

Media Wars

媒体之战



Marisa Marmo
Barbara Bettinelli Backhouse

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Upper-Intermediate

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| 译 者 | 张天乾 黄梦蓉 |
| 责任编辑 | 王晓芬 刘 洋 |
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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.

pictures

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...



chapter one

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

☐ ☐
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☐ ☐

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.

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.

language

PAST PERFECT

Simon *had just graduated* from university.

David *had offered* Jenny a job at TrentTV.

7. Use the *Past Perfect* of the verbs below to complete these sentences about Simon.

be decide finish study work

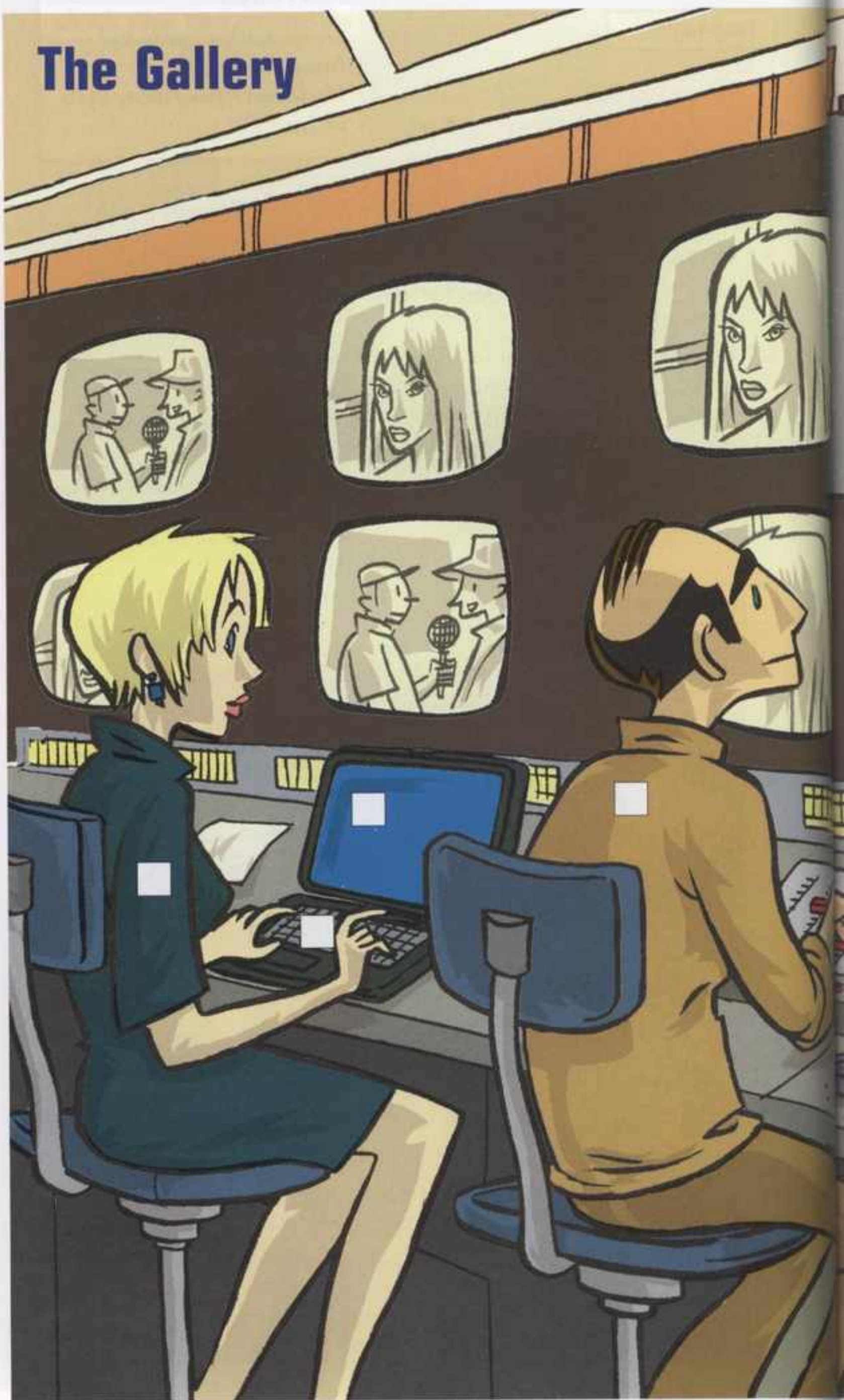
- 1 • Simon _____ at university before he joined TrentTV.
- 2 • He _____ to follow his father's footsteps because he loves the world of TV.
- 3 • He didn't know much about digital TV because he _____ never _____ before.
- 4 • Simon _____ just _____ his university course when Bruce Kemp offered the franchise to TrentTV.
- 5 • He _____ never _____ in a gallery before: it was his first time in a TV studio.

story summary

8. Put the pictures in the correct order, then listen to the CD and check your answers.



The Gallery





1. Match these words to the pictures.

- | | |
|------------------------|--------------------------|
| 1 • monitor | 5 • director |
| 2 • mixing desk | 6 • production assistant |
| 3 • keyboard | 7 • computer screen |
| 4 • technical director | 8 • clock |

1. Match the underlined words (1-6) to their definitions (a-f).

- | | |
|--|-----------------|
| 1 • He was very embarrassed and quickly <u>became red in the face</u> . | a • shouted |
| 2 • We can <u>exhibit</u> our new awards in this cabinet. | b • blushed |
| 3 • "Don't touch that!" she <u>said in a very loud voice</u> . | c • let me down |
| 4 • How much information can we <u>keep</u> on the hard disk of this computer? | d • store |
| 5 • He used the keyboard to <u>insert</u> the title of the document. | e • key in |
| 6 • I'm giving you a lot of responsibility - don't <u>fail me</u> . | f • display |

chapter three

The First Mistake

Rav grabbed Simon's arm and pulled him back.

"I told you not to touch anything," he said angrily.

"I'm sorry," apologised Simon. "I'm just so excited, I can't wait to start work."

Rav smiled. "OK. Now... we were talking about digital TV, weren't we?"

"What are the main advantages of a digital signal?" asked Simon.

Rav replied: "There's no distortion or degradation of the signal so the picture quality is much better. And of course, digital information can be stored in memory to make random access possible. That's why we have computers here in the gallery."

"And the resolution creates better quality, doesn't it?" added Simon.

"That's right. A digital TV screen displays more pixels and this improves detail, crispness, image stability and sound. Now why don't you go down and see the *Pop World* studio?"

When Simon entered Studio 3, Sally was talking to Katie Young, the presenter of *Pop World*.

"Hi, Simon. Come and meet Katie Young. She's presenting *Pop World* at six o'clock."

Simon shook hands with a pretty girl dressed in the latest fashions. They showed him the set of the

pictures

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

Picture one

- 1 • Where are the characters?
- 2 • How many of them do you recognise?
- 3 • What kind of programme is TrentTV going to broadcast?
- 4 • How does Simon feel?

Picture two

- 5 • Where's Simon now?
- 6 • Does he look calm? Why / Why not?
- 7 • What are the other people in the picture doing?
- 8 • What's happening in the picture on the monitor?



programme. As they were chatting, the studio door opened. Simon couldn't believe his eyes. It was Juliet, his favourite singer!

"Juliet is our guest star today," explained Katie. She laughed as Juliet said hello and Simon blushed. This was his dream and it came true but he couldn't say anything. Sally saved him. "Let's go back to the gallery and prepare for the programme. See you all later. Come on, Simon."

Back in the gallery, everyone was in position. There were only five minutes before the start of *Pop World*. Everyone was nervous. Jenny spoke to her staff.

"OK, this is the first programme that KangaTV is monitoring, so we all need to concentrate. Remember the franchise. Sally, start the countdown; Rav, start the music and set up the first shot. Let's go!"

Simon was sitting between Sally and Rav. He watched as Sally spoke to Katie in Studio 3 and Rav pressed some switches and said: "Cue Camera One on Katie."

Simon saw Katie's smiling face appear on the monitor under the ON AIR sign. As the programme began Simon looked around; Sally was busy talking to the floor manager and Katie on the set; Jenny was watching the monitors and shouting instructions to Rav. Everything was going well.

Then Simon saw Juliet come into the studio. She was so beautiful. He was watching the interview when Rav touched his arm.

"Simon, on this piece of paper is the title of Juliet's new song. When I tell you, use the keyboard in front of you to key in the title and then press ENTER. The computer will then select the song. Do you think you can do it?"

Simon was so happy to be involved. "Don't worry, Rav. I won't let you down."

While he was waiting he looked at the title. The writing was so bad that some letters were unclear. He decided to ask Rav but at that moment Rav said: "Now, now!"

Simon saw Juliet standing with a microphone in her hand. He took a deep breath, put in the title and pressed ENTER. Then they all heard the voice of...



chapter three

check your comprehension

3. Answer the questions.

- 1 • What are the advantages of a digital system?
- 2 • Why do they have computers in the gallery?
- 3 • Why is the quality of digital TV better?
- 4 • In which studio is Pop World?
- 5 • Why did Simon blush when he saw Juliet?
- 6 • Why did everyone need to concentrate?
- 7 • Why couldn't Simon read the title of the song?

characters

4. Who said it? Write the name of the character and then check your answers with the CD.

- 1 • "I told you not to touch anything."
- 2 • "Come and meet Katie Young."
- 3 • "Juliet is our guest star today."
- 4 • "Let's go back to the gallery and prepare for the programme."
- 5 • "Remember the franchise."
- 6 • "Don't worry, Rav."
- 7 • "Now, now!"

language

5. Complete these sentences with the *Past Continuous* or *Simple Past* of the verbs in brackets.

PAST CONTINUOUS OR SIMPLE PAST

When Simon *entered* Studio 3 Sally *was talking* to Katie Young.

- 1 • Juliet _____ (*arrive*) while Simon _____ (*talk*) to Katie.
- 2 • Simon _____ (*watch*) Juliet when Rav _____ (*start*) talking to him.
- 3 • Juliet _____ (*stand*) with a microphone in her hand when Simon _____ (*put in*) the title.
- 4 • While everybody _____ (*work*) in the gallery, Juliet _____ (*come*) into the studio.
- 5 • Sally _____ (*talk*) to the floor manager while Jenny _____ (*shout*) instructions to Rav.

6. Complete these sentences with the correct *question tag*.

- 1 • Juliet is beautiful, _____?
- 2 • Digital information can be stored in memory, _____?
- 3 • David wasn't in the gallery, _____?
- 4 • Simon couldn't believe his eyes, _____?
- 5 • Rav told Simon to key in the title, _____?
- 6 • The computer will select the song, _____?

QUESTION TAGS

We were talking about digital TV, *weren't we?*

The resolution creates better quality, *doesn't it?*

words

7. Put the words below into groups.

angry degradation distortion happy keyboard memory monitor
nervous on air sign pixels screen switches

TECHNICAL TERMS	FEELINGS	COMPUTER	IN THE GALLERY

story summary

8. Rewrite the summary with the correct information.

Rav explained to Simon the disadvantages of a digital system and Simon asked him a lot of questions. Then they went to the Pop World studio where Sally introduced Simon to Katie Young, the presenter of Pop World. They were showing him the gallery of the studio when the guest star of the programme arrived. It was Juliet, Simon's favourite actress. Simon was very excited to see her and couldn't say a word to her. Simon and Sally went back to the studio to prepare for the programme. Everybody was calm. This was the last programme that KangaTV was monitoring so it was important that everything went badly. Rav told Simon to enter the name of the singer into the computer, but Simon couldn't read the title well, because the writing was very good. He wanted to ask Rav, but there was no time. He put in the title and pressed enter and everybody heard the voice of...

1. Choose the correct word to complete these sentences about chapters 1-3.

- 1 • Anna Webb and David Fox are *friends* / *colleagues* / *rivals*.
- 2 • Anna has worked in television for *ten* / *twenty* / *thirty* years.
- 3 • Simon has a new job at *KangaTV* / *TrentTV* / *ChannelWebb*.
- 4 • The mixing desk is in *David's office* / *Studio Three* / *the gallery*.
- 5 • Rav talks to Simon about the *franchise* / *digital TV* / *TV cameras*.
- 6 • Katie Young is a *TV presenter* / *singer* / *camera operator*.
- 7 • Rav asks Simon to use the *mixing desk* / *the computer* / *the microphone*.

chapter four

Who's to Blame?

"Frank Sinatra!" yelled Jenny. "What's going on? Rav, stop the song, change to camera one, then change the track."

Rav immediately did as he was told. The voice of Frank Sinatra singing *My Way* had shocked everyone, especially Juliet. They all watched Katie closely on the monitor.

"Well, that's my Mum's favourite song but I'm sure that now Juliet will sing us her new song, *My Day*". The sound of Juliet's voice filled the studio and the sound of Jenny's voice filled the gallery.

"Now, can somebody please explain what happened? I told you all to concentrate."

Everyone in the gallery started speaking at once but they all fell silent as the door opened and David Fox burst into the room.

"Is this some kind of joke? Do you all realise that Bruce Kemp is watching *Pop World*? I don't think he will be too impressed with our performance so far. Who's the culprit?"

All eyes fell on Simon.

"I'm so sorry. Rav asked me if I could key in the title of the song but I couldn't read his writing. There was no time to ask him for clarification so I had to guess what the letters were."

Jenny, Rav and Sally again spoke at once:

"Why didn't you..."

pictures

2. Look at the pictures in chapter 4 and answer the questions.

Picture one

- 1 • What can you see on the monitor?
- 2 • How do the people in the gallery feel?
- 3 • What do you think has happened?

Picture two

- 4 • How does Simon look? Why?
- 5 • In your opinion, who is the man standing up?
- 6 • Describe his appearance.
- 7 • What's he doing?



"I asked you to do..."

"I knew that this..."

Simon's father came to his rescue.

"Silence! As I see it, both Simon and Rav are to blame.

Rav, I asked you to help Simon, not to make things difficult for him. Now, Juliet's song is about to finish, so get back to your places. We'll discuss this later."

It was now 7.30 in the evening and Simon was in Jenny's office. He was sitting in a corner away from Jenny's glare. Jenny and David were discussing the next day's lunchtime news, the second programme to be monitored by KangaTV.

"So, David, do you agree on the content and the order of the news items?" asked Jenny.

David smiled. "I think it's perfect. I've asked Gordon to come as soon as he's free so he can give us his opinion. Has the autocue been written?"

Before Jenny could answer there was a knock on the door and a rather robust middle-aged man entered the room. It was Gordon Right, TrentTV's news anchorman.

"Gordon, this is the script for tomorrow. What do you think?" said David as he handed him a sheet of paper.

Gordon read it quickly. "It's fine," he observed. "We'll start with the item about the Prime Minister, unless a more important story comes in. Is the autocue ready?"

"We were just discussing that," replied Jenny. "There's just one more article to write."

"Maybe Simon could do it?" suggested David. Simon looked hopeful, Jenny looked doubtful and Gordon looked very annoyed.

"David, I've heard about your son's contribution to *Pop World* and I don't want him to be involved in my programme. I have a reputation; the viewers always get perfection from me. We can't afford to make another mistake."

Jenny didn't like Gordon very much. He could be so arrogant. She said: "Simon, can you write a short 'perfect' article for the autocue about a new film that's out this week? Here's the journalist's report."

Simon grinned. "Don't worry, Jenny. I won't let you down."



chapter four

check your comprehension

3. Match the beginning of each sentence (1-7) to the correct ending (a-g).

- 1 • Everybody fell silent when...
 - 2 • Simon keyed in the wrong title because...
 - 3 • Jenny and David were in her office to...
 - 4 • David had asked Gordon Right to...
 - 5 • David asked Gordon what...
 - 6 • Gordon didn't want...
 - 7 • Jenny asked Simon to...
-
- a • ... Simon to be involved in his programme.
 - b • ... he thought of the script of the news.
 - c • ... come to Jenny's office.
 - d • ... he didn't have time to ask Rav for clarification.
 - e • ... David Fox came into the room.
 - f • ... discuss the next day's lunchtime news.
 - g • ... write a short article about a new film.

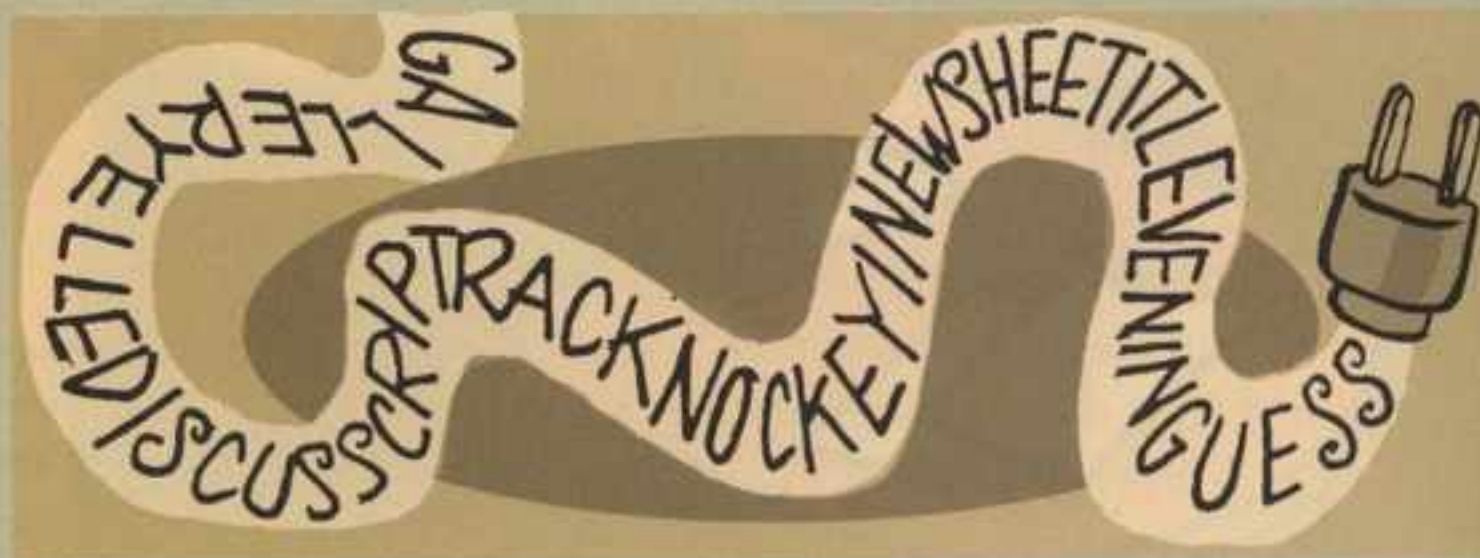
characters

4. Write next to each adjective the name of the character that it best describes.

- | | |
|-------------------|--------------------|
| 1 • shocked _____ | 5 • hopeful _____ |
| 2 • angry _____ | 6 • doubtful _____ |
| 3 • sorry _____ | 7 • arrogant _____ |
| 4 • robust _____ | 8 • annoyed _____ |

words

5. Find twelve words from chapter 4 in this word cable. (The last letter of a word is the first letter of the next word. Example: GALLERYELLED = GALLERY / YELLED).



language

REPORTED SPEECH

I told you all *to concentrate*.

Rav asked me *if I could key in* the title of the song.

6. Rewrite the sentences reporting what people said.

- 1 • "Don't make things difficult for Simon."

David told Rav _____

- 2 • "What's going on?"

Jenny asked _____

- 3 • "That's my mum's favourite song."

Katie said _____

- 4 • "Who's the culprit?"

David asked _____

- 5 • "Don't worry, Jenny."

Simon told Jenny _____

- 6 • "We can't afford to make another mistake."

Gordon said _____

story summary

7. Put the events from chapter 4 in the correct order.

- ☐ a • David Fox burst into the gallery and wanted to know who was responsible for that terrible mistake.
- ☐ b • Gordon Right joined the meeting and said that the script was fine.
- ☐ c • Juliet sang her song.
- ☐ d • They heard the voice of Frank Sinatra singing *My Way*.
- ☐ e • Simon promised he wouldn't let Jenny down.
- ☐ f • Jenny and David met in her office to discuss the next day's lunchtime news.
- ☐ g • Simon said he was very sorry and tried to explain what had happened.
- ☐ h • They changed the track.
- ☐ i • David tried to justify what Simon had done.
- ☐ j • Jenny asked Simon to write an article for the news.

1. Which of these things would you find on the set of a news programme?

- | | |
|--|---|
| <input type="checkbox"/> a microphone | <input type="checkbox"/> a technical director |
| <input type="checkbox"/> an autocue | <input type="checkbox"/> a plasma screen |
| <input type="checkbox"/> a floor manager | <input type="checkbox"/> a mixing desk |
| <input type="checkbox"/> an award | <input type="checkbox"/> a camera operator |
| <input type="checkbox"/> a degree | <input type="checkbox"/> a contract |
| <input type="checkbox"/> a camera | <input type="checkbox"/> a desk |
| <input type="checkbox"/> headphones | <input type="checkbox"/> a viewer |

chapter five

Gordon Gets Angry

"How do you know what to shoot?" asked Simon. He was in Studio One talking to Joe, a camera operator. Joe replied: "The director decides and the technical director gives me instructions which I hear through my earpiece."

"It sounds interesting," said Simon. "I honestly don't know how a camera works. Is it very complicated?" Joe smiled. "Well, first the light from a scene in the studio comes through the lens and is divided into the three primary colours, red, blue and green. Then the beams of light are directed into a tube and converted into electrical signals. After that an audio signal is added and finally the composite signal is sent to the transmitter."

"It is complicated but I get the picture!" joked Simon. "Oh, very funny," laughed Joe.

"What's this, under the lens?" asked Simon.

"It's the teleprompter. It's the screen from which the presenter reads the script. It's under the lens so that the presenter appears to be looking at the viewer but in reality is reading. It's often called the autocue."

"Autocue? Help!" cried Simon. "I haven't written the article for the news item," and he ran out of the

pictures

2. Look at the pictures in chapter 5 and answer the questions.

Picture one

- 1 • Where's Simon?
- 2 • Who's with him?
- 3 • What's happening?

Picture two

- 4 • Look at Gordon. Where is he?
- 5 • What can you see on the desk?
- 6 • What differences can you find between this picture and picture two in chapter 4?
- 7 • In your opinion, what's the problem?



studio to the nearest computer. There wasn't much time.

Simon quickly read the journalist's article about the new film and then typed as fast as he could. He was in such a rush that he forgot to use the spellchecker and didn't print a hard copy for Gordon. He sent the article as an attachment to the lunchtime news autocue file and then hurried to the gallery.

