UNIT 4. THE MASS MEDIA

TEST YOURSELF

I. Find the word which has a different sound in the part underlined.

1.	A. media	B. network	C. website	D. connect
2.	A. attitude	B. advent	C. advantage	D. mass
3.	A. subscribe	B. connect	C. documentary	D. efficient
4.	A. effective	B. efficient	C. expand	D. tablet
5.	A. data	B. programme	C. instant	D. drama

II. Choose the word which has a different stress pattern from the others.

1.	A. media	B. cartoon	C. series	D. radio
2.	A. photograph	B. programme	C. entertain	D. channel
3.	A. video	B. television	C. theatre	D. information
4.	A. deliver	B. visual	C. different	D. common
5.	A. provide	B. listen	C. receive	D. believe

III. Choose the best answer A, B, C or D to complete the sentences.

1. This place is a terrible mess! What on earth ____?

A. did you do B. have you done

C. will you do D. had you done

2. And now for an item of local news. Hampshire police ____ dangerous snake which ____ missing earlier in the week.

A. have found - went B. have found - have gone

C. found - went D. found - have gone

3. Pinterest is a very popular service, and the company's app is one of the most downloaded social media apps ____ in the Google Play Store.

A. online B. available C. interactive D. dominant

4. Instagram lets users snap, edit, and share photos and 15-second videos, either publicly or with a private ____ of followers.

A. connection B. system C. network D. round

5. Today, more than 1 billion people use WhatsApp to communicate ____ their friends, loved ones and even customers.

A. to B. for C. in D. with

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6. This tooth ____ me lately! So I ____ an appointment with the dentist for Tuesday.

A. has been killing have made B was killing made

C. has been killing made D. was killing have made

7. Someone ____ the cakes. I'll have to buy some more.

A. has eaten B. is eating C. had eaten D. was eating

8. What ____ your mum for her next birthday? Let me see it.

A. did you buy B. have you bought C. will you buy D. do you buy

9. Tim ____ Russian but he finds it difficult.

A. learned B. has learned C. learns D. will learn

10. Diana ____ twelve different dresses in the past week.

A. is wearing B. wears C. had worn D. has worn

IV. Give the correct form of the words to complete the following sentences.

1. The police had _____ filmed the conversations. SECRET

2. The media was accused of influencing the final _____. DECIDE

3. This evidence supports the view that there is too much _____ on television. VIOLENT

4. She excelled in many great roles, most _____ as Lady Macbeth at the National Theatre. MEMORY

5. On his _____, colleagues presented him with a set of golf clubs. RETIRE

6. The _____ of prizes began after the speeches. PRESENT

7. The company must reduce costs to compete _____. EFFECT

8. We need to increase _____. PRODUCT

9. _____ increases with age. ABLE

10. _____ is on the increase. HOME

V. Fill each gap with an appropriate preposition.

1. She spent a lot of money _____ cosmetics.

2. He had suffered _____ loss of memory before he died.

3. They decided to name the new baby boy _____ Grandpa.

4. Thank you for your letter. It was nice to hear _____ you again.

5. Most Americans don't object _____ being called by their first names.

6. They succeeded _____ escaping _____ the burning house.

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7. Will you please remind Helen _____ her appointment with the dentist?

8. Many people have contributed _____ the production of a finished film.

9. I think he is unwell; he was complaining _____ a headache this morning.

10. I expect it will rain again when we're on holiday this year, but at least we are properly prepared _____ it this time.

VI. Complete the following sentences with "for" or "since", and the correct form of the verb in brackets.

1. There (be) _____ a phone message _____ you.

2. She (be) _____ off work _____ Tuesday.

3. I (buy) _____ something _____ the new baby.

4. We (live) _____ here _____ 1994.

5. There (be) _____ a prize _____ the fastest three runners in each category.

VII. Read the text and answer the questions.

News Media are the means or methods by which people learn what is happening in the city, in the country and in the world. The news media can be classified into two general categories: the categories of print media and electronic media. Print media use the written material to communicate news to readers. Electronic media use air waves to send news into homes, offices and public places. Print Media are usually divided into magazines and newspapers. Most newspapers print news daily. For example, the newspaper "**The New York Times**" is published every day of the year. Most news magazines are published weekly, for instance, Newsweek and Time magazines are published once a week. The electronic media are generally divided into radio and television, Radio news is news that you listen to. In the United States many radio stations broadcast five minutes of news every hour. T.V news is that you not only listen to but also watch. In Canada and the United States, for example, many people watch an hour of news on TV at 6 o'clock in the evening. In the future, new categories of news media will develop. Even today, computers are beginning to influence the transmission and reception of news.

1. What do the print media use to communicate the news'?

A. TV B. radio C. airwaves D. newspapers

2. What do the electronic media use to broadcast news?

A. air waves B. magazines

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C. newspapers D. all of the above

3. What is **the New York Times** an example of?

A. magazine B. newspapers C. radio program D. television program

4. Which of the following print media are published?

A. Newsweek B. Time C. The New York Times D. All are correct.

5. Which of the following electronic media are broadcast?

A. TV program B. newspapers C. magazines D. None is correct.

VIII. Mark the letter A. B. Cor D to indicate the correct response to each of the following exchanges.

1. A: What are you doing later?

B: ____ There's a program on that I really want to watch.

A. I'm staying in tonight. B. I'm going to the cinema with Tom.

C. I'll go out for a drink. D. I'm going to go to bed early.

2. A: Is there anything worth watching on the telly tonight? B: ____

A. Yes, that's a good idea.

B. No, it's all repeats again.

C. Yes, there's an action film shown at the cinema.

D. No, there's just an article on love stories.

3. A: I really don't like chat shows very much. B: ____

A. Yes, me too. B. Yes, so do I. C. No, nor do I. D. I do, either.

4. A: Have you seen they've made Oliver Twist into a TV series? B: ____

A. Yes, there's a novel like that. B. Thanks, I'll see it.

C. No, I don't like watching reality TV. D. Yes, it's on every Sunday for the next twelve weeks.

5. A: I want to record the MTV awards tonight. Could you set the video for me before we go out?

B: ____

A. Yes, of course. Which channel is it on? B. Yes, let's go to see it tonight.

C. No, I prefer live concerts. D. No, I'm not into TV series.

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