



Cambridge English for the Media

Cambridge English for Media is an intermediate to upper-intermediate (B1-B2) level course for professional who need to use English in their studies or work in the media. The course is designed to improve the communication skills and specialist language knowledge of media studies students and professionals, enabling them to work more confidently and effectively.

The Cambridge English for Media course book is designed into eight standalone units, all which cover topics related to fields such as newspapers, radio, TV, film and advertising. More importantly, the book uses authentic activities that are based on everyday work scenarios.

This intermediate English course for Media professionals is a motivating way for English learners to advance their language skills. With real-life activities and materials, media professionals practice producing and editing for print, radio and screen to make the course as practical as possible.



Intermediate to Upper Intermediate
60 hours course

Course Contents

Unit 1: Newspapers

- Writing headlines
- Analysing newspaper articles
- Practising interview skills
- Planning and writing a newspaper article

Unit 2: Radio

- Understanding the language of radio presenters
- Understanding the production process
- Planning a news list
- Giving post-production feedback

Unit 3: Magazines

- Composing magazine covers
- Planning the contents of a magazine
- Giving instructions for a photo shoot
- Planning and writing a true-life story

Unit 4: Television

- Understanding the pre-production process
- Organising a filming schedule
- Filming on location
- Editing a TV documentary

Unit 5: Film

- Writing a screenplay
- Pitching successfully
- Organising a shoot
- Writing a film review

Unit 6: New Media

- Briefing a website designer
- Analysing problems and providing solutions
- Planning and writing a blog
- Creating a podcast

Unit 7: Advertising

- Selling your services to a potential client
- Creating a print advert
- Creating a screen advert
- Presenting a finished advert

Unit 8: Marketing

- Analysing market trends and taking action
- Setting up a marketing communication strategy
- Organising the relaunch of a product
- Evaluating the success of a relaunch