"Three, two, one – cue Gordon," said Jenny. The face of Gordon Right appeared.

"Welcome to the lunchtime news. We begin today with a report on the Prime Minister's visit to the United States." A photo of the Prime Minister came onto the plasma screen to the left of Gordon. "The Prime Minister was taken to the White House to meet the President and to discuss economic and foreign policies. We can now go to our correspondent in Washington for an update."

Jenny looked at Rav and smiled. The news was going well. The link to Washington had been done perfectly and no mistakes had been made so far.

"It's all looking good," whispered Rav.

Gordon continued to read in his totally professional way. As the news progressed he moved the autocue with his foot, by using a pedal under his desk.

"And now we come to our final item. The new action film *BAD* will *being* released this *afternoon* in London."

"Will being? Afternoon?" said Sally. "What's the matter with him?"

Gordon hesitated for a second and then continued.

"The film has some of Hollywood's biggest names, for example George..." Again Gordon stopped. The end of the sentence was missing! He glanced down at the desk to find the hard copy. He quickly looked through the sheets of paper but couldn't find it. There was a look of panic on his face. He began to feel hot. Then in his earpiece he heard Jenny say "Go to the link!" He looked at the camera and said: "Let's go to our reporter to find out more."

As soon as the camera was off, Gordon yelled:

"Someone is in BIG trouble!"



chapter five

check your comprehension

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

T F

- | | | |
|--|--------------------------|--------------------------|
| 1 • The camera operator receives the technical director's instructions through his earpiece. | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 • The teleprompter is used to film a TV programme. | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 • Simon didn't have much time to write his article. | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 • Simon checked the spelling very carefully. | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 • The American President was in London to talk to the British Prime Minister. | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 • Gordon used a pedal to move the autocue. | <input type="checkbox"/> | <input type="checkbox"/> |
| 7 • Gordon couldn't see well because he didn't have his glasses with him. | <input type="checkbox"/> | <input type="checkbox"/> |

Now rewrite the false sentences.

characters

4. Write one thing that each of these characters did in chapter 5.

- | | |
|------------|-------|
| 1 • Joe | _____ |
| | _____ |
| 2 • Simon | _____ |
| | _____ |
| 3 • Jenny | _____ |
| | _____ |
| 4 • Gordon | _____ |
| | _____ |

words

5. Match these words (1-6) to their definitions (a-f).

- | | |
|---------------------|--|
| 1 • attachment | a • to examine quickly |
| 2 • composite | b • a piece of information |
| 3 • to release | c • composed of different parts |
| 4 • item | d • software that verifies that words are written correctly |
| 5 • spellchecker | e • to make public, to circulate |
| 6 • to look through | f • a file that is sent with an e-mail message or another file |

language

THE PASSIVE VOICE

The light *is divided* into the three primary colours.

The Prime Minister *was taken* to the White House to meet the President.

6. Rewrite these active sentences in the passive form.

- 1 • The presenter moves the autocue.
- 2 • They released the film *Bad* yesterday.
- 3 • He sent the article as an attachment.
- 4 • The technical director gives the instructions.
- 5 • They did the link to Washington perfectly.
- 6 • They send the composite signal to the transmitter.
- 7 • The director makes all the decisions.
- 8 • Simon wrote the article for the new film.
- 9 • Everyone heard Gordon's mistakes.

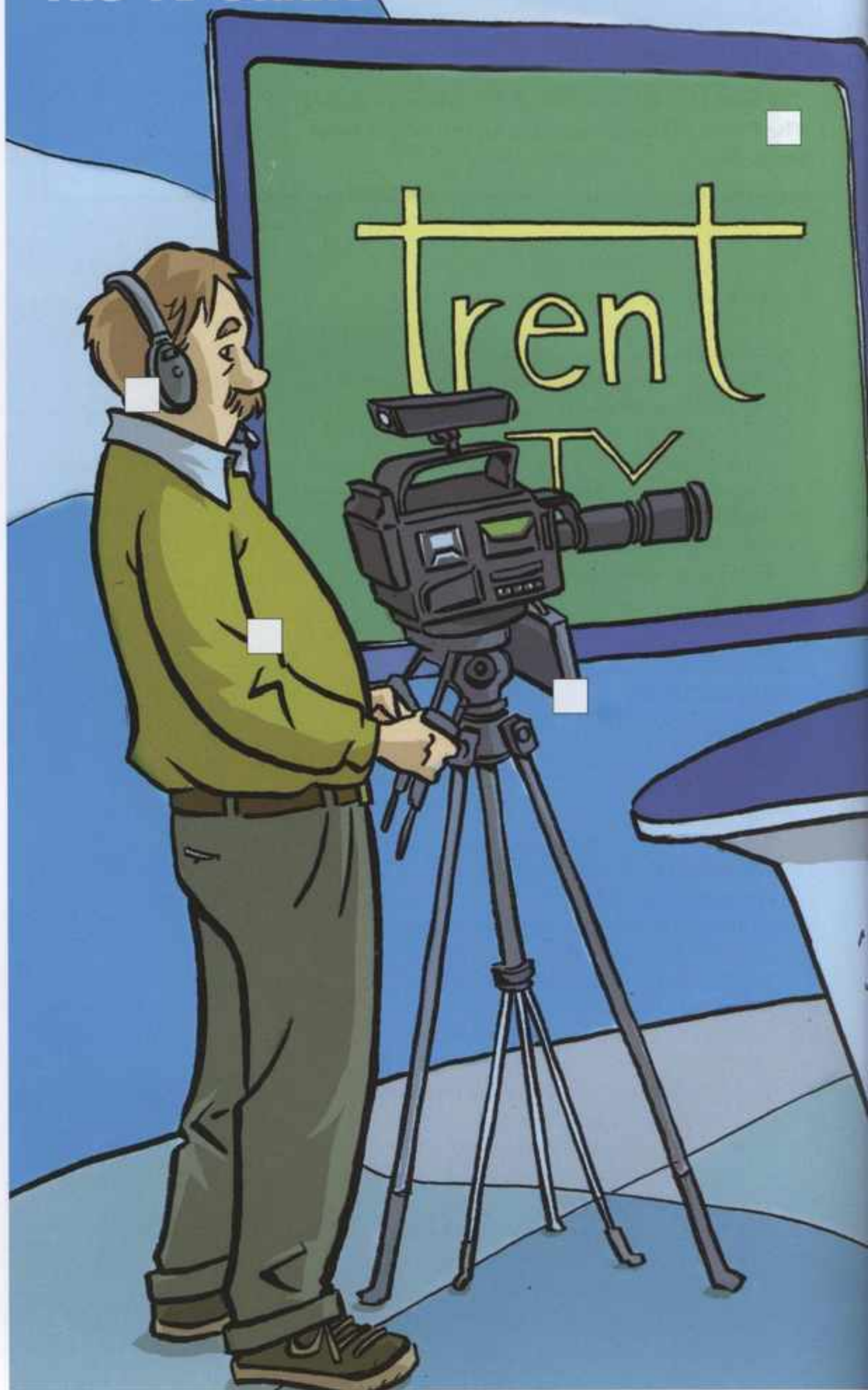
story summary

7. Match the beginning of each sentence (1-9) to the correct ending (a-i).

- 1 • Joe explained to Simon how...
- 2 • Simon had forgotten to write the article so...
- 3 • He wrote the article but...
- 4 • He sent the article but...
- 5 • Jenny and Rav were happy because...
- 6 • Gordon didn't say the right words because...
- 7 • He looked for the hard copy but...
- 8 • Jenny decided to...
- 9 • Gordon was very angry because...

- a • ... he rushed to the nearest computer.
- b • ... Simon had spelled them wrongly.
- c • ... he didn't make a hard copy for Gordon.
- d • ... everything was looking good.
- e • ... he couldn't find it.
- f • ... show the film reporter in London.
- g • ... he forgot to check the spelling.
- h • ... a camera works.
- i • ... he didn't like it when he made mistakes.

The TV Studio





1. Match these words to the picture.

- | | |
|---------------------|----------------|
| 1 • lighting | 5 • autocue |
| 2 • microphone | 6 • headphones |
| 3 • plasma screen | 7 • newsreader |
| 4 • camera operator | |

1. Complete these sentences with the correct words below.

resign realise receiver upset in charge

- 1 • Tim picked up the _____ of the telephone to call his brother.
- 2 • Laura looks very _____. I think she's had some bad news.
- 3 • When did you _____ that you had made a mistake?
- 4 • I'm not happy with this job, so I think I'll _____ and look for another one.
- 5 • The boss is on holiday, so I'm taking his place. I'm _____ until he returns.

chapter six

Who's Winning?

The door of the gallery flew open and Gordon appeared. He was furious. Jenny stepped forward to try and calm him down. "Now Gordon, don't be so upset. We..."

"Don't be upset! Did you see what happened? I looked a complete idiot! ME – Gordon Right! The autocue script was full of spelling mistakes and some of the sentences weren't even finished. Is TrentTV a professional TV company or not? And as for you, new boy..." he shouted as he moved closer to Simon. Simon quickly took a step back and decided that standing behind Rav was a good idea. It was time to apologise... again.

"I'm so sorry. I forgot to check the article for spelling mistakes and I really don't know what happened to the other sentences."

"I knew it would be a disaster to let you help," shouted Gordon. He glared at Jenny and added: "If anything like this happens again, I'll resign. Is that clear?" And with that he stormed out. Simon breathed a sigh of relief but became worried again when Jenny said: "David wants to see us in his office. Let's go."

"So, let's look at the situation so far," suggested David. "We've made mistakes in both monitored programmes

pictures

2. Look at the pictures in chapter 6. Who do you think says the following things?

- 1 • "I looked a complete idiot!"
- 2 • "I'm so sorry."
- 3 • "Don't be so upset."
- 4 • "Our aerial sends the signal to a satellite."
- 5 • "Hello, Bruce. How nice to hear from you."
- 6 • "I'm sure you realise we need to talk."



so things are looking grim," said Jenny. David didn't want to accuse his son directly so he just said: "Simon, you really must be more careful. If we continue to get things wrong, we won't get the franchise."

Simon didn't know what to say as Jenny added:

"ChannelWebb has done everything perfectly so far."

David sighed: "Yes, Anna took great pleasure in telling me that when she phoned earlier. If we're not careful, ChannelWebb will win. Anna's already speaking with an Australian accent."

Simon laughed but then he saw the look on his father's face.

"Anyway," continued David, "our next programme to be monitored is the outside broadcast. It's on Monday and we're doing an item about crop circles. Rav, I want you to be in charge in the van and Simon will assist you." Both Jenny and Rav opened their mouths to speak.

"And that's final," said David.

Simon was once more grateful to his father. "I've never done anything like this before. Rav, what's the van like?"

"It's a mobile TV studio. Inside there are some monitors and a mixing desk. We have a camera operator to shoot the film and a transmission aerial on the top of the van to send the signal back to the studio."

"By satellite?" asked Simon.

"That's right," replied Rav. "Our aerial sends the signal to a satellite which reflects it back to Earth, to the TV station. Satellites are positioned at 35,700 kilometres from the earth so they can move in a geostationary orbit. That means they follow the earth's movement at the same speed but their position doesn't change."

Rav was interrupted when the phone rang. David picked up the receiver.

"Hello Bruce, how nice to hear from you." Jenny and Rav looked anxiously at each other. David heard Bruce say: "Please be at ChannelWebb's studios tonight at eleven. There will be a videoconference link between you, Anna and me. David, I'm sure you realise that we need to talk."



check your comprehension

3. Answer the questions.

- 1 • Why was Gordon furious?
- 2 • What did Simon say to explain what had happened?
- 3 • Why did David want to see his staff?
- 4 • What did Anna tell David when she rang him?
- 5 • What is the next programme to be monitored about?
- 6 • Who is going to do the outside broadcast?
- 7 • What's happening tonight at eleven?

characters

4. Match the characters (1-7) to the events (a-g) from chapter 6.

- | | |
|------------|--|
| 1 • Gordon | a • wanted to talk to David and Anna. |
| 2 • Jenny | b • apologised to Gordon. |
| 3 • Simon | c • was put in charge of the mobile TV studio. |
| 4 • David | d • told David that things were going very well for ChannelWebb. |
| 5 • Anna | e • talked to his staff about the situation. |
| 6 • Rav | f • went to the gallery to complain to Jenny. |
| 7 • Bruce | g • tried to calm Gordon down. |

words

5. Can you solve these anagrams? They are all technical words from chapter 6.

- 1 • DEIOSTU ABACDORST _____
- 2 • IMONORST _____
- 3 • INGLAS _____
- 4 • AEILAR _____
- 5 • ATEILELST _____
- 6 • AEGINOTORASTY _____
- 7 • DEIOVCENEFENCOR _____
- 8 • BIORT _____

language

FIRST CONDITIONAL

If anything like this happens, I'll resign.

If we keep getting things wrong, we won't win the franchise.

6. Complete the sentences with the correct form of the verbs in brackets.

- 1 • If Simon _____ (make) another mistake, his father
_____ (not be) very happy.
- 2 • ChannelWebb _____ (win) the franchise if they
_____ (keep) doing everything perfectly.
- 3 • If David _____ (go) to ChannelWebb tonight he
_____ (know) what Bruce wants to tell him.
- 4 • Simon _____ (not make) any more mistakes if he
_____ (be) more careful.
- 5 • If you _____ (send) a signal to a satellite, the satellite
_____ (reflect) it back to Earth.

story summary

7. Complete the summary of chapter 6. Put these sentences (1-7) in the right place.

- 1 • David Fox was very worried about the situation
- 2 • he asked David to go to ChannelWebb's studio that night
- 3 • it was an outside broadcast about crop circles
- 4 • the script was full of mistakes
- 5 • David knew that things were going very well for ChannelWebb
- 6 • they had to accept David's decision
- 7 • told Simon he was going to be Rav's assistant

Gordon was furious with Simon because _____.

Simon apologised to Gordon, but Gordon was still very upset.

_____. He met his staff but didn't accuse Simon directly. However, he told him he had to be more careful.

_____ because he had talked to Anna Webb: she was very happy and felt that they were going to win the franchise. David discussed with his staff the details of their next programme:

_____. He put Rav in charge of the mobile TV studio and _____. Jenny and Rav weren't very happy about it, but _____. They were all in David's office when Bruce rang: _____ because he had organised a videoconference with him and Anna.

1. Put these events from chapters 4-6 in the correct order.

- ☐ a • Frank Sinatra sings *My Way*.
- ☐ b • Bruce phones David.
- ☐ c • Gordon makes some mistakes while he's reading the news.
- ☐ d • Rav talks about satellites.
- ☐ e • Gordon is really angry with Simon.
- ☐ f • Simon writes an article for the autocue.
- ☐ g • David discusses the next programme to be monitored.
- ☐ h • Simon learns about how a camera works.

chapter seven

Australia Calling

David Fox walked into the reception of ChannelWebb. He was not looking forward to this meeting with Bruce Kemp. It was almost eleven o'clock at night so a security guard took him to Anna Webb's office. When he entered the room, he saw Anna on a big TV screen in front of him. A technician had a remote control in his hand; he pressed a button and the camera on the TV zoomed in closer so that only Anna's face was visible. When David closed the door he saw that Anna was sitting opposite the TV.

"Ah, David. Come in. We're just checking that all the equipment for the link with Australia is working. Don't you have video conferencing facilities at TrentTV?" she asked innocently. David smiled and said: "Why spend all that money when I can use yours?"

Before she could reply the screen flickered and Bruce Kemp's face appeared.

"Good day, or should I say goodnight," laughed Bruce. "I hope you haven't been waiting for too long. I've been making notes about your progress so far."

David tried to smile but couldn't. Anna instinctively

pictures

2. Look at the pictures in chapter 7 and answer the questions.

Picture one

- 1 • Where's David?
- 2 • How do you know where he is?
- 3 • Why has he gone there?

Picture two

4 • How many of these things can you see in this picture?

- | | |
|---|---------------------------------------|
| <input type="checkbox"/> an aerial | <input type="checkbox"/> a camera |
| <input type="checkbox"/> a desk | <input type="checkbox"/> a cabinet |
| <input type="checkbox"/> a news anchorman | <input type="checkbox"/> a microphone |

5 • Why is Anna Webb laughing?



moved towards the microphone in front of her to speak. "Well, I'm sure you have no complaints with what you've seen from ChannelWebb."

"Well, I've been impressed with both TV stations but there is still lots of room for improvement. I'll show you what I mean," said Bruce. He looked at a small TV on his left, pressed a button on the remote control in his hand and to his dismay David saw Juliet trying to sing over the voice of Frank Sinatra. As Anna laughed the shot changed to Gordon Right looking very worried as he searched through the papers on his desk.

"I can explain," David said quickly. "Everyone at TrentTV has been working really hard since we heard about the franchise and..."

"Well, I'm afraid their effort has not been good enough," interrupted Bruce. "I have very high standards and I expect the best."

Anna was enjoying herself. She smiled and nodded first at David, then at Bruce who looked at her.

"Anna, I'm not sure why you look so happy. TrentTV has made no mistakes with their advertising but I can't say the same for you. I've been watching your advertising for three days and on two occasions the adverts shown have not been at all suitable for the time slot." The TV in Bruce's office again showed evidence of what Bruce had just said. The smile on Anna's face moved to David's.

Bruce softened his voice a little. "I still have two more programmes to monitor. The next one is the outside broadcast. Which programmes have you chosen?" he asked, looking at them.

"We're going to do an item about crop circles, which have been in the news a lot recently," said David. "It will be a live broadcast in the middle of the countryside by one of our most experienced reporters."

Anna: "We're going to shoot the one hundredth episode of our most popular soap, *Southside*, on location. The director's been planning it since March. At the end of the episode the identity of a criminal will be revealed. It'll be great."

David's face fell. Could things get any worse?



chapter seven

check your comprehension

3. Choose the correct word to complete the sentences.

- 1 • A *technician / security guard / secretary* took David Fox to Anna Webb's office.
- 2 • Anna was sitting *opposite / next to / behind* the TV.
- 3 • TrentTV doesn't have *computer / broadcast / video conferencing* facilities.
- 4 • Bruce has very high *expectations / standards / principles*.
- 5 • ChannelWebb have made mistakes with their *live programmes / news / advertising*.
- 6 • Bruce still has two more programmes to *shoot / monitor / broadcast*.

characters

4. Which character(s) do the underlined pronouns refer to?

- 1 • He was not looking forward to this meeting with Bruce Kemp.
- 2 • He pressed a button and the camera on the TV zoomed in closer so that only Anna's face was visible.
- 3 • Don't you have video conferencing facilities at TrentTV?
- 4 • I hope you haven't been waiting for too long.
- 5 • I'm sure you have no complaints with what you've seen from ChannelWebb.
- 6 • He searched through the papers on his desk.
- 7 • We're going to do an item about crop circles.
- 8 • We're going to shoot the one hundredth episode of our most popular soap.

words

5. Complete the sentences with technical words from chapter 7.

- 1 • A technician had a _____ in his hands.
- 2 • When he pressed a _____ the camera zoomed in on Anna's face.
- 3 • The _____ with Australia was working perfectly.
- 4 • The screen _____ and then they could see Bruce's face.
- 5 • The _____ showed Gordon Right searching through his papers.
- 6 • ChannelWebb's adverts have not always been suitable for the time _____.

language

6. Complete the sentences with the *Present Perfect Continuous* of the verbs in brackets and *since* or *for*.

PRESENT PERFECT CONTINUOUS

The director *has been planning* it since March.

I've been watching your advertising for three days.

- 1 • People at TrentTV _____ (work) very hard _____ they heard about the franchise.
- 2 • ChannelWebb _____ (broadcast) Southside _____ three years.
- 3 • Bruce _____ (monitor) the programmes _____ the past few days.
- 4 • ChannelWebb _____ (do) very well _____ the competition started.

story summary

7. Put the pictures in the correct order, then listen to the CD and check your answers.



1. Match these "weather" words (1-5) to the correct pictures (a-e).

1 • a storm ☐

2 • lightning ☐

3 • a cloudy sky ☐

4 • thunder ☐

5 • rain ☐

a •



b •



c •



d •



e •

RUMBLE

chapter eight

Trouble in the Country

The TrentTV Outside Broadcast Unit had just stopped in a field, miles from the nearest town. The sky looked very grey and heavy with rain.

"OK, everyone," said Rav. "Let's get to work." He turned to the technician. "Jack, can you position the aerial?" "It isn't very big," commented Simon looking at the top of the van.

"New technology," replied Rav. "It's bowl-shaped so it's called a dish antenna and it has a dipole and amplifier in the centre. It transmits radio waves in a narrow beam so it's the best type of aerial to send signals to a satellite. If we had more time, I'd show you how it works but Rob and I have to go and look at the crop circles. I just hope it doesn't rain. Those big, black clouds are getting closer. You stay here and help Jack." Simon watched Rav walk away with Rob Pitman, the reporter and Joe, the camera operator. He looked at the scenery and said to Jack: "If I had lots of money, I'd buy a house here."

"If I had lots of money, I wouldn't be here. I hate this stupid job", Jack muttered angrily as he connected the generator.

When Rav returned, all the equipment had been turned on.

"We've decided on all the shots of the crop circles," he said. "Let's practise the report here first, then we'll

pictures

2. Which of the words (1-6) are associated with the words (a-f)?

- 1 • a generator
- 2 • to tick
- 3 • a field
- 4 • drops
- 5 • to record
- 6 • bowl-shaped

- a • countryside
- b • a videotape
- c • electricity
- d • water
- e • an antenna
- f • a clock



take the camera to the site and get ready for the live broadcast.”

“There’s a storm coming,” Jack warned them.

Rav ignored him, got into the van and began pushing buttons on the mixing desk. They had just finished the practice of the report when big drops of rain began to fall.

“OK, everyone, get in the van,” said Rav. “There’s still over an hour before the broadcast and I’m sure the rain won’t last long.”

The rain came down very hard on top of the van. Rav was checking the equipment when suddenly they heard a loud bang, the van trembled and the electricity went off. This was followed by a clap of thunder directly overhead.

“What happened?!” yelled Rav. The van was in complete darkness.

“I told you it was a storm,” replied Jack calmly.

“I think the antenna has been struck by lightning. There’ll be no outside broadcast today.” He almost looked pleased.

Rav groaned: “Why did this have to happen today? Let’s go and have a look at the damage.”

“Are you mad?” said Jack. “It’s too dangerous now. We’re in the country, remember. We’ll have to wait until the storm is over.”

