

Listening

1 🎧 Listen to four speakers talking about the media. Are the statements true (T) or false (F)?

- 1 The speakers all say that they read or watch the news. ____
- 2 Two of the speakers talk about television. ____

2 🎧 Listen again. Complete the sentences with A, B, C or D. You can use each speaker more than once.

- 1 Speaker ____ only likes to read serious newspapers.
- 2 Speaker ____ has recently read an online article about the results of some research.
- 3 Speaker ____ recently watched a good film on TV.
- 4 Speaker ____ and Speaker ____ prefer TV to other media.
- 5 Speaker ____ only uses one form of media to read the news.
- 6 Speaker ____ thinks tabloids are dull.
- 7 Speaker ____ regularly watches soap operas and reality shows.
- 8 Speaker ____ said that people are often worse at multitasking than they think they are.

Reading

William Randolph Hearst

George Hearst, an American businessman and politician, had become a multi-millionaire after finding gold in California. He invested in a lot of different companies and projects which further increased his wealth. But not all of his projects were successful. He acquired a newspaper called the *San Francisco Examiner*, which, at the time, was unsuccessful and losing money, as payment for a gambling debt. In 1887, his only son, William, begged his father to allow him to take control of the newspaper. George wasn't keen on this idea at first, but William was delighted to have the opportunity to run a newspaper. He had first become interested in journalism when he was a student at Harvard University. Now his dream had come true.

Forty years later, William Randolph Hearst was the richest and most famous newspaper man in the United States. In fact, it is said that by the mid-1920s one in every four Americans read one of his newspapers every day. He had made a success of the *San Francisco Examiner*, and now he owned twenty daily newspapers and eleven Sunday newspapers as well as well-known magazines such as *Cosmopolitan* and *Harper's Bazaar*. He even had his own Hollywood film company and produced his own films. William Randolph Hearst's newspapers had become popular because he had introduced a new style of sensational news reporting which was called 'yellow' journalism. All his newspapers published exciting stories about crime with lots of pictures and large headlines, and many of the stories weren't actually true. He also cut the prices of his newspapers to get more and more people to buy them, and employed some of the best writers in America to write newspaper columns and stories. It was the beginning of tabloid journalism, and it made William an extremely important and powerful man in the world of politics and the media.

From the 1920s, William spent more and more time away from the public at his home in California. He became famous in the United States for being a rich man who wanted to be alone and who never left his house. He lived in a huge house which looked like a castle, and he spent millions of dollars building more and more rooms, and filling the house with European paintings, and surrounding it with animals and plants from all over the world. It was his way of escaping from the public world, a world that had never really loved him and had rejected him when he tried to become a politician. In the early 1900s, William Randolph Hearst had told the world that he was going to run for President of the United States. He had spent millions of dollars on political campaigns, had failed to win an election to become mayor of New York, and had never become President. The man who was once more powerful than anyone else in America spent the last few years of his life in his mansion with few friends.

3 Read the text. Circle the correct answers (a–d).

- 1 Which of the following events happened last?
 - a George gave his son a job at a newspaper.
 - b George started investing in lots of companies.
 - c George Hearst acquired the *San Francisco Examiner*.
 - d George discovered gold in California.
- 2 When did William first think about having a career in newspapers?
 - a During the time that he spent at Harvard University.
 - b While he was studying journalism.
 - c As soon as his father offered him the job at the *San Francisco Examiner*.
 - d While he was working in an office job.
- 3 What do we find out about the popularity of William Randolph Hearst's newspapers in the 1920s?
 - a About a quarter of the American population read one of his daily newspapers.
 - b None of his newspapers were as successful as the *San Francisco Examiner*.
 - c He owned all the most well-known newspapers in the country.
 - d Worldwide, one in four people read one of his newspapers or magazines.
- 4 What was typical of the 'yellow' journalism in Hearst's newspapers?
 - a The articles were long and detailed.
 - b They didn't use many pictures.
 - c All of the stories were false.
 - d Many stories were about crime.
- 5 What does the text say about Hearst's last home?
 - a It was an old castle.
 - b It was too big to live in.
 - c It was expensive to buy.
 - d It was full of art.