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Frontmatter  
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# Cambridge English for the Media

**Nick Ceramella  
and Elizabeth Lee**  
*Series Editor: Jeremy Day*



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## Introduction

The main aims of *Cambridge English for the Media* are to improve your communication skills at work and your English language knowledge in key areas of the media. To give you as much practice as possible, each of the eight units contains:

- discussion of the media topic
- listening activities reflecting everyday media scenarios which allow you to learn the language used in different working situations, for example meetings, dealing with clients, and giving feedback
- realistic speaking activities that give you plenty of practice of the language you've looked at
- reading and writing practice, based on authentic media documents
- engaging topics and articles which ensure that learning is interesting and motivating

On the audio you hear people in the kind of media situations that you can encounter as a media professional, for example taking part in an editorial meeting, giving a briefing over the phone, shooting on location, giving a pitch, designing a home page, presenting an advertisement to a client and analysing feedback.

### How to use *Cambridge English for the Media* for self-study

If you are working on your own, you can do the units in any order you like. Choose the topic that you want to look at and work through the unit doing the exercises and checking your answers in the answer key. Note down any mistakes you make, and go back and listen or read again to see what the problem was. It's a good idea to listen to the audio more than once and to read the audioscript afterwards to check that you've understood. For the speaking activities, *think* about what you would say in the situation. You could also try talking about the discussion points with your colleagues. Audioscripts and a complete answer key for the exercises are at the back of the book.

We hope you enjoy using the course. If you have any comments on *Cambridge English for Media*, we'd love to hear them. You can email us at [englishforthemedia@cambridge.org](mailto:englishforthemedia@cambridge.org)

Elizabeth



Nick



Nick Ceramella has a degree in modern foreign languages and literatures and teaching qualifications in both English language and literature. He is also a qualified secondary school teacher trainer. He has been a teacher for over thirty years, with extensive experience gained through his work in various Italian universities as well as in Britain, Brazil, Russia and Montenegro. He currently teaches English for media studies and business communication in the Department of Media Studies at the Libera Università Maria Santissima Assunta, Rome, as well as English and American literatures at the University for Foreigners, Perugia.

Elizabeth Lee has a degree in French and a masters in English Literature, as well as certificate and diploma qualifications in TEFL. She is a lecturer at the Università di Roma. She has been teaching for over 12 years and is an experienced author, having worked on ELT material for secondary school learners. She is also an experienced teacher trainer.

	Skills	Language focus	Texts
<b>UNIT 1</b> Newspapers page 6	Writing headlines Analysing newspaper articles Practising interview skills Planning and writing a newspaper article	Creating cohesion in texts Using open and closed question forms Understanding bias in texts Writing introductions and conclusions	<b>Listening</b> An interview <b>Reading</b> Newspaper headlines Newspaper articles Notes from an interview Plan for writing a newspaper article
<b>UNIT 2</b> Radio page 18	Understanding the language of radio presenters Understanding the production process Planning a news list Giving post-production feedback	Introducing radio programmes The language of radio production Phrases followed by noun or gerund Giving instructions Phrasal verbs	<b>Listening</b> Briefing someone over the phone <b>Reading</b> Radio commissioning brief 24-hour schedule of a radio producer A news list Post-production feedback email
<b>UNIT 3</b> Magazines page 30	Composing magazine covers Planning the contents of a magazine Giving instructions for a photo shoot Planning and writing a true-life story	The language of magazine covers Stylistic devices Future verb forms The language of email correspondence The language of answerphone messages Narrative tenses	<b>Listening</b> An editorial meeting Answerphone messages <b>Reading</b> An email arranging a photo shoot A true-life story
<b>UNIT 4</b> Television page 42	Understanding the pre-production process Organising a filming schedule Filming on location Editing a TV documentary	The language of television production Expressing modality Vocabulary of filming procedures and equipment Asking for and making suggestions Vocabulary of editing a television documentary	<b>Listening</b> Planning the agenda of a news broadcast Planning the making of a TV documentary Filming on location Editing a TV documentary <b>Reading</b> A filming schedule An email giving editing instructions
<b>UNIT 5</b> Film page 52	Writing a screenplay Pitching successfully Organising a shoot Writing a film review	Features of written dialogue Technical vocabulary of filming Vocabulary of film distribution Language connectors Language of film reviews	<b>Listening</b> A pitching session A pre-filming meeting <b>Reading</b> Scenes from a screenplay A query letter Internet advert for a pitching training session A film review

	Skills	Language focus	Texts
<b>UNIT 6</b>	Briefing a website designer	Technical vocabulary of websites	<b>Listening</b> A meeting with a website designer
<b>New media</b> page 63	Analysing problems and providing solutions Planning and writing a blog Creating a podcast	Asking for and giving definitions and clarification Using adjectives to enhance a text Words with multiple meanings The vocabulary of spoken language Collocations	A podcast <b>Reading</b> A project vision statement A web page
<b>UNIT 7</b>	Selling your services to a potential client	Reassuring and convincing	<b>Listening</b> A meeting with a prospective client
<b>Advertising</b> page 74	Creating a print advert Creating a screen advert Presenting a finished advert	Language of slogans Language of brainstorming Technical vocabulary of screen adverts Language for presenting	A brainstorming session for an advertising campaign A presentation of an advertising campaign <b>Reading</b> A contact report Print adverts A pre-production meeting document
<b>UNIT 8</b>	Analysing market trends and taking action	Describing market trends	<b>Listening</b> A meeting to analyse sales of a product
<b>Marketing</b> page 84	Setting up a marketing communication strategy Organising the relaunch of a product Evaluating the success of a relaunch	The vocabulary of communication strategies Expressing encouragement Using the present perfect to describe improvements	A meeting to analyse problems and propose solutions A meeting to plan a relaunch A meeting to analyse effectiveness of a relaunch <b>Reading</b> Graphs An activity scheduling document A press release A newspaper review
<b>Audioscript</b>		page 93	
<b>Answer key</b>		page 101	
<b>Acknowledgements</b>		page 110	