

8 Media Matters

Reading

pages 96–97

- 8.1 blog** (n) /blɒɡ/
a web page with information about a subject, in which the latest information is at the top of the page • *If you want to read some of his new book, visit his blog.* > blogger (n)
- 8.2 e-book** (n) /iː-bʊk/
a book which you read downloaded on your computer • *You can read e-books on your tablet.*
- 8.3 app** (abbr) /æp/
abbreviation for ‘application’: a program on a computer or mobile phone designed to do a particular job • *I’ve just downloaded this app on my phone – it’s cool!*
- 8.4 get hold of** (expr) /get həʊld ɒv/
find; buy • *I want to get hold of her new book, but it isn’t in the shops yet.*
- 8.5 pre-schooler** (n) /priː-skuːlə/
a child who hasn’t started school yet; a child under five • *Pre-schoolers often go to nursery school for a few hours a day.*
- 8.6 logic** (n) /ˈlɒdʒɪk/
a way of thinking about sth that seems correct and reasonable • *Maths is a subject based on logic.* > logical (adj)
- 8.7 rhyme** (n) /raɪm/
a short piece of writing where the lines end with the same sounds • *I bought this book with children’s rhymes for my little sister.*
- 8.8 issue** (n) /ˈɪʃuː/
a magazine or newspaper printed for a particular day, week or month • *I just got the April issue of National Geographic.* > issue (v)
- 8.9 feature** (n) /ˈfiːtʃə/
a piece of writing about a subject in a magazine • *There’s a feature about careers for young people in this magazine.*
- 8.10 section** (n) /ˈsekʃn/
one of the parts of a book, document, etc • *He buys a paper every day and only reads the sports section.*
- 8.11 zone** (n) /zəʊn/
an area that is different from the other areas around it • *You can’t park here – it’s a ‘no parking’ zone.*
- 8.12 pullout** (adj) /ˈpʊlaʊt/
A pullout is part of a magazine that is designed to be removed and read, seen or used separately. • *There’s a pullout poster of the Olympic team in this sports magazine.*
- 8.13 collectable** (adj) /kəˈlektəbl/
worth collecting • *These collectable Pokemon cards from the 90s might be valuable today.* > collect (v), collection, collector (n)
- 8.14 trading card** (n) /ˈtreɪdɪŋ kɑːd/
one of a set of picture cards that children collect and exchange with each other • *He collects original Japanese Yu-Gi-Oh trading cards.*
- 8.15 contest** (n) /ˈkɒntest/
a game or competition in which people try to win sth • *Who won the singing contest?* > contestant (n)
- 8.16 packed (with)** (adj) /pækt (wɪð)/
containing a lot of things • *National Geographic magazines are packed with articles on the environment.*
- 8.17 social studies** (n) /ˈsəʊʃl ˈstʌdɪz/
the study of people in society • *We are learning how governments work in social studies.*
- 8.18 specialist** (n) /ˈspeʃəlist/
sb who knows a lot about a subject • *This archaeology magazine is written by specialists.* > specialise (v)
- 8.19 term-time** (n) /tɜːm taɪm/
one of the three periods of the year that students go to school • *I have to study at the weekends during term-time.*
- 8.20 makeover** (n) /ˈmeɪkəʊvə/
changes that make sb or sth look better • *We had a home makeover and completely redecorated our house.*
- 8.21 universally** (adv) /juːnɪˈvɜːsəli/
by everyone • *National Geographic is universally recognised as a leading publication.* > universe (n), universal (adj)
- 8.22 photojournalism** (n) /fəʊtəʊˈdʒɜːnəlɪzəm/
when news stories are presented with photos • *Photojournalism gives us a visual idea of the news which makes it more real for some people.*
- 8.23 readership** (n) /ˈriːdəʃɪp/
the number of people who read sth • *Kathimerini is a Greek newspaper with a large readership.*
- 8.24 distant** (adj) /ˈdɪstənt/
far away • *TV programmes can now be broadcast to distant places all over the world.* > distance (n)

- 8.25 supplement** (n) /'sʌplɪmənt/
a separate part of a newspaper or magazine
• *There is a fashion supplement with this newspaper every Sunday.* > supplement (v)
- 8.26 stunning** (adj) /'stʌnɪŋ/
extremely beautiful • *The stunning photos of the Pyramids really impressed them.*
> stun (v)
- 8.27 destination** (n) /destɪ'neɪʃn/
the place where you are going • *On today's holiday programme, our destination is Brazil.*

Newspapers and magazines

column	press pass
feature	pullout
headline	readership
issue	review
newsagent's	subscription
photojournalism	supplement
piece	tabloid newspaper

