

say; it says here píše tady, že  
 semi-colon středník  
 shake one's head kroutit hlavou  
 sheik šejk  
 shipment zásilka  
 shout křičet  
 shrug (one's shoulders) pokrčit rameny  
 sincerely; yours- „s pozdravem“ (stojí-li  
 v oslovení jméno, např. „Dear Mr Black“)  
 slam down praštit (telefonem)  
 speak up mluvit hlasitěji  
 square brackets hranaté závorky  
 stammer/stutter koktat  
 stroke lomítko  
 stuffed; get ~ (hovor.) „běž někam!“  
 swear words sprostá slova, nadávky  
 switchboard telefonní ústředna

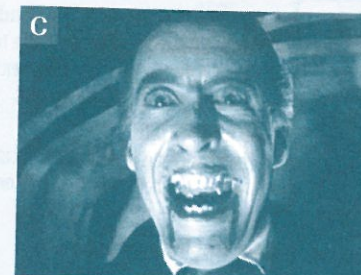
tell povědět; (roz)poznat  
 tell me about it to mi povídej (tj. „to moc  
 dobře vím“)  
 tell you what víš co? (návrh)  
 text sb poslat komu sms  
 toot troubit (na klakson)  
 touch; get in ~ with sb spojit se s  
 underline podtrhnout  
 underscore podtržítka  
 upper case velká písmena  
 wave mávat  
 whisper šeptat  
 whistle pískat  
 wink mrkat  
 witness svědek  
 yell řvát

## 15. MASS MEDIA

další cvičení k tématu  
 viz Odmaturovej z anglického jazyka 2  
 kapitola 2

### SPEAKING TASKS

1. PICTURE WORK. Describe the following pictures and say what kind of TV programme they are from. Do you watch all of these? Compare two or three TV channels that you watch regarding the programmes they show. Have you got terrestrial, satellite or cable TV? Which channel/programme is your (least) favourite? Why?



2. PRESENTATION. Recommend your favourite newspaper, magazine or website to the rest of the class. Give as many details as possible. Choose an article that you particularly liked and tell the class about it.



3. **PAIRWORK.** Your school has decided to publish a monthly magazine. Discuss what it should be like. Use the following to help you: title, sections, regular features/columns, photos, illustrations, number of pages, quality of paper, etc. Offer to write some articles/ conduct some surveys.

4. **PAIRWORK.** You and your friend are too lazy to do anything and have decided to watch TV all day. Study the following excerpt from a TV guide and decide which programmes you would like to watch. Choose at least five programmes. Give reasons and try to persuade your partner if he/she doesn't agree.

TV Guide – Terrestrial Channel Listings		
BBC 1	BBC 2	ITV 1
<p><b>9.00 Breakfast With Frost</b></p> <p><b>12.00 BBC News</b></p> <p><b>1.35 FILM: Start Trek V: The Final Frontier</b> (1989), Science fiction adventure starring W. Shatner</p> <p><b>3.15 EastEnders</b> (R), Soap opera</p> <p><b>6.00 Match Of The Day</b> Gary Lineker presents the best of the action as champions Arsenal take on FA Cup winners Manchester United at the Millenium Stadium</p> <p><b>8.00 Greek Gods And Goddesses</b> Jonathan Edwards presents a dramatised documentary on Greek myths</p> <p><b>9.00 FILM: Waking The Dead</b> A killer is at large, the victims found with the word "Sorry" carved into their backs.</p> <p><b>10.15 Match Of The Day At 40</b> Documentary celebrating 40 years of football's flagship programme. Guests include Jimmy Hill and David Beckham</p> <p><b>11.15 FILM: Rocky V</b> Rocky returns from Moscow to discover that he has been bankrupted by his accountant. Sports drama, starring Sylvester Stallone</p>	<p><b>6.00 Teletubbies</b></p> <p><b>7.00 Taz-mania</b></p> <p><b>7.20 Looney Tunes</b></p> <p><b>10.30 The Fresh Prince of Bel Air</b> Sitcom</p> <p><b>12.20 Wildlife</b> Documentary</p> <p><b>3.30 50 Greatest Olympic Moments</b></p> <p><b>5.00 The National Lottery</b> D. Winton presents a quiz show in which five contestants must continue to give correct answers if they are to hold on to their share of a cash jackpot</p> <p><b>6.00 Natural World</b> Scientist Tara Shine investigates mysterious crocodiles found in the Sahara desert</p> <p><b>7.00 Underworld Rich List: Fraudsters</b> R. Rowe investigates Britain's richest villains</p> <p><b>10.15 FILM: The Sweet Hereafter</b> An ambitious lawyer arrives in a small Canadian town in which a bus crash has claimed the lives of all but one of the children on board. Drama, starring I. Holm</p>	<p><b>10.30 The Championship</b> M. Smith presents highlights, news and reaction from the Football League's top division.</p> <p><b>12.45 ITV News, Sports Results, Weather</b></p> <p><b>12.50 Regional News</b></p> <p><b>1.30 British Touring Cars</b> Action from the latest round of The British Touring Cars Championship</p> <p><b>5.00 FILM: Smokey And The Bandit</b> A sheriff and a bootlegger come to blows over the sheriff's daughter. Comedy, starring Burt Reynolds</p> <p><b>7.00 Emmerdale</b> Pearl's secret is revealed when Lisa bumps into her visiting the prison. Drama series</p> <p><b>8.00 Absolutely Fabulous</b> Sitcom</p> <p><b>9.00 Big Brother</b> Highlights of the final night in the Big Brother house</p> <p><b>10.00 FILM: She's All That</b> (1999) A beautiful social climber dumps the class president for another boy. Comedy, starring F. Prinze Jr</p>

