

Cambridge English for the Media

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	Skills	Language focus	Texts
UNIT 1 Newspapers page 6	Writing headlines Analysing newspaper articles Practising interview skills Planning and writing a newspaper article	Creating cohesion in texts Using open and closed question forms Understanding bias in texts Writing introductions and conclusions	Listening An interview Reading Newspaper headlines Newspaper articles Notes from an interview Plan for writing a newspaper article
UNIT 2 Radio page 18	Understanding the language of radio presenters Understanding the production process Planning a news list Giving post-production feedback	Introducing radio programmes The language of radio production Phrases followed by noun or gerund Giving instructions Phrasal verbs	Listening Briefing someone over the phone Reading Radio commissioning brief 24-hour schedule of a radio producer A news list Post-production feedback email
UNIT 3 Magazines page 30	Composing magazine covers Planning the contents of a magazine Giving instructions for a photo shoot Planning and writing a true-life story	The language of magazine covers Stylistic devices Future verb forms The language of email correspondence The language of answerphone messages Narrative tenses	Listening An editorial meeting Answerphone messages Reading An email arranging a photo shoot A true-life story
UNIT 4 Television page 42	Understanding the pre-production process Organising a filming schedule Filming on location Editing a TV documentary	The language of television production Expressing modality Vocabulary of filming procedures and equipment Asking for and making suggestions Vocabulary of editing a television documentary	Listening Planning the agenda of a news broadcast Planning the making of a TV documentary Filming on location Editing a TV documentary Reading A filming schedule An email giving editing instructions
UNIT 5 Film page 52	Writing a screenplay Pitching successfully Organising a shoot Writing a film review	Features of written dialogue Technical vocabulary of filming Vocabulary of film distribution Language connectors Language of film reviews	Listening A pitching session A pre-filming meeting Reading Scenes from a screenplay A query letter Internet advert for a pitching training session A film review

	Skills	Language focus	Texts
UNIT 6	Briefing a website designer	Technical vocabulary of websites	Listening A meeting with a website designer
New media page 63	Analysing problems and providing solutions Planning and writing a blog Creating a podcast	Asking for and giving definitions and clarification Using adjectives to enhance a text Words with multiple meanings The vocabulary of spoken language Collocations	A podcast Reading A project vision statement A web page
UNIT 7	Selling your services to a potential client	Reassuring and convincing	Listening A meeting with a prospective client
Advertising page 74	Creating a print advert Creating a screen advert Presenting a finished advert	Language of slogans Language of brainstorming Technical vocabulary of screen adverts Language for presenting	A brainstorming session for an advertising campaign A presentation of an advertising campaign Reading A contact report Print adverts A pre-production meeting document
UNIT 8	Analysing market trends and taking action	Describing market trends	Listening A meeting to analyse sales of a product
Marketing page 84	Setting up a marketing communication strategy Organising the relaunch of a product Evaluating the success of a relaunch	The vocabulary of communication strategies Expressing encouragement Using the present perfect to describe improvements	A meeting to analyse problems and propose solutions A meeting to plan a relaunch A meeting to analyse effectiveness of a relaunch Reading Graphs An activity scheduling document A press release A newspaper review
Audioscript		page 93	
Answer key		page 101	
Acknowledgements		page 110	