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The Great Newspaper War Up until about 100 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. Ill 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) at D) 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) than B) as C) in D) for 11. A) cheap B) cheaper C) cheapest D) the cheapest 12. A) anyone B) anyones C) anyone else D) anyone elses 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: ADBCD ABADA BDDCC

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