(Adapted from Star TVmag, August 7-13, 2004)

 **WRITTEN TASKS**

1. **TV PROGRAMMES.** Fill in the missing vowels and match each title with the correct kind of programme.

- A Friends    D CUMENT R    SO P OP RA    E The Simpsons
- B Esmeralda    D Big Brother    SP RTS BRO DC ST    S TCOM
- D TECT VE S R ES    C Who Wants To Be A Millionaire?    G Columbo
- CURR NT AFF IRS    F Banánové rybičky    R AL T SH W
- CH T SH W    H The Blue Planet    Q IZ SH W    C RT ON
- I Regional News    J The Australian Open

2. **CROSSWORD PUZZLE. STEP 1:** Use the clues and complete the crossword puzzle with the correct words.

11.

			R		S						
S		P	P			E	N	T			
			A			I	C	L			
T		B	L	O		D					
	P		O	O	F	R		A			R
			E		I	T	O		I		L
		C	L		P	P			G	S	
				C		P	T	I		N	
		U		R	T		R		Y		
	C	O			M	N					

- newspapers and people who write for them in general
- an additional, separate part of a newspaper
- a piece of writing in a newspaper or magazine
- a newspaper that does not contain much serious news
- the person who reads through a piece of text in order to correct mistakes in it
- the piece of writing by the person who is responsible for the content of the newspaper/magazine
- pictures or articles that have been cut out of a newspaper
- words that explain what a picture is showing
- a magazine that is published every three months
- a piece of writing that appears regularly in a newspaper or magazine
- a magazine that is published at regular intervals



**STEP 2: Fill each gap (A–K) with the correct word taken from the crossword.**

- A. I don't know what they pay the \_\_\_\_\_ for – this copy of The Sun is full of misprints!
- B. This \_\_\_\_\_ doesn't go with the picture. I'm sure they made a mistake.
- C. This week's \_\_\_\_\_ is extremely subjective – I wonder if the rest of the staff agree with it.
- D. There was a fascinating \_\_\_\_\_ about the Far East in the latest issue of National Geographic. Even though it was 15 pages long, I read it all in one go.
- E. Some reporters obviously misinterpret the freedom of the \_\_\_\_\_ when they write untrue things.
- F. Muscle & Fitness is my favourite \_\_\_\_\_. I buy it each month.
- G. Mary has \_\_\_\_\_ of everything that has ever been written about her brother in the newspapers.
- H. \_\_\_\_\_ newspapers are full of gossip and sensational news, that's why so many people read them.
- I. Brian's girlfriend writes a \_\_\_\_\_ on baby fashion for a magazine.
- J. I only buy this paper on Thursdays because there is a \_\_\_\_\_ which contains the TV guide for the whole week.
- K. It's a shame this magazine is a \_\_\_\_\_. I'd love to have it more often.

