

Media Wars

媒体之战



Marisa Marmo
Barbara Bettinelli Backhouse

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内容及特色介绍

Password Readers 系列读物精选了原创和经典的小说类作品。这些作品经过改编后更加适合英语学习者的需要。该系列读物为读者自主学习提供了实用且易理解的学习材料。每册读物由十余个六页长度的章节组成，故事与练习交替循环，既巩固词汇学习，又增强阅读技巧。每个故事结束后还配有与主题相关的背景信息，有助于读者深入理解文本并扩大知识面。每册读物均配有一张音频光盘，在提高听力的同时，也给人一种听的享受。先听再读，你会发现每本书都具有更为丰富的价值。

第一级(Beginner)

这一级别读物几乎都以现在时陈述，出现一些情态动词，尤其是 **must** 和 **can**；并包含大量关于形容词、介词和疑问词的练习。在第一级的读物中，插图在词汇学习与测试中起到了重要的作用。

第二级(Elementary)

这一级别读物几乎都以现在时陈述。其中也出现一些情态动词的使用，尤其是 **must**, **can**, **should**, **have to**。这一级别的大多数读物包含关于形容词比较级、不规则名词复数形式，以及疑问词和疑问句的练习。每册读物都配有全彩色插图，既帮助读者加强对文章的理解，又增加练习题的生动性。

第三级(Pre-intermediate)

几乎所有故事都以现在时讲述，涉及少量过去时，尤其是 **was** 和 **were**。大多数读物都聚焦于常用的基本词汇，很少出现助动词，读者可以进一步学习形容词的比较级和疑问词的用法。

第四级(Intermediate)

一般过去时广泛地出现在这一级别的读物中。学生可以从中掌握不规则动词的过去时态变形。文章中还包括动词的一般将来时和一些常用情态动词的用法。这一级别的文章用词更为广泛，读者可以深入学习形容词比较级和最高级的用法。其中一些读本还讲述了更为复杂的语法结构，比如条件状语从句、不定式结构等。语法讲解采用大量疑问句和否定句作为例子，以加深对语法结构的学习。

第五级(Upper-intermediate)

这一级别读物涉及的话题及词汇主要聚焦于现代时尚行业：电视产品、时尚设计、电子银行等。这些故事的中心内容是商业事务及现代无线通信。文章中使用了中高级难度的动词时态和其他语法结构。

读者可根据自己实际的英语水平(如词汇量、语法知识、理解能力、阅读能力等)选择适合自己的读物，而不必受制于学校年级划分或学历高低的约束。关于本系列读物的其他信息，请参考书末最后一页。



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words

1. Complete these sentences with the correct words below.

glared overjoyed advertising viewers stole

- 1 • Yesterday somebody _____ my car!
- 2 • Last night a record number of _____ watched the first episode of the new soap.
- 3 • It is necessary to have _____ on TV because it generates money for new programmes.
- 4 • Anthony was _____ when he won the lottery last Saturday.
- 5 • Why is Joe so angry? I smiled at him but he _____ at me.

chapter one

A New Franchise

"Morning, David. Come in. How are you?"

David Fox entered the London office of Australian TV magnate Bruce Kemp. He smiled as Bruce stood up to shake his hand. Bruce was tall, slim and very athletic. David, on the other hand, was not so tall, not slim, and definitely not athletic.

"I'm fine, thanks Bruce. It's good to see you."

He looked around the room. On the walls were photos of famous TV stars, pictures and a map of Australia. Near the door was a cabinet full of shiny TV awards. KangaTV was a very successful network.

David Fox's channel, TrentTV, was doing well at the moment but David wanted more. So what could Bruce Kemp offer him?

Bruce smiled back. "There's another person involved in this meeting. Ah, here she is now."

The door opened again. This time David didn't smile. An elegant woman with short, red hair entered the room.

"Hello, David. It's so nice to see you."

There was a lack of sincerity in her voice.

"Anna! You look lovely," said David coldly. Anna Webb was the head of ChannelWebb, David's biggest rival in the fight for TV viewers. Bruce observed the frosty greeting with interest. Then he began to speak.

2. Look at the pictures in chapter 1 and answer the questions.

Picture one

- 1 • Describe the appearance of the two men. In what ways are they different?
- 2 • What are they doing?
- 3 • What can you see on the office wall?

