

Unit 4. THE MASS MEDIA

PART 1: VOCABULARY AND PHONETICS

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

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|----------------|--------------|----------------|---------------|
| 1. A. approved | B. answered | C. passed | D. uttered |
| 2. A. doubted | B. wedded | C. connected | D. passed |
| 3. A. managed | B. laughed | C. captured | D. signed |
| 4. A. washed | B. exchanged | C. experienced | D. mixed |
| 5. A. filled | B. added | C. started | D. intended |
| 6. A. wanted | B. booked | C. stopped | D. laughed |
| 7. A. booked | B. watched | C. jogged | D. developed |
| 8. A. kneeled | B. bowed | C. implied | D. compressed |
| 9. A. bottled | B. explained | C. trapped | D. betrayed |
| 10. A. laughed | B. stamped | C. booked | D. contented |

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

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|--------------------|----------------|------------------|-----------------|
| 1. A. headache | B. present | C. nation | D. planet |
| 2. A. playwright | B. active | C. global | D. tonight |
| 3. A. advent | B. emerge | C. prevent | D. event |
| 4. A. efficiency | B. society | C. documentary | D. proficiency |
| 5. A. painting | B. visit | C. portrait | D. enough |
| 6. A. canteen | B. children | C. lengthen | D. nothing |
| 7. A. appropriate | B. documentary | C. entertainment | D. confirmation |
| 8. A. dominant | B. Internet | C. attitude | D. entertain |
| 9. A. efficient | B. digital | C. networking | D. privacy |
| 10. A. transmitted | B. taken | C. delivered | D. produced |

III. Choose the correct word in the bracket to complete the sentences.

shoot *show* *censore* *broadcast* *edit* *scan*
print *receive* *publish* *refer* *download*

1. The term the mass media in English basically to TV, radio and newspapers.
2. The BBC World Servicethroughout the world.
3. A short wave or a VHF radio canmany interesting stations.
4. They'rea good film on TV tonight.
5. Ia good program from the Internet the other day. Would you like a copy?

6. This book wasby CUP and it wasin Cambridge.

7. This article has been badly

8. The film wasin Spain.

9. Theythe film before showing it on TV.

10. Isome photos I'd taken, so that I could send them to a friend in Australia.

IV. Use the word given in capitals at the end of each line to form a word that fits in the gap in the same line.

1. That morning, I spent maybe 40 minutesover the horror of the shooting and a million other things the newspapers had to tell me. PORE

2. We have spent much of the past few years discovering that the digitization of news is ruining how weprocess information. COLLECT

3. Most newspapers are businesses, and they pay their expenses with a mixture of subscription revenue, newsstand sales, andrevenue. ADVERTISE

4. Sweet people turn nasty at theof a hat on FB; it's stunning how fast they turn: like a hungry Rottweiler being teased with a piece of red meat. DROPPING

5. Withto the above paragraph about nasty FBERs, a recent study said that FB makes us "feel badly about ourselves", "makes us envious", "makes us sad" and "is a tedious distraction".

6. Social networks and the analysis of them is an inherently interdisciplinary academic field whichfrom social psychology, sociology, statistics, and graph theory. EMERGE

7. The first commercial automated cellular network wasin Japan by Nippon Telegraph and Telephone in 1979. LAUNCH

8. Like many nonprofits, we use Facebook to connect with our audiences, and they use Facebook to stay inwith us. TOUCHING

9. During that time, we've grownas an organization - adding staff positions, increasing programming. SIGNIFICANT

10. Some video clips and images shared by your friend may make you laugh and your brain gets someRELAX