Simon felt sorry for Rav and wished he could help. The storm continued for twenty minutes.

When they all got out of the van it was soon clear that Jack was right and none of the equipment was working. All the cables were burnt and the dipole was broken. “We’re lucky to be alive,” said Jack.

Rob was looking very worried. “How are we going to do the broadcast?” he asked Rav. “We’ve only got forty minutes.”

“We’ll have to record the item on the video camera and take the tape to the nearest TV station,” replied Rav. Rob agreed but added: “How will we get it to the studio? The van’s too big and slow. We’ll never have enough time.”

They looked at each other. Rob was right. The minutes were ticking away...



chapter eight

check your comprehension

3. Match the beginning of each sentence (1-7) to the correct ending (a-g).

- 1 • This is the best type of aerial because...
- 2 • Jack works as a technician but...
- 3 • They will take the camera to the site after...
- 4 • When they finished practising the report...
- 5 • They heard a loud bang and then...
- 6 • They won't be able to broadcast anything today because...
- 7 • They decided to record the item and then...

- a • ... they have practised the report.
- b • ... he doesn't like his job.
- c • ... it transmits radio waves in a narrow beam.
- d • ... take it to the nearest TV station.
- e • ... the electricity went off.
- f • ... it started to rain.
- g • ... the equipment isn't working.

characters

4. Write the names of the right characters. Who...

- 1 • positioned the aerial? _____
- 2 • works as a reporter for TrentTV? _____
- 3 • was sure the rain wouldn't last long? _____
- 4 • felt sorry for Rav? _____
- 5 • went to check the equipment? _____
- 6 • thought they were lucky to be alive? _____
- 7 • is worried? _____

words

5. Put the words below into groups.

amplifier crop dipole dish antenna field groan
lightning mutter scenery storm thunder yell

TECHNICAL TERMS	WAYS OF SAYING THINGS	WEATHER	THE COUNTRY

language

SECOND CONDITIONAL

If I had lots of money I'd buy a house here.

If I had lots of money I wouldn't be here.

6. Complete the sentences with the correct form of the verbs in brackets.

- 1 • If Simon _____ (*have*) more experience he _____ (*not make*) so many mistakes.
- 2 • Jack _____ (*be*) happier, if he _____ (*have*) a different job.
- 3 • If I _____ (*live*) in the country, I _____ (*feel*) more relaxed.
- 4 • Joe, Rav and Rob _____ (*practise*) the report a bit longer, if there _____ (*be*) more time.
- 5 • If we _____ (*have*) a fast car we _____ (*reach*) the nearest TV station very quickly.

story summary

7. Put the events from chapter 8 in the correct order.

- ☐ a • They practised the report.
- ☐ b • The TrentTV Outside Broadcast Unit arrived in the field.
- ☐ c • Rav had an idea: they could record the item on the video camera and then take it to the nearest TV station.
- ☐ d • They started to install the equipment.
- ☐ e • It began to rain, so everyone got into the van.
- ☐ f • There was a loud noise and the electricity went off.
- ☐ g • Rob thought it was a good idea: the problem was that they didn't have a fast means of transport.
- ☐ h • They stayed in the van until it stopped raining.
- ☐ i • When they got out of the van, they saw that the dipole was broken.
- ☐ j • They turned the equipment on.

The Outside Broadcast Van





1. Match these words to the picture.

- | | |
|---------------------------|-----------------------------|
| 1 • cables | 5 • satellite |
| 2 • outside broadcast van | 6 • black clouds |
| 3 • news reporter | 7 • production control area |
| 4 • transmission aerial | |

1. Choose one of the following words (1-6) to complete the sentences (a-f).

- | | |
|---------------|---|
| 1 • to giggle | a • This film's really boring. When's it going to _____? |
| 2 • thief | b • He took the jumper without paying. He's a _____. |
| 3 • glum | c • The children started _____ because I said something funny. |
| 4 • cheered | d • He was so _____ in his book that he forgot the time and was late for the meeting. |
| 5 • be over | e • The spectators _____ when their team won the match. |
| 6 • engrossed | f • The players of the team that lost the match looked very _____. |

chapter nine

All Is Not Lost

Twenty minutes later Rav was sitting on the back of a motorbike speeding to the local TV station. The man on the bike had come to see why there was a TV van in the middle of the field and had agreed to give Rav a lift. Just minutes before the broadcast they arrived at the studio and linked with TrentTV to show the tape as if the report were being shown live.

When the crew returned to TrentTV David and Jenny congratulated them. They felt more optimistic than before about the franchise. Everyone was happy.

Everyone except Simon. They were all in the conference room waiting for the start of ChannelWebb's live soap episode. Simon sat down next to Sally who asked him why he looked so glum. "We could lose the franchise because of my mistakes. No one trusts me now. Rav won't let me do anything. Things are getting worse and worse for me here."

"Don't worry," replied Sally reassuringly. "It's easy to make mistakes when you're doing something new. That's how you learn. I'm sure I was the worst production assistant ever at the beginning," she laughed.

Simon smiled and decided that Sally was the kindest person at TrentTV.

pictures

2. Look at the pictures in chapter 9 and answer the questions.

Picture one

- 1 • How many means of transport can you see?
- 2 • Where's Rav and why?
- 3 • What can you see in the fields?

Picture two

- 4 • How many people do you recognise?
- 5 • What are they watching on TV?
- 6 • Why do you think they are so happy?
- 7 • Who do you think David is talking to?



David got up to speak to them. "The programme is about to begin. Now ChannelWebb's outside broadcast is much more difficult than ours. But that means it's easier to make mistakes, so let's just see what happens." He sat down and they all heard the now famous music that indicated the start of the soap, *Southside*.

Unfortunately for TrentTV the episode was going well. David looked around the room and saw that all his employees were engrossed. The storyline was that someone had stolen a very expensive painting from the home of one of the characters. Tonight the identity of the thief was going to be revealed.

The programme was nearly over. One scene finished and the camera moved to the home of the main characters in the soap, a happily married couple. It soon became clear that they were not ready for the scene. A make-up assistant was combing the woman's hair and the man was putting on a jacket. They all looked at the camera and froze. Then the make-up assistant disappeared and the woman began to speak as if nothing had happened.

Jenny touched David's arm as everyone in the room laughed. "I bet Anna isn't feeling as confident as before."

David grinned. "She must be furious. I wish I could see her face."

The scene finished when the couple kissed.

Then the viewers saw a street and a man was standing at a bus-stop but they could still hear the voices of the married couple.

"That was your fault Judy, as usual," said the man.

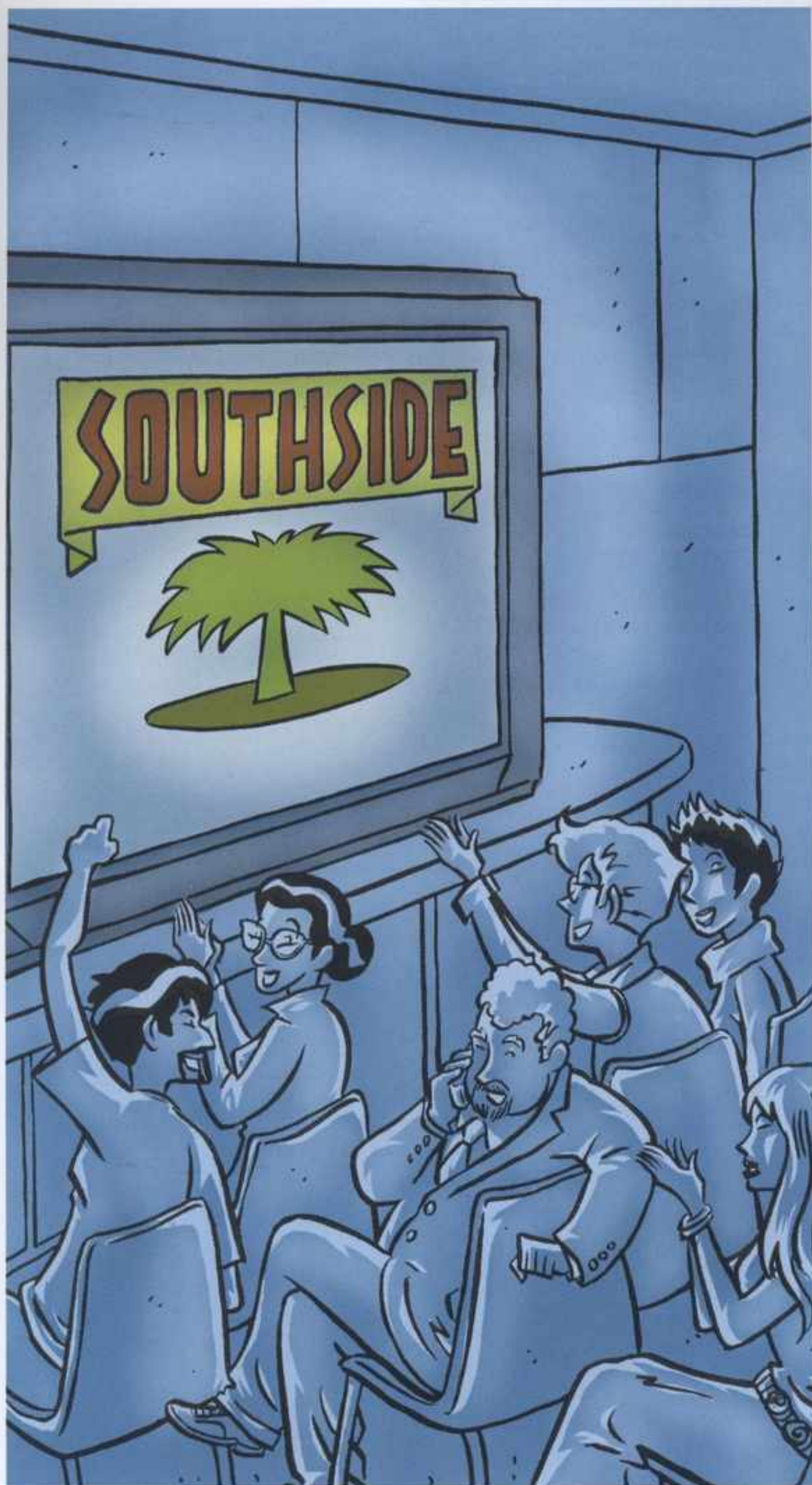
"You said OK, so the camera switched to us. You're never ready in time."

"Oh, no. The microphone is still on," giggled Sally.

The sound engineer at ChannelWebb turned it off but not before they heard the woman shout: "I said OK to the make-up assistant, stupid. Anyway, you weren't ready either, Mr Bad Breath! Brush your teeth next time we have to kiss."

Everyone at TrentTV cheered loudly.

"Fantastic," said David. "I think I'll phone Anna."



check your comprehension

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

- | | T | F |
|---|--------------------------|--------------------------|
| 1 • Rav drove the motorcycle to the local TV station. | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 • Rav arrived at the TV station just in time for the broadcast. | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 • Simon was feeling very happy. | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 • Sally tried to reassure Simon. | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 • ChannelWebb's broadcast was easier than TrentTV's. | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 • The main characters of the soap were a married couple. | <input type="checkbox"/> | <input type="checkbox"/> |
| 7 • ChannelWebb's broadcast went very well. | <input type="checkbox"/> | <input type="checkbox"/> |

characters

4. Who said it? Write the name of the character and then check your answers with the CD.

- | | |
|---|-------|
| 1 • "No one trusts me now." | _____ |
| 2 • "It's easy to make mistakes when you're doing something new." | _____ |
| 3 • "The programme is about to begin." | _____ |
| 4 • "I bet Anna isn't feeling as confident as before." | _____ |
| 5 • "Brush your teeth next time we have to kiss." | _____ |
| 6 • "I think I'll phone Anna." | _____ |

words

5. Match these words (1-12) to their opposites (a-l).

- | | |
|----------------|-----------------|
| 1 • back | a • always |
| 2 • optimistic | b • cheap |
| 3 • happy | c • difficult |
| 4 • lose | d • end |
| 5 • easy | e • front |
| 6 • new | f • start |
| 7 • sit down | g • old |
| 8 • expensive | h • pessimistic |
| 9 • finish | i • stand up |
| 10 • beginning | j • glum |
| 11 • never | k • turn on |
| 12 • turn off | l • win |

language

COMPARATIVES

They felt *more optimistic than* before.

ChannelWebb's outside broadcast is much *more difficult than* ours.

6. Complete the sentences with the comparative of one of the adjectives below.

confident fast happy optimistic successful

- 1 • The motorbike was _____ than the van.
- 2 • Sally was _____ than Simon.
- 3 • ChannelWebb had been _____ than TrentTV so far.
- 4 • Yesterday Anna was _____ about winning the franchise than she is now.
- 5 • David was feeling _____ after he saw all the mistakes that ChannelWebb made during their live soap episode.

story summary

7. Complete the story summary with the words below.

*characters couple franchise happy live
mistakes over scene station well*

Rav took the tape to the nearest TV _____ just minutes before the broadcast: everything went very well and everyone felt more optimistic about the _____. Staff at TrentTV met in the conference room to watch ChannelWebb's _____ soap episode. Simon wasn't feeling very happy: he told Sally how miserable he felt about all the _____ he had made, and she tried to reassure him. The first part of the live episode of Southside went very _____: everything worked perfectly. However, when the programme was nearly _____ something very funny happened. The camera moved to the home of the main _____ of the soap and they weren't ready. They carried on as if nothing had happened and the story moved on. The _____ changed, but the audience could still hear the _____: they were arguing furiously. It was a disaster. Everyone at TrentTV was very _____! They could still win the franchise.

1. Are these sentences about the events in chapters 7-9 true (T) or false (F)?

- | | T | F |
|--|--------------------------|--------------------------|
| 1 • David and Anna talk to Bruce Kemp. | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 • ChannelWebb hasn't made any mistakes. | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 • ChannelWebb has made fifty episodes of the soap Southside. | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 • Nobody sees the storm arriving. | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 • The antenna is damaged in the storm. | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 • Rav can't go to the studio in the van. | <input type="checkbox"/> | <input type="checkbox"/> |
| 7 • Simon likes Sally. | <input type="checkbox"/> | <input type="checkbox"/> |
| 8 • TrentTV finds the episode of Southside very boring. | <input type="checkbox"/> | <input type="checkbox"/> |

chapter ten

An Exclusive Story

It was no surprise to David and the others that Anna Webb was not available for comment. Everyone was still in the conference room discussing what had happened.

"Tonight ChannelWebb has given us another chance to win the franchise," said Rav.

"That's true," commented Jenny. "However, it's also true that we've made some mistakes, so I'm sure Bruce Kemp hasn't come to a decision yet."

"Nevertheless, we are in a stronger position now," said David happily. Their conversation was interrupted by the telephone, which rang loudly. "Don't tell me that Anna's answering my call," laughed David. He picked up the receiver and heard Bruce Kemp's voice. He put the phone on hands free so that everyone in the room could hear.

"So, David. I can almost see the big smile on your face here in Australia! Anna Webb, on the other hand is a little upset right now, as I'm sure you can imagine."

"Of course," replied David. "I know exactly how she feels."

"I must congratulate you on your outside broadcast. It was not only interesting but also very well planned." Luckily Bruce couldn't see the relief on everyone's face. He didn't suspect a thing.

pictures

2. Look at the pictures in chapter 10 and answer the questions.

Picture one

1 • Who:

- a • is smiling?
- b • looks worried?
- c • has just made a phone call?

Picture two

2 • Why does Gordon look different in this picture?

3 • Which of these things do you think he's going to say?

- ☐ "I've got a new job."
- ☐ "I've got a fantastic story for our live satellite link."
- ☐ "I'm going to marry Anna Webb."



"Thanks," said David. "My employees are all hard-working as well as extremely efficient. Have you made a decision yet about the franchise?" he asked tentatively.

"David! Really! Despite the mistakes made during the broadcast of Southside, I have been impressed by ChannelWebb so you both still have a chance to win. Now let's go on to the real reason for this call." He paused and everyone at TrentTV held their breath. Now what?

"As there is only one more programme for me to monitor – the live satellite link, I have decided to come to Britain. I'd like to tell either you or Anna in person who has won. Furthermore I would like to be present in the studio during the satellite link when it happens next week. That way I can keep a close eye on events."

"That's all we need," Jenny whispered to Rav.

Bruce gave David details of his arrival and wished them all goodnight. No-one spoke as David put the receiver down.

They all wanted the franchise badly but they didn't need the added pressure of Bruce Kemp's presence in the studio.

Rav broke the silence. "So, do we know what the satellite link story is going to be?"

David shook his head. "No, but it will have to be good. I mean *really* good."

A voice came from the back of the room. "And this is where I win the franchise for TrentTV." Nobody had heard Gordon Right come into the conference room. Unusually he had a big grin on his face, which not even the sight of Simon could remove. They all looked at him.

"Well," said David impatiently after a few moments of total silence. "Are you going to tell us or not?"

Gordon made sure that he had everyone's attention before he spoke. "What would you do without me? I've just spoken to a friend of mine, a journalist, in Spain. She is willing to give us the exclusive rights to a story next week as it happens in Madrid. And you'll never believe me when I tell you what it's about..."



chapter ten

check your comprehension

3. Answer the questions.

- 1 • Who rang David?
- 2 • Why did David put the phone on hands free?
- 3 • Why was everyone at TrentTV relieved when Bruce congratulated them on their outside broadcast?
- 4 • What is the real reason for Bruce's call?
- 5 • Why's Bruce going to London?
- 6 • How did everyone at TrentTV feel about Bruce's decision to be present in the studio?
- 7 • Why was Gordon unusually happy?

characters

4. Write next to each adjective the name of the character(s) that it best describes.

- | | | | |
|------------------|-------|---------------|-------|
| 1 • happy | _____ | 5 • impressed | _____ |
| 2 • upset | _____ | 6 • worried | _____ |
| 3 • arrogant | _____ | 7 • efficient | _____ |
| 4 • hard-working | _____ | 8 • impatient | _____ |

words

5. Find fifteen words in chapter 10 in the wordsquare. Don't look back at the chapter yet!

A	L	W	H	I	S	P	E	R	E	D	Y
C	O	N	G	R	A	T	U	L	A	T	E
D	U	R	A	R	R	I	V	A	L	P	M
W	D	E	C	I	S	I	O	N	S	R	P
I	L	C	B	R	E	A	T	H	U	E	L
L	Y	E	D	X	P	C	O	U	S	S	O
L	A	I	Y	E	Z	H	U	V	P	S	Y
I	A	V	A	I	L	A	B	L	E	U	E
N	P	E	J	I	L	N	Y	L	C	R	E
G	H	R	E	R	S	C	T	H	T	E	S
R	F	C	D	A	H	E	V	E	N	T	J

language

EXPRESSING CONTRAST

However, it's also true that we've made some mistakes.

Nevertheless, we are in a stronger position now.

6. Complete the sentences with *but, despite, however, nevertheless, and on the other hand*.

- 1 • _____ what Simon had done, TrentTV still had a chance to win the franchise.
- 2 • David tried to talk to Anna, _____ she wasn't available for comment.
- 3 • ChannelWebb had made a lot of mistakes during the live soap episode. _____, Bruce had been impressed by their performance.
- 4 • Gordon wasn't very nice. _____, he often had very good ideas!
- 5 • David felt very confident now. _____, TrentTV still had to prove how good they were.

story summary

7. Complete the summary of chapter 10. Put these sentences (1-7) in the right place.

- 1 • He wanted to congratulate David on the success of the outside broadcast
- 2 • if he had made a decision about the franchise
- 3 • In addition, they didn't know what the satellite link story was going to be
- 4 • One of his friends was ready to give TrentTV the exclusive rights to a sensational event
- 5 • there was still one more programme to monitor
- 6 • to be present in the studio during the satellite link
- 7 • when the telephone rang

Everyone at TrentTV was in the conference room, _____.

It was Bruce Kemp. _____. David thanked him and

asked him _____. Bruce answered it was too early:

he had been impressed by what ChannelWebb had done and

_____. He told David he was coming to London

_____. Staff at TrentTV felt they didn't need the

added pressure of Bruce's presence in the studio.

_____. At that precise moment Gordon Right

entered the room. He had fantastic news. _____.

But what was the event?

1. Match the words (1-6) to their definitions (a-f).

- 1 • to replace
- 2 • plenty
- 3 • to change your mind
- 4 • to dial
- 5 • a break
- 6 • frantically

- a • to make a phone call
- b • a lot of
- c • to substitute
- d • an interval
- e • desperately
- f • to choose another idea

chapter eleven

Who's Getting Married?

"I don't believe it," said Jenny. Her voice echoed around the gallery.

"Neither do I," added Sally. "He's always said that he would never get married."

Rav laughed at them. "Well he must have changed his mind because George Miller, the famous Hollywood actor, is getting married today in Madrid."

David joined in the conversation. "And we have the exclusive rights to the wedding pictures." He could hardly contain his delight. "It will be a great scoop as only we know about the wedding."

"Who's he marrying, then?" asked Sally, who still didn't believe it was true.

"No-one knows, not even Gordon or the Spanish journalist," said Rav.

"Now, is everything ready for the lunchtime news?" asked David. "Bruce will be here soon."

Jenny was already sitting in her usual place in the gallery. "Yes, we're ready. The satellite link has been booked from twelve to twelve-thirty. That gives us plenty of time to make the link to Gordon in Madrid."

Twenty minutes later Bruce Kemp was standing next to David in the gallery watching the lunchtime news. Simon was standing alone at the back. The newsreader, a woman who had replaced Gordon who

pictures

2. Look at the pictures in chapter 11 and answer the questions.

Picture one

- 1 • What is the newsreader talking about?
- 2 • Why isn't Gordon reading the news?
- 3 • Where's Simon?

Picture two

- 4 • What can you see on the monitor?
- 5 • What's Jenny's problem?
- 6 • Where's Simon now?



was in Spain, was talking about the exclusive story. "After the break we are going live to Madrid. Today is a sad day for all women. George Miller, one of the highest-paid actors in Hollywood, is marrying a mystery woman."

Sally sighed and said into her microphone:

"Countdown to adverts."

As the newsreader said to the viewers: "We'll see you in just a few minutes." Rav pressed a button and pulled a lever on the mixing desk; the first advert of the break appeared on the monitor.

David smiled. "It's 12.03. Let's link to the satellite and see what's happening in Spain."

All eyes moved to the monitor on the left of the "On Air" sign. Aware that Bruce was watching every move, Rav pressed a few more buttons. The screen flashed up the image... of a football match!