Vocabulary

page 98

- 8.28 headline** (n) /'hedlaɪn/
the title of a news story • *The headline yesterday was 'Thousands Dead in Tsunami'.*
- 8.29 presenter** (n) /prɪ'zentə/
sb who presents the news on TV • *The news presenter announced that a large earthquake had hit Chile.* > present (v)
- 8.30 cameraman** (n) /'kæmərəmæn/
sb who operates a TV camera • *John is a cameraman at a local TV station.*
- 8.31 sound engineer** (n) /saʊnd endʒɪ'nɪə/
sb who controls the sound for a TV programme • *The sound engineer didn't do a good job and we couldn't hear the presenter speak.*
- 8.32 correspondent** (n) /kɒrɪs'pɒndənt/
a journalist who reports from a specific place or on a specific subject • *'And now the latest news from our correspondent in Germany,' said the presenter.* > correspond (v)
- 8.33 newsagent's** (n) /'nju:zeɪdʒənts/
a shop that sells newspapers and magazines
• *Can you get me the Sunday newspaper at the newsagent's, please?*
- 8.34 booth** (n) /bu:ð/
a small enclosed place where sb can do something privately, such as use the telephone
• *There's phone booth in the reception area of the hotel.*
- 8.35 turn down** (phr v) /tɜ:n daʊn/
reduce the intensity of sound coming from a TV, radio, etc • *Turn down the TV for a moment while I answer the phone.*

- 8.36 volume** (n) /'vɒljʊ:m/
the amount of sound coming from a television, radio etc • *The TV is much too loud! Can you turn the volume down, please?*
- 8.37 review** (n) /rɪ'vju:z/
an article that gives an opinion about a new film, book, play, performance • *There's a review in this magazine for a good film.* > review (v), reviewer (n)
- 8.38 drive sb mad** (expr) /draɪv 'sʌmbədi məd/
make sb annoyed, excited or crazy • *It drives Mum mad when I play music at full volume.*
- 8.39 news flash** (n) /nju:z flæʃ/
a very short news programme that interrupts another programme when something very important has happened • *A news flash announced that a hurricane had struck New Orleans.*
- 8.40 strike** (v) /straɪk/
hit • *She was arrested for striking a police officer on the head with her bag.* > strike (n)
- 8.41 statistic** (n) /stə'tɪstɪk/
a set of numbers which represent facts or measurements • *Statistics show that children read more nowadays than they did in the past.* > statistical (adj)
- 8.42 measurement** (n) /'meʒəmənt/
the length, width, height etc of sth • *I have taken measurements of all the bedrooms so I can order new carpets.* > measure (v)
- 8.43 figure** (n) /'fɪgə/
a number • *The figures for the number of people who watched the show are on the channel's web site.*
- 8.44 out of business** (expr) /aʊt əv 'bɪznɪs/
no longer doing business, usually because of financial problems • *Many companies have closed and are out of business.*
- 8.45 adaptation** (n) /ædæp'teɪʃn/
film or TV programme based on a book or a play • *What do you think of the film adaptations of The Lord of the Rings trilogy?* > adapt (v)
- 8.46 columnist** (n) /'kɒləmnɪst/
sb who writes articles regularly for a newspaper or magazine • *He's a columnist for a sports magazine and writes about football.*
- 8.47 editor** (n) /'edɪtə/
sb who is in charge of a newspaper or magazine • *The editor liked the journalist's work and offered her a job at the newspaper.* > edit (v)
- 8.48 piece** (n) /pi:s/
an article • *I read an interesting piece about Egyptian mummies in National Geographic.*
- 8.49 publisher** (n) /'pʌblɪʃə/
a person or company that arranges the writing, production and sale of books, magazines, newspapers, etc • *Patakis is the publisher of many Greek school books.* > publish (v)

- 8.50 varied** (adj) /'veərið/
including many different things; not staying the same • *I try to keep my diet as varied as possible.* > vary (v), variety (n)
- 8.51 turn to** (phr v) /tɜːn tə/
start doing sth new or different • *He was a teacher before he turned to acting.*
- 8.52 self-employed** (adj) /self-ɪm'plɔɪd/
working for yourself instead of for an employer • *He is a self-employed sports photographer, so he chooses which games he wants to photograph.*
- 8.53 commit** (v) /kə'mɪt/
do (sth bad) • *He went to prison for committing murder.*
- 8.54 reaction** (n) /ri'ækʃn/
what you say or do because of sth that happens • *What was Fred's reaction to the news?* > react (v)
- 8.55 loveable** (adj) /'lʌvəbl/
friendly and attractive • *Your cute little puppy is so loveable.* > love (v, n)
- 8.56 manuscript** (n) /'mænjʊskript/
a book or piece of writing before it is printed • *The original manuscripts of old books are very valuable.*
- 8.57 come out** (phr v) /kʌm aʊt/
be published • *The book Twilight came out in October 2005.*
- 8.58 bestseller** (n) /,best'selə(r)/
a product, especially a book, which many people buy • *Her first book quickly became a bestseller.*
- 8.59 delight** (n) /dɪ'laɪt/
a feeling of great pleasure • *To the delight of her little son, a new Toy Story film was made.*
NB to the delight of = προς μεγάλη χαρά του/της