Picture two

- 4 • Describe the woman's appearance.
- 5 • How do the man and woman feel?
- 6 • Why do you think they are in the office?
- 7 • What can you see near the door?



"My TV network, KangaTV, has decided to branch out and offer our viewers a more varied choice of international programmes. We want Australians to have an alternative view on the world's different cultures. So, I'm going to offer one of you the franchise of a new satellite channel." David opened his mouth to speak. "When will it start broadcasting?"

"At the end of the year," replied Bruce. "I'm more interested in the quality of programmes than the money offered for the franchise so over the next few weeks I'm going to monitor four of your most popular kinds of programmes – one on music, the news, an outside broadcast and a satellite link. The TV channel that produces the highest quality will win the franchise. Are there any questions?"

David was so excited he could hardly speak but he had to say something before Anna did.

"Bruce, this is a great opportunity and I feel honoured that you are considering TrentTV for the franchise. Our ratings have increased steadily for the past five years. Last month we signed a new advertising contract which will increase our budget. We have an experienced, highly qualified team and our motto is 'inform, educate, entertain'."

He was interrupted by Anna. "You stole my best director and researcher."

"All's fair in love and war," grinned David.

"At least you can't steal the awards ChannelWebb won last month for best soap. I've worked in television since I was twenty and my success shows that," she answered back.

David glared at her. "So have I," he snapped.

Bruce quickly intervened. "Now let's discuss things in more detail."

Two hours later Bruce ended the meeting.

"I'm going back to Australia tomorrow but I intend to keep a very close eye on events. Remember – your fate is in your hands. Good luck to you both."

David was overjoyed as he hurriedly left the office. Today had already been great and it was about to get better...



check your comprehension

3. Are these sentences true (T) or false (F)?

- 1 • Australian KangaTV has an office in London.
- 2 • David is very athletic.
- 3 • KangaTV has won a lot of awards.
- 4 • Anna Webb works for ChannelWebb.
- 5 • TrentTV and ChannelWebb are competitors.
- 6 • David Fox wants to show Australian programmes in Britain.
- 7 • TrentTV won an award for best soap last month.

T F

☐ ☐☐ ☐☐ ☐☐ ☐☐ ☐☐ ☐☐ ☐

Now rewrite the false sentences.

characters

4. Complete the sentences with the name of the correct character.

- 1 • _____ is an Australian magnate.
- 2 • _____ isn't very tall and slim.
- 3 • _____ has short, red hair.
- 4 • _____ is the head of ChannelWebb.
- 5 • _____ is the proprietor of TrentTV.
- 6 • _____ is going to monitor the programmes of TrentTV and ChannelWebb.

words

5. Match these verbs (1-9) to the words (a-i).

- 1 • to do
- 2 • to end
- 3 • to have
- 4 • to keep
- 5 • to monitor
- 6 • to offer
- 7 • to shake
- 8 • to sign
- 9 • to win

- a • hands
- b • well
- c • a view
- d • a franchise
- e • a contract
- f • an award
- g • a meeting
- h • a close eye
- i • a programme

language

SIMPLE PAST OR PRESENT PERFECT

Our ratings *have increased* steadily for the past five years.
Last month we *signed* a new advertising contract.

6. Complete the sentences with the *Simple Past* or the *Present Perfect* of the verbs in brackets.

- 1 • KangaTV _____ (*decide*) to show British programmes on Australian TV.
- 2 • The meeting _____ (*finish*) after two hours.
- 3 • ChannelWebb and TrentTV _____ (*be*) rivals for a long time.
- 4 • TrentTV _____ (*not win*) an important award last month.
- 5 • Anna _____ (*be*) very elegant that day.
- 6 • Anna _____ (*work*) in television for many years.

story summary

7. Complete the story summary with the words below.

channels choice director franchise head
interested network quality rivals satellite

Bruce Kemp is the _____ of KangaTV, a very successful Australian _____. He wants to offer a more varied _____ of programmes on his TV. He decides to go to London to meet David Fox from TrentTV and Anna Webb from ChannelWebb. David and Anna have been _____ for a long time. He doesn't like her and she doesn't like him. David stole Anna's best _____ and researcher and she's not happy about it. Bruce is going to offer one of them the _____ of a new _____ channel. Bruce is _____ in the quality of the programmes, so he is going to monitor four of the most successful programmes of the two British _____. The channel that produces the highest _____ will win the franchise.

words

1. Write a list of all the words you know that are associated with the transmission of a TV programme.
2. Here are some words associated with TV. Can you fill in the missing vowels? Are any of these words on your list?

