11 Say Cheese!

Reading

A **Read the quotes about the media. Which do you agree with? Discuss with a partner.**

"The media is the most powerful entity on earth … [it has] the power to make the innocent guilty and to make the guilty innocent and that's power. Because it controls the minds of the masses."

"People shouldn't expect the mass media to do investigative stories. That job belongs to the 'fringe' media."

"Paparazzi armed with telephoto lenses have long been the scourge of the rich and famous, but surely they welcome the publicity."

B **How objective are the following types of media? Discuss with a partner.**

- traditional print media
- TV news
- documentaries
- news blogs
- TV current affairs shows

C **Quickly read the extract. Which type of media is said to be less objective?**

Two sides to every story

by Cameron McVie

A poignant moment when a wrongly convicted man is finally set free. An actor caught in the glare of flashbulbs as he stumbles out of a nightclub. These are the subjects of Lottie Banes and Aaron Campbell – a documentary film-maker and a paparazzo respectively. What connects them is they both work in the media, but that's where any similarity ends.

Originally looking to a career in feature films after studying under a famed director, an unexpected turn of events led Lottie to make a documentary and she hasn't looked back since. I ask her why documentaries are quickly becoming the most exciting genre of film-making.

"Feature documentaries have become the place for telling in-depth stories, now that traditional journalists are too busy chasing page views," she replies. She has a point. In a previous era, the evening news, the daily papers and the newsweeklies were the main places to get the latest international news of the day, but no longer. The new, gossipy style of TV and print journalism has surrendered the role of serious investigative journalism to documentarians.

Traditional media is in a state of fundamental change. Because international bureaus have been decimated, newspapers have been in decline, at least since advertising revenues were wiped out by online marketing sites. The news still needs to be told, so it's now coming to us in a different form.



"The information void that has been created is being filled by documentary film-makers around the world," she continues. "Documentarians are the new journalists, not simply because journalism itself is in a state of crisis. The content of documentaries is more gripping than the content of journalism." Anyone who has watched a hard-hitting documentary would agree that they are intense projects. Often fuelled by a passion for the truth and moral outrage, they don't just scratch the surface but rather delve deep into an issue.

Documentaries have overcome their old stereotype of being boring films about nature, in large part due to excellent pieces of investigative journalism. This subgenre of the documentary is the most popular and familiar, and deals with important issues and exposés of environmental catastrophes, cover-ups, and the injustices of the wrongly convicted.

By approaching these subjects in an impassioned way, documentaries mirror our own reactions to what is happening. We can thus connect with the content in a way that is not possible with traditional media.

As Lottie explains, "News that is neutral or seen to be overly objective tends not to leave a strong, lasting impression. A print journalist covering an issue approaches the subject like the proverbial fly on the wall, presenting facts as impartially as possible. A documentarian, on the other hand, approaches the same issue from one side of the argument and with powerful video images to support it. In many ways, this is the opposite of objective journalism, but it's a direct path to the heart of the issue."

Such documentaries – the kind that prove a point – have struck a chord with the public, and documentarians are now counted among the great journalists.

This can't be said for the paparazzi that hound celebrities. They will likely never join the ranks of the world's great photographers. But then again, that isn't their aim. While documentarians tell us what we need to know, the paps give us what we want to know.

As far as Aaron Campbell is concerned, he's providing a community service. He says most people enjoy the photos. "The fact is celebrities have become a guilty pleasure, and I challenge anyone to say they haven't read celebrity gossip or clicked on a story to see the accompanying photos." He may have a point there. Most people would deny taking a discreet peek in order not to be labelled star-struck or worse, mindless. Click rates don't lie – there are figures to show how many views a story generates. And it's the public's insatiable demand for celebrity gossip that keeps the photo agencies in business.

So why do the paparazzi have such a bad reputation if they're satisfying the needs of the public? "What they don't like is their perception of how we get the photos," Campbell replies. Paparazzi are known to camp outside celebrity homes, stalk them while they are at lunch and even give high speed chase to snap them. Campbell, however, prefers to drive around the city searching for celebrities instead of 'door stepping' – the term used to describe watching someone's home. "They don't like us, but the paparazzi are a necessary evil," he says.

