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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 no illustrations and the articles were (1) politics or business. Two men (2) that-Joseph Pulitzer of the New York World and William Randolph Hearst of the New York Morning Journal Pulitzer (3) the New York World in 1883. He changed it from a traditional newspaper into a very (4) one overnight (一夜之间)。 He (5) lots of 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 was (7) to a mental hospital. She then wrote a series of articles about the poor (8) of patients in those hospitals. In 1895, Hearst (9) to New York from California. He wanted the New York Morning Journal to be more sensational (轰动的) and more exciting (10) the New York World. He also wanted it to be cheaper, so he (11) 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 (插图画家) , to (14) pictures of the Spanish-American War. When he got there , he told Hearst that no fighting was (15) 。 Hearst answered , “ You furnish (提供) the pictures. I'll furnish the war. ”

1 A about B in C with D of 2 A accepted B developed C started D changed 3 A published B bought C issued D printed 4 A boring B practical C exciting D natural 5 A cancelled B approved C solved D added 6 A every B all C both D many 7 A invited B admitted C accepted D called 8 A treatment B reputation C work D results 9 A arrived B reached C changed D came 10 A than B as C in D for 11 A increased B reduced C fixed D offered 12 A anyone B anyones C anyone else D anyone elses 13 A may B might C must D could 14 A get B keep C draw D make 15 A going B lasting C going on D taking on

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