"Jenny, what's this?" yelled David.

Jenny's face was filled with horror. "I've no idea," she gasped. "We booked the Astra satellite last Monday. We can't have made another mistake."

"They could have double-booked it. The match has just started," said Rav.

"What are we going to do?" shouted David. "We can't lose this exclusive story. Gordon will be waiting. Everybody – think!"

Simon moved forward. "We could try to book another satellite," he suggested.

They all looked at him. Bruce was the first to speak. "Good idea, Simon."

Jenny grabbed the phone and dialled the number of the office in Paris that made the bookings. The news had started again. They didn't have much time.

"Come on!" said Jenny. "Someone finally answered the phone... in French!"

Jenny tried to stay calm. "I don't understand. Please speak English," but the voice continued in French. Jenny looked up. "Anyone speak French?" she asked frantically. Everyone started to shout and panic even more when it became clear that no-one spoke French. Simon said something but the noise was too loud. He had no choice. He pulled the phone from Jenny's hand.



check your comprehension

3. Choose the correct word to complete the sentences.

- 1 • George Miller is getting married *tomorrow / today / the day after tomorrow*.
- 2 • *Everyone / Someone / No one* knows who George Miller is going to marry.
- 3 • The satellite has been booked for *thirty minutes / an hour / an hour and a half*.
- 4 • Gordon was in *the gallery / London / Spain*.
- 5 • When they linked to the satellite they could see *a football match / the wedding / the news*.
- 6 • The satellite was booked last *Tuesday / Monday / week*.
- 7 • Jenny couldn't book another satellite because she couldn't speak *English / clearly / French*.

characters

4. Write the name of the right character. Who...

- 1 • said he would never get married? _____
- 2 • was standing next to Bruce in the gallery? _____
- 3 • was standing alone at the back? _____
- 4 • was watching what everybody was doing? _____
- 5 • was operating the mixing desk? _____
- 6 • called the office in Paris? _____
- 7 • pulled the receiver from Jenny's hand? _____

words

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

- | | |
|------------------|-------------------------|
| 1 • to change | a • a lever |
| 2 • to join | b • live |
| 3 • to link | c • a number |
| 4 • to make | d • his mind |
| 5 • to go | e • in the conversation |
| 6 • to press | f • a link |
| 7 • to pull | g • to a satellite |
| 8 • to be filled | h • a button |
| 9 • to dial | i • with horror |

language

MODALS FOR SUPPOSITION

He *must have changed* his mind.

We *can't have made* another mistake.

6. Complete the sentences with *must have* / *can't have*.

- 1 • Someone _____ made a mistake: these are not the pictures of the wedding.
- 2 • They _____ booked the satellite for the wrong time: I'm sure they checked the time carefully.
- 3 • George _____ fallen madly in love with this woman to want to marry her!
- 4 • Rav _____ pressed the wrong button: he never makes mistakes.
- 5 • They _____ checked the name of the satellite to book: they always do it.
- 6 • Gordon _____ known the identity of the mystery woman. I don't think so: nobody knows who she is.

story summary

7. Rewrite the summary with the correct information.

Everyone was very excited at TrentTV. They had the exclusive rights to the wedding of the century: everybody knew about George Miller's film, so it was going to be a big scoop for the channel. They were going to give the news during the afternoon news: David and Bruce were in the office to watch the live broadcast. They had booked a satellite link from twelve to one-thirty, so there was plenty of time to make the link to Sally who was in Madrid to cover the wedding. The problem was that when they linked to the web site they didn't get the pictures they wanted: they saw the images of a basketball match! Nobody could understand what had happened, but they had to solve the problem. Simon suggested they could try to book another satellite, so Jenny phoned the office in Paris that made the bookings. The person who answered the phone couldn't speak French and Jenny couldn't speak any English: what were they going to do? Could Simon help?

1. Match the underlined words (1-6) to their definitions (a-f).

- 1 • I'm getting married. Suzie Marshall is the woman I'm going to marry.
- 2 • "When's the church service?" "Next Saturday."
- 3 • My parents and my five brothers said together: "This is another big mistake."
- 4 • My sister looked at me in a very surprised way but then she put her arms around me and said: "Congratulations!"

- a • hugged
b • wedding
c • amazement

- d • chorused
e • bride
f • blunder

chapter twelve

Simon Saves the Day

Everyone looked at Simon in horror. What was he doing? TrentTV couldn't afford another blunder. It seemed that time stood still in the now silent gallery but only a few seconds had passed. Then the looks of horror turned to looks of amazement as Simon spoke into the phone. He was speaking French – very well! After just two minutes he put the phone down and looked at his father, who was speechless.

"Well?" said Jenny and Rav.

"Well," repeated Simon smiling. "We have a thirty-minute link with the satellite *Hot Bird*, starting from now."

Rav quickly pressed some buttons and turned a few dials and there was Gordon, looking back at them from outside a beautiful Spanish church. They had never been so pleased to see his face. Everyone cheered.

"Well done," said Bruce to Simon and patted him on the back.

David hugged his son and Sally cried: "I didn't know you could speak French. If we had known earlier, we wouldn't have panicked."

"Oh, I..." began Simon.

"You can talk later," said Jenny, "we have work to do now. Rav, get ready to link the satellite pictures to the news."

There was great excitement in the gallery. David was

beyond the story

2. How do you think the story ends? In your opinion, which of these things happen?

- ☐ Jenny organises the live satellite link.
- ☐ *The satellite link is a success.*
- ☐ We don't see the pictures of George Miller's wedding.
- ☐ TrentTV loses the franchise to ChannelWebb.
- ☐ Everyone's happy at TrentTV.
- ☐ Simon asks Sally to go out with him.
- ☐ Bruce Kemp offers Simon a job in Australia.



sure that millions of people were now watching TrentTV. The newsreader had mentioned the wedding of George Miller at least four times during the programme. He heard her say: "And now we can go live to Madrid where Gordon Right is waiting to give us the latest news."

Gordon began to speak: "You're joining us just in time. The wedding ceremony has finished. George Miller will soon appear with his new wife and the world will finally know who she is. Here they come." The camera moved to the church door and George came out with his bride.

"It's Juliet," they all chorused.

Simon's face fell. "Oh, well. At least I met her here in the studios."

Sally touched his arm. "I know just how you feel. George was my dream man." They laughed.

TrentTV extended the news programme to show pictures of the happy couple. The phones soon began to ring as other TV channels asked to buy and use their satellite pictures. It was a great moment for David Fox.

Later that day Bruce stood before the TrentTV team in the conference room.

"I think it's fair to say that Simon saved the day for you. If it hadn't been for his quick thinking, TrentTV would have had a big problem. If he hadn't spoken French on the phone, you would have lost the biggest news story of the year. I hope that teaches you all the importance of learning a foreign language!"

Simon looked embarrassed but very, very happy.

"So, I have two announcements to make," continued Bruce. David was on the edge of his seat. He glanced at Jenny and Rav who looked as nervous as he felt.

"Firstly, I've decided to offer the KangaTV franchise to... TrentTV." Everyone in the room jumped up and down with joy.

"And secondly, I'd like to offer Simon a job at KangaTV in Australia. What about it, Simon? Would you like to work in Sydney?"

"I'd love to," said Simon immediately, "unless of course my colleagues at TrentTV want me to stay here!!!"



chapter twelve

check your comprehension

3. Match the beginning of each sentence (1-7) to the correct ending (a-g).

- 1 • Everyone was amazed that...
- 2 • Simon had managed to book another satellite just in time to...
- 3 • There wasn't time to thank Simon because...
- 4 • Nobody knew that the mystery bride...
- 5 • The news programme was extended to...
- 6 • A lot of other TV channels phoned TrentTV because...
- 7 • Everyone was very happy when Bruce announced that...

- a • ... everybody had a lot of work to do.
- b • ... Simon could speak French so well.
- c • ... show the pictures of the wedding.
- d • ... TrentTV had won the franchise.
- e • ... make the link with Gordon in Madrid.
- f • ... they wanted to use their satellite pictures.
- g • ... was Juliet.

characters

4. Write next to each adjective the name of the character(s) that it best describes.

- 1 • amazed _____
- 2 • speechless _____
- 3 • pleased _____
- 4 • happy _____
- 5 • embarrassed _____
- 6 • nervous _____

5. Who is your most / least favourite character from the story? Give reasons for your answers.

words

6. Complete the sentences with words from chapter 12.

- 1 • Everyone thought Simon was going to make another _____
- 2 • Rav _____ some buttons and Gordon's face appeared on screen.

- 3 • A lot of other TV channels wanted the pictures of George and his mystery _____.
- 4 • Everyone agreed that Simon had _____ the day.
- 5 • Bruce had two important _____ to make.
- 6 • Everyone _____ up and down with joy when they heard that TrentTV had won the franchise.

language

THIRD CONDITIONAL

If we had known earlier we wouldn't have panicked.

If it hadn't been for Simon's quick thinking, TrentTV would have had a big problem.

7. Complete the sentences with the correct form of the verbs in brackets.

- 1 • If Sally _____ (know) that Simon spoke French she _____ (ask) him to make the call to Paris.
- 2 • They _____ (not do) the live broadcast of the wedding, if Simon _____ (not manage) to book another satellite.
- 3 • If Simon _____ (not be) there, TrentTV _____ (not find) another satellite.
- 4 • If Bruce _____ (not be) in the gallery, he _____ (not see) how important Simon's contribution had been.
- 5 • If TrentTV _____ (not manage) to show the pictures of George and Juliet's wedding, Bruce _____ (not give) them the KangaTV franchise.
- 6 • Bruce _____ (not offer) Simon a job in Australia, if Simon _____ (not solve) the problem so brilliantly.

beyond the story

8. Imagine you are a journalist for a national paper. Write the article to announce the news that TrentTV has won the franchise. Tell the story and the role that the main characters played.

This is an even more worrying statistic when we see that 48% of the viewers of this 54% do not live alone. What has happened to the art of conversation? Maybe it isn't dead yet. The survey asked people what they regularly did while watching TV and more than half said that they talked to family and friends or made a phone call. Others admitted that they did the housework, read, cooked or had a snack. Doesn't anyone just watch the programme? Only viewers over the age of 55 concentrate on programmes; younger viewers watch it with just one eye so that they can complete other tasks at the same time.



Not surprisingly, the survey highlighted differences between men and women. Women like drama; men prefer to watch the news and current affairs programmes. At the top of a woman's list is her favourite soap and at the bottom is sport. Men place sport at the top and soaps at the bottom! Three times more women than men watch reality TV. So, is TV a barrier between the sexes? It seems so.

We think that a TV is in our home to entertain us but it now has other functions. 67% of parents use the TV to occupy the children when they are busy and 36% of kids have a TV in their bedroom. However, nearly half of adults believe that there is too much violence on TV, and that many cartoons are too violent for children to watch. It is not unusual for children to do their homework while they watch TV.

Children sit in front of the TV for about three hours a day and, on average, British TVs are switched on for five hours each day. Each home has 2.21 TV sets but 72% say that there are many similar programmes, definitely too many American programmes and not enough that reflect European lifestyles.

We want better programmes but we just get more channels.

Despite these complaints about what our TV channels broadcast, television is everything to us. It has many defects, but we rarely turn it off. We hate it, but we watch it and enjoy it. It is our friend, our babysitter, our companion.

(Adapted from *The Radio Times*)

1. Choose the correct answer.

- 1 • 40% / 72% / 12% watch TV for more than six hours a day.
- 2 • Some people like to eat / work / write while they watch TV.
- 3 • Men don't like watching the news / soaps / cartoons.
- 4 • A typical British home has at least two / three / four TV sets.
- 5 • According to the survey, there is an excess of programmes from Europe / the U.S. / England.

2. How do your viewing habits compare to those in Britain? Answer these questions.

- 1 • How many hours a day do you watch TV?
- 2 • Which programmes does your mother/your father prefer?
- 3 • How many TV sets are there in your house?
- 4 • What do you do while you are watching TV?
- 5 • If you didn't have a TV, how would you spend your free time?

TiVo COMES TO TOWN

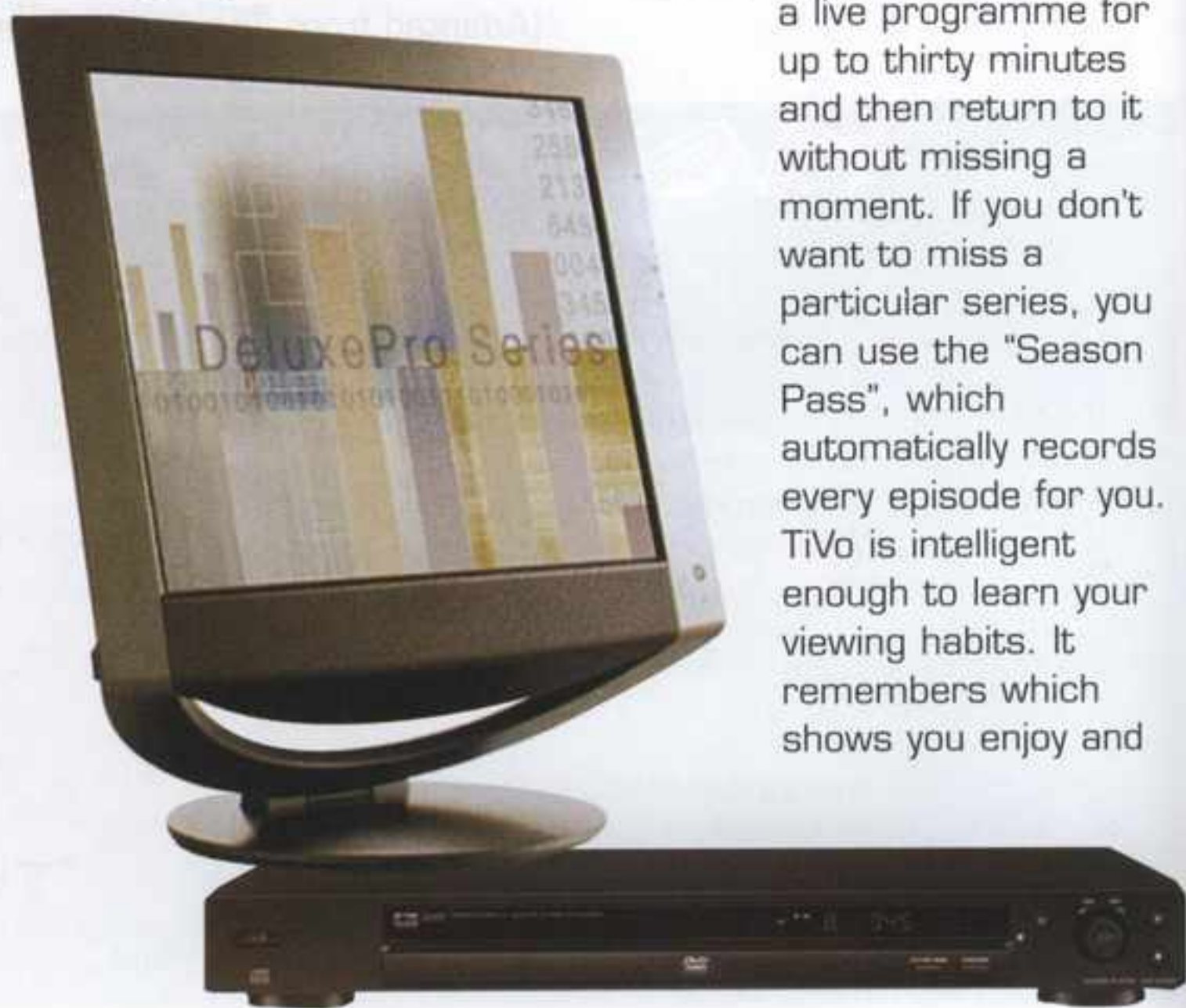
When you're watching TV, do you sometimes want to record a programme that has already started? Or maybe you want to watch the replay of the goal your favourite team has just scored? Have you ever wanted to record a programme but find that you don't have a blank videotape? Well, TiVo is the answer to your problems. It's the latest gadget in the TV revolution. What is it? It's a personal video recorder (PVR), a box that you put on top of your television set, and it means that you can watch what you want when you want.

How do you use TiVo, the PVR? This kind of recorder doesn't use tape; it converts television pictures into a digital format and saves them, just as a computer does, onto a hard drive big enough to store forty hours of programmes with DVD-style clarity.

You no longer have to set details of a recording; you simply point your remote control at the TV screen. You will see a programme guide and all you have to do is highlight the title of the programme you want to record. Nothing could be easier. You can record the programmes of an entire evening, which you can watch when you have time.

But TiVo does much more than this. It permits you to skip the advertising; if you have to do something urgent, you can pause

a live programme for up to thirty minutes and then return to it without missing a moment. If you don't want to miss a particular series, you can use the "Season Pass", which automatically records every episode for you. TiVo is intelligent enough to learn your viewing habits. It remembers which shows you enjoy and



automatically records programmes that it thinks will interest you. You can even rewind live programmes if you missed something important.

So, is TiVo too good to be true? Possibly. You have to buy the box and pay a monthly subscription fee. TiVo owners have found some drawbacks. Six out of ten people with TiVo now watch more TV and neglect other things to use their time to watch all the TV programmes TiVo has recorded for them. Seven out of ten record programmes every day.

TiVo's enthusiasm for recording means that you have more programmes to watch. If you are an avid TV fan and television is your main source of entertainment, TiVo may be the gadget for you. It enables you to take control of your TV... but don't let it take control of your life!

1. Are these sentences true (T) or false (F)? Correct the false ones.

- | | T | F |
|--|--------------------------|--------------------------|
| 1 • TiVo is a new product. | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 • TiVo is a type of television aerial. | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 • TiVo makes recording TV programmes much easier. | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 • You don't need a videotape to record programmes with TiVo. | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 • You need a computer to use TiVo. | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 • TiVo can record up to forty hours of programmes. | <input type="checkbox"/> | <input type="checkbox"/> |

2. Answer these questions.

- 1 • How do you record a TV programme with TiVo?
- 2 • Why is TiVo good if:
 - a • you don't like adverts on TV?
 - b • you want to make a phone call during your favourite programme?
 - c • you turn on the TV to see that your football team has already scored two goals?
- 3 • Write two negative points about TiVo that the article mentions.
- 4 • What kind of people will enjoy using TiVo?
- 5 • According to the article, what is the danger of TiVo?
- 6 • What is your opinion of TiVo?

TUNING INTO THE DIGITAL REVOLUTION

1999 ELECTRONIC

MAIL: "Sky" digital subscriber can be on e-mail on their television screens, with the option of composing it on low-cost infra-red keyboards.

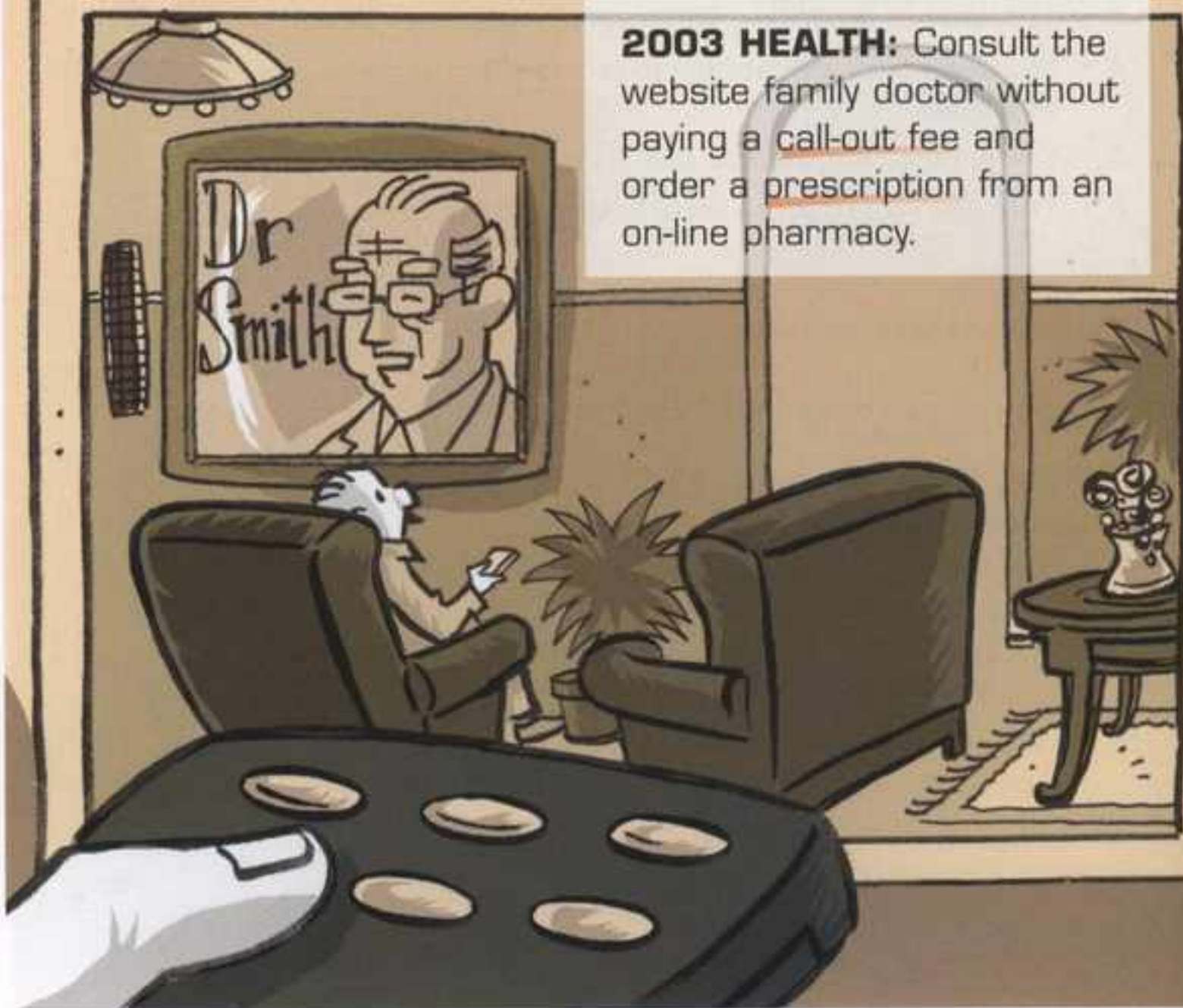


2002 EDUCATION:

Children get extra tuition from teachers through video conferencing links on their television screens. Parents download educational programmes into the set-top box.



