

1 Choose the correct option a–c to complete the sentences.

0 Following the links on \_\_\_ headlines of online news can use up a lot of time.  
a addictive    b capturing    c **clickbait**

1 Companies can \_\_\_ a lot of revenue by using good TV advertising for their new products.  
a spend    b give    c generate

2 Today's lesson on plastic recycling is \_\_\_ because a local committee in the area has just organised a volunteer plastic collection event.  
a topical    b sensational    c contemporary

3 This story is \_\_\_ to our newspaper. You can only read it here.  
a unique    b exclusive    c off the record

4 The princess \_\_\_ the headlines when she decided to get married. All the media talked about it.  
a got    b found    c hit

5 This documentary sheds light \_\_\_ the mystery of ships that have disappeared in the Bermuda Triangle over the years.  
a to    b on    c for

/ 5

2 Match the words from the box to the news stories different people comment on. There is one extra word.

balanced	bizarre	heartbreaking
heartwarming	newsworthy	quirky
viral		

0 News editor: 'That story is too strange for people to believe. We're not going to publish it.' **bizarre**

1 Reader: 'That story about children collecting money for hospitals made me feel good.'

2 Reader: 'I like the way this article on extreme sports explores opinions that are both in favour and against doing them.'

3 News editor to a journalist: 'This story about the zoo closing is quite sad, but write it so that readers feel even more strongly.'

4 News editor: 'There was a big fire last night. The public will be interested in hearing about that.'

5 Journalist to a news editor: 'I've found an unusual story about cat psychologists. It's a bit strange, but I think it will interest readers.'

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3 Complete the sentences with the missing words. The first letters are given.

0 Even when governments want to keep information secret, some journalists want to investigate and **reveal** the truth.

1 It's said that people who watch videos on their mobile devices tend to have a short attention **s** \_\_\_.

2 People don't know much about this issue, but a good documentary could raise a \_\_\_ of it.

3 News media should present both s \_\_\_ of an issue, not just an opinion 'for' or 'against'.

4 News articles about dangers like a fire spreading, or severe weather approaching, is in the public i \_\_\_.

5 News reporters ought to verify their s \_\_\_ so that the information they present is accurate.

/ 5

**TOTAL** / 15