

UNIT 4: THE MASS MEDIA
LESSON: LOOK BACK

Vocabulary

Complete the sentences with the words in the box.

Advent social media microblogging
mass media social networking app

1. Businesses can reach a wider audience using _____
2. One of the most popular ways to meet people is online _____.
3. The missing jet planes received heavy coverage in the _____ - TV, newspapers, radio and the Internet.
4. A/An _____ is a piece of software which, can run on the Internet, on your computer, on your phone or other electronic device.
5. The _____ of DVDs has made watching films very convenient.
6. _____ is writing brief entries about the daily activities of an individual or company.

Grammar:

1 Fill each gap with an appropriate preposition.

for out on with to about

1. Now we rely heavily _____ computers to organize our work.
2. Last week we carried _____ a survey on social networking.
3. Listen _____ him and follow his instructions.
4. They are searching _____ the source of the leak.
5. What do you think _____ advertising our products on social media?
6. Take the recording equipment _____ you in case you need to record something.

2 Match the two halves of the sentences.

1. Sales of smartphones at this shop rose to 300 at the beginning of 2014	1.	A. until I had finished reading all the user reviews.
2. When he arrived	2.	B. and then bottomed out at the end of the year.
3. I did not want to download the app	3.	C. when my computer froze.
4. My friend had already joined the online language-learning community	4.	D. I had already installed the app
5. He had not used any social media	5.	E. when I became a member.
6. I had installed the software	6.	F. since he dropped out of school.

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3 Put the words in brackets in the past simple or past perfect tense.

1. I _____ (have) an email account for ten years before it was hacked.
2. Last week we _____ (attend) a presentation on the advantages and disadvantages of social networking.
3. Jack _____ (delete) his blog last week since he _____ (receive) many negative comments.
4. Since I _____ (get) a smartphone for my birthday, I _____ (stop) using my brother's laptop to surf the Net.
5. My parents _____ (waste) a lot of their time writing letters before they _____ (start) using social media to connect with their relatives two months ago.
6. I _____ (edit) all my videos from my holiday last summer before I _____ (upload) them to my blog.