

## Unit 8 Destination B2

### The Media

#### TOPIC VOCABULARY IN CONTRAST

##### 1. Choose the word which best fits each sentence.

1. The 24-hour news (*broadcast / article*) keeps viewers informed around the clock.
2. A recent survey reveals that a majority of web users simply (*agree / accept*) all web cookies.
3. The social media influencer (*denied / refused*) that they were promoting the product for financial gain.
4. A (*feature / newsflash*) is a type of urgent breaking news, a summary of general information.
5. The (*headlines / headings*) in your blog posts hook the audience in the same way as the cinema trailers do.
6. By signing up for the *Spotify Service*, you (*agree / accept*) to their *Terms and Conditions of Use*.
7. Troll (*commentators / announcers*) usually annoy or provoke others by making offensive or teasing comments.
8. You can use your web browser settings to allow, (*refuse / deny*) to accept and delete cookies.
9. Sylvia Villagran was the first Latin American to become the (*announcer / commentator*) of Oscars at the 2023 Academy Awards ceremony.
10. Social (*media / press*) is a powerful (*channel / feature*) for sharing news and updates with a wide audience.

#### PHRASAL VERBS

##### 2. Insert the missing preposition or the phrasal verb in the necessary form.

1. Fake news is often made ..... to make money or clicks for a website.
2. This video ..... into the history of Godzilla including the creation of his trademark roar.
3. *Funny Question Generator* can instantly generate a question for you to bring .....
4. It has been more than 20 years since JLo's debut album "On the 6" came .....
5. A new season of my favourite series will ..... on next month, and I can hardly wait!
6. The new superhero movie stands ..... with its breathtaking special effects.
7. We collect your personal details when you fill ..... a form on our website or send us an email.
8. Although I could hear that they were speaking, I couldn't ..... out what they were saying.
9. The social media influencer ..... forward a new fitness routine to help her followers stay healthy and active.
10. Especially in the health and fitness realm, social media influencers hand ..... advice to be "the best you".
11. After finishing the first chapter of the novel, I couldn't wait to ..... over and see what would happen next.
12. When people ..... up your Spotify playlist, they listen to the first 3-5 songs before deciding if they want to subscribe.

##### 3. Translate into English using the phrasal verbs from unit 8.

1. ChatGPT can ..... (*сочинять*) quotations that look legitimate but don't actually exist.
2. Please ..... (*впишите*) your name and address in the space provided.
3. .... (*Раздавайте*) your flyers where the target audience can be found.
4. Make your public statement honest and sincere, but don't ..... (*вдаваться в*) unnecessary details.
5. I could not ..... (*разобрать*) any of the words on the bottom of the packaging.

6. To find new music, ..... (найти) some popular channels on YouTube that feature songs in your genre.
7. Susan was among the first to ..... (выдвинуть) a revolutionary new idea.
8. She's the sort of person who ..... (выделяется) in a crowd.
9. Don't ..... (притворяться) you're better than you are, it's silly and dishonest.
10. When you are in the company of strangers, do not ..... (поднимай) topics that can be upsetting.

### COLLOCATIONS AND WORD PATTERNS

#### 4. Fill in the missing prepositions where it is necessary.

1. There's a lot of debate over the best time of day to post ..... social media.
2. .... your place, I'd be cautious about sharing sensitive information online.
3. It totally took me ..... surprise that my latest reels went so viral.
4. There's no point ..... scrolling through social media for hours.
5. Have you heard anything ..... Sony's future console upgrades?
6. The latest addition to the social media landscape is *Threads*, Meta's answer ..... X (formerly *Twitter*).
7. Advertisers only pay for YouTube ads when a user watches ..... the ad until the end of the video.
8. It is recommended that you respond ..... comments and any questions your followers ask.
9. You can manage who comments ..... your posts and the type of comments they can leave.
10. Viewers often confuse the actors' real lives ..... the characters they portray on screen.
11. Was there anything interesting ..... the news this evening?
12. The responsibility of journalists, ..... my view, mainly refers to reporting the truth.
13. Telling a motivating inspirational story can really make a difference ..... someone's life.
14. Online reviews can influence ..... people's choices when shopping for products.
15. The information about a particular person that exists ..... the internet as a result of their online activity is called a digital footprint.

#### 5. Fill in the missing prepositions where it is necessary.

1. Most people are confused ..... how social media algorithms work.
2. The photographer captured a stunning view ..... the sunset.
3. Some viewers describe reality TV shows ..... a guilty pleasure.
4. According ..... the radio host, the upcoming concert promises to be a memorable event.
5. Is it possible that Artificial Intelligence will run ..... control?
6. People tend to take ..... granted the freedom of expression that media provides.
7. Not everything we see online is truthful, but it can be hard to tell the difference ..... fact and fiction.
8. Social media platforms have a significant influence ..... shaping public opinion.
9. In today's media landscape, we often hear ..... experts as they share their insights on various topics.
10. A good influencer can persuade their followers ..... the benefits of a product or brand.
11. The remote control feature in Zoom allows you to take control ..... another participant's screen in a meeting.
12. For free movies and shows, Vudu is a pretty good service, and you can definitely consider it ..... place of Netflix.
13. My parents always told ..... me to fact-check and verify information that is spread ..... the internet.