LIVEWORKSHEETS

D **Read the *Exam Close-up*. Then complete the *Exam Task*.**

E **Match the sentences with the expressions that best summarise their meaning.**

1 It was a very superficial examination of the issue.
2 I felt great empathy for the victims of the injustice.
3 He used a lot of persuasive arguments to make his point.
4 Soon, all printed media will become obsolete.
5 I want to hear the conversation without being noticed.

a something's days are numbered
b scratch the surface
c drive something home
d fly on the wall
e strike a chord

I ask him to elaborate. "Look, the stars can't have it both ways. They need us if they want to remain relevant. They need us in order to stay famous. If they're not in the press, they don't exist. It's as simple as that," he says emphatically. But what about the unflattering photos we sometimes see on the covers of the seedier tabloids? How does it benefit celebrities to be seen at their worst? "It doesn't, and that's not our aim. Ninety per cent of what we photograph, and of what the public wants and buys are happy celebrities looking stylish. Those pictures are what the tabloids want to buy."

To drive home the point that he isn't a heartless profiteer, he tells me a story. "I once took a photo of an actor that was really unflattering, but I didn't send it to the agency. He's my favourite; I grew up watching his films, and so I didn't want the tabloids making fun of him based on my photograph." "Probably not offered enough for it," I think to myself, but I comment that it was noble of him. He catches the hint of sarcasm and considers his reply. "Most of them are willing participants, you know. There is a symbiotic relationship between us and them. At some point in most careers, the stars want it and need it. Being compliant with the paparazzi can skyrocket a no-name to fame. Most celebrities who are in the tabloids every week are there by choice. You don't need to feel sorry for them."

How long will the adrenaline-filled spying and chasing continue? With the rise of Instagram, celebrities have the power to take the shots themselves. It could be that the days of the paparazzi are numbered, but I keep this thought to myself as I thank him for his time, and leave.

I must hurry. There's a great documentary on at the cinema and I don't want to miss it.

Exam Close-up

Distinguishing between viewpoints

- Read the text closely to understand exactly what the writer is saying.
- You will need to distinguish between apparently similar viewpoints or reasons in the options.
- Locate the part of the text that contains the answer (the questions are in the same order as the information in the text) and make sure it matches the option you think is correct.

Exam Task

You are going to read an article about two people in the media. 'For questions **1 – 6**, choose the answer (**A**, **B**, **C** or **D**) which you think fits best according to the text.

1 What does Lottie Banes suggest journalists are doing?
- **A** changing the focus of their in-depth stories
- **B** seeking new ways of gathering news
- **C** showing a preference for different subject matter
- **D** only writing content for online news sites

2 What has negatively impacted traditional media?
- **A** reduced income streams
- **B** the demand for new stories
- **C** more online news sites
- **D** a lack of investigative stories

3 According to Lottie Banes, the content of documentaries
- **A** has a familiarity for viewers
- **B** is labouring under a stereotype
- **C** sometimes deals with states in crisis
- **D** often makes for compelling viewing

4 How is a documentarian less objective than a journalist?
- **A** by making a bigger impression
- **B** by taking a particular position
- **C** by mirroring the views of the public
- **D** by adopting an unbiased stance

5 Why does Campbell refer to celebrities as 'a guilty pleasure'?
- **A** There is too high a demand for gossip.
- **B** It is dishonest to deny interest in them.
- **C** Celebrities are guilty of being indiscreet.
- **D** Reading about them is frowned upon.

6 Which statement best describes the relationship between celebrities and the paparazzi?
- **A** It is based on feelings of resentment.
- **B** It is mutually beneficial.
- **C** The paparazzi are not tolerated.
- **D** It is considered exciting.

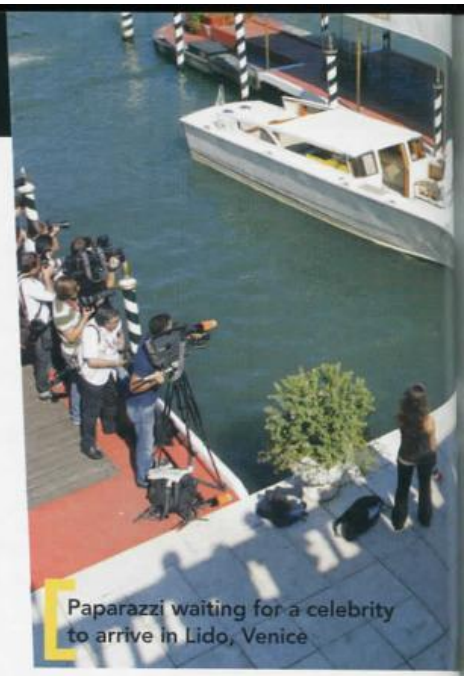
Ideas Focus

- Do celebrities have a right to privacy? Why / Why not?
- If you were a journalist and uncovered a celebrity's secret, would you publish it? Why / Why not?



