

The term media, (1 understand) broadly, includes any channel of information through which information can pass. Since a democracy largely depends on public opinion, all those (2 involve) in (3 communicate) information inevitably have an important role (4 play). The print and (5 broadcast) media not only convey information to the public, but also influence public opinion. The latter, capable of mass-(6 produce) messages instantaneously, have been largely responsible for (7 homogenize) cultural and regional diversities across the country. Beyond this cultural significance, the power of the media is important to politicians, who use the media (8 influence) voters; and to businessmen and women, who use it (9 encourage) consumption of their products.

c.

On 4th March 1887, William Randolph Hearst stalked into the offices of his father's (1 decline) *San Francisco Examiner* and announced to the staff that he intended (2 startle), (3 amaze) and (4 stupefy) the world'. He then proceeded (5 do) just that. Over the next half century his newspapers were in every sense (6 amaze). They made and destroyed reputations, often impressively (7 disregard) the truth. They exposed corruption, while at the same time (8 buy) politicians. They created stars; they even declared a war. Within a few years of (9 become) proprietor, Hearst turned his papers into means through which he could successfully run for Congress and even put himself forward for the presidency in the United States, though he never actually occupied the White House nor achieved the mass popularity so much (10 seek) by him.

d. *The History of the Press in Britain*

Originally newspapers or newsletters were simply records of events and opinions. The earliest (1 know) (2 print) newspaper in Britain was published in 1513 and was a piece of official paper (3 report) on the battle between the English and the Scots. Between 1590 and 1610 a number of weekly, monthly and six-monthly periodicals began (4 print) in Europe. In the 19th century the form of the newspaper changed. Because of changes in technology and the law, papers grew from news

sheets for a small number of (5 educate) people into a medium of information and entertainment for the whole population.

The Government sometimes paid money to newspaper owners (6 buy) their support. The power of the press was feared and censors stopped any article they saw as (7 be) against the state. The Stamp Tax - a duty on all papers - made it very expensive (8 run) a newspaper. Some proprietors rebelled against this tax and ran illegal independent newspapers.

The press took a major step forward in 1814 when *The Times* was the first paper in the world (9 use) a new kind of (10 print) machine which allowed (11 produce) around a thousand copies an hour rather than the previous twenty. The development of the railway system in the mid-nineteenth century made national distribution possible, and the Stronger and wealthier papers, such as *The Times* and *The Daily Telegraph* became the first true national daily papers, or dailies, in Britain.

e. *The Independent*

The question most often (1 ask) in the days (2 precede) the launch of the *Independent* has been: what makes it different; why should people (3 change) from their (4 exist) papers (5 read) it. We have on purpose avoided (6 distinguish) for its own sake, for example by (7 resist) the temptation of (8 be) the first 'quality tabloid'. Our intention is (9 be) within the best traditions of British quality newspapers.

First and most obvious, news stories in the *Independent* are somewhat longer than the norm. Most of us get our news 'headlines' from television and radio. We will try (10 go) further and (11 use) our expert team of specialist writers (12 analyze) and (13 explain). We will display a strong bias in favour of the consumer, (14 handle) education from the point of view of parents, health from the point of view of patients.

The readers of the *Independent* will be people who are more than averagely (15 interest) in the arts. We are devoting considerable space, (16 include) two pages every day of entertainment listings, to an adventurous arts coverage. Our sports pages, while (17 remain) loyal to the traditional sports will reflect that fact that tastes change. During the past months we have daily been producing fully (18 print)