2003 HEALTH: Consult the website family doctor without paying a call-out fee and order a prescription from an on-line pharmacy.



2007 SWITCH OFF:

Government announces date for end of conventional analogue broadcasts, opening up new channels for more digital services.



2005 HAND-HELD

GADGETS: Micro-mobile digital TV will let viewers on the move catch up on their favourite television programmes, connect to the Internet, read e-mail and shop.



2009

COMMUNICATION:

Two-way video links allow viewers to keep in touch with distant relatives or go shopping with a friend down a "virtual" high street.



2000 INTERACTIVE COOKING:

Shows enable viewers to select a recipe, learn from a television chef how to prepare it and order the ingredients to their home for a dinner party that evening.

2001 BANKING:

Pay for products using credit card inserted in the television set-top box.



(Adapted from *The Sunday Times*)

1. Read *Tuning into the Digital Revolution*. Decide if the statements are true (T) or false (F).

- | | T | F |
|---|--------------------------|--------------------------|
| 1 • Everybody can now read e-mail using a television screen. | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 • People can get educational programmes through their TV sets. | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 • Some TV sets are so small you can hold them in your hands. | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 • Switching to digital broadcast means that we'll have fewer TV channels. | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 • If you are not very good at cooking you can get help through your TV. | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 • Getting medical advice through your TV will be very expensive. | <input type="checkbox"/> | <input type="checkbox"/> |

2. Match the beginning of each sentence (1-7) to the correct ending (a-g).

- 1 • People can use infra-red keyboards to...
- 2 • Students can use videoconferencing facilities to...
- 3 • People can watch their favourite TV programmes...
- 4 • The Government will decide when...
- 5 • People can pay for their shopping...
- 6 • You can ask a chef how to cook a dish...
- 7 • People can go "virtual shopping" together if...

- a • ... using a hand-held digital TV.
- b • ... all TV broadcasts become digital.
- c • ... get help from their teachers.
- d • ... by inserting a credit card in the television set.
- e • ... they have a two-way video link.
- f • ... using interactive cooking.
- g • ... write e-mails on their TV screens.

3. What do you think? Answer the following questions giving your opinion.

- 1 • Which of the innovations described in the article do you find particularly useful? Why?
- 2 • Can you identify any negative consequences of the widespread use of these innovations?
- 3 • Are there potential problems linked to the use of these innovations?
- 4 • What would life be like in a digital world?

HOW RUPERT TOOK ON THE WORLD

Rupert Murdoch's media empire spans the globe – but how did it get there? Bruce Page reveals the political deals and ruthless drive that gave Murdoch more power and influence than any press baron in History.

The Life and Times of Rupert Murdoch	
1931	Born Keith Rupert Murdoch in Melbourne on 11 March.
1952	Inherited his first newspaper, the <i>Adelaide News</i> , from his father.
1953	Graduated from Worcester College, Oxford.
1956	Married Patricia Brooker. They had one child, Prudence, in 1959 and divorced in 1960.
1967	Married <u>trainee</u> reporter Anna Trov of Sydney's <i>Daily Mirror</i> . They had three children: Elizabeth, Lachlan and James.
1968	Bought the <i>News of the World</i> in London.
1969	Bought <i>the Sun</i> in London.
1976	Bought the <i>New York Post</i> , the <i>Village Voice</i> and the <i>New York Magazine</i> in the U.S.
1981	Took over <i>The Times</i> and <i>The Sunday Times</i> in London in spite of monopoly legislation.
1983	Launched the world's first satellite TV channel, "Sky".
1985	Became a U.S. citizen in order to comply with American media ownership laws.
1987	Bought the <i>South China Morning Post</i> .
1992	Bought broadcasting rights for Premier League football for £300 million.
1993	Bought "Star Television" in Asia.
1997	Bought Los Angeles Dodgers baseball team.
1998	Divorced Anna, his wife of 31 years, and married Wendy Deng. Murdoch met the Chinese-born Deng while she was working for Star TV. They have a daughter, Grace.
2000	Bought ten U.S. TV stations.
2003	Wendy gave birth to another child, a daughter called Chloe.

Murdoch Becomes American

Murdoch broke into U.S. broadcasting by buying the financially derelict Fox movie studio and seven TV stations – then combining them. The fashion of the day was linking movie assets with broadcasting.

Cross-ownership rules prevented newspapers from running television in their own location. Murdoch said he would get a temporary waiver from the Federal Communications Commission (FCC) and find a permanent solution later.

A more serious problem was linked to the basic design of American television. To prevent concentration of power, American television had a subdivided structure, with hundreds

of locally owned stations. Most of these stations could not afford to make their own drama, soaps and news: they had to buy them. To maintain subdivision, limits were set on the number of stations a company could control. But Murdoch was already practised in accepting the explicit regulations and eroding them by implicit practice.

But beyond was a much larger point. American media law said that anyone controlling more than 25% of a television system had to be a U.S. citizen. "Not a problem," said Murdoch. He held a green card issued by the U.S. Immigration Service, but just as a necessity of working for Australia in America. He had always claimed to be a patriot. In fact, he told the Australian Broadcasting Tribunal in 1979: "I carry an Australian passport. My children are Australian. I pay my taxes in Australia..."

On 4 September 1985 Murdoch was "very proud and grateful to become an American".



Murdoch and China

Murdoch took on China in 1993 when he paid \$525 million to take control of Satellite Television Asia Region (Star TV) based in Hong Kong. Three months after acquiring Star, Murdoch gave a speech in London in which he suggested his satellites would soon eliminate totalitarian politics throughout the world.

Advances in the technology of communications have proved an unambiguous threat to totalitarian regimes: fax machines enable dissidents to by-pass state-controlled print media; direct-dial telephone makes it difficult for a state to control interpersonal voice communication; and satellite broadcasting makes it possible for residents of many closed societies to by-pass state-controlled television channels.

Murdoch and the British Government

When Margaret Thatcher's government was dying, both Murdoch's Sky system and its rival British Satellite Broadcasting were moribund also – financially.

By mid-1990 Sky had operating losses of £95 million after £120 million launch costs, and BSB was worse. Merger was their sole hope. Many politicians and media executives believed the Monopolies Commission should investigate, but for Margaret Thatcher, Sky was a worthy addition to the nation's media. Murdoch went to see the Prime Minister, who welcomed him as the person "who gives us Sky News, the only unbiased news in the UK." She had not been pleased with the negative coverage that British channels such as the BBC and ITN had given to her government.

Murdoch managed to do the merger. Since then, Sky has been able to control the access of its rivals to the satellite platform.

(Adapted from *The Observer*)

1. Read *The Life and Times of Rupert Murdoch* and answer the following questions.

- 1 • How did Murdoch enter the U.S. broadcasting world?
- 2 • What did cross-ownership rules forbid?
- 3 • Why are there thousands of locally owned TV stations in the U.S.?
- 4 • Why do you think Murdoch decided to become an American citizen?
- 5 • What was one of the advantages of satellite TV according to a speech he gave in London?
- 6 • How can new technologies fight totalitarian regimes?
- 7 • Why was the news channel of "Star TV" closed?
- 8 • What was the financial situation of "Sky" by mid-1990?
- 9 • Why did Margaret Thatcher support Murdoch?
- 10 • Is "Sky" a successful satellite TV now?

1. Read these definitions and find the verbs in the glossary.

- 1 • to finish your university studies
- 2 • to speak very quietly
- 3 • to show a programme on TV
- 4 • to substitute an object with another one
- 5 • to look at something very quickly
- 6 • to say yes with your head
- 7 • to say the same words at the same time as lots of other people
- 8 • to look desperately for something

A

to add - _____
 advertising - _____
 aerial - _____
 to afford - _____
 amazement - _____
 amazing - _____
 analog - _____
 anchorman - _____
 annoyed - _____
 asset - _____
 at once - _____
 autocue - _____
 available - _____
 award - _____
 aware - _____

B

bad breath - _____
 badly - _____
 to be in charge - _____
 to be over - _____
 to be willing - _____
 beam - _____
 to bet - _____
 blame - _____
 blunder - _____
 to blush - _____
 to book - _____
 bowl-shaped - _____
 to branch out - _____
 to break into - _____
 breath - _____
 bride - _____
 to broadcast - _____
 burnt - _____
 burst into - _____

C

cabinet - _____
 cable - _____
 call-out fee - _____
 to carry out - _____
 to catch up on - _____
 challenge - _____
 chance - _____
 to change one's mind - _____
 to cheer - _____
 to chorus - _____
 to claim - _____
 clap of thunder - _____
 closely - _____
 to comb - _____
 Come on! - _____
 complaint - _____
 coverage - _____
 crew - _____
 crispness - _____
 crop circles - _____
 cross-ownership - _____
 to cry - _____
 cue - _____
 culprit - _____
 current affairs - _____

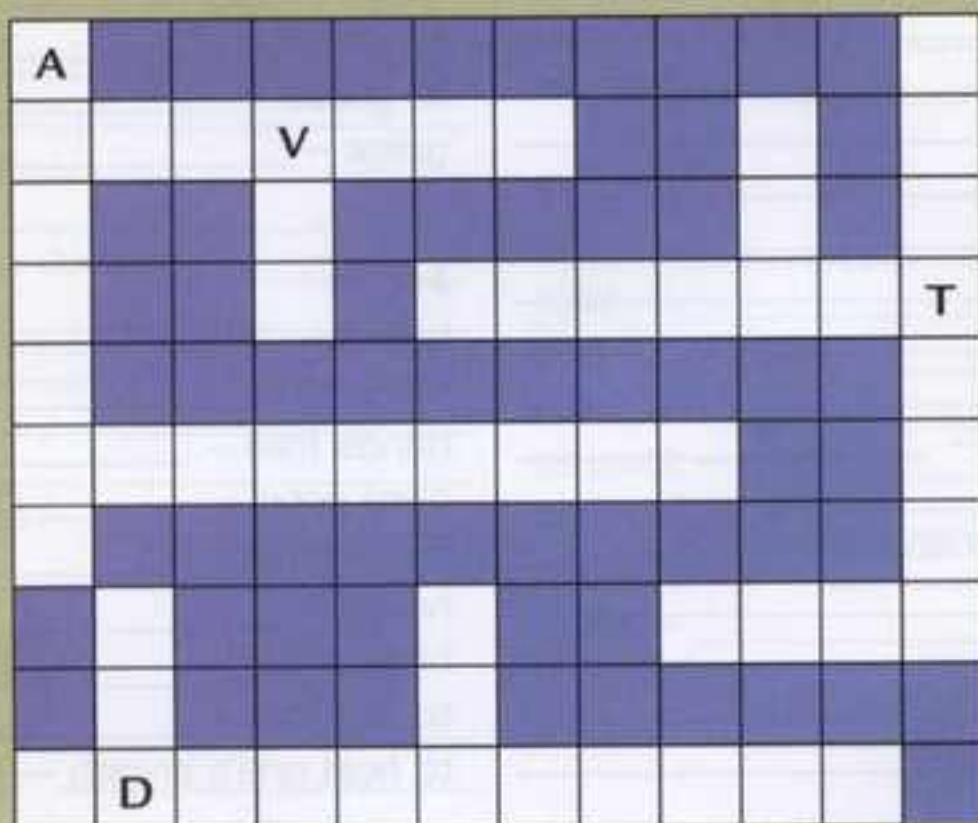
D

deal - _____
 degree - _____
 despite - _____
 to dial - _____
 dial - _____
 dipole - _____
 dismay - _____

2. Complete these sentences with a suitable word from the glossary.
The first letter is given for each missing word.

- 1 • I arrived late for the meeting so my boss was a _____ with me.
- 2 • There's a white v _____ parked in front of my garage.
- 3 • Do you think there's too much a _____ on TV today?
- 4 • Please be quiet. The programme is on a _____.
- 5 • I think that's all. Is there anything you want to a _____?
- 6 • "You were great," she said as she gave him a p _____ on the back.
- 7 • Who broke the window? Who's the c _____?
- 8 • There's no need to y _____! I can hear you.
- 9 • We're going to buy some new e _____ for Studio One.
- 10 • I'm really g _____ for your help. Thanks!
- 11 • I've got a really important exam this afternoon so I'm feeling a little n _____.

3. Now find the correct place in the crossword for the words from exercise 2.



to display - _____
to download - _____
drawback - _____
dream man - _____
drive - _____
drop - _____

E
earpiece - _____
edge - _____
employee - _____
to enable - _____

4. Solve the anagram (a-f) to find the person that matches the definition (1-6).

1 • a woman who is getting married

a • DIREB

2 • a person you invite to dinner

b • SETUG

3 • something who steals something

c • HETIF

4 • the most important person on a news programme

d • RANMOCHAN

5 • a person who works for you

e • YOPEELEM

6 • a person who watches a programme

f • REEVIW

engrossed - _____
entire - _____
equipment - _____
even - _____
evidence - _____
to extend - _____
to expect - _____

F

facilities - _____
fair - _____
to fall - _____
fault - _____
field - _____
finding - _____
to flash up - _____
to flicker - _____
floor manager - _____
to fly open - _____
to follow in someone's footsteps - _____
foreign - _____
to forgive - _____
franchise - _____
frantically - _____
freeze - _____
frosty - _____

G

gadget - _____
gallery - _____
to gasp - _____
geostationary - _____
to get the picture - _____
to giggle - _____

to glance - _____
to glare - _____
glum - _____
to go on - _____
to grab - _____
to graduate - _____
grateful - _____
grim - _____
to grin - _____
to groan - _____
to guess - _____
guest - _____

H

habits - _____
to hand - _____
hands free - _____
hard copy - _____
hard-working - _____
hardly - _____
highest-paid - _____
to highlight - _____
to hold one's breath - _____
to hug - _____
hurriedly - _____

I

impressed - _____
improvement - _____
to inherit - _____
to involve - _____
item - _____

5. Read the definitions (1-10) and match them to the words (a-j).

- | | |
|--|--------------------|
| 1 • the sound of a clock | a • speechless |
| 2 • an opportunity | b • shout |
| 3 • the object you use to change TV channels | c • aerial |
| 4 • very, very happy | d • at once |
| 5 • a person or thing from a different country | e • remote control |
| 6 • when you can't find the right words | f • chance |
| 7 • immediately | g • overjoyed |
| 8 • your TV won't work without this | h • engrossed |
| 9 • to speak very loudly | i • tick |
| 10 • to be concentrating very hard | j • foreign |

J

to join - _____

joke - _____

K

to keep a close eye on - _____

to key in - _____

L

lack - _____

to last - _____

latest - _____

lens - _____

to let someone down - _____

lift - _____

to light up - _____

lightning - _____

live - _____

to look forward - _____

lovely - _____

M

mad - _____

media studies - _____

merger - _____

middle - _____

mixing desk - _____

move - _____

to mutter - _____

N

narrow - _____

to neglect - _____

nervous - _____

nevertheless - _____

to nod in agreement - _____

O

on air - _____

on location - _____

outside - _____

overhead - _____

overjoyed - _____

P

to pat - _____

pixel - _____

plasma screen - _____

plenty - _____

to point - _____

predictable - _____

prescription - _____

proud - _____

to pull back - _____

to push - _____

R

random access - _____

ratings - _____

to realise - _____

receiver - _____

to record - _____

reliable - _____

remote control - _____

to replace - _____

to replay - _____
 rescue - _____
 to resign - _____
 to rewind - _____
 right - _____
 room - _____
 ruthless - _____

S

to score - _____
 script - _____
 to search - _____
 set - _____
 to set - _____
 to set up - _____
 to shake - _____
 to shake someone's hand - _____

sheet - _____
 shiny - _____
 to shoot - _____
 shot - _____
 to shout - _____
 to sigh - _____
 sight - _____
 sigh of relief - _____
 to skip - _____
 slot - _____
 snack - _____
 to snap - _____
 to soften - _____
 source - _____
 to span - _____
 speechless - _____
 steadily - _____
 to steal - _____
 to step forward - _____

to store - _____
 storm - _____
 to storm out - _____
 storyline - _____
 struck - _____
 subscriber - _____
 subscription fee - _____

suitable - _____
 survey - _____
 to suspect - _____
 switch - _____

T

to take on - _____
 task - _____
 teleprompter - _____
 tentatively - _____
 that's all we need - _____

thief - _____
 threat - _____
 throughout - _____
 to tick away - _____
 time stood still - _____

track - _____
 trainee - _____
 trouble - _____
 tuition - _____

U

unbiased - _____
 to underestimate - _____
 update - _____
 upset - _____

V

van - _____
 videotape - _____
 view - _____
 viewer - _____

W

waiver - _____
 wedding - _____
 what's the matter? - _____
 to whisper - _____
 worthy - _____

Y

to yell - _____

人物简介

Bruce Kemp(布鲁斯·肯普):坎加电视台持有人,澳大利亚广播电视界大亨。

David Fox(戴维·福克斯):特伦特电视台的台长。

Anna Webb(安娜·韦布):韦布频道的台长。

Simon Fox(西蒙·福克斯):戴维的儿子,刚从大学毕业,打算追随父亲,从事媒体工作。

Rav(拉夫):特伦特电视台的技术指导。

Jenny Walker(珍妮·沃克):特伦特电视台的编导。

Sally Truman(萨莉·杜鲁门):特伦特电视台的制作助理。

Katie Young(凯蒂·杨):《流行世界》节目的主持人。

Juliet(朱丽叶):当红流行女歌星。

Gordon Right(戈登·赖特):特伦特电视台新闻男主播,高傲,自大。

Joe(乔):特伦特电视台的摄像师。

Rob Pitman(罗布·皮特曼):特伦特电视台的记者。

George Miller(乔治·米勒):好莱坞著名男影星。

第1章 新特许经营权 (p. 4-6)

“早上好,戴维。进来吧。最近怎么样?”

戴维·福克斯走进了澳大利亚广播电视界大亨布鲁斯·肯普位于伦敦的办公室。他微笑着与站起身的布鲁斯握了握手。布鲁斯又高又瘦,有一副运动员的身板。戴维则相反,不那么高也不那么瘦,当然一点儿也不健壮。

“我很好,谢谢你,布鲁斯。见到你可真高兴。”

他环视了一下房间。墙上挂着著名电视明星的照片、几幅画以及一幅澳大利亚地图。靠门的陈列柜里摆满了亮闪闪的电视奖杯。坎加电视台是一家非常成功的电视联播公司。

戴维·福克斯的特伦特电视台眼下发展得不错,但戴维希望它有更好的发展。布鲁斯·肯普究竟能给他什么呢?

布鲁斯报以微笑:“还有另外一个人参加这次会议。啊,现在她来了。”

门再次打开,这次布鲁斯没有笑。一个红色短发的优雅女士走了进来。

“你好,戴维,见到你很高兴。”

她的声音里缺少一种诚意。

“安娜,你今天真漂亮。”戴维冷冷地说。安娜·韦布是韦布频道电视台的负责人,是和戴维争抢电视观众的最大竞争对手。布鲁斯饶有兴致地观察着这场冷淡的

问候,然后开口讲话了。

“**我的**电视联播公司——坎加电视台,已决定扩展频道规模,以给我们的观众提供更为多元化的国际性节目。我们希望澳大利亚人能够拥有一个了解世界不同文化的新视角。所以,我打算把一个全新的卫星频道的特许经营权提供给你们二位之中的一位。”

戴维张嘴问道:“新频道什么时候开播?”

“年底,”布鲁斯答道,“我对节目的质量远比对你们购买特许经营权的出价更感兴趣,所以,近几周我会密切关注你们各自的四个最热门节目——音乐、新闻、外景报道、卫星连线的节目。播出节目的质量最好的电视频道将赢得这份经营特许权。你们有什么疑问吗?”

戴维激动得几乎说不出话来,但他还是要赶在安娜开口之前说几句。

“布鲁斯,这是一个非常好的机会,而且我感到很荣幸你在决定经营权时考虑到了特伦特电视台。在过去的五年中,我们的收视率一直稳步上升。上个月我们新签订了一份能够增加我们预算收入的广告合同。我们拥有一支经验丰富、素质过硬的团队,我们的宗旨就是‘报道、教育、娱乐’。”

安娜打断了他的话:“你挖走了我最好的编导和调研员。”

“在情场和战场上,一切都是公平的。”戴维咧嘴笑道。

“至少你偷不走韦布频道上个月赢得的最佳肥皂剧奖。我从二十岁就开始在电视界工作,我的成功足以证明这一点。”安娜回敬道。

戴维怒目相对。“我也一样。”他厉声说道。

布鲁斯赶忙调解:“现在我们详细地讨论一下细节吧。”

两个小时后,布鲁斯结束了会议。

“明天我就要回澳大利亚了,但我会十分密切地关注你们的动态。记住——你们的命运掌握在你们自己的手中,祝你们两个都走好运。”

戴维匆匆离开办公室时,十分兴奋。今天已经很棒了,看来,情势很快会变得更好呢……

第2章 特伦特电视台的新面孔 (p. 10-12)

戴维·福克斯的儿子西蒙刚从大学毕业,获得了媒体学的学位。让戴维感到欣慰的是,西蒙决定继承父亲的事业。因此,在周一下午会见高级员工时,戴维心情特别好。他刚给员工们解释了布鲁斯·肯普提供的特许经营权的机遇,以及特伦特电视台必须得做些什么才能赢得这份经营权。“这可真是个好消息,”电视台的技术指导拉夫说,“想象一下吧,澳大利亚的人们很快就能看到我们制作的节目了。”

编导珍妮·沃克要谨慎得多。“我们还没有赢呢。别低估了安娜·韦布。我太了解她了,为了得到经营权,她可会不择手段。”

戴维看着屋里的三个人。

两年后，珍妮在韦布频道工作的时候，戴维认识了她，而且立即给她提供了在特伦特电视台工作的职位。珍妮接受了，所以直到今天，安娜还没原谅他们俩中的任何一个人。作为编导，珍妮做出决定后给拉夫下达指令，而拉夫的责任就是在适当的时间按下正确的按钮。萨莉·杜鲁门是制作助理，办事效率极高。她负责确保与节目有关的每一个人都准备就绪，各司其职。

萨莉说：“我们是一支优秀的团队，我相信我们一定能赢。”其他人也都点头表示赞同。接着，他们开始讨论这个挑战。这时候，门外响起了敲门声。

“我能进来吗？”一个声音犹豫着问道。

戴维一跃而起。“终于来了！各位，你们都认识我儿子西蒙。他将要加入我们这个团队，而且，我确信他将会成为我们宝贵的人才。”珍妮和拉夫对西蒙表示祝贺，但他俩都不开心。西蒙并没有什么电视界的经验，他们需要把精力全部集中在怎样赢得经营权上，而不是帮助一个初来乍到的新员工上。

“拉夫，西蒙想做一个技术指导。所以，我希望你把自己懂得的都教给他。”珍妮和萨莉笑了笑，但拉夫没有。“没问题。”他答道。

第二天，拉夫带着西蒙来到演播厅。

“太棒了，”西蒙低声说，“这儿有这么多的设备。”拉夫笑了，然后开始一一解释他们周围的仪器。

“这儿墙上有许多监视器，它们可以显示正在播放节目的演播室里的以及其他演播室里的情况。在节目播出时，信号灯就会亮起。这儿是我们所有人坐的地方。我希望你不要触碰任何东西，因为我们已经为下一个节目《流行世界》调试好了所有的设备。”

西蒙走到拉夫坐下的地方。“这就是混音台吗？”他问。

“是的。你一定知道，我们所有的仪器都是数字化的。”

“我知道模拟信号是模仿声波形状连续电波，但是不知道数字电视和老的模拟信号系统有什么区别。”

“‘数字’这个术语是指一种将信息转化为电子信号的方法。它将信息翻译成字节，即一种由多个0和1之类的数字组成的简单代码。这种方法能发出更强、更稳定的信号，并且……”

西蒙的手移向了混音台，拉夫突然停住了。

“这个按钮是做什么用的？”

第3章 第一个失误 (p. 18-20)

拉夫抓住西蒙的胳膊把他拉了回来。

“我告诉过你什么都不要碰。”他生气地说。

“对不起，”西蒙抱歉地说，“我只是太激动了，迫不及待地想开始工作。”

拉夫微笑着说：“没关系，现在……我们刚才在讨论有关数字电视的事，对吧？”

“数字信号的主要优势是什么？”西蒙问道。

拉夫回答说：“没有信号的失真或者减弱，所以画面的质量会更好。当然，数字信

息还可以被存储在存储器上,供人随意查看。这就是我们演播厅里配有电脑的原因。”

“而且这种办法可以创造出更好的质量,不是吗?”西蒙补充道。

“没错。数字电视屏幕显示更高的像素,使得细节、脆声、画面稳定性和声音的质量都得到了改善。对了,你为什么不下去看看《流行世界》的演播室呢?”