1 • D _ G _ T _ L

2 • S T _ D _ _

3 • S _ G N _ L

4 • D _ R _ C T _ R

5 • M _ N _ T _ R

6 • B R _ _ D C _ S T

chapter two

A New Face at TrentTV

David Fox's son, Simon, had just graduated from university with a degree in Media Studies and to David's joy, had decided to follow in his father's footsteps. David was therefore a happy man when he met his senior employees on Monday afternoon. He had just explained to them about Bruce Kemp's franchise offer and what TrentTV had to do to win it. "That's fantastic news," said Rav, the technical director. "Just imagine, Australians will soon be able to watch the programmes that we produce." Jenny Walker, the director, was more cautious. "We haven't won yet. Don't underestimate Anna Webb. I know her well and she'll do everything she can to get the franchise."

David looked at the three people in the room. He had met Jenny two years ago when she worked for ChannelWebb and had immediately offered her a job at TrentTV. Jenny had accepted and Anna Webb hadn't forgiven either of them. As director, Jenny made the decisions and gave the orders to Rav. It was his responsibility to push the right buttons at the right time. Sally Truman was the production assistant and was extremely efficient. She made sure that everyone involved in the programme was ready and in the right place.

"We are a good team and I believe we can win," said Sally. The others nodded in agreement

pictures

3. Look at the pictures in chapter 2 and answer the questions.

Picture one

- 1 • Who is David Fox talking to?
- 2 • Are they all happy with his news?

Picture two

- 3 • Who seems the most experienced person?
- 4 • What do you think is going to happen?



and began to discuss the challenge. There was a knock at the door.

"Can I come in?" said a voice hesitantly.

David jumped to his feet. "At last! Everyone, you all know my son, Simon. He is going to join our team and I'm sure he will be a great asset in the future."

Jenny and Rav congratulated Simon but were not happy. Simon had little experience in the field of TV; they needed to concentrate all their efforts on the franchise, not on helping a new employee.

"Now Rav, Simon wants to be a technical director so I want you to teach him everything you know."

Both Jenny and Sally smiled but Rav didn't. "Sure," he replied.

The next day Rav took Simon to the gallery.

"It's amazing," whispered Simon. "There's so much equipment." Rav laughed and began to explain everything around them.

"Here on the wall there are lots of monitors which show what is going on in the studio which is broadcasting the programme and also in the other studios. That sign is lit up when a programme is on air. And this is where we all sit. I don't want you to touch anything, as it is all set up for the next programme, *Pop World*."

Simon moved to where Rav had sat down. "Is this the mixing desk?" he asked.

