The media: in print

VOCABULARY PRACTICE

INTERMEDIATE | B1-B2

Name: _____ **Date:** _____

1 Match each print genre or role with its meaning.

1 editorial	____	a section publishing readers' responses
2 feature	____	b article evaluating a book, film or event
3 review	____	c regular writer expressing a personal viewpoint
4 obituary	____	d article reporting and interpreting a person's death
5 columnist	____	e publication added to the main newspaper
6 copy editor	____	f extended article exploring a subject
7 supplement	____	g article expressing the publication's institutional view
8 letters page	____	h person who checks and improves text before printing

2 Complete the print-publication collocations.

columnist | copy | editorial | feature | letters | obituary | review | supplement

1 publish an _____

2 write an in-depth _____

3 a book _____

4 a respectful _____

5 a weekly _____

6 the _____ editor

7 a weekend _____

8 the _____ page

3 Choose the genre or role that fits the purpose.

1 The paper states its official position in an *editorial / obituary*.

2 A long background story is a *feature / review*.

3 An assessment of a new novel is a *review / supplement*.

4 A life is remembered in an *obituary / editorial*.

5 A regular opinion writer is a *columnist / copy editor*.

6 Grammar and house style are checked by a *copy editor / columnist*.

7 A separate weekend section is a *supplement / letters page*.

8 Readers respond on the *letters page / feature page*.

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4 Complete the weekly production plan with words from the box.

columnist | copy editor | editorial | feature | letters page | obituary | review | supplement

The Monday issue opens with an **1** _____ on local transport. Our environment **2** _____ will contribute a personal viewpoint. Tuesday's main **3** _____ examines river restoration in depth. A theatre **4** _____ appears on Wednesday. We have also prepared a respectful **5** _____ for a former mayor. The **6** _____ will verify names and house style. Readers' responses go on the **7** _____, and a travel **8** _____ accompanies Saturday's paper.

5 Read the text and answer the questions briefly.

Genre sets expectations

Printed publications separate genres so readers know what kind of claim they are encountering. A news report aims to describe verified events, while a review openly evaluates and an editorial argues for a position. Clear labels do not remove bias, but they help readers distinguish institutional opinion, individual commentary and reported information. Problems arise when promotional material is designed to resemble independent journalism.

1 Why do publications separate genres? _____

2 What does a news report aim to describe? _____

3 What does a review do openly? _____

4 What does an editorial do? _____

5 What three categories can labels distinguish? _____

6 When does a transparency problem arise? _____

6 Rewrite using the expression in capitals.

1 The paper gives its official view. **EDITORIAL** _____

2 The article explores the issue in depth. **FEATURE** _____

3 A staff member checks the text before print. **COPY EDITOR** _

4 Readers respond in a special section. **LETTERS PAGE** __

OVER TO YOU

Write a **100-120 word** plan for a weekend newspaper section. Select four genres, their purposes and the staff needed.

[ ] Use at least ten target expressions. [ ] Separate fact, opinion and evaluation. [ ] Explain the reader benefit.

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ANSWER KEY

1 Print genres and roles

1 **g** 2 **f** 3 **b** 4 **d** 5 **c** 6 **h** 7 **e** 8 **a**

2 Publication collocations

1 **editorial** 2 **feature** 3 **review** 4 **obituary** 5 **columnist** 6 **copy** 7 **supplement** 8 **letters**

3 Genres and roles

1 **editorial** 2 **feature** 3 **review** 4 **obituary**
5 **columnist** 6 **copy editor** 7 **supplement** 8 **letters page**

4 Production plan

1 **editorial** 2 **columnist** 3 **feature** 4 **review** 5 **obituary** 6 **copy editor** 7 **letters page** 8 **supplement**

5 Reading - suggested answers

1 To signal what kind of claim readers meet. 2 Verified events. 3 Evaluates. 4 Argues for a position.
5 Institutional opinion, individual commentary, reported information. 6 When advertising resembles journalism.

6 Rewriting - possible answers

1 The paper publishes an **editorial**. 2 It is an in-depth **feature**. 3 A **copy editor** checks the text. 4 They write to the **letters page**.

Over to you: Answers will vary. Check genre clarity, staffing and reader purpose.