Media jobs

cameraman	presenter
columnist	publisher
correspondent	sound engineer
editor	

Grammar

page 99

- 8.60 column** (n) /'kɒləm/
a regular newspaper or magazine article on a particular subject or by a particular journalist • *Dad always reads the journalist's column in the newspaper.*

- 8.61 subscription** (n) /sʌb'skrɪpʃn/
the money you pay once every six months, once a year, etc to get a newspaper, magazine, satellite TV, etc • *She has a yearly subscription for satellite TV.* > subscribe (v), subscriber (n)
- 8.62 nature preserve** (n) /'neɪtʃə prɪ'sɜːv/
an area where animals and plants are protected • *There are many nature preserves in North America where wildlife is protected.*
NB: nature preserve = American English; nature reserve = British English.
- 8.63 feature** (v) /'fi:tʃə(r)/
include sth as a special or important part • *Her photo features on the cover of her new CD.*
- 8.64 broadcast** (v) /'brɔːdkɑːst/
send out a radio or TV programme • *The news is broadcast every evening at 9 pm.*
> broadcast, broadcaster (n)

Speaking

page 101

- 8.65 gossip** (n) /'gɒsɪp/
talk about other people's lives • *She reads all the gossip about famous stars in celebrity magazines.* > gossip (v)

Grammar

page 102

- 8.66 accurate** (adj) /'ækjʊrət/
correct • *This article isn't accurate; it says John Lennon died in 1970, but he actually died in 1980.* > accuracy (n)
Opp: inaccurate
- 8.67 tabloid newspaper** (n) /'tæblɔɪd 'njuːzpeɪpə/
a newspaper with small pages, a lot of pictures and short, simple news stories • *The Sun is the most well-known tabloid newspaper in the UK.*
- 8.68 sensational** (adj) /sen'seɪʃənl/
intended to excite or shock people • *The sensational story of the death of Michael Jackson was in all the papers.* > sensation (n)

Use your English

page 103

- 8.69 bring out** (phr v) /brɪŋ aʊt/
publish • *When is J. K. Rowling going to bring out a new book?*
- 8.70 bring round** (phr v) /brɪŋ raʊnd/
convince sb your opinion is correct • *Her arguments were convincing and she brought me round to her point of view.*
- 8.71 pick out** (phr v) /pɪk aʊt/
choose • *She picked out a new dress for the party.*

- 8.72 pick up** (phr v) /pɪk ʌp/
collect sb or sth and take them somewhere
• *What time shall I pick you up at the station?*
- 8.73 ring back** (phr v) /rɪŋ bæk/
phone sb who has phoned you earlier • *John can't come to the phone at the moment, so he'll have to ring you back.*
- 8.74 ring in** (phr v) /rɪŋ ɪn/
phone a TV channel or radio station • *He rang in, answered the quiz question and won a trip to Paris.*
- 8.75 tune in** (phr v) /tjuːn ɪn/
watch or listen to a particular programme on radio or television • *I tune in every evening to the weather forecast on TV.*
- 8.76 tune out** (phr v) /tjuːn aʊt/
stop watching or listening to a particular radio or TV programme • *Grandpa tuned out when he heard the hip hop music come on the radio.*
- 8.77 convince** (v) /kən'vɪns/
make sb believe sth • *I couldn't convince him that it was the right thing to do.*
- 8.78 aspect** (n) /'æspekt/
one of the parts or qualities of an idea, situation, problem, etc • *We should look at the problem from every aspect.*
- 8.79 half way through** (expr) /hɑːf weɪ θruː/
in the middle • *They didn't like the film, so they left the cinema half way through.*
- 8.80 red-carpet event** (expr) /red 'kɑːpɪt ɪ'vent/
a special occasion • *The Oscars ceremony is a very popular red-carpet event.*
- 8.81 footage** (n) /'fʊtɪdʒ/
a film or part of a film of sth • *Footage of the Second World War can be seen in documentaries about those times.*

Phrasal verbs

bring out	ring in
bring round	tune in
come out	tune out
pick out	turn down
pick up	turn to
ring back	

Writing: a review pages 104-105

- 8.82 stop at nothing** (expr) /stɒp ət 'nʌθɪŋ/
be ready to do anything in order to get what you want • *She'll stop at nothing to find her missing son.*
- 8.83 in the public eye** (expr) /ɪn ðə 'pʌblɪk aɪ/
seen or heard a lot on television, in magazines, in the news, etc • *Famous people like to be in the public eye so they remain popular.*