**3. PREPOSITIONS. Fill each gap with one of the following prepositions.**

for      in      to      on      per

- That's a great song. I heard it \_\_\_\_\_ the radio three times yesterday.
- They are showing this cartoon \_\_\_\_\_ the third time this week.
- Don't forget to vote \_\_\_\_\_ your favourite, or they might have to leave the competition tonight.
- You should get a subscription \_\_\_\_\_ that magazine if you buy it every month anyway.
- This TV serial is based \_\_\_\_\_ a true story, but it's still quite unbelievable.
- I'm afraid that's all for today's show, but don't forget to tune \_\_\_\_\_ at the same time tomorrow. Till then, bye-bye!
- This is getting boring. You always see the same faces \_\_\_\_\_ this show.
- Made-\_\_\_\_\_ -TV movies don't usually have as many special effects as the ones you see in the cinema.
- Do you think pay-\_\_\_\_\_ -view channels will ever be popular here? I'm not sure people would like the idea of having to pay for each programme.
- I hate phone-\_\_\_\_\_ request shows – people usually ask the DJ to play horrible songs.

**4. WORD FORMATION. Form new words from the ones printed in capital letters at the end of each line and fill them in the gaps.**

- Several \_\_\_\_\_ have complained about the violent scenes in the report.
- This channel broadcasts around-the-clock news \_\_\_\_\_ from all over Europe.
- I hate watching all these old \_\_\_\_\_ ! Why can't they show something new for a change?
- None of the \_\_\_\_\_ knew the answer to the last question, so the quiz master had to ask another one.
- The \_\_\_\_\_ who calls in first with the correct answer wins a fabulous prize!
- This new talk show is barely \_\_\_\_\_. I expected something much better.
- "Lipstick" is a teenage girls' \_\_\_\_\_ which comes out every Wednesday.
- Robert wants to become a \_\_\_\_\_. He has already written a few articles for a local paper.
- Don't go anywhere because we'll be back with more amazing stories after the \_\_\_\_\_ break!
- There are way too many \_\_\_\_\_ in this magazine. There are hardly any articles to read!

VIEW
COVER
RUN
CONTEST
LISTEN
WATCH
WEEK
JOURNAL
COMMERCE
ADVERTISE

**5. COMPOUND WORDS. STEP 1: Choose a suitable beginning or ending to complete the compound word in each gap.**

Beginnings:	Endings:
channel   drama   licence	issues   lights   page
news   wave	potato   sheet

- I didn't see the whole match, only the high \_\_\_\_\_ on the news bulletin.
- Could you stop \_\_\_\_\_ surfing and put the remote control down?
- I still haven't paid my \_\_\_\_\_ fee . I hope there won't be a fine.
- I haven't been able to pick up this station since they changed the \_\_\_\_\_ length .
- You can write to the publishing company if you're missing a few \_\_\_\_\_ back \_\_\_\_\_ and they will send them to you.



6. I'm sure Jones' disqualification will be **front-** news – everybody's talking about it.
7. Joe's such a **couch**. All he does is watch telly all day.
8. You can buy lots of different magazines at the **stand** on the corner.
9. Harry only reads **broad** newspapers. He can't stand the gutter press.
10. I missed the last episode of my favourite **series**. I wonder if any of my friends taped it.

**STEP 2: Now look at the following compounds (11–15) and try to work out what words they are made up of. Then use each compound in a sentence (16–20) in the correct form.**

11. magalogue = \_\_\_\_\_ + \_\_\_\_\_
12. fanzine = \_\_\_\_\_ + \_\_\_\_\_
13. webcast = \_\_\_\_\_ + \_\_\_\_\_
14. infomercial = \_\_\_\_\_ + \_\_\_\_\_
15. docusoap = \_\_\_\_\_ + \_\_\_\_\_
16. There'll be a \_\_\_\_\_ of the Miss Universe final, so you can watch it anywhere in the world if you can get on-line.
17. They're showing an endless \_\_\_\_\_ about this Scottish family who have decided to leave the city and live on a farm. How exciting!
18. I picked up a glossy \_\_\_\_\_ at the trade fair – it's full of the latest products.
19. I'm fed up with all those stupid \_\_\_\_\_ they show every Saturday morning. Those ridiculous demonstrations make me sick. I'd never buy any of their products.
20. Linda was so much into the band's music that she decided to start a \_\_\_\_\_.

