

## words

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.

## 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?

## 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.



## 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      | a • hands       |
| 2 • to end     | b • well        |
| 3 • to have    | c • a view      |
| 4 • to keep    | d • a franchise |
| 5 • to monitor | e • a contract  |
| 6 • to offer   | f • an award    |
| 7 • to shake   | g • a meeting   |
| 8 • to sign    | h • a close eye |
| 9 • to win     | 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.