

	Skills	Language focus	Texts
<b>UNIT 1</b>	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
Newspapers page 6			
<b>UNIT 2</b>	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
Radio page 18			
<b>UNIT 3</b>	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
Magazines page 30			
<b>UNIT 4</b>	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
Television page 42			
<b>UNIT 5</b>	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
Film page 52			

	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			