LIVEWORKSHEETS

11 Say Cheese!



Paparazzi waiting for a celebrity to arrive in Lido, Venice

Vocabulary

A **Complete the sentences with the words in the correct form.**

column hound lampoon pack recluse scoop slander stalk

1 A _____ of reporters had taken up position outside the hotel as they waited for the star to arrive.
2 Having suggested on a live broadcast that the guest was a conman, the presenter was duly sued for _____ .
3 The government minister who had been sacked was _____ mercilessly by the press wherever he went.
4 The former star rarely made public appearances and practically lived as a _____ in her mansion.
5 _____ by the press for his buffoonish behaviour, the candidate continued his run for the presidency, undeterred.
6 The actress was being _____ by a deranged fan who seemed to follow her everywhere she went.
7 Lucinda was a fashion blogger before she was approached to write a weekly _____ in a London newspaper.
8 The ambitious young reporter cemented his career with a _____ on an athletics doping scandal.

B **Complete the text with the words. What do you think 'Publish and be damned' means?**

anecdotes blackmail excerpts exile gossips instalments libel memoirs notorious obscurity press scandal

Publish and be damned

In 1824, the Duke of Wellington received a disturbing letter. 'My Lord Duke,' it began, 'in Harriette Wilson's **(1)** _____ , which I am about to publish, are various **(2)** _____ of Your Grace which it would be most desirable to withhold, at least such is my opinion. I have stopped the **(3)** _____ for the moment, but as the publication will take place next week, little delay can necessarily take place.'

The letter, sent by a crooked businessman named Joseph Stockdale, was an attempt at **(4)** _____ . Harriette Wilson – a **(5)** _____ personality – had fled London and was then living in **(6)** _____ in Paris, down on her luck and desperately in need of money. The Duke – a national hero – had secrets that Wilson knew, and was being asked to pay up or risk a **(7)** _____ .

Wellington's response is legendary: 'Publish and be damned!' he boldly challenged. And they did. Over the following year, the book appeared in a series of regular **(8)** _____ ; from these, **(9)** _____ were pirated for wider consumption. To the delight of **(10)** _____ everywhere, half the aristocracy was named in the book.

It was a huge success, but it did not last. Stockdale was soon ruined financially by **(11)** _____ suits, while Wilson was broke again within a few years, and died in **(12)** _____ . The Duke, on the other hand, went on to become prime minister.

C **Circle the correct words.**

1 **A:** Management at the newspaper are seriously considering making staff cuts.
B: I know. It's because our circulation / distribution figures have dropped.
2 **A:** These figures show a continued decline in paper / print media.
B: Well, it's clearly due to the rise of online news outlets.
3 **A:** How did the press get their hands on this information?
B: We think the drip / leak came from a government employee.
4 **A:** Are you sure you can trust your assistants?
B: Definitely. They're too discreet / discrete to talk to the press.
5 **A:** Your cousin travels a lot. What does he do for a living?
B: He's a foreign correspondent / reporter and he's posted in Asia.
6 **A:** Before running your story, we need to know where you found the information.
B: It's from a very credible / feasible source – someone on the inside.

LIVEWORKSHEETS

D **Match the words in bold in 1–6 to their meanings a–f.**

1 In the **immortal** words of the Duke of Wellington, thrown out as a challenge in 1824, 'Publish and be damned!'
2 The film *The Name of the Rose* was based on the critically **acclaimed** novel by award-winning author Umberto Eco.
3 Greta Garbo, the **fabled** movie star who the press couldn't get enough of, was reported to be quite eccentric.
4 The press wasn't interested in the **Z-list** celebrities at the party, only the famous ones.
5 He comes from an **illustrious** family that includes a former prime minister.
6 Albert Einstein, the **eminent** theoretical physicist, was a Nobel Prize winner.

a made famous by having many stories written about him/her ☐
b famous and respected within a particular sphere ☐
c only slightly famous but not for doing anything special ☐
d likely to be remembered for a long time ☐
e famous, well respected and admired ☐
f given approval and praise by critics ☐

Collocations & Expressions

E **Complete the expressions with the words.**

headlines invasion legend limelight map minutes splash stardom string time

1 That singer had a _____ of hits in the 90s, and was quite famous for a time.
2 Unexpectedly, the support act stole the _____ at the band's final show.
3 Very few artists make a _____ with their first album, but she did.
4 He appeared as a contestant on a reality show and got his 15 _____ of fame.
5 He finally hit the big _____ with the publication of his last novel.
6 It seemed that he was destined for _____ from a very young age.
7 She never gave interviews as she considered them an _____ of her privacy.
8 It was the artist's unique paintings of banal subjects that put him on the _____ .
9 Pablo Picasso enjoyed great success and was a _____ in his own lifetime.
10 She hit the _____ a year ago when she married a famous footballer.



