

## Picture Post (C1)

### A – Before you start

*Answer the questions with a partner.*

1. Do you read magazines?
2. If so, what kind?
3. Do you think photographs are an important part of a magazine's contents? Why (not)?
4. Which are the best-known news magazines in your country?

### B – Listen and answer

*Read these statements. Then listen (without reading) and write T (true) or F (false).*

1. Rob West's documentary is about the role of news magazines at the beginning of the 20<sup>th</sup> century.
2. *Picture Post* did not publish stories about celebrities.
3. The founder of the magazine, Stefan Lorant, had edited magazines in Hungary and Germany.
4. *Picture Post* presented news stories in a politically neutral way.
5. The magazine was a success despite its high price.
6. Rob West claims it created the tradition of documentary photography.

### C – Read and answer

*Read the article and answer the questions.*

1. Why was *Picture Post* different from other news publications in terms of subject matter?
2. Why was it different in its use of images?
3. How did Lorant's experience as a film director prove useful when he began editing magazines?
4. Why was he imprisoned in Germany?
5. What criteria did Lorant often use when deciding how to position photos on a page?
6. How did *Picture Post* help to form British social policies after World War II?
7. What influence did Lorant's style of photojournalism have on today's web pages?
8. What might be one of the reasons for the decline in sales of *Picture Post* in the mid 1950s?

### D – Learn it! Use it!

*Complete these sentences with words from the glossary. (You may have to adapt the expression in some way; e.g. change the verb tense, or change from plural to singular.)*

1. When the volcano started erupting, thousands of people \_\_\_\_\_ the area on foot or in cars.
2. Sometimes children misbehave because they want to \_\_\_\_\_ to themselves.
3. There's a \_\_\_\_\_ of family doctors at present, so you have to wait weeks for an appointment.
4. Jake's very sociable and makes friends easily; \_\_\_\_\_ his brother, who never talks to anyone.
5. We're \_\_\_\_\_ a surprise party for my sister on Sunday. Can you come?
6. That's a photo of San Francisco, not Chicago! The \_\_\_\_\_ to the photo is obviously wrong.

**E – Ready for the C1 ADVANCED English Test? (Reading and Use of English, Part 2)**

*Complete the text. Use only one word in each space.*

Between 1906 and 1914, a Liberal government introduced a series of social reforms in Britain in <sup>1</sup> \_\_\_\_\_ to reduce poverty. These included old age <sup>2</sup> \_\_\_\_\_, free school meals and National Insurance. However not <sup>3</sup> \_\_\_\_\_ benefitted from them.

During World War II, the country was governed by a coalition <sup>4</sup> \_\_\_\_\_ up of Conservative, Labour and Liberal politicians. The degree of government intervention in people's <sup>5</sup> \_\_\_\_\_ increased considerably through measures like food rationing, which was introduced to make sure that everyone, <sup>6</sup> \_\_\_\_\_ rich or poor, had access to the required amount of food.

This government involvement in people's health and well-<sup>7</sup> \_\_\_\_\_ was welcomed by most people and resulted in a landslide victory for the Labour party at the General Election of 1945 and the subsequent setting <sup>8</sup> \_\_\_\_\_ of the Welfare State.

**F – Write about it**

*Write about a well-known news magazine in your country. Mention:*

- when it began publication;
- how often it comes out;
- what its format is;
- who it was founded by;
- who it's edited by;
- what kind of stories it focuses on;
- who its main contributors are.

## Answers

### B – Listen and answer

1. F – It's about the rise and fall of the magazine *Picture Post*. 2. F – It also published celebrity stories. 3. T 4. F – It was openly anti-fascist and was not afraid to share its opinions. 5. F – Its relatively low price was one of the reasons for its success. 6. T

### C – Read and answer

1. It focused on the lives of ordinary people and on life in Britain on a day-to-day basis. 2. It invented a new way of combining images and text and made bold use of pictures to tell stories. 3. It enabled him to apply the techniques of film editing to the presentation of pictures and stories within magazines. 4. Because the Nazis identified him as a potential source of opposition to their regime. 5. He often placed big bold images on the right-hand page because he thought that was where the eye fell. He also placed photos so that they would be seen in a sequence that would tell a story. Sometimes he numbered them for this purpose. 6. The magazine raised social awareness by drawing attention to poor social conditions in parts of Britain. It also discussed the possibility of an expanded welfare state and a free national health service. 7. It led to an understanding of how to lay out stories on a page and how to use images with captions to tell stories. 8. One possible reason is the increasing popularity of TV as a source of news stories.

### D – Learn it! Use it!

1. fled 2. draw attention 3. lack 4. unlike 5. holding 6. caption

### E – Ready for the C1 ADVANCED English Test?

1. order 2. pensions 3. everyone/everybody 4. made 5. lives 6. whether 7. being  
8. up