14. You might be surprised ..... how many views you can get if you create a relevant thumbnail (*предпросмотр*) for your YouTube video.
15. To beat the Instagram algorithm, post your photos, reels, and stories daily, go live a few times a week, answer ..... your DMs as soon as possible.

**6. Translate into English using the collocations and word patterns from unit 8.**

1. Once you post a reel, it's available ..... (*в Инстаграме*) until you delete it.
2. .... (*Нет смысла*) in reading that article; it's just clickbait with no real information.
3. An influencer is a person who can ..... (*повлиять на*) the decisions of their followers.
4. I'm afraid I can't ..... (*ответить на*) your question.
5. You can adjust who can ..... (*комментировать*) your public posts.
6. How can you ..... (*отличить*) between real and fake news?
7. Once something is shared ..... (*в интернете*) it's almost impossible to fully erase it.
8. The video's enormous viewership ..... (*застал*) its creators by surprise.
9. Why do social media have such a great ..... (*влияние на*) public opinion?
10. In this article, you will discover ten fun ways to ..... (*сидеть в интернете*) like a pro.
11. The press conference will ..... (*состоится*) at the city hall tomorrow morning.
12. Targeting the right audience ..... (*вероятно*) to be crucial when it comes to advertising.
13. The choice of e-book or paperback ..... (*не имеет*) no difference to me; I love getting lost in a good story.
14. .... (*по данным*) IMDb the highest-rated movie of 2023 is *Spider-Man: Across The Spider-Verse*.
15. Instant communication is something that we take ..... (*как должное*) when we have internet access.

**7. Fill in the gaps with one word which can be used in both sentences (use the collocations and word patterns from unit 8).**

1.  
The Google updates are more intelligent than ever, so ..... is no point in trying to fool them.  
When it comes to celebrity scandals, ..... is no difference in the way the paparazzi chase the stories.
2.  
Have you heard the ..... about Britney's recent divorce?  
It must be true – I heard it on the ..... last night.
3.  
There are several reasons why people ..... negative comments on social media.  
A good thumbnail can ..... a big difference in the number of views your video gets.
4.  
You can ..... control of your digital footprint by using privacy settings.  
It's difficult to impossible to think of all things we ..... for granted in our daily lives – until we don't have them.
5.  
The annual awards ceremony for the film industry will take ..... in Hollywood next month.  
In your ..... I would not care whether they believed me or not.

6.

What we do on social networking sites can make a ..... to how we are feeling.

When it comes to online news articles and printed newspapers, there's no ..... in the information they provide.

7.

The shocking announcement in the press conference ..... everyone by surprise.

The President's annual press conference for the foreign media ..... place on February 16.

### WORD FORMATION

#### 8. Complete the sentences by changing the form of the words in brackets.

1. Deepfake videos: Can you really ..... what you see? [BELIEF]
2. This short video will help you participate effectively in online forums and ..... [DISCUSS]
3. Advertising is a ..... tool for promoting products and services. [POWER]
4. Journalists strive to maintain objectivity when reporting on ..... events. [POLITICS]
5. Download the *News Break app* to stay ..... on the latest breaking news and headlines. [INFORM]
6. The internet is full of ..... memes that can make you laugh for hours. [RIDICULE]
7. The website ..... updated the homepage with the latest news and features. [EDIT]
8. Social media has redefined the ways in which ..... communicate with the public. [POLITICS]
9. Online tutorials can be a great source of ..... content for self-learners. [INFORM]
10. The band made an ..... about their upcoming concert tour on their official website. [ANNOUNCE]
11. The online reviews of the book were so positive that I was ..... it was a must-read. [CONVINCE]
12. Radio remains a reliable means of ..... in areas with limited internet access. [COMMUNICATE]
13. Music videos often feature ..... storylines that complement the song's lyrics. [SECOND]
14. Netflix uses ..... content and memes to connect with their customers on social media. [HUMOUR]
15. The documentary presented such strong evidence that it was ..... even to skeptics. [CONVINCE]
16. Social media has revolutionized how we communicate; ....., it has also raised concerns about privacy. [SECOND]
17. The most effective ..... not only clearly inform others but also actively listen to them. [COMMUNICATE]
18. The viral video of the cat doing acrobatics was simply ..... ; it received millions of views in just a few hours. [BELIEVE]
19. There are a number of qualities an effective ..... must have, and being ..... is one of them. [JOURNAL; COMMUNICATE]
20. In ....., there's an ..... rule to always verify your sources before publishing a story. [JOURNAL; WRITE]