- 8.84 press pass** (n) /pres pɑːs/
a document that allows sb who works in media to go somewhere • *The reporter went backstage with his press pass and managed to ask the band a few questions.*
- 8.85 arrest** (v) /ə'rest/
If the police arrest sb, they take them to a police station because they think the person has done sth illegal • *How many hooligans were arrested after the football game?*
> arrest (n)
- 8.86 post** (v) /pəʊst/
put information or pictures on a website
• *I've just posted the photos on Facebook.*
> post (n)
- 8.87 set** (v) /set/
If a film, play, novel, etc is set in a particular place or time, the action takes place there or then. • *The film is set in France.*
- 8.88 complicated** (adj) /'kɒmplɪkeɪtɪd/
If sth is complicated, it is difficult to understand because it has many different parts. • *I don't understand. The rules of this game are so complicated!* > complicate (v), complication (n)
- 8.89 on reflection** (expr) /ɒn rɪ'flekʃn/
after careful thought • *At first, I said no but on reflection, I realised it was a good idea.*
- 8.90 intriguing** (adj) /ɪn'trɪ:ɡɪŋ/
very interesting because of being unusual or unexpected • *Hm, that's an intriguing question!*
- 8.91 highly** (adv) /'haɪli/
very; to a large degree or at a high level
• *Dolphins are highly intelligent creatures.*
- 8.92 promising** (adj) /'prɒmɪsɪŋ/
If sb or sth is promising, they show signs that they are going to be successful or good in the future. • *He's a promising young actor.*
> promise (v, n)

Video: History of Film

page 106

- 8.93 present** (v) /prɪ'zent/
give sth to sb at a formal occasion • *The actor was presented with an award at the film festival.* > presentation (n)
- 8.94 annually** (adv) /'ænjuəli/
once a year • *Payment will be made annually.*
> annual (adj)
- 8.95 motion picture** (n) /'məʊʃn 'pɪktʃə(r)/
a film made for the cinema • *She got her first role in a motion picture in 2004.*
- 8.96 talkie** (n) /'tɔːki/
a film that has sound and not just pictures
• *The first talkies were made in the 1920s.*

- 8.97** **succession** (n) /sʌk'seɪʃn/
a number of things of the same kind following one after the other • *The actor had a succession of hit films and became a household name.* > succeed (v), successive (adj)
- 8.98** **bill** (n) /bɪl/
a piece of paper that shows how much money you must pay for sth • *I always pay the phone bill on time.*
- 8.99** **fee** (n) /fiː/
the money you pay to do sth; the money you pay to a doctor, lawyer, etc • *You pay a fee of about £145 a year for a TV licence in the UK.*
- 8.100** **lighting** (n) /'laɪtɪŋ/
lights that light a room, a building or a street • *The lighting in the TV studio was very bright.* > light (v, n)
- 8.101** **simulation** (n) /sɪmjʊ'leɪʃn/
producing conditions which are similar to real ones • *He enjoys simulation games, especially ones where you drive cars.* > simulate (v)
- 8.102** **animation** (n) /ænɪ'meɪʃn/
making films and computer games that show pictures, models etc that seem to be really moving • *Nowadays they use computer animation to make films.* > animate (v), animator (n)
- 8.103** **aware** (adj) /ə'weə/
If you are aware of sth, you notice it or you know it exists. • *Are you aware of the fact that films can cost millions of dollars to make?* > awareness (n)
📎 Opp: unaware
- 8.104** **medium** (n) /'miːdiəm/
a means; a way of doing sth • *TV must be the most popular visual medium of entertainment nowadays.*
📎 NB: Plural: media
- 8.105** **sophisticated** (adj) /sə'fɪstɪkeɪtɪd/
very well designed and very advanced • *Animation is far more sophisticated now than it was when it first started.* > sophistication (n)
- 8.106** **projector** (n) /prə'dʒektə/
a machine which projects pictures onto a screen • *Film projectors are used in cinemas to show films on the big screen.* > project (v)
- 8.107** **be based on** (expr) /bi beɪst ɒn/
If sth is based on sth else, it uses it or is developed from it. • *The film is based on a true story.*
- 8.108** **complex** (adj) /'kɒmpleks/
complicated; not simple • *Complex computer programmes are used to make CGI animation in films.* > complexity (n)
- 8.109** **worldwide** (adv) /wɜːld'waɪd/
all over the world • *Hollywood actors are well known worldwide as their films are seen everywhere.*
- 8.110** **beyond** (prep) /bɪ'jɒnd/
outside the limits of a subject, activity, etc • *What he did was beyond our imagination.*