UNIT 4- THE MASS MEDIA

I. VOCABULARY

Mark the letter A, B, C or D to indicate the correct answer to each of the following questions

1. After you ____, it automatically connects you to all the people in your address book who also are using WhatsApp.

A. log out B. sign up C. start D. access

2. Similar to the way they use Facebook, teens may ____ the "success" of their photos - even their self-worth - by the number of likes or comments they receive.

A. value B. indicate C. weigh D. measure

3. This social network - LinkedIn-basically lets you ____ with people in a professional way.

A. join B. connect C. relate D. associate

4. The truth of this statement has been effectively ____ in Chapter 1.

A. demonstrated B. pronounced C. declared D. published

5. Focusing upon human curiosity is an ingenious idea that would ____ to the creation and launch of Quota in June, 2009.

A. direct B. go C. lead D. aim

***Mark the letter A, B, C or D to* indicate the word(s) CLOSEST in meaning to the underlined word(s) in each of the following questions.**

6. Media plays a significant role in keeping everyone **updated** about the various events around the world.

A. informed B. disinterested C. indifferent D. reluctant

7. Today, we can check out the latest news and current **affairs** with just few clicks of mouse or by simply switching on the radio or television

A. matters B. meetings C. affections D. approval

8. The Internet is a treasure trove of information, which offers knowledge on any given topic **under the sun**.

A. sparsely B. scarcely C. abundantly D. undoubtedly

9. Finding the latest updates about celebrities and exploring lifestyle websites have become **day-to-day** activities of many Internet consumers.

A. abnormal B. extraordinary C. exceptional D. habitual

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10. These days, online gaming has tasted dramatic and **phenomenal** success because of its ever-increasing demand throughout the world.

A. usual B. ordinary C. remarkable D. run-of-the-mill

***Mark the letter A, B, C or D to* indicate the word(s) OPPOSITE in meaning to the underlined word(s) in each of the following questions.**

11. **Excessive** amounts of time at a computer can contribute to obesity, undeveloped social skills and a form of addictive behavior.

A. over the top B. a bit much C. unrestrained D. limited

12. Newspapers enjoyed the position of the most preferred medium to reach a wider audience until electronic communication **emerged** on the media scene.

A. turned up B. came into view C. came out D. disappeared

13. For many teens, texting is the **dominant** way that they communicate on a day-to-day basis with their friends.

A. secondary B. principal C. leading D. outstanding

14. Studies show that bullying can greatly impact a child's life and have **long-lasting** negative effects.

A. durable B. short-lived C. permanent D. lifelong

15. **Face-to-face** socializing is not as preferred as virtual socializing among the youth.

A. facing B. eyeball to eyeball C. indirect D. direct

II. READING:

Read the following passage and mark the letter A, B, C or D to indicate the correct answer to each of the questions.

Millions of people are using cellphones today. In many places, it is actually considered unusual not to use one. In many countries, cellphones are very popular with young people. They find that the phones are more than a means of communication - having a mobile phone shows that they are cool and connected.

The explosion in mobile phone use around the world has made some health professional worried. Some doctors are concerned that in the future many people may suffer health problems from the use of mobile phones. In England, there has been a serious debate about this issue.

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Mobile phone companies are worried about the **negative publicity** of such ideas. They say that there is no proof that mobile phones are bad for your health.

On the other hand, medical studies have shown changes in the brain cells of some people who use mobile phones. Signs of change in the tissues of the brain and head can be detected with modern scanning equipment. In one case, a traveling salesman had to retire at young age because of serious memory loss. He couldn't remember even simple tasks. He would often forget the name of his own son. This man used to talk on his mobile phone for about six hours a day, every day of his working week, for a couple of years. His family doctor blamed his mobile phone use, but his employer's doctor didn't agree.

What is it that makes mobile phones potentially harmful? The answer is radiation. High-tech machines can detect very small amounts of radiation from mobile phones. Mobile phone companies agree that there is some radiation, but they say the amount is too small to worry about. As the discussion about **their** safety continues, it appears that it's best to use mobile phones less often.

1. The most suitable title for the passage could be ____.

A. Technological Innovations and Their Price

B. The Importance of Mobile Phones

C. Mobile Phones: A Must of Our Time

D. The Reasons Why Mobile Phones Are Popular

2. According to the passage, cellphones are especially popular with the youth because ____.

A. they keep the users in alert all the time

B. they are integral in daily communication

C. they are the only effective means of communication

D. they make them look more stylish

3. According to paragraph 3, the salesman _____.

A. had a problem with memory

B. couldn't remember his name

C. had to retire because of his age

D. blamed his docto

4. The words **negative publicity** in paragraph 2 most likely means ____.

A. information on the lethal effects of cellphones

B. the negative public use of cellphones

C. widespread opinion about bad effects of cellphones

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D. constructive ideas about the effects of cellphones

5. The word **their** in the last paragraph refers to ____.

A. mobile phone companies B. mobile phones

C. high-tech machines D. radiations

Read the following passage and mark the letter A, B, C or D to indicate the correct word or phrase that best fits each of the numbered blanks.

A POWERFUL INFLUENCE

There can be no doubt (6) ____ that the Internet has made a huge difference to our lives. Parents are worried that children spend too much time playing on the Internet, hardly ever doing anything else in(7) _____ spare time. Naturally, parents are (8) ____ to find out why the Internet is so attractive, and they want to know if it can be harmful for their children. Should parents worry if their children are spending that much time staring at their computers? Obviously, if children are bent over their computers for hours, (9) ____ in some game, instead of doing their homework, then soothing is wrong. Parents and children could decide how much use the child should make of the Internet, and the child should give his or her (10) ____ that it won't interfere with homework. If the child is not holding to this arrangement, the parents can take more drastic steps. Dealing with a child's use of the Internet is not much different from negotiating any other sort of bargain about behavior.

6. A. at least	B. at all	C. at length	D. at most
7. A. their	B. his	C. her	D. our
8. A. reluctant	B. concerned	C. curious	D. hopeful
9. A. puzzled	B. absorbed	C. bored	D. occupied
10. A. word	B. promise	C. vow	D. claim

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