ANSWER KEY WITH EXPLANATIONS

# The Press and Media Quiz: Tabloid, Broadsheet, Coverage, Bias

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| 1 | **B** | 2 | **D** | 3 | **A** | 4 | **C** | 5 | **A** | 6 | **B** | 7 | **D** | 8 | **C** | 9 | **A** | 10 | **D** |
| 11 | **B** | 12 | **C** | 13 | **B** | 14 | **A** | 15 | **C** | | | | | | | | | | |

## Explanations

**1.** Photographers from ___ waited outside the hospital all night.
✔ **B) the press**
The press means newspapers and magazines and the journalists and photographers who work for them.

**2.** The ___ was full of celebrity gossip and ___ headlines.
✔ **D) tabloid … sensational**
A tabloid is a small newspaper with big photos and gossip. Sensational stories are written to shock and excite.

**3.** If you want long, serious articles about politics, buy a ___.
✔ **A) broadsheet**
A broadsheet is a serious newspaper with long articles on politics and business.

**4.** The newspaper's ___ has fallen to 50,000 copies a day.
✔ **C) circulation**
Circulation is the paper's sales figure: how many copies leave the shops.

**5.** Every Saturday the ___ writes about her garden in the same corner of page 12.
✔ **A) columnist**
A columnist writes a regular opinion piece, called a column, in the same place in the paper.

**6.** Today's ___ says the government must act now. It is the newspaper's own opinion.
✔ **B) editorial**
An editorial is an article that gives the newspaper's own opinion. In Spanish, una editorial is a publisher.

**7.** Our paper printed the story a day before everyone else. It was a real ___.
✔ **D) scoop**
A scoop (informal) is an important story that one paper prints before all the others.

**8.** The story was everywhere in ___: on TV, on the radio and online.
✔ **C) the media**
The media means TV, radio, newspapers and news websites together. There is no medias.

**9.** The concert will be ___ live on Radio 2.
✔ **A) broadcast**
The station sends the concert out to every radio that is tuned in: it is broadcast. The past participle is also broadcast.

**10.** The ___ read the evening news without one mistake.
✔ **D) newsreader**
A newsreader reads the news on TV or radio. American English says anchor.

**11.** Over now to our Paris ___ for the latest.
✔ **B) correspondent**
A correspondent is a journalist who lives abroad or covers one subject and reports from there.

**12.** ___ news: there has been a large earthquake in the north.
✔ **C) Breaking**
Breaking news is news of something that is happening right now.

**13.** After the match, the manager answered journalists' questions at a ___.
✔ **B) press conference**
At a press conference, someone answers journalists' questions. In some languages a reunion is a meeting, but not in English.

**14.** The show had poor ___, so the channel cancelled it.
✔ **A) ratings**
The channel checks how many people watched last night: those numbers are the ratings.

**15.** The TV ___ of the election showed clear ___ towards one party.
✔ **C) coverage … bias**
Coverage is how the news reports a story. Bias (noun) is showing one side as better; the adjective is biased.

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