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years ago, newspapers in the United States appealed only to the most serious readers. They used \_\_\_1\_\_\_ illustrations and the articles were about politics or business. Two men changed that - Joseph Pulitzer \_\_\_2\_\_\_ the New York World and William Randolph Hearst of the New York Journal. Pulitzer bought the New York World \_\_\_3\_\_\_ 1883. He changed it from a traditional newspaper into a very \_\_\_4\_\_\_ one overnight. He added \_\_\_5\_\_\_ illustrations and cartoons. And he told his reporters to write articles on \_\_\_6\_\_\_ crime or scandal they could find. And they did. One of them even pretended she was crazy and then she \_\_\_7\_\_\_ to a mental hospital. She then wrote a series of articles about the poor treatment of \_\_\_8\_\_\_ in those hospitals. In 1895, Hearst came to New York from \_\_\_9\_\_\_ California. He wanted the Journal to be more sensational and more exciting \_\_\_10\_\_\_ the world. He also wanted it to be \_\_\_11\_\_\_, so he reduced the price by a penny. Hearst attracted attention because his headlines were bigger than \_\_\_12\_\_\_. He often said, "Big print makes big news." Pulitzer and Hearst did anything they \_\_\_13\_\_\_ to sell newspapers. For example, Hearst sent Frederic Remington, the famous illustrator, \_\_\_14\_\_\_ pictures of the Spanish-American War. When he got there, he told Hearst that no fighting was \_\_\_15\_\_\_. Hearst answered, "You furnish the pictures. I ' ll furnish the war."

EXERCISE: 1. A) no B) many C) a lot D) little 2. A) on B) for C) in

D)of 3. A) on B) in C) atD) about 4. A) excite B) excitingly  
C)exciting D) excited 5. A) a lot B)few C) a few D) lots of 6. A)  
every B) all C) both D) many 7. A)admitted B) was admitted C)  
could admit D) has admitted 8. A) patients B)patience C) patient D)  
patiences 9. A) an B) the C) a D) / 10. A) thanB) as C) in D) for 11.  
A) cheap B) cheaper C) cheapest D) the cheapest 12. A) anyone B)  
anyone ' s C) anyone else D) anyone else ' s 13. A) may B)might  
C) can D) could 14. A) draw B) drew C) to dray D) drawn 15.  
A)going B) going out C) going on D) going off Key:

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