西蒙进入3号演播室的时候,萨莉正在和《流行世界》的主持人凯蒂·杨说着话。

“嗨,西蒙。来认识一下,这是凯蒂·杨,她主持六点档的《流行世界》。”

西蒙和一个穿着入时的漂亮女孩儿握了握手。他们给他展示了全套节目的设置。他们正在闲聊时,演播室的门打开了。西蒙简直不敢相信自己的眼睛,进来的人是他最喜欢的歌手朱丽叶!

“朱丽叶是我们今天的明星嘉宾。”凯蒂解释道。看到朱丽叶打招呼而西蒙的脸一下子就红了时,凯蒂笑了。西蒙的梦想成真了,但他却什么都说不出来。萨莉给他解了围:“咱们回演播厅准备节目吧。一会儿见。走吧,西蒙。”

回到演播厅,每个人都已经各就各位。距《流行世界》开播只有5分钟了。每个人都很紧张。珍妮对她的员工说:“这是坎加电视台关注的第一个节目,所以我们都集中精力。别忘了那份特许经营权。萨莉,启动倒计时。拉夫,开始放音乐,准备好第一个镜头。开始!”

西蒙坐在萨莉和拉夫之间,看着萨莉对在3号演播室的凯蒂说话。拉夫按下几个开关然后说:“1号镜头对准凯蒂。”西蒙看见凯蒂的笑脸出现在监视器上“正在播出”的字样下。节目开始的时候,西蒙四下里看了看:萨莉正忙着在现场跟现场导演及凯蒂交谈,珍妮边看着监视器边喊着给拉夫下达指令。一切都进行得很顺利。

这时,西蒙看见朱丽叶进入了演播室。她太漂亮了。他正看着采访,拉夫碰了碰他的胳膊。

“西蒙,这张纸上写的是朱丽叶新歌的名字。我给你下指令时,用你面前的键盘把它输入进去,然后按‘回车’键,电脑就会自动选择这首歌。你觉得你能做到吗?”

西蒙很高兴自己有事可做了。“别担心,拉夫,我不会让你失望的。”

在等候时,西蒙看了看歌名。字迹太潦草了,以至于有些字母根本看不清楚。他决定去问拉夫,但就在这时,拉夫说:“输入,快!”

西蒙看见朱丽叶手里拿着话筒站在那儿。他深吸了一口气,输入歌名,按下“回车”键。这时,他们都听到了这样的声音……

第4章 谁的错? (p. 24-26)

“弗兰克·西纳特拉!”珍妮大叫道。“发生了什么?拉夫,把音乐停了,切换到1号镜头,然后改变音轨。”

拉夫立即照她说的做了。弗兰克·西纳特拉演唱《我的路》的声音让所有人都震惊了,尤其是朱丽叶。他们都紧盯着监视器上的凯蒂。

“呃，那是我母亲最喜欢的歌，但是我肯定，朱丽叶现在要为我们演唱的是她的新歌《我的日子》。”

朱丽叶的歌声在演播室里回荡，而珍妮的声音则充满了演播厅。

“喂，有没有人能解释一下刚才是怎么回事？我告诉过你们，要集中精神。”

演播厅里的所有人马上都开始说话了，但当戴维·福克斯冲进来时，所有人都安静了下来。

“这是个玩笑吗？你们都没有意识到布鲁斯·肯普正在收看《流行世界》呢？我想，迄今为止，我们的表现不会给他留下好印象。是谁干的好事？”

所有人的目光都落在了西蒙身上。

“我非常抱歉。拉夫问我是否能把歌名输入电脑，但是我看不懂他写的字，当时又没有时间向他问清楚，所以我就只能猜测那些字是什么了。”

珍妮、拉夫和萨莉又同时开口道：

“你为什么不……”

“我是要你做……”

“我知道这……”

西蒙的父亲替他解了围。

“安静！依我看，西蒙和拉夫都有责任。拉夫，我让你帮西蒙，而不是让他处境艰难。现在，朱丽叶的歌就快唱完了，回到你们的岗位上去。这件事我们晚些再说。”

现在是晚上 7:30，西蒙在珍妮的办公室里。他坐在远离珍妮视线的一个角落里。珍妮和戴维正在讨论明天的午间新闻，也就是坎加电视台将要监控的第二档节目。

“那么，戴维，你同不同意新闻的内容和顺序？”珍妮问。

戴维笑了笑：“我觉得这样好极了。我已经叫戈登一有空就过来，这样他可以告诉我们他的意见。自动提词写了吗？”

珍妮还没来得及回答，就响起了敲门声，一个十分健壮的中年男子走进了房间。他就是戈登·赖特，特伦特电视台的新闻男主播。

“戈登，这是明天的新闻稿，你觉得怎么样？”戴维边说边把一张纸递给他。“不错，”他评论道，“如果不发生更重大的新闻，我们将从有关首相的那条新闻开始。自动提词准备好了吗？”

“我们正在讨论这个问题，”珍妮说，“只剩下一篇还没有写。”

“也许西蒙能帮上忙？”戴维建议道。西蒙看起来充满期待，珍妮看上去充满疑惑，而戈登看上去有点儿恼火。

“戴维，我听说了你儿子对《流行世界》干的好事，我可不希望他参与到我的节目里来。我是有声望的人，观众们总能从我这儿得到完美的表现。我们再也承受不起再次出错了。”

珍妮不太喜欢戈登，他竟然如此自大。她说：“西蒙，你能不能就这星期新上映的电影写一篇短而‘完美’的文章？这是记者的报道。”

西蒙咧嘴一笑：“别担心，珍妮。我不会让你失望的。”

第5章 戈登发火了(p. 30-32)

“**你**怎么知道要拍摄些什么呢?”西蒙问。他正在1号演播室和摄影师乔说着话。乔回答说:“那是由编导决定的,我从耳机里接受技术指导给我的指令。”

“听起来真有趣。”西蒙说。“说实话,我不知道摄像机是怎么工作的。很复杂吗?”

乔笑了。“这样,首先发自演播室里某个场景的光线从透镜中经过后被分成红绿蓝三原色。然后,光束进入到一根管子里被转化成电子信号。之后,声信号会被加上,最终这个合成信号会被发送到发射器里。”

“挺复杂的,但是我大概明白了!”西蒙戏笑道。

“哦,非常有趣。”乔也笑了。

“这是什么,透镜下面的这个?”西蒙问。

“这是台词提示机。主持人就是从这个屏幕上读取台词的。它在透镜的下面,所以主持人看上去是看着观众,而实际上却是在读台词。通常,人们把它叫做自动提词。”

“自动提词?天哪!”西蒙叫起来,“我还没给新闻写文稿呢。”接着,他从演播室里冲了出来,来到最近的一台电脑旁。时间不多了。

西蒙迅速浏览了记者写的有关新发行的电影的报道,然后以他最快的速度开始打字。他如此匆忙,以至于忘了使用拼写检查,也没有给戈登打印一份纸稿。他把文稿作为午间新闻自动提词的附件发送出去,然后匆忙来到演播厅。

“**三**,二,一——接入戈登。”珍妮说。戈登的脸出现了。

“欢迎收看午间新闻。今天的节目,首先请看一篇关于首相的美国之行的报道。”一张首相的照片出现在戈登左边的等离子屏幕上。“首相一行来到白宫会见美国总统,并就经济与对外政策进行了探讨。我们现在就来连线华盛顿的记者,来看看最新的报道。”

珍妮看了看拉夫,露出了微笑。新闻报道进行得很顺利。与华盛顿的连线完美无缺,一点儿差错都没有。

“看起来,一切都不错。”拉夫低声道。

戈登继续以他极其专业的方式播报着新闻。新闻进行的过程中,他用脚控制着桌子下面的踏板来移动提词。

“现在,请看最后一条新闻。新动作片《坏》**要将**今天**下努**在伦敦发行。”

“要将?下努?”萨莉说,“他这是怎么了?”

戈登迟疑了片刻,然后继续报道:“这部电影汇集了一些好莱坞巨星,比如,乔治……”戈登又一次停住了。句子的结尾没了!他向下瞅了瞅桌子,想找打印稿。他迅速浏览了几张纸稿,但并没有找到。他脸上流露出了惊慌的神色。他开始觉得浑身燥热。随后他在耳机里听到珍妮说“转接连线!”他看着镜头说:“我们现在连线记者,来了解详细的内容。”

镜头刚一移开,戈登就大叫道:

“有人有大麻烦了!”

第6章 谁输谁赢? (p. 38-40)

演播厅的门被猛地推开,戈登出现了。他气得发狂。珍妮向前一步,试图让他冷静下来。“喂,戈登,别这么生气。我们……”

“别生气!你们有没有看到发生了什么?我看上去像个彻头彻尾的白痴!我——戈登·赖特!自动提词上尽是拼写错误,有些句子居然还没写完。特伦特电视台究竟还是不是一家专业的电视公司?至于你,新来的小子……”他喊叫着向西蒙靠近。西蒙迅速向后退了一步,然后认定躲在拉夫身后会是个不错的主意。该是道歉的时候了……是再一次道歉的时候了。

“实在是对不起。我忘了检查文章的拼写错误,而且我真的不知道其他的句子到底是怎么回事儿。”

“我就知道,让你帮忙,准会搞砸。”戈登大喊道。他怒视着珍妮,补充说道:“如果再发生类似的事情,我就不干了!明白么?”

扔下这些话后,他就冲了出去。西蒙松了一口气,但当珍妮说“戴维在他的办公室等着我们,咱们走”时,他又变得担心起来。

“好了,让我们来看一下迄今为止的情况吧。”戴维建议说。“我们在两个被关注的节目中都出了差错,所以事态看起来非常严峻。”珍妮说。戴维不想直接责难自己的儿子,只是说:“西蒙,你必须得十分小心了。如果我们再出错,就得不到经营权了。”

西蒙不知道该说些什么,珍妮补充道:“迄今为止,韦布频道一切都做得很完美。”

戴维叹了口气:“是啊,她早些时候给我打电话时,已经十分高兴地告诉了我。如果我们不谨慎,韦布频道就会胜出。安娜说话已经开始带着澳大利亚腔了。”

西蒙笑了,但随即发现了父亲脸上的表情。

“无论如何,”戴维继续说道,“我们下一个被关注的节目是外景报道,在周一。眼下我们正在做一个有关麦田怪圈的节目。拉夫,我希望你在外景直播车里监控,西蒙将协助你。”珍妮和拉夫同时开口,想要说话。

“就这么定了。”戴维说。

西蒙再一次更加感激父亲。“我以前从没做过类似的工作。拉夫,那外景直播车是什么样的?”

“是一个移动的演播室。里面有一些监视器和一个混音台。我们有一个摄影编导负责录制,还有一条装在车顶上的传输天线,用来把信号传回到演播室去。”

“通过卫星吗?”西蒙问。

“没错,”西蒙答道,“我们的天线把信号传送给卫星,卫星把信号反射回地球,传到电视台。卫星群定位在距地球 3.57 万千米的高空,以保证它们能在相对静止的轨道上运行。就是说,卫星随地球同步转动,但是它们的相对位置不变。”

一阵电话铃声打断了拉夫的话。戴维拿起听筒。

“你好，布鲁斯。很高兴听到你的声音。”珍妮和拉夫焦虑地对视了一下。戴维听见布鲁斯说：“今晚 11 点，请到韦布电视台的演播室去。届时，你、我以及安娜开个电视会议。戴维，我确信你知道我们需要谈一谈了。”

第 7 章 澳大利亚来电 (p. 44-46)

戴维·福克斯走进了韦布频道的会客厅。他并不期待这次与布鲁斯·肯普的会谈。已经快到晚上十一点了，所以一个保安引着他走进了安娜·韦布的办公室。他走进房间，看到安娜出现在面前的一个大屏幕上。一个技术人员手中拿着一个遥控器，他按了一个按钮，电视图像放大到屏幕上只能看到安娜的面孔。戴维关上门，发现安娜正坐在电视屏幕前。

“啊，戴维，请进。我们正在检查与澳大利亚连线的所有设备是否都工作正常。你在特伦特电视台没有电视会议设备么？”安娜直率地问。戴维笑了笑说：“既然我能用你的，为什么还要花那个钱呢？”

她还没来得及回答，屏幕就闪了一下，布鲁斯·肯普的脸出现了。

“白天好，或者我该说晚上好，”布鲁斯笑道，“希望你们并没久等。迄今为止，我一直在记录你们的进展情况。”

戴维想要微笑，却笑不出来。安娜则本能地移向面前的话筒说：“那么，我相信，您对韦布频道的节目，没什么可抱怨的。”

“的确，两家电视台都给我留下了很深的印象，但是仍有许多可以改善的地方。看看这个，你们就会明白。”布鲁斯说。他看着在他左边的一台小电视，按下手中遥控器上的一个按钮。令戴维沮丧的是，他看到朱丽叶试着压过弗兰克·西纳特拉的声音演唱。安娜大笑时，屏幕又切换到满脸愁容的戈登在桌上的一堆文件中东翻西找的场景。

“我可以解释，”戴维赶紧说，“自从听到有关经营权的事以后，特伦特电视台的每个人都努力工作，而且……”

“那么，恐怕你们的努力还不够，”布鲁斯打断道，“我的标准非常高，我希望看到最好的。”

安娜自得其乐。她先向戴维点头笑笑，然后又向看着她的布鲁斯点头微笑。

“安娜，我不知道你为什么这么高兴。特伦特电视台在广告方面没出任何差错，但我不能说你也没有。我已经看了你们三天的广告，而且有两次发现所播放的广告一点也不适合所播放的时段。”布鲁斯办公室里的电视又一次播放的内容证实了他刚才所讲的。笑容从安娜的脸上转到了戴维脸上。

布鲁斯稍微缓和了一下自己的声音。“我还有两个节目要关注。下一个是外景报道。你们都选择了什么节目？”他看着他们问。

“我们将要做一期有关麦田怪圈的节目，在最近的新闻中出现了大量有关的报

道。”戴维说道。“节目将由我们经验最丰富的主持人之一在田野中直播。”

安娜说：“我们将要摄制我们最受欢迎的肥皂剧《南方》的第一百集，外景实拍。导演从三月份就开始策划了。在这一集的结尾，罪犯的身份将被揭晓，将会很精彩。”

戴维的脸色沉了下来。事情会变得更糟么？

第8章 乡间的麻烦 (p. 50-52)

特伦特电视台的外景摄制组刚在距最近的城镇有几英里路的一块田地里停了下来。天空阴暗，乌云密布。

“好了，大伙，”拉夫说，“我们开始工作吧。”他转向技师说：“杰克，能不能把天线架设起来？”

“它并不是很大。”西蒙看着直播车的车顶说道。

“新科技，”拉夫回答说，“它呈碗状，所以被叫做盘式天线。它的中心有偶极天线和扩音器。它以极细的光束传输无线电波，所以是向卫星发射信号的最好的一种天线。如果时间充裕，我会给你展示它的工作原理，但是罗布和我得去看看麦田怪圈。我只希望别下雨。那些大黑云越来越近了。你就留在这儿给杰克帮忙吧。”

西蒙看着拉夫和主持人罗布·皮特曼及摄像师乔一起走开了。他看着周围的风景区对杰克说：“如果我有很多钱，我就在这儿买座房子。”

“如果我有很多钱，我就不来这儿了。我讨厌这份愚蠢的工作。”杰克连接发射器的时候恼怒地咕哝着。

拉夫回来的时候，所有的仪器都已经开始运转。

“我们已经决定好了拍摄麦田怪圈的哪些镜头，”他说，“我们先在这儿把报道排练一下，然后把摄像机带到现场那儿准备直播。”

“暴风雨就要来了。”杰克警告他们说。

拉夫没理他，径直进了直播车，开始按混音台上的按钮。他们刚排练完报道，大大的雨点就开始从天而降。

“好吧，所有人，进车里去，”拉夫说，“离播出还有一个多小时呢，我肯定雨不会下得太久。”

雨点重重地敲打在直播车车顶上。就在拉夫检测设备的时候，他们突然听到一声巨响，直播车摇晃了一下就断电了。紧接着，一声巨雷就在头顶响起。

“发生什么了？！”拉夫大叫。车里一片漆黑。

“我告诉过你这是暴风雨，”杰克平静地回答，“我想电线被雷击了。今天没有外景报道了。”他看起来简直是高兴。

拉夫呻吟着说：“为什么偏偏是在今天？走，咱们去看看有什么损失。”

“你疯了么？”杰克说，“现在太危险了。记着，我们现在是在乡间。我们必须得等到暴风雨结束。”

西蒙同情拉夫，希望自己能帮得上忙。

暴风雨持续了 20 分钟。

当他们全都从直播车里出来时，情况立马就清楚了。杰克说的没错，所有的设备都不能用了。所有的电线都烧焦了，偶极天线也坏了。“很幸运，我们还活着。”杰克说。

罗布愁容满面。“我们还怎么做报道？”他问拉夫，“我们只有 40 分钟了。”

“我们只能把节目录下来，再把带子送到最近的电视台。”拉夫答道。

罗布表示同意但追问了一句：“我们怎么把它送到演播室去？直播车体型太大，车速又慢。我们绝对来不及了。”

他们面面相觑。罗布说得对。时间在一点点流逝……

第 9 章 还有希望 (p. 58-60)

20 分钟后，拉夫坐在一辆摩托车的后座上，向当地的电视台驶去。开摩托车的人是来看为什么田野中会有电视直播车，他同意载拉夫一程。就在播报之前几分钟，他们赶到了演播室，并且连接上了特伦特电视台，像直播一样播放了录像带。

一行人回到特伦特电视台时，戴维和珍妮向他们表示了祝贺。他们感到对特许经营权比以前更乐观了。每个人都很高兴，除了西蒙。他们都在会议室里等待着韦布频道的肥皂剧的现场直播。西蒙在萨莉旁边坐了下来，她问他为什么看上去闷闷不乐。

“因为我的过错，我们有可能失去特许经营权。现在没人信任我了。拉夫什么都不让我做。我在这儿的处境越来越糟了。”

“别担心，”萨莉安慰道，“初来乍到是很容易出错的。这就是你学习的过程。我敢说，刚开始时，我是有史以来最差的制作助理。”她笑道。

西蒙笑了，觉得萨莉是特伦电视台最和蔼可亲的人。

戴维站起来对大家说：“节目快开始了，现在韦布频道的外景报道比我们的要难得多。但那也意味着更容易出问题，所以，让我们看看会发生什么事情。”他坐下，然后大家都听到了现在很出名的、标志着肥皂剧《南方》开始的音乐。

让特伦特电视台人感到不幸的是，肥皂剧进行得很顺利。戴维环视房间，看见他所有的员工都全神贯注。该剧的故事情节是，有人偷了剧中一个人物家的一幅非常名贵的画。今晚，小偷的身份将被揭晓。

节目快要进入尾声了。一个场景结束后，镜头转向了肥皂剧的主要人物——一对幸福的夫妇的家。人们很快就看出，他们还没为这个场景做好准备。一个化妆助理正在给女主人公梳头，男主人公则正在穿夹克。他们都看着镜头愣住了。然后化妆助理不见了，女主人公若无其事地开始说话。

房间里的每个人都开心大笑的时候，珍妮碰了碰戴维的胳膊说：“我打赌，安娜再也不会像以前那样自信了。”

戴维咧嘴一笑：“她一定气疯了。我真希望能看见她现在的样子。”

画面以那对夫妇亲吻而结束。

然后，观众们看见一条街，一个男人正站在公共汽车站，但他们依然能听见刚才那对夫妇说话的声音。

“和往常一样，又是你的错，朱迪，”那男人说，“你说已准备好了，所以镜头才切换到我们这儿。你从来没有按时准备好过。”

“噢，不。麦克风还开着呢。”萨莉吃吃地笑道。

韦布电视台的音响师关掉了麦克风，但在他关掉之前，人们仍然听到了那个女人的叫喊：“我是对化妆助理说的，蠢货。再说，你也没准备好，口臭先生！下一次排吻戏之前，好好刷刷你的牙。”

特伦特电视台的每个人都高声欢呼。

“太棒了，”戴维说，“我想我该给安娜打个电话了。”

第10章 独家报道 (p. 64-66)

对于戴维和其他人来说，安娜·韦布现在没空接电话一点儿也不令人感到惊讶。每个人都还在会议室里讨论着刚才发生的事情。

“今天晚上，韦布频道又给我们提供了赢取经营权的机会。”拉夫说。

“没错，”珍妮评论道，“但是，我们也犯了一些错误。所以，我相信布鲁斯·肯普还没有作出决定。”