One of Pablo Picasso's pieces found in the Museu Nacional d'Art de Catalunya, Spain

Ideas Focus

- What do you think is the quickest and easiest way to become famous nowadays? Why?
- Would you like to be a Z-list celebrity? Why? / Why not?
- Do you think celebrities pay too high a price for fame? Why? / Why not?



LIVEWORKSHEETS

F **Match the verbs with the nouns to form collocations.**

be dropped from get signed by make reach the peak of seek

a comeback publicity a record label stardom an agent

G **Complete the sentences with the collocations from F in the correct form.**

1 Everyone thought he was a one-hit-wonder, but he surprised everyone by _____ two years after his first hit.
2 She has very little discernible talent, so I think that's why she always _____ by trying to be photographed outside high-end bars and clubs.
3 After a string of flops, it was no surprise when the band _____ their _____.
4 It was definitely in that gangster film that he _____. He was really underwhelming in everything I saw him in after that.
5 The tension backstage during our final performance at drama school was really high because everyone was trying to _____.

Prepositions

H **Circle the correct words.**

1 His shyness in private was completely at / on odds with his public persona.
2 The paparazzi were getting out of / under hand, and so the police were called in.
3 As soon as he tasted fame, the young actor became quite full with / of himself.
4 The joke the author made upon receiving his award was by / in very bad taste.
5 The reporter was sacked at / on the spot for making up bogus sources.
6 Social media was abuzz with the celebrity's into / over the top wedding.
7 Upwards from / of 10,000 fans were at the airport to welcome the star.
8 Many sacrifices were made by the aspiring actor for / in the name of fame.

Exam Close-up

Creating prefixes and suffixes from the same word

- The root word you are given may require more than one change.
- This is the case when a word requires both a prefix and a suffix.
- Read around the gap carefully and decide what part of speech is required.
- Usually, a word will take a prefix to form its opposite or a negative, and a suffix to form one of the four parts of speech: noun, verb, adjective and adverb.
- First decide which part of speech you need, then think about the prefix.

I **Read the *Exam Close-up*. Then complete the *Exam Task* below.**

Exam Task

For questions **1 – 8**, read the text below. Use the word given in capitals at the end of some of the lines to form a word that fits in the space in the same line.

