one; while Yardie has punched above its weight at the box office and supplanted Maori Wave in the number-one position, it is at best lightweight and mediocre, and the director has played it very safe here.
- This movie steams along at a _____ pace. It is full of _____ and the director produces some truly intense, edge-of-seat moments in the lead up to and during the big _____.
- Stevens is _____ as an actor in his generation, and only he could have delivered the _____ performance the role of this particular protagonist demands.
- Both the leading actor and director have received _____ praise for their parts in this production, praise which this critic believes is entirely justified, for it is rare indeed for two artists at their peak to _____ one another's gifts so brilliantly.
- While hardly _____ in the sense that it sticks to tried and tested special effects methods, this film is technically brilliant and possessed of an _____ feel of which so many of its recent cinematic counterparts have been bereft.
- The plot is largely _____ and there is more talent in my right thumb than is possessed by the entire _____ that makes up this sorry cast.

The Entertainment industry and Mass Media Vocabulary

(b) Choose a verb from the box to fill each blank. Use each verb once only. You may need to change the tense or form.

come	deliver	convey	promise	tackle	delve
scratch	trivialise	evoke	miss	rave	

Most critics have _____ about this movie. I must admit to having been left somewhat disappointingly underwhelmed, however, and feeling as if this very complex subject has but barely had its surface _____ in *Abdominal Pain*. I mean, the issue of teen suicide is a very serious, important and current one, so it is admirable that the filmmakers have tried to _____ it, but, in doing so, they have _____ little into the underlying causes of the problem, which is a _____ opportunity, I feel. *Abdominal Pain* _____ much but _____ little, I'm afraid. The sense of desperation teens struggling with their identity and having no one to turn to must feel is not really _____ here. And while the director does succeed in _____ a certain sympathy in the audience for the lead character, Rory Mole, a terrible depressed and lonely 15-year-old suffering from undiagnosed bi-polar disorder, his plight is _____ and there is an almost comedic element to his what should be tragic story. Mike Clough has _____ up short here in his directorial debut, and he will do well to recover from this big-screen disappointment.

(c) Use the clue- or stem-word to create an adjective to describe a novel or aspect thereof, as in the example below.

1. a (nail) _____ finale
2. a (harrow) _____ tale
3. an (enigma) _____ character
4. an (toxic) _____ experience
5. a (viscera) _____ hatred
6. a (buoy) _____ ending
7. an (apology) _____ and bold critique
8. an (engage) _____ story
9. a (pretend) _____ and shallow effort
10. a (fresh) _____ honesty

(d) Use the answers from (c) above to fill in the gaps in the sentences below. Use each word once only.

1. It is _____ to see how frank the author is in this biography, and his honesty is all the more laudable on account of it being his own memoirs that he is penning here.
2. Hume adopts a tried and tested formula in his new rom-com, and is _____ about doing so.
3. The _____ prospect of having to relive her ordeal in the courtroom does not deter our heroine.
4. One leaves the theatre feeling decidedly _____ after this feel-good play.
5. It is an _____ combination of intensity and passion that has the viewer rapt throughout and yearning for more at the end.
6. The audience is on the edge of its collective seat during this _____ climax, and there is a delightful twist in the very last scene to surprise and even shock you.
7. He doesn't pull off sophisticated, which appears to have been the aim here, but simply comes across as _____.
8. Joseph is a fascinating and _____ creature. Oh to get inside the head of our hero! But, alas, the author gives us only the occasional tantalising peak into his thought process and we are left pining for the sequel to find out more about this curious and oddly endearing fellow.
9. The idea of Nell Burges and Ed Reeves acting alongside one another again is an _____ thought.
10. His approach to writing is _____ rather than intellectual.

(e) Find the eight synonyms of **VERY INTERESTING** and the eight synonyms of **BORING** and group them below.

dull	riveting	prosaic	enthraling	bromidic	enrapturing	pedestrian	captivating
vapid	spellbinding	wearisome	insipid	absorbing	gripping	fascinating	lustreless

1. Very Interesting : _____
2. Boring: _____

The Entertainment industry and Mass Media Vocabulary

Television, Radio and the Internet

(a) For each word below, find the three strongest collocations from the box. Some of the words in the box may fit in more than one gap, but there will only be one answer which will enable you to complete the exercise and fill in all the gaps correctly.

pay-per-view	cable	social	upgrade	wireless	broadcast
broadband	firewall	premiere	open source	bluetooth	reality
hopping	anti-virus	prime-time	server	search engine	studio

1. _____ channel
_____ channel
channel _____

2. _____ connection
_____ connection
_____ connection

3. internet _____
internet _____
internet _____

4. _____ network
network _____
_____ network

5. _____ software
_____ software
software _____

6. _____ television
_____ television
television _____

(b) Choose a word from the box to fill each gap. Use each word once only.

netizen(s)	picking(s)	infomercial(s)	terminal(s)
stock(s)	commercial(s)	watershed(s)	terrestrial(s)

The standard of television programming produced in this country is in _____ decline. The _____ has become a meaningless term confined in its applicability to bygone days when adult content felt the full force of censorship and was not allowed to appear on the box until after 9:00 p.m. Nowadays, however, it seems anything goes any time. And, truth told, whatever anything is, it seldom 'goes' for much longer than a half hour or so at any rate before it is interrupted by a _____ break. And don't even get me started on those appalling _____ most of the networks run right the way through the night, one after another, for up to thirty minutes at a time. It is truly painful. _____ television is now, as far as I am concerned, a laughing _____. All the quality has been bought up by the satellite networks, with their big-money weight behind them, but even here _____ is/are slim. In protest at the dire state of things, I have become a converted _____. I look to the web now to find good content. There, I can find just enough re-runs of quality programmes to prevent myself from falling into utter despair and pining for the good old days of yesteryear.

(c) Choose a suitable verb to fill each gap. You are not given any options/clues.

While the internet 1. _____ up a whole new world of knowledge and information for this and future generations to explore, it also 2. _____ a number of serious concerns for parents with young, net-savvy children. For starters, it is exceptionally difficult to 3. _____ your children's net activity and 4. _____ abreast of whom they are interacting with online. Secondly, there is little if any censorship of the internet, so parents must be 5. _____ to do the censoring themselves or 6. _____ on software products to do it for them. Even still, there are ways around the best-intentioned of such programmes, and, besides, the alarming level of growth in cyber-bullying is indicative of a trend parents should, perhaps, be far more concerned about. It used to be that children were 7. _____ from the bullies one they 8. _____ to the safe confines of their home, having escaped their schoolyard tormentors, but not anymore. There is nowhere to 9. _____ thanks to social networks like Facebook, which, if anything, make the 10. _____ far and wide of malicious rumours and the like easier than ever before given the virulent nature of the internet.