“不过，我们现在的情势比较有利。”戴维高兴地说。他们的谈话被一阵响亮的电话铃声打断了。“该不是安娜回我电话了吧。”戴维笑道。他拿起听筒，听到了布鲁斯·肯普的声音。他把电话切换到免提模式，以使房间里的每个人都能听到。

“那么，戴维，我现在在澳大利亚都几乎能看得见你脸上的灿烂笑容。我肯定你能想象得到，安娜·韦布相反，现在有点儿不高兴了。”

“的确，”戴维答道，“我非常清楚她现在的感受。”

“我必须对你们的外景报道表示祝贺。它不仅十分有趣，而且安排得很好。”幸运的是，布鲁斯看不见每个人脸上都松了一口气的表情。他一点都没怀疑。

“谢谢，”戴维说，“我的员工全都努力工作，而且效率极高。经营权的事，你作出决定了么？”他试探着问。

“戴维！说真的，除了《南方》直播中的几个错误以外，我对韦布频道的印象非常深刻，所以你们都还有赢的机会。好了，来谈谈我打这个电话的真实目的吧。”他停顿了一下。特伦特电视台的每个人都屏住了呼吸。他现在要说什么？

“鉴于我要关注的节目只剩下一个了——卫星连线直播，我已决定到英国来。我想当面告诉你或者安娜，究竟是谁胜出。另外，我想在下周卫星连线的时候亲自到你们的演播室去。那样我就可以密切关注事情的发展了。”

“这正是我们想要的。”珍妮对拉夫耳语道。

布鲁斯将他抵达的具体情况告诉了戴维，并祝大家晚安。戴维挂断电话时，没有一个人吭声。

他们都急切地希望得到独家经营权，但他们并不想要布鲁斯·肯普带进演播室

的压力。

拉夫打破了沉默：“那么，我们知道卫星连线的内容是什么吗？”

戴维摇了摇头：“不知道，但它必须要是篇好报道。我说的是**确实**好。”

房间后面冒出一个声音：“这正是我为特伦特电视台赢得经营权的地方。”没人听见戈登·赖特走进了会议室。不同寻常地，他脸上挂着大大的微笑，就连看到西蒙在场时也没有改变。大家都望着他。

“那么，”在沉寂片刻之后，戴维不耐烦地说，“你到底打不打算告诉我们？”

确定了每个人的注意力都聚集在自己身上以后，戈登开口了：“要是没有我，你们可怎么办呢？我刚和我在西班牙的一个记者朋友通过话。她愿意把下周将要发生在马德里的一个新闻的独家报道权交给我们。而且你们绝对想不到，我要说的新闻是什么……”

第 11 章 谁要结婚？(p. 70-72)

“**我**不相信。”珍妮说。她的声音在演播厅里回响。

“我也不信，”萨莉补充道，“他总是说，他绝对不会结婚的。”

拉夫笑着对她们说：“看来他一定是改变主意了，因为乔治·米勒，这位好莱坞当红男星，今天就要在马德里结婚了。”

戴维加入了谈话。“而且，我们对婚礼图片有独家播报权。”他几乎难以掩饰喜悦之情：“这将是一个绝对棒的独家新闻，因为只有我们知道这个婚礼。”

“那么他要娶谁呢？”萨莉问，她还是不相信这是真的。

“没人知道，甚至连戈登和那个西班牙女记者都不知道。”拉夫说。

“现在，午间新闻的准备工作都就绪了么？”戴维问，“布鲁斯一会儿就到这里了。”

珍妮已经坐在演播厅里她通常坐的位置上了。“是的，准备好了。12:00 到 12:30 的卫星连线已经被预订了，保证有充足的时间连线在马德里的戈登。”

20 分钟后，在演播厅里，布鲁斯·肯普已经站在戴维身旁观看午间新闻。西蒙独自一人站在后面。戈登去了西班牙，接替戈登的新闻女主播正在报道有关独家新闻的事情：“休息之后我们将要连线马德里直播。对所有女性来说，今天真是伤心的日子。乔治·米勒，好莱坞身价最高的男星之一，要和一个神秘的女人结婚了。”

萨莉叹了一口气，对着麦克风说：“广告倒计时。”

在新闻主播对观众说“几分钟后再见”时，拉夫按了一个键，并推动了混音台上的一个滑杆。新闻间隙的第一个广告出现在了监视器上。

戴维微微一笑：“现在是 12:03，我们连线卫星，来看看西班牙那边的情况。”

所有的目光都转向了左边显示着“正在播出”字样的监视器上。意识到布鲁斯正在看着他的每一个动作，拉夫又多按了几个按钮。画面一闪，出现了……一场足球比赛！

“珍妮，怎么回事？”戴维喊道。

珍妮满脸恐慌。“我不知道，”她呼吸急促地说道，“我们上周一就预订了阿斯特拉卫星频道。我们不可能又出错了。”

“他们有可能把卫星频道预订出去了两次。比赛才刚开始呢。”拉夫说。

“我们该怎么办？”戴维叫道，“我们不能失去这个独家报道，戈登还在等着呢。每一个人——快想！”

西蒙走上前来。“我们可以试试预订另一条卫星线路。”他提议道。

大家全都看着他。布鲁斯第一个开口了：“好主意，西蒙。”

珍妮抓起电话，拨通了负责卫星线路预订的巴黎办公室的电话。这时，新闻又开始了，他们的时间不多了。

“快啊！”珍妮说。“终于有人接电话了……说的是法语！”

珍妮竭力保持镇定：“我听不懂。请讲英语。”但是那声音继续说着法语。珍妮抬起头，抓狂地问道：“有人会说法语吗？”

当明白这儿没有人会说法语时，每个人都更加恐慌地惊呼起来。西蒙说了些什么，但是吵闹声太大了。无奈之下，他从珍妮手中把电话拽了过来。

第 12 章 西蒙救场 (p. 76-78)

每个人都惊恐地看着西蒙。他在干什么？特伦特电视台承受不起再次的出错了。寂静的演播厅里，时间仿佛静止了，但实际上只过去了几秒钟。然后，当西蒙对着话筒说话时，人们惊恐的表情变成了惊奇。他在说法语——而且说得很好！仅仅两分钟之后，他挂断了电话，看着已经说不出话的父亲。

“怎么样？”珍妮和拉夫问道。

“是这样，”西蒙微笑着重复了一遍，“从现在算起，我们有 30 分钟时间连接‘热鸟’卫星频道。”

拉夫迅速地按下几个按钮，拨了几个号，戈登出现了，回头看着他们。在他的身后是一座美丽的西班牙教堂。大家从来没有因看到他的面孔而这样高兴过。人人都欢呼起来。

“干得漂亮。”布鲁斯拍着西蒙的背说。

戴维拥抱了儿子，珍妮叫道：“我不知道你会说法语。如果我们早一点知道，我们就不会那样惊慌了。”

“哦，我……”西蒙开口说。

“你可以等会儿再说，”珍妮说，“我们现在还有工作要做。拉夫，准备好把卫星图片链接到新闻中。”

演播厅里，人们都很激动。戴维相信，现在一定有上百万的人在收看特伦特电视台的节目。在节目中，新闻主播至少四次提到了乔治·米勒的婚礼。他听见她这样说：“现在我们连线马德里直播，戈登·赖特正在那里等着给我们带来最新的消息。”

戈登开始说话：“您收看的正是时候。婚礼仪式刚刚结束，乔治·米勒和他的新婚妻子马上就会出现在大家眼前，全世界终于将要知道她是谁了。瞧，他们来了。”

镜头转向了教堂大门，乔治和他的新娘走了出来。

“是朱丽叶！”人们异口同声地说。

西蒙的脸色沉了下来。“噢，那么。至少，我在这儿的演播室里见过她。”

萨莉碰了碰他的胳膊说：“我知道你的感受。乔治是我的梦中情人。”他们都笑了。

特伦特电视台延长了新闻时间，以播放这对幸福的新婚夫妇的照片。很快就响起了电话铃声，其他电视频道想要购买和使用他们的这些卫星图片。对于戴维·福克斯来说，这真是个伟大的时刻。

这天晚些时候，在会议室里，布鲁斯站在了特伦特电视台的员工们面前。

“我认为，可以说是西蒙为你们救了场。如果不是因为他的机敏，特伦特电视台就会有麻烦了。如果不是他在电话里讲了法语，你们就有可能失去今年最重大的新闻了。我希望，这件事情让你们大家都懂得学习外语的重要性。”

西蒙看起来局促不安，但心里却十分高兴。

“在此，我有两件事情要宣布。”布鲁斯继续说道。戴维挨到了椅子边儿上。他盯着珍妮以及感觉和他一样紧张的拉夫。

“首先，我决定把坎加电视台的独家经营权交给……特伦特电视台。”屋子里的每个人都高兴得欢呼雀跃。

“然后，第二件事，我想在澳大利亚坎加电视台给西蒙提供一份工作。怎么样，西蒙？你愿意去悉尼工作么？”

“我愿意，”西蒙立即说，“当然，除非我在特伦特电视台的同事们要我留在这里!!!”

背景知识

民族视角

最近,英国一家电视杂志就英国国民的收视习惯做了一项调查。调查的结果有时在意料之中,有时却令人感到惊讶,甚至可以说,令人感到担忧。

调查结果有趣但也充满了矛盾。例如,在参加调查的40%的家庭里,每天有6个小时以上都会开着电视,但是只有12%的人承认自己看了那么长时间的电视。这是为什么呢?好,我们把每天看电视6个小时以上的人叫做“重症观众”;这是一个很负面的叫法,它意味着我们不赞成人们每天花那么多时间看电视。电视是一种必需品,没有它,54%的人会感到寂寞。在这54%的电视观众中,有48%的人并不是独居,这样的数据更加令人感到担心。交谈的艺术哪儿去了?也许它还没有消亡。这份调查询问人们,在看电视的同时,他们通常做些什么。有半数以上接受调查的人说,他们和家人和朋友聊天或者打电话。其他的人则说他们做家务、读书、做饭或者吃零食。难道就没有人只是观看节目么?只有55岁以上的观众把注意力集中在节目上。年轻些的观众只把一半的精力投到了电视上,这样就可以同时完成其他工作了。

毫不惊讶,此次调查突现出了男性观众与女性观众的差异。女性喜欢有剧情的节目;男性更喜欢新闻及时事类节目。在女性观看的节目单里,排名最前的是肥皂剧,排名最后的是体育节目。而男性则最喜欢体育节目,最不喜欢肥皂剧!观看纪实片的女性是男性的三倍。所以,电视是男女两性之间的一个障碍物么?看起来似乎是。

我们认为,电视在家里是用来给我们提供娱乐的,但现在它还有新的功能。67%的家长在他们忙碌的时候,用电视来哄孩子;并且,36%的孩子在卧室里有电视机。尽管如此,近半数的成年人认为,电视节目中有太多暴力内容,许多卡通片都太过暴力不适宜给孩子观看。而孩子们边做作业边看电视也并不是什么稀奇事。

孩子们每天坐在电视机前的时间约为3个小时,而且在英国,电视平均每天有5个小时都开着。每户拥有2.21台电视机,但是72%的人认为,许多电视节目非常相似,美国节目明显太多,而反映欧洲生活方式的节目却很少。

我们想要的是更好的节目,得到的却只是更多的频道。

尽管人们对电视广播的内容有诸多抱怨,电视对我们还是非常重要。它有许多缺点,但我们很少把它关掉。我们讨厌它,但我们观看它,享受它带来的乐趣。它是我们的朋友,我们的保姆,我们的伙伴。

选编自《无线时代》

TiVo 来了

当你看电视的时候,你有时是否会想把已经开始的节目录下来?或许你想重播自己喜欢的球队刚刚得分的那个进球?你是否曾经想要录制什么节目,却发现自己没有空白录像带?那么,TiVo 将为你解决这些问题。它是电视革命的最新设备。它

是什么？它是一个个人影像记录器(PVR)，一个你放在电视机顶上、能让你想看什么就看什么的小盒子。

你怎么使用 TiVo 个人影像记录器呢？这种记录装置不用录像带，它像电脑一样，把电视画面转化成数字格式，储存在一个空间足够储存 40 个小时、DVD 清晰度节目的硬盘上。

你不再需要设置录制的具体细节；你只需把遥控器对准电视。你会看到一个节目导视，你需要做的，就是选中自己想录制的节目名称。没有比这更简单的了。你可以录制一整晚的节目，留到有时间的时候再看。

但是 TiVo 的功能远远超出了这些。它使你能够跳过广告；如果有急事要处理，你可以把直播节目暂停长达 30 分钟，再回来时，一刻也不会漏掉。如果你不想错过某部连续剧，你可以使用“剧集通行”键，它会自动为你录制每一集。TiVo 的人工智能足以了解你的收看习惯。它记下你喜欢看的节目，并且自动录下它认为你会感兴趣的节目。如果错过了重要的内容，你甚至可以重放直播节目。

那么，TiVo 是不是好的都不像是真的呢？也许吧。你得买下这个盒子，而且按月缴纳收视费。TiVo 用户们也发现一些弊端。10 个 TiVo 用户中有 6 个收看更多的电视节目，而忘了其他事情，因为要把时间用于观看 TiVo 为他们录制的所有节目上。七成的用户每天都会录制节目。

喜欢用 TiVo 录制节目意味着，你有更多节目可观看。如果你是个狂热的电视迷而且电视是你主要的娱乐方式，TiVo 也许就是你想要的装置。它让你能够控制你的电视……但别让它控制你的生活！

进入数字革命

1999 电子邮件：“天空”数字用户可以利用低成本的红外键盘的编辑功能在电视屏幕上收发电子邮件了。

2002 教育：孩子们可以通过连接到电视屏幕上的电视会议的方式，得到老师额外的指导。家长们可以把教育节目下载到机顶盒中。

2003 健康：无需支付出诊费即可咨询网络家庭医生，并按处方从网上药房订药。

2007 关闭：政府宣布停止播出传统模拟信号节目的日期，为更多的数字化服务项目开播新频道。

2005 手提装置：卫星移动数字电视可以让观众在移动中观看他们最喜欢的电视节目，上网，读取电子邮件，以及购物。

2009 交流：双向视频链接可以使视频者和远方的亲人保持联系，或者和朋友在“虚拟”商业街购物。

2000 互动烹饪：节目让观众可以为当晚的聚餐选择一份食谱，向电视厨师学习制作的方法，并且将晚餐的原料订购到家。

2001 银行：把信用卡插入电视机顶盒中，为所购产品付账。

选编自《星期天时报》

鲁珀特是如何驰骋全球的

鲁珀特·默多克的媒体王国遍布全球——然而，这是怎么做到的呢？布鲁斯·佩吉揭示了那些政治交易和无情的举措，正是这些东西给予了默多克比历史上任何一位媒体大亨都更多的权利和影响。

鲁珀特·默多克的生平及年代

- 1931年 3月11日，基思·鲁珀特·默多克在墨尔本出生。
- 1952年 从父亲那里继承了第一份报纸《阿德莱德新闻》。
- 1953年 从牛津伍斯特学院毕业。
- 1956年 和帕特里夏·布鲁克结婚。他们于1959年生了一个孩子，名叫普鲁登丝，并于1960年离婚。
- 1967年 与《悉尼每日镜报》实习记者安娜·特罗结婚。他们有三个孩子：伊丽莎白，拉克伦和詹姆斯。
- 1968年 买下伦敦的《世界新闻》。
- 1969年 买下伦敦的《太阳报》。
- 1976年 买下美国的《纽约邮报》、《乡村之声》及《纽约杂志》。
- 1981年 不顾垄断法，接管伦敦的《时代周刊》和《星期天时报》。
- 1983年 创立了世界上第一个卫星频道“天空”电视台。
- 1985年 为顺应《美国媒体所有权法》，加入美国国籍。
- 1987年 买下《南华早报》。
- 1992年 以3亿英镑的价格买下英超联赛播放权。
- 1993年 买下亚洲的“星空传媒”。
- 1997年 买下“洛杉矶道奇”棒球队。
- 1998年 与共同生活了31年的妻子安娜离婚，与邓文迪结婚。默多克在华裔邓文迪供职于“星空传媒”期间与她相识。他们有一个孩子，名叫格雷斯。
- 2000年 买下十个美国电视台。
- 2003年 文迪生下另一个孩子，女儿克洛艾。

默多克变成了美国人

默多克通过买下没人愿要的“福克斯”电影工作室和七家电视台，并把它们合并，进军美国广播电视界。那时的风尚正是把广播与电影资产相结合。

《跨行业产权法》禁止报商在本地区经营电视业务。默多克说，他要从联邦通讯委员会(FCC)，取得一个临时豁免，以后再找一个永久性的解决方案。

美国电视的基本构思存在着比较严重的问题。为了防止集权，美国电视拥有一个由几百家地方电视台组成的分支构架。大多数电视台没有足够的资金制作自己的喜剧、肥皂剧或是新闻；他们只能购买这些东西。为了保持这种分支构架，一个公司可以控制的电视台数量受到了限制。但是，默多克已经老练了：一方面接受明确的条条框框，另一方面通过含蓄的做法一步一步侵蚀掉这些规定。

但除此之外还有更大的问题。《美国媒体法》规定：任何拥有整个电视系统 25% 以上股权的人，必须是美国公民。“这不成问题。”默多克说。他拿着美国移民局签发的绿卡，但只是出于在美国为澳大利亚效劳的需要。他一贯宣称自己是个爱国者。实际上，1979 年，他对澳大利亚广播仲裁法庭的人说：“我持有的是澳大利亚护照。我的孩子都是澳大利亚人。我在澳大利亚缴纳税务……”

1985 年 9 月 4 日，默多克“非常骄傲地、非常感激地成为了一名美国人”。

默多克和中国

1993 年，默多克进军中国，他花费 525,000,000 美元接管了总部设在香港的“亚洲地区卫星电视(星空传媒)”。掌控星空传媒 3 个月之后，默多克在伦敦的一次演讲中表示，不久以后，他的卫星电视将在世界范围内消除极权政治。

通信科技的发展已被证实是对极权政治的一种明显的威胁：传真机使得持不同政见者得以绕开政府控制的印刷媒介；直拨电话使得国家很难控制私人间的语音交流；而且卫星广播使得许多封闭式社会的居民可以绕开国家控制的电视频道。

默多克和英国政府

当玛格丽特·萨切尔的政府正在消亡的时候，默多克的“天空”电视系统和他的对手“英国卫星广播电台”在财政上都奄奄一息。

截止到 90 年代中期为止，继一亿两千万英镑的启动费用之后，“天空”电视已遭受九千五百万英镑的运营损失，而“英国卫星广播电台”的情况更糟。合并是他们唯一的希望。许多政治家和媒体管理者都认为，垄断委员会应该调查，但是对于玛格丽特·萨切尔来说，“天空”电视是英国媒体的一个有价值的补充。默多克去觐见首相，首相欢迎他，并称赞他“为我们带来天空新闻，这是英国唯一不带偏见的新闻。”她对诸如 BBC 和 ITN 等英国频道对她的政府的消极报道感到十分不快。

默多克设法合并，他成功了。自那以后，“天空”电视就能够控制它的对手对卫星平台的访问权限。

选编自《观察者》

词汇表

A

- to add *v.* 补充说, 添加
 advertising *adj.* 广告的, 广告业务的
 aerial *n.* 天线
 to afford *v.* 承受得起, 负担得起
 amazement *n.* 惊愕, 惊异
 amazing *adj.* 令人惊异的
 analog *adj.* 模拟计算机的; 模拟数据的
 anchorman *n.* 男新闻节目主持人
 annoyed *adj.* 恼怒的, 生气的
 asset *n.* 资产, 财富, 有用的东西
 at once 立刻
 autocue *n.* 自动提词机; 自动提词
 available *adj.* 可取得联系的; 有空暇的
 award *n.* 奖品
 aware *adj.* 明白的, 意识到的

B

- bad breath 口臭
 badly *adv.* 迫切地, 十分
 to be in charge 负责, 管理
 to be over 结束
 to be willing 愿意...
 beam *n.* (光线的)束, 柱
 to bet *v.* 打赌
 blame *v.* 责备
 blunder *n.* 大错误, 严重的错误
 to blush *v.* 脸红
 to book *v.* 预订, 登记
 bowl-shaped *adj.* 碗状的
 to branch out 扩充(业务)等
 to break into 侵占, 占领
 breath *n.* 呼吸
 bride *n.* 新娘
 to broadcast *v.* 广播; 播出
 burnt *adj.* 烧毁的, 烧坏的
 burst into 闯入, 突然出现

C

- cabinet *n.* 陈列柜
 cable *n.* 电缆
 call-out fee 出诊费
 to carry out 进行, 实行
 to catch up on 赶完, 弥补; (事后)得到关于...的消息
 challenge *n.* 挑战
 chance *n.* 机会
 to change one's mind 改变主意, 改变想法
 to cheer *v.* 欢呼
 to chorus *v.* 异口同声地说
 to claim *v.* 声称
 clap of thunder *n.* 一声雷响, 雷声轰鸣
 closely *adv.* 密切地
 to comb *v.* 梳头
 come on! 快点儿, 赶快
 complaint *n.* 抱怨, 牢骚
 coverage *n.* 新闻报道
 crew *n.* 一队(或一班、一组)工作人员
 crispness *n.* 脆声, 清脆感
 crop circles *n.* 麦田怪圈, 一种田间出现的几何图案, 多出现在麦田里, 成因尚不明确
 cross-ownership *n.* 跨产权
 to cry *v.* 大声叫喊, 呼喊
 cue *v.* 在演出中插入
 culprit *n.* 导致过错的人, 产生事故的原因
 current affairs 时事
- ### D
- deal *n.* 交易, 协议
 degree *n.* 学位
 despite *prep.* 不管, 尽管
 to dial *v.* 拨号

dial *n.* 频道调节器, 调谐钮
dipole *n.* 偶极天线
dismay *n.* 沮丧, 惊慌
to display *v.* 显示, 在屏幕上提供 (信息或图形)
to download *v.* 下载
drawback *n.* 障碍, 缺点, 弊端
dream man 梦中情人
drive *n.* 举措
drop *n.* 滴状物, 点滴

E

earpiece *n.* 耳塞, 耳机
edge *n.* 边缘
employee *n.* 雇员, 职员
to enable *v.* 使能够, 使可以
engrossed *adj.* 全神贯注的
entire *adj.* 全部的, 整个的
equipment *n.* 设备
even *adv.* 甚至
evidence *n.* 证据
to extend *v.* 延长
to expect *v.* 期望