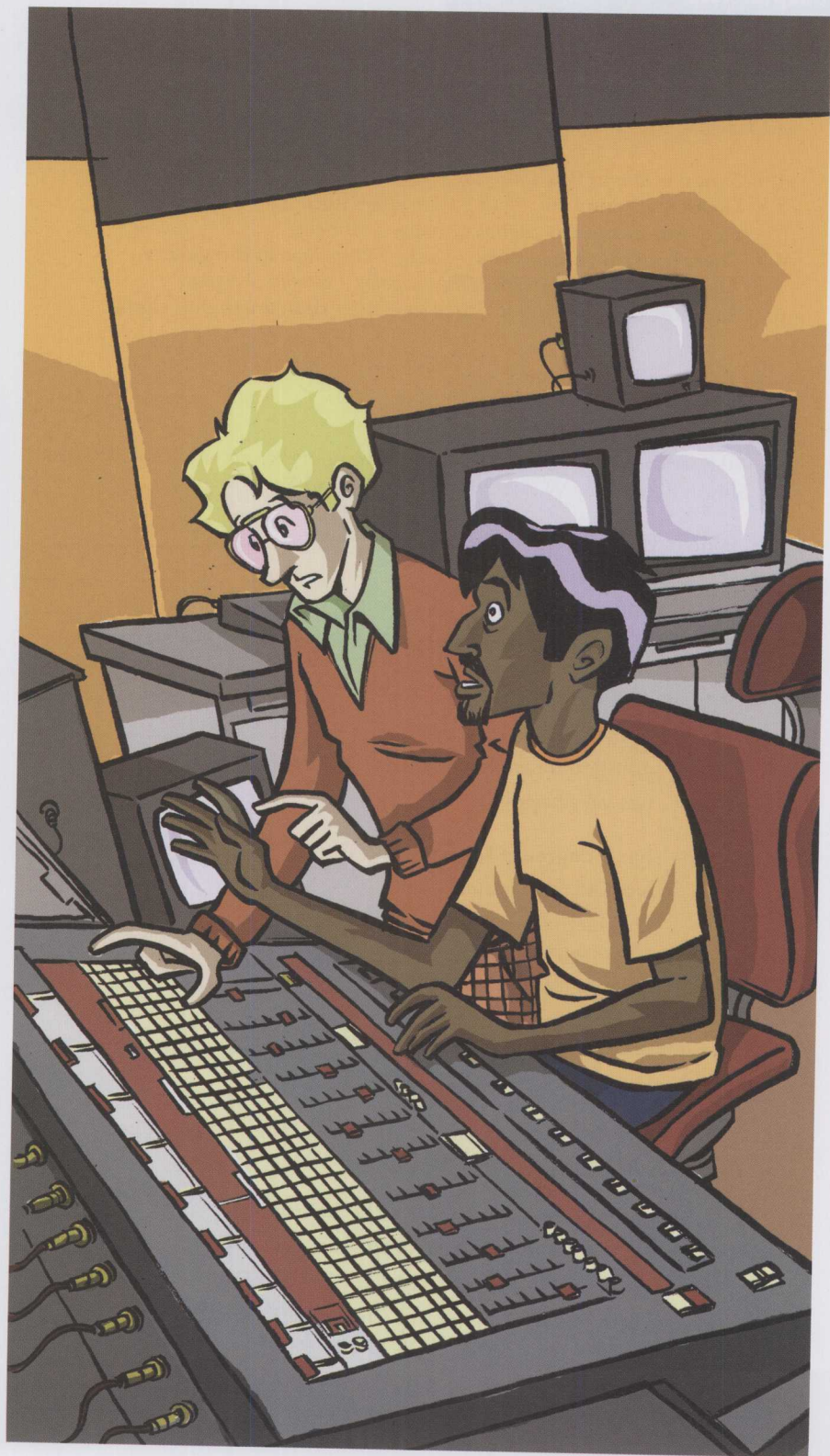
"Yes. I'm sure you know that all our equipment is digital."

"I know that an analog signal is a continuous electronic wave that imitates the shape of the sound wave but how is digital TV different from the old analog system?"

"The term digital refers to a method of converting information into an electrical signal by translating that information into bits, a simple code in the form of 1's and 0's. This gives a stronger and more reliable signal and..."

Rav stopped suddenly as Simon's hand moved towards the mixing desk.

"What does this button do?"



chapter two

check your comprehension

4. Choose the correct word to complete the sentences.

- 1 • Simon is David Fox's *director / son / friend*.
- 2 • David met Jenny *two / four / three years ago*.
- 3 • Sally was *extremely cautious / happy / efficient*.
- 4 • There's so much *equipment / noise / information* in the gallery.
- 5 • All the equipment at TrentTV is *analog / satellite / digital*.
- 6 • A digital signal is *quieter / stronger / faster* than an analog signal.

characters

5. Answer these questions about the four new characters in this chapter: Simon Fox, Jenny Walker, Sally Truman and Rav Singh.

- 1 • Who is the technical director? _____
 the director? _____
 the production assistant? _____
 hoping to become a technical director? _____
- 2 • Who is cautious? _____
 not very experienced? _____
 going to be an asset for the TV Channel? _____
 not very happy? _____
- 3 • Who has a degree in Media Studies? _____
 worked for ChannelWebb? _____
 checks that everybody is ready for the programmes? _____
 is going to teach Simon? _____

words

6. The letters of the words in CAPITALS are in the wrong order. They are all technical terms. What are they?

- 1 • There's so much equipment in the LAGLYRE. _____
- 2 • When the light is lit up the programme is NO RAI. _____
- 3 • There are a lot of buttons on the GINXIM SKED. _____
- 4 • An analog signal is a continuous CRONILCTEE wave which imitates the PASHE of the sound wave. _____
- 5 • A digital system translates information into SBIT, a simple EDOC in the form of 1's and 0's. _____