**6. TRUE OR FALSE? Decide whether the following sentences are true (T) or false (F). Focus on the meanings of the words printed in bold. If the sentence is false, correct it.**

1. **Announcers** tell the viewers what is coming up next.
2. **Small ads** appear in the **classified section** of the newspaper.
3. **Fly-on-the-wall** TV programmes are about wildlife.
4. In **kitchen sink dramas**, celebrities cook unusual dishes in the studio.
5. An **impersonator** is someone who imitates other people, usually celebrities.
6. The judges might award a **joint first prize** if the top two contenders have the same score.
7. You don't need an **aerial** if you have **terrestrial television**.
8. The **circulation figures** of a newspaper indicate the number of photos in each issue.
9. A **freelance** photographer is employed by a particular magazine.
10. An **instalment** is a part or episode of a series that appears in a magazine or on TV.

## VOCABULARY

- |  |   |
|--|---|
| <b>accountant</b> účetní                                   | <b>complain</b> stěžovat si   |
| <b>advertisement</b> reklama                               | <b>conduct</b> provést  |
| <b>advisor</b> poradce                                     | <b>contain</b> obsahovat  |
| <b>aerial</b> anténa                                       | <b>contender</b> soutěžící  |
| <b>agenda</b> program jednání                              | <b>contestant</b> soutěžící   |
| <b>amazing</b> úžasný                                      | <b>copy</b> výtisk (publikace); číslo (časopisu); kopie             |
| <b>announcer</b> hlasatel                                  | <b>corkscrew</b> vývrtka  |
| <b>annual</b> (každoroční)                                 | <b>couch potato</b> povaleč, lenoch                                 |
| <b>around-the-clock</b> 24 hodin denně                     | <b>coverage</b> zpravodajství, reportáže, krytí                     |
| <b>article</b> článek                                      | <b>current affairs</b> aktuální/denní události                      |
| <b>as to</b> pokud jde, co se týče                         | <b>demonstration</b> předvedení, ukázka, znázornění                 |
| <b>available</b> k mání, dostupný                          | <b>docusoap</b> dlouhý dokumentární seriál o životě obyčejných lidí |
| <b>back issue</b> starší číslo                             | <b>domestic news</b> zprávy z domova                                |
| <b>bankrupt</b> zruinovat, přivést na mizinu               | <b>dump</b> rozejít se s, „dát kopačky“                             |
| <b>barely</b> sotva, stěží                                 | <b>editorial</b> redakční článek, úvodník                           |
| <b>based on a true story</b> podle skutečné události       | <b>excerpt</b> výňatek, výtah                                       |
| <b>blame</b> dávat/svádět vinu                             | <b>expense</b> výdaj;   |
| <b>blossom</b> kvést                                       | <b>at the ~ of</b> na úkor, za cenu                                 |
| <b>blow</b> úder, rána;                                    | <b>exploration</b> (pro)zkoumání                                    |
| <b>come to ~s</b> porvat se, začít se rvát                 | <b>fabulous</b> báječný   |
| <b>bootlegger</b> pašerák, podloudník                      | <b>fanzine</b> časopis pro fanoušky                                 |
| <b>broadcast</b> vysílat; vysílání                         | <b>(be) fed up (with)</b> mít plné zuby čeho                        |
| <b>broadsheet (newspaper)</b> noviny (ne bulvární)         | <b>flagship</b> vlajková loď  |
| <b>bump into</b> náhodou potkat koho, narazit na           | <b>fly-on-the-wall</b> (program) o každodenním životě               |
| <b>bundle</b> svazek, hromádka                             | <b>fraudster</b> podvodník  |
| <b>caption</b> titulek zachycující obsah obrázku           | <b>freelance</b> na volné noze                                      |
| <b>cartoon</b> kreslený film; karikatura; kreslený vtip    | <b>general; in ~</b> obecně (řečeno)                                |
| <b>carve</b> vyřezat                                       | <b>glossy</b> lesklý; na křídovém papíře; luxusní                   |
| <b>channel surfing</b> přepínání kanálů                    | <b>go; in/at one ~</b> naráz  |
| <b>chat show, talk show</b> zábavný diskusní pořad         | <b>gossip</b> klepy, drby   |
| <b>circulation figures</b> náklad publikace, počet výtisků | <b>growth</b> růst, nárůst  |
| <b>claim the lives of</b> vyžádat si životy                | <b>gutter press</b> bulvární tisk                                   |
| <b>classified (ads)</b> drobná inzerce                     | <b>hardly</b> stěží, sotva  |
| <b>climber; social ~</b> kariérista; ten, kdo šplhá        | <b>headline</b> titulek (v novinách)                                |
| <b>clipping/cutting</b> výstřížek (z novin)                | <b>highlights</b> sestřih nejlepších momentů                        |
| <b>column</b> sloupek, rubrika                             | <b>impersonator</b> imitátor  |
| <b>coming up next</b> následuje                            | <b>infomercial</b> dlouhá reklama typu teleshopping                 |
| <b>commercial</b> reklama (v televizi/rozhlasě)            | <b>instalment</b> epizoda, díl (seriálu)                            |
| <b>committee</b> rada                                      |   |