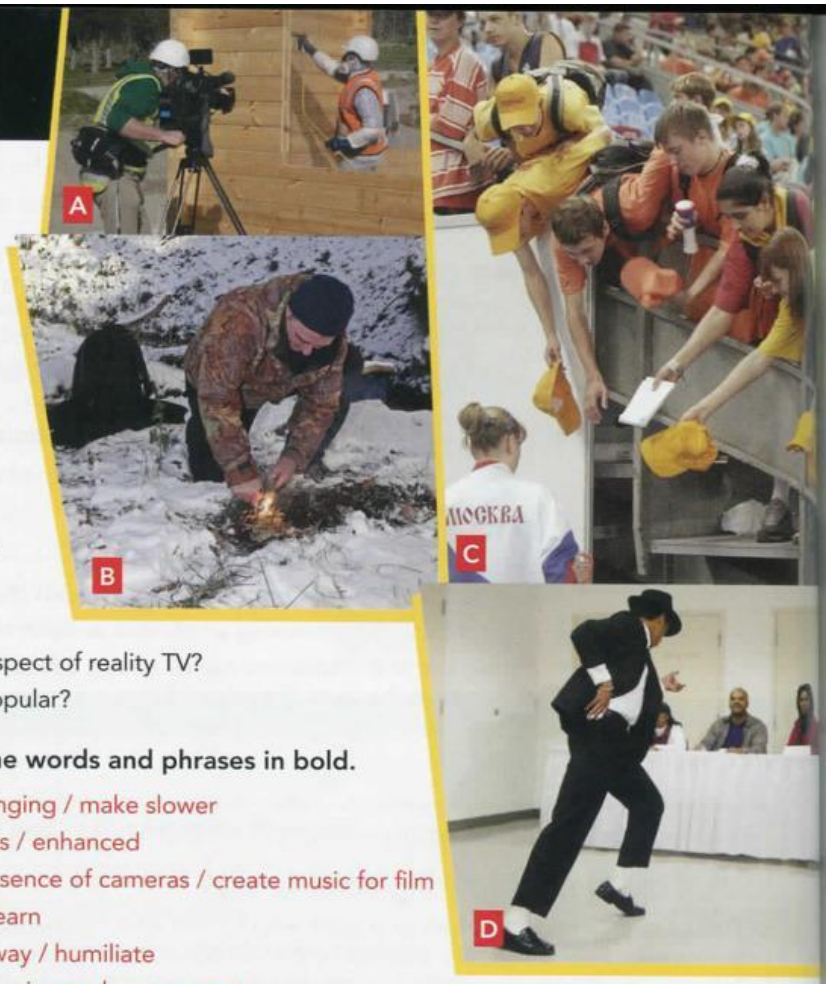
Propaganda and the news media

We expect our news outlets to present us with an **(1)** _____ view of the world. When we tune in to the nightly news or read a newspaper we assume that we are being provided information **(2)** _____. But are we? Although not as widespread as **(3)** _____ theorists would have us believe, propaganda exists, and nowhere more so than in the news media. The news is the perfect vehicle for the **(4)** _____ of information because of its vast audience and the power it has to influence opinions. But when its intentions are to deceive, the **(5)** _____ presented is an example of propaganda. This is often achieved by presenting facts **(6)** _____; that is, by intentionally choosing some things that support a particular narrative and not others. We call this 'lying by **(7)** _____,' and it is a very effective tool. Editing can also colour the truth. One well-known broadcaster dubbed in sound effects and played a **(8)** _____ video next to a correspondent reporting from a conflict zone to create a sense of danger when none was present.

OBJECT
PARTIAL
CONSPIRE
DISSEMINATE
INFORM
SELECT
OMIT
CHAOS

LIVEWORKSHEETS

11 Say Cheese!



Listening

A **Look at the photos and match them to 1–4.**

1 celebrity status ☐
2 survival challenge ☐
3 fly-on-the-wall documentary ☐
4 talent contest ☐

B **Look at the photos again and answer these questions with a partner.**

- What aspects of reality TV do they show?
- Which photo do you think shows the worst aspect of reality TV?
- Which photo shows why reality TV may be popular?

C **Circle the phrases that mean the same as the words and phrases in bold.**

1 **dumb down** make quieter / make less challenging / make slower
2 **warts and all** realistic, including imperfections / enhanced
3 **play to the cameras** act differently in the presence of cameras / create music for film
4 **unscripted** without a plan / without lines to learn
5 **make a fool of yourself** behave in a stupid way / humiliate
6 **cringeworthy** causing feelings of respect / causing embarrassment
7 **misnomer** an apt term / an inaccurate term
8 **old media** only television / all media existing before the Internet

D **Read the *Exam Close-up*. Then read the *Exam Task* below and think about what you might hear.**

E 11.1 **Now listen and complete the *Exam Task*.**

Exam Task

You will hear part of a discussion between Simon, a TV critic, and Eve, a former reality TV contestant, about reality TV. For questions **1 – 5**, choose the answer (**A**, **B**, **C** or **D**) which fits best according to what you hear.

1 When reality TV started, Simon
  A realised how important it was going to be.
  B took an immediate dislike to it.
  C could not understand what all the fuss was about.
  D did not believe it would be so popular.

2 Simon's overall attitude to reality TV is
  A disgust at the standard of the content.
  B disbelief that anyone could watch it.
  C anger at the companies that broadcast it.
  D contempt for fame-seeking participants.

3 Why does Eve say that her experience of reality TV was realistic?
  A The action was shown exactly as it happened.
  B Participants had not learned lines from a script.
  C People are often humiliated in real life.
  D The environment was entirely natural.

4 What does Simon believe contributed most to the fall in popularity of reality TV?
  A There are no longer talented people producing it.
  B The public are bored with the format.
  C It has been superseded by the Internet.
  D Viewers want more quality content.

5 What do both speakers agree about?
  A Not all reality TV is in bad taste.
  B Instant celebrity is a worthwhile goal.
  C Fame can be harmful to children.
  D Reality TV is harmless entertainment.

Exam Close-up

Listening between the lines

- Remember, opinions are often expressed indirectly, rather than directly.
- If you can't answer the question on the first listening, focus on the next question and go back to it on the second listening.

F 11.2 **Now listen again and check your answers.**

LIVEWORKSHEETS