

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		paticipated	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 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		