**investigate** vyšetřovat  
**issue** číslo, vydání (časopisu)  
**joint first prize** společná první cena  
**kitchen sink drama** drama o rodinných problémech  
**large; at ~** na svobodě  
**licence fee** koncesionářský poplatek  
**made-for-TV movie** televizní film/inscenace  
**magalogue** katalog na způsob časopisu  
**misinterpret** mylně vykládat, špatně pochopit, překroutit  
**misprint** chyba tisku  
**newsstand** novinový stánek  
**obituary** nekrolog  
**obviously** zřejmě  
**outlook** výhled, vyhlídka  
**particularly** zejména, obzvlášť  
**pay-per-view channel** kanál, na kterém se platí zvlášť za každý program  
**phone-in** program, do kterého se mohou zapojit diváci/posluchači telefonicky  
**pick up** chytit (signál)  
**(the) press** tisk  
**proof-reader** korektor  
**quarterly** čtvrtletník  
**quiz master** moderátor kvízu  
**recent** nedávný  
**reckon** odhadovat; počítat; myslet si; považovat  
**remote control** dálkové ovládání  
**request show** pořad „písničky na přání“  
**rerun, repeat** opakování (pořadu)  
**reveal** odhalit, prozradit

**ridiculous** směšný  
**round-up** souhrn, přehled  
**shame** škoda; **it's a shame/pity** to je škoda  
**shape** tvarovat, profilovat, vyvíjet se  
**share** podíl  
**sitcom** situační komedie  
**small ad** krátký inzerát  
**soap opera** telenovela, dlouhý televizní seriál  
**staff** zaměstnanci, personál  
**star** hrát hlavní roli  
**subscription (to)** předplatné  
**supplement** příloha  
**survey** anketa, průzkum  
**tabloid** bulvární plátek  
**tape** nahrávat; páska  
**telly** televize  
**terrestrial** pozemní, pozemský  
**tough** obtížný, tvrdý, drsný  
**trade fair** veletrh  
**tune in (to)** naladit  
**TV guide** přehled televizních programů  
**unbelievable** neuvěřitelný  
**underworld** podsvětí  
**untrue** nepravdivý  
**viewer** (televizní) divák  
**villain** zlosyn, padouch  
**warn** varovat  
**watchable** na co se dá dívat  
**wavelength** vlnová délka  
**webcast** vysílání na internetu  
**weather forecast** předpověď počasí  
**worth** mít cenu, stát

## 16. YOUNG PEOPLE

další cvičení k tématu  
 viz Odmaturovej z anglického jazyka 2  
 kapitoly 1, 9, 10

### SPEAKING TASKS

**1. PICTURE WORK.** Describe what you can see in the pictures and rank these aspects of life in your order of importance. Compare your list with other students'. Do you have a similar system of values?



**2. PRESENTATION – Just another day.** Make a presentation about a typical day in your life and compare it with a day in your parents' life. Talk about your daily routine and habits. Has your life changed lately in any way? Is there anything you would like to change now?

**3. ROLE-PLAY.** Role-play a conversation between a parent and his/her teenage daughter/son. Discuss any of the following topics: going out, parties, clubs, drinking alcohol, smoking, taking drugs, coming home late, music, school, plans for the future, boyfriend/girlfriend, etc.