



Media Takeovers, Then and Now

B2-C1

Module 9

Here's What
We Will Be
Learning in this
Presentation:



SUMMARY

- ❑ Importance of Business Takeovers.
- ❑ Glimpse of some major takeovers in the media industry.
- ❑ Exercises.

Vocabulary

Diversify: If a business diversifies, it starts making new products or offering new services.

Spun off: to form a separate company from part of an existing company.

Netted: (in this context) to get something good or to earn a lot of money from something.

Legitimise: to make something legal or acceptable.