F

facilities *n.* 设备, 工具
fair *adj.* 公平的, 公正的
to fall *v.* (脸色)变阴沉
fault *n.* 过错
field *n.* 田地
finding *n.* 结果, 结论
to flash up 闪现, 出现
to flicker *v.* 闪烁
floor manager (演播室)现场导演, 舞台监督
to fly open 一下子打开, 猛地打开
to follow in someone's footsteps 继承某人的事业; 仿效某人
foreign *adj.* 对外的, 外交的
to forgive *v.* 原谅
franchise *n.* 特许经营权

frantically *adv.* 疯狂似, 抓狂地
freeze *v.* (因恐惧等而)呆住了
frosty *adj.* 冷淡的, 冷冰冰的

G

gadget *n.* 小设备, 小仪器
gallery *n.* 演播厅; 摄影室
to gasp *v.* 气吁吁地说
geostationary *adj.* 与地球的位置相对不变的, 相对静止的
to get the picture 了解情况
to giggle *v.* 咯咯地笑
to glance *v.* 瞥, 扫视
to glare *v.* 愤怒地看, 怒目而视, 瞪着看
glum *adj.* 闷闷不乐的, 愁眉不展的
to go on 进行, 发生
to grab *v.* 抓, 握
to graduate *v.* 毕业
grateful *adj.* 感激的
grim *adj.* 严峻的, 冷酷的
to grin *v.* 咧嘴而笑, 露齿而笑
to groan *v.* 呻吟
to guess *v.* 猜测
guest *adj.* 特邀的, 客座的

H

habits *n.* 习惯
to hand *v.* 递给
hands free 免提
hard copy (计算机)打印出来的资料
hard-working *adj.* 勤勉的, 努力工作的
hardly *adv.* 几乎不, 几乎没有
highest-paid *adj.* 薪酬最高的, 身价最高的
to highlight *v.* 使显得重要, 强调
to hold one's breath 屏住呼吸
to hug *v.* 拥抱
hurriedly *adv.* 匆忙地, 慌忙地

I

impressed *adj.* 印象深刻的

improvement *n.* 改进, 提高
to inherit *v.* 继承
to involve *v.* 参与; 使卷入
item *n.* 项目

J

to join *v.* 加入
joke *n.* 玩笑

K

to keep a close eye on 密切关注
to key in 键入, (用键盘)敲入

L

lack *n.* 缺乏, 缺少
to last *v.* 持续
latest *adj.* 最新的
lens *n.* 镜头, 透镜
to let someone down 让某人失望
lift *n.* 搭便车: 让某人搭乘运输工具
以到达某人目的地
to light up 发亮, 点亮
lightning *n.* 闪电
live *adj.* 直播的, 现场的
to look forward 盼望, 期盼
lovely *adj.* 秀美动人的, 可爱的

M

mad *adj.* 疯狂的
media studies *n.* 媒体研究
merger *n.* 合并, 联合
middle *n.* 中间
mixing desk 调音台, 混音台
move *n.* 动作
to mutter *v.* 咕哝, 嘀咕

N

narrow *adj.* 狭窄的
to neglect *v.* 忽视, 忽略
nervous *adj.* 紧张的

nevertheless *conj.* 然而, 不过
to nod in agreement 点头表示同意

O

on air 正在播出
on location 在现场
outside *adj.* 户外的
overhead *adv.* 在头顶; 在上面
overjoyed *adj.* 狂喜, 极端高兴的

P

to pat *v.* 轻拍
pixel *n.* 像素
plasma screen 等离子屏幕
plenty *n.* 充足, 充裕
to point *v.* 指向, 对准
predictable *adj.* 可预测的, 可预见的
prescription *n.* 药方, 处方
proud *adj.* 骄傲的
to pull back 拽回来
to push *v.* 推, 按

R

random access 随机存取
ratings *n.* (电视节目的)收视率
to realise *v.* 意识到
receiver *n.* 电话听筒
to record *v.* 录制, 录影
reliable *adj.* 可靠的
remark *n.* 评论
remote control 遥控器
to replace *v.* 代替, 替代
to replay *v.* 重新播放, 重新表演
rescue *n.* 解围, 援救, 营救
to resign *v.* 辞职
to rewind *v.* 倒回, 重放
right *n.* 授权, 权利
room *n.* 空间, 余地
ruthless *adj.* 无情的

S

to score *v.* 进球, 得分
script *n.* 广播稿, 剧本
to search *v.* 搜寻, 寻找
set *n.* 一套
to set *v.* 设定, 设置
to set up 调试; 为...做好准备
to shake *v.* 摇晃
to shake someone's hand 握手
sheet *n.* 一张, 一片
shiny *adj.* 闪闪发亮的
to shoot *v.* 摄像, 拍摄
shot *n.* (电影或电视的)连续镜头
to shout *v.* 喊叫
to sigh *v.* 叹气, 叹息
sight *n.* 看见; 瞥见
sigh of relief 宽慰的呼气, 舒一口气
to skip *v.* 跳过
slot *n.* 时段, 位置
snack *n.* 零食, 小吃
to snap *v.* 厉声说话
to soften *v.* 变温和: 使变得较不严厉、刺耳或批评的
source *n.* 来源
to span *v.* 跨越, 横越
speechless *adj.* 说不出话的
steadily *adv.* 稳定地, 不动摇地
to steal *v.* 偷, 窃取
to step forward 走上前去
to store *v.* 存储
storm *n.* 暴风雨
to storm out (因生气等)猛冲而出; 快走, 疾驰
storyline *n.* 故事情节
struck *v.* 击打, 击中
subscriber *n.* 注册用户
subscription fee 注册费
suitable *adj.* 适当的, 合适的
survey *n.* 调查
to suspect *v.* 怀疑, 对...有所察觉

switch *n.* 开关

T

to take on 盛行
task *n.* 任务, 工作
teleprompter *n.* 台词提示机
tentatively *adv.* 试探性地
that's all we need 那正是我们要的; 正好合意
thief *n.* 小偷
treat *v.* 对待
throughout *prep.* 遍及, 贯穿
to tick away 使(分、秒等)滴答滴答过去
time stood still 时间凝固了, 时间静止了
track *n.* 音轨, 轨道
trainee *n.* 实习生
trouble *n.* 麻烦
tuition *n.* 指导, 辅导

U

unbiased *adj.* 不带偏见的
to underestimate *v.* 低估, 看轻
update *n.* 更新
upset *adj.* 生气的, 不高兴的, 心烦的

V

van *n.* 有篷卡车
videotape *n.* 录像带, 录影带
view *n.* 印象, 纵观, 一览; 观点, 看法
viewer *n.* 观众

W

waiver *n.* 豁免, 弃权
wedding *n.* 婚礼, 结婚典礼
what's the matter? 出什么事了?
to whisper *v.* 耳语, 低声说
worthy *adj.* 有价值的

Y

to yell *v.* 喊叫, 叫嚷

参考答案

第1章

p. 4

1. 1) stole 2) viewers
- 3) advertising 4) overjoyed
- 5) glared

p. 5

2. 1) Bruce is tall, slim and athletic;
David was relatively short and fat.
In age and body shape they are different.

- 2) They are talking about a new franchise.

- 3) A picture, some photos and a map of Australia.

- 4) The woman is slim and elegant, with short red hair.

- 5) They both feel uncomfortable.

- 6) They both want the new franchise.

- 7) A picture and a cabinet full of awards.

p. 8

3. 1) T 2) F 3) T 4) T 5) T 6) F 7) F

- 2) David is definitely not athletic.

- 6) Bruce Kemp wants to show Australian more international programmes.

- 7) ChannelWebb won an award for best soap last month.

4. 1) Bruce Kemp 2) David Fox
- 3) Anna Webb 4) Anna Webb
- 5) David Fox 6) Bruce Kemp

5. 1-b; 2-g; 3-c; 4-h; 5-i; 6-d; 7-a; 8-e; 9-f

p. 9

6. 1) decided 2) finished
- 3) have been 4) didn't win

- 5) was 6) has worked

7. head; network; choice; rivals; director, franchise; satellite; interested; channels; quality

第2章

p. 10

2. 1) DIGITAL 2) STUDIO
- 3) SIGNAL 4) DIRECTOR
- 5) MONITOR 6) BROADCAST

p. 11

3. 1) He's talking to his staffs.

- 2) Everyone but Jenny is happy.

- 3) Jenny does.

- 4) They are going to work hard to get the new franchise.

p. 14

4. 1) son 2) two
- 3) efficient 4) equipment
- 5) digital 6) stronger

5. 1) Rav; Jenny; Sally; Simon

- 2) Jenny; Simon; Simon; Jenny

- 3) Simon; Jenny; Sally; Rav

6. 1) gallery

- 2) on air

- 3) mixing desk

- 4) electronic; shape

- 5) bits; code

p. 15

7. 1) had studied 2) had decided

- 3) had; worked 4) had; finished

- 5) had; been

8. 5 6

- 4 1

- 2 3

第3章

p. 18

1. 1-b; 2-f; 3-a; 4-d; 5-e; 6-c

p. 19

2. 1) In the POP World studio.
2) Three: Simon, Sally and Katie Young.
3) A programme on music.
4) Nervous and shy.
5) In the gallery.
6) No. Because he can't recognise Rav's letters on the paper.
7) Busy preparing for the programme.
8) Juliet is about to sing.

p. 22

3. 1) No distortion or degradation of the signal that ensures better picture quality.
2) To store digital information and to enable random access of information.
3) Because it displays more pixels.
4) Studio 3.
5) Because Juliet is his favourite singer.
6) Because this is the first programme Bruce Kemp is to monitor.
7) Because the handwriting is very bad.

4. 1) Rav 2) Sally 3) Katie
4) Sally 5) Jenny 6) Simon
7) Rav

5. 1) arrived; was talking
2) was watching; started
3) was standing; put in
4) was working; came
5) was talking; shouted

p. 23

6. 1) isn't she? 2) can't they?

- 3) was he? 4) could he?

- 5) didn't he? 6) won't it?

7. TECHNICAL TERMS: degradation, distortion, pixels

FEELINGS: angry, happy, nervous

COMPUTER: keyboard, screen, memory

IN THE GALLERY: monitor, on air sign, switches

8. Rav explained to Simon the advantage of a digital system and Simon asked him several questions. Then they went to the Pop World Studio where Sally introduced Katie Young, the presenter of Pop World. They were showing him the set of the programme when the guest star of the programme arrived. It was Juliet, Simon's favourite singer. Simon was very excited to see her and couldn't say a word to her. Simon and Sally went back to the gallery to prepare for the programme. Everybody was engrossed. This was the first programme that KangaTV was monitoring so it was important that everything went smoothly. Rav told Simon to enter the name of the song into the computer, but Simon couldn't read the title well, because the writing was very bad. He wanted to ask Rav, but there was no time. He put in the title and pressed ENTER and everybody heard the voice of...

第4章

p. 24

1. 1) rivals 2) twenty
3) TrentTV 4) the gallery
5) digital TV 6) TV presenter
7) the computer

p. 25

2. 1) The face of Juliet.
- 2) Angry.
- 3) Simon has wrongly typed the name of the song.
- 4) Simon looks frustrated, because he made a big mistake.
- 5) Gordon Right.
- 6) Middle-aged, robust, with blonde hair and moustache.
- 7) He's discussing about the content of the news with his colleagues.

p. 28

3. 1-e; 2-d; 3-f; 4-b; 5-a; 6-g; 7-c
4. 1) Juliet 2) David
- 3) Simon 4) Gordon
- 5) Simon 6) Jenny
- 7) Gordon 8) Gordon
5. gallery; yelled; discuss; script, track, knock, key in, news, sheet, title, evening, guess

p. 29

6. 1) not to make things difficult for Simon.
- 2) what was going on.
- 3) that was her mum's favourite song
- 4) who the culprit was.
- 5) not to worry
- 6) that they could not afford to make another mistake
7. 4-a; 8-b; 3-c; 1-d; 10-e; 7-f; 5-g; 2-h; 6-i; 9-j

第5章

p. 30

1. a microphone; an autocue; a floor manager; a camera, headphones; a technical director; a plasma screen; a mixing desk; a camera operator

p. 31

2. 1) In the gallery.
- 2) The camera operator Joe.
- 3) They're talking about the camera.
- 4) He's in the studio.
- 5) A pen, a keyboard and some paper.
- 6) Different setting and Gordon's facial expressions are quite different.
- 7) The autocue for Gordon isn't finished.

p. 34

3. 1) T 2) F 3) T 4) F 5) F 6) T 7) F
- 2) The teleprompter is used to show the script for the presenter
- 4) Simon didn't check the spelling.
- 5) The British Prime Minister was in Washington to talk to the American President.
- 7) Gordon couldn't see well because the autocue was full of spelling mistakes and unfinished.

4. 1) shoot with a camera
- 2) wrote an autocue
- 3) gave instructions
- 4) broadcast news

5. 1-f; 2-c; 3-e; 4-b; 5-d; 6-a

p. 35

6. 1) The autocue is moved by the presenter.
- 2) The film *Bad* was released yesterday.
- 3) The article was sent as an attachment.
- 4) The instructions are given by the technical director.
- 5) The link to Washington was done perfectly.
- 6) The composite signal is sent to the

transmitter.

7) All the decisions are made by the director.

8) The article for the new film was written by Simon.

9) Gordon's mistakes were heard by everyone.

7. 1-h; 2-a; 3-g; 4-c; 5-d; 6-b; 7-e; 8-f; 9-i

第6章

p. 38

1. 1) receiver 2) upset

3) realise 4) resign

5) in charge

p. 39

2. 1) Gordon 2) Simon

3) Jenny 4) Rav

5) David 6) Bruce

p. 42

3. 1) This is because he made mistakes when reading news.

2) He said, "I'm sorry. I forgot to check the article for spelling mistakes and I really don't know what happened to the other sentences."

3) To discuss the situation for them.

4) She told him that ChannelWebb has done everything perfectly so far.

5) About the crop circles.

6) Rav and Simon.

7) There will be a videoconference between David, Anna and Bruce.

4. 1-f; 2-g; 3-b; 4-e; 5-d; 6-c; 7-a

5. 1) broadcast studio

2) monitors 3) signal

4) aerial 5) satellite

6) geostationary

7) video-conference 8) orbit

p. 43

6. 1) makes; will not be

2) will win; keep

3) goes; will know

4) will not make; is

5) send; will reflect

7. 4-1-5-3-7-6-2

第7章

p. 44

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

p. 45

2. 1) He's in the corridor to Anna Webb's office.

2) I see Anna's picture on the wall.

3) To attend the video-conference with Anna and Bruce.

4) a desk, a camera, a microphone.

5) Because she saw TrentTV's mistakes.

p. 48

3. 1) security guard

2) opposite

3) video conferencing

4) standards

5) advertising

6) monitor

4. 1) David

2) a technician of ChannelWebb

3) Anna 4) Bruce

5) Anna 6) Gordon

7) TrentTV 8) ChannelWebb

5. 1) remote control 2) button

3) video-conference 4) flickered

5) shot 6) slot

p. 49

6. 1) have been working; since

2) has been broadcasting; for

3) has been monitoring; for

4) has been doing; since

7. 4 5

3 1

2 6

第8章

p. 50

1. 1-c; 2-d; 3-b; 4-e; 5-a

p. 51

2. 1-c; 2-f; 3-a; 4-d; 5-b; 6-e

p. 54

3. 1-c; 2-b; 3-a; 4-f; 5-e; 6-g; 7-d

4. 1) Jack

2) Rob

3) Rav

4) Simon

5) Rav

6) Jack

7) Rob

5. TECHNICAL TERMS: amplifiers,
dipole, dish antenna

WAYS OF SAYING THINGS: groan,
mutter, yell

WEATHER: lightning, storm, thunder

THE COUNTRY: crop, field, scenery

p. 55

6. 1) had, would not make

2) would be; had

3) lived; would feel

4) would practise; were

5) had; would reach

7. 4-a; 1-b; 9-c; 2-d; 5-e; 6-f; 10-g;

7-h; 8-i; 3-j

第9章

p. 58

1. a-5; b-2; c-1; d-6; e-4; f-3

p. 59

2. 1) Two: by van and by motorbike.

2) He's on the back seat of a motor-
bike as he's hurrying to the nearest
TV station.

3) Crop circles.

4) Six.

5) Channel Webb's soap *Southside*.

6) This is because they see Channel-
Webb's big mistake.

7) Anna Webb.

p. 62

3. 1) F 2) T 3) F 4) T 5) F 6) T 7) F

4. 1) Simon

2) Sally

3) David

4) Jenny

5) Judy

6) David

5. 1-e; 2-h; 3-j; 4-l; 5-c; 6-g; 7-i; 8-b;
9-f; 10-d; 11-a; 12-k

p. 63

6. 1) faster

2) more optimistic

3) more successful

4) more confident

5) happier

7. station; franchise; live; mistakes; well;
over; characters; scene; couple; happy

第10章

p. 64

1. 1) T 2) F 3) F 4) F 5) T 6) T

7) T 8) F

p. 65

2. 1) a. Simon b. Jenny c. David

2) He's very happy.

3) "I've got a fantastic story for our
live satellite link."

p. 68

3. 1) Bruce Kemp.

2) To let everyone hear it.

- 3) Because Bruce didn't suspect a thing.
- 4) To inform his arrival.
- 5) He wants to tell the result in person.
- 6) They felt the pressure.
- 7) He had got the exclusive right to a fantastic story.

4. 1) Gordon 2) Anna

3) Gordon

4) all the staff of TrentTV

5) Bruce

6) Rav

7) Sally

8) David

5. whispered, congratulate, arrival, decision, breath, available, willing, chance, TV, pressure, receive, rival, suspect, sure, employees

p. 69

6. 1) Despite

2) but

3) On the other hand

4) However

5) Nevertheless

7. 7-1-2-5-6-3-4

第 11 章

p. 70

1. 1-c; 2-b; 3-f; 4-a; 5-d; 6-e

p. 71

2. 1) The Wedding of George Miller.

2) He's in Madrid.

3) In the gallery.

4) A football match.

5) She couldn't speak French.

6) In the gallery.

p. 74

3. 1) today

2) No one

3) thirty minutes

4) Spain

5) a football match

6) Monday

7) French

4. 1) George Miller

2) David

3) Simon

4) Bruce

5) Rav

6) Jenny

7) Simon

5. 1-d; 2-e; 3-g; 4-f; 5-b; 6-h; 7-a; 8-i;

9-c

p. 75

6. 1) must have

2) can't have

3) must have

4) can't have

5) must have

6) can't have

7. Everyone was very excited at TrentTV. They had the exclusive rights to the wedding of the century: everybody knew about George Miller's film, so it was going to be a big scoop for the channel. They were going to give the news during the lunchtime news. David and Bruce were in the gallery to watch the live broadcast. They had booked a satellite from twelve to twelve thirty, so there was plenty of time to make the link to Gordon who was in Madrid to cover the wedding. The problem was that when they linked to the satellite they didn't get the pictures they wanted: they saw a picture of a football match! Nobody could understand that what had happened, but they had to solve the problem. Simon suggested they could try to book another satellite, so Jenny phoned the office in Paris that made the bookings. The person who answered the phone couldn't speak English and Jenny couldn't speak any French: what were they going to do? Could Simon help?

第 12 章

p. 76

1. 1) e 2) b 3) d; f 4) c; a

p. 77

2. Jenny organises the live satellite link.

The satellite link is a success.

Everyone's happy at TrentTV.

Bruce Kemp offers Simon a job in Australia.

p. 80-81

3. 1-b; 2-e; 3-a; 4-g; 5-c; 6-f; 7-d

4. 1) staff at TrentTV

2) David

3) staff at TrentTV

4) Gordon, Miller & Juliet

5) Simon

6) Sally

6. 1) blunder

2) pressed

3) bride

4) saved

5) announcement

6) jumped

7. 1) had known; would have asked

2) would not have done; hadn't managed

3) had not been; would not have found

4) had not been; would not have seen

5) had not managed; would not have given

6) would not have offered; had not solved

背景知识

p. 83

1. 1) 12% 2) eat 3) soaps

4) two 5) the U.S.

p. 85

1. 1) T 2) F 3) T 4) T 5) F 6) T

2) TiVo is a kind of TV programme recorder.

5) You don't need a computer to use TiVo.

2. 1) Highlight the programmes you want to record in the programme guide.

2) a. You can skip them.

b. You can pause it for up to thirty minutes.

c. You can rewind and see those goals again and again.

3) It makes users neglect other things than watching TV; it makes users spend too much time in watching TV.

4) Avid TV fans.

5) It may control your life.

p. 88

1. 1) F 2) T 3) T 4) F 5) T 6) F

2. 1-g; 2-c; 3-a; 4-b; 5-d; 6-f; 7-e

p. 91

1. 1) By buying Fox movie studio and seven TV stations, then combining them.

2) They forbade newspapers from running television in their own location.

3) To prevent concentration of power, American television had a subdivided structure.

4) In order to comply with the American Media Law.

5) To eliminate totalitarian politics.

6) It enables communications to by-pass state-controlled media.

7) It's hard to enforce against determined resistance.

8) Financially moribund.

9) She thought Sky TV as a worthy addition to the nation's media.

10) Yes, it is.

词汇表

p. 92

1. 1) graduate

2) whisper

3) broadcast

4) replace

- 5) glance 6) nod
7) chorus 8) search

p. 93

2. 1) annoyed 2) van
3) advertising 4) air
5) add 6) pat
7) culprit 8) yell
9) equipment 10) grateful
11) nervous.

3. A G

NERVOUS A R

N A I A

O N CULPRIT

Y E

EQUIPMENT F

D U

A P YELL

D A

ADVERTISING

p. 94

4. 1-a bride;
2-b guest;
3-c thief;
4-d anchorman;
5-e employee;
6-f viewer

p. 95

5. 1-i; 2-f; 3-e; 4-g; 5-j; 6-a; 7-d; 8-c;
9-b; 10-h



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刚刚大学毕业的西蒙来到父亲戴维·福克斯的电视台——特伦特电视台，而此时恰巧是特伦特电视台与韦布频道争夺澳大利亚坎加电视台新卫星频道的特许经营权的关键时刻。年轻的西蒙一心想帮父亲的电视台赢得这场竞争，却一再出错。最终特伦特电视台能如愿得到特许经营权吗？西蒙在这场媒体大战中又扮演了怎样的角色？

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