

2. The following phrases have been taken off the text. Write the number of the gap next to the sentence.

- a) is the sort of person who walks in a room
- b) have to be a miracle-worker to make a really bad idea
- c) are lucky enough to get an offer
- d) as good as the presenter you put at the front of it
- e) suggests a real person with real empathy for

3. Write "Yes" if the suggestion below is given in the text. Write "No" if it isn't given.

- a) Your presenting skills determine how good your programme is. \_\_\_\_\_
- b) You need to talk to famous TV producers. \_\_\_\_\_
- c) A presenter must know the details of the programme. \_\_\_\_\_
- d) If you have a charisma, you are likely to be a star presenter. \_\_\_\_\_
- e) You can ask any question you like during interviews. \_\_\_\_\_
- f) Don't forget to ask questions about the content of the programme. \_\_\_\_\_

4. Answer the questions about the text.

- a) What will the media do first if a programme is not good? \_\_\_\_\_
- b) Why should a presenter know the audience well? \_\_\_\_\_
- c) Why is it important to be "real" on TV? \_\_\_\_\_
- d) How would you describe a star? \_\_\_\_\_
- e) What should you ask before you accept a job offer in a TV programme?  
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