

III READING

Digital media vs. traditional media

2 Read the article. Match the highlighted words with their meanings.

1 distributed

2 accessible

3 interactive

4 credible

a that can be trusted or believed

b that allows information to be passed continuously and in both directions between different devices or users

c that can be reached, used, seen, etc.

d given to a large number of people

3 Read the article again. Write Q next to Quang's opinion, H next to Hoa's opinion, and N if it is not their opinion.

1. Digital media will replace traditional media in our country soon. _____
2. Digital media will replace traditional media, but that won't be soon. _____
3. Traditional media will become more accessible in the future. _____
4. Both traditional and digital media will be in use in the future. _____
5. The future is uncertain for both traditional and digital media. _____

4 Read the article again. Choose the correct answers.

1. What are the three main reasons that Quang gives to support his view?
(Circle THREE correct choices)
 - A. All digital media content is free to use.
 - B. Digital media can be accessed easily.
 - C. Information on digital media can be updated many times.
 - D. Users can interact with content and post opinions on digital media.
 - E. Customers are more flexible online.
2. Why does Quang mention the fact that many organisations can reach its customers via digital media?
 - A. To prove that advertisements on digital media are highly accessible.
 - B. To suggest that customers can interact well on digital media.
 - C. To show that digital media allows interaction between both sides.
 - D. To prove that digital media forms are easier to use than traditional ones.
3. What are the three main reasons that Hoa gives to support her view?
(Circle THREE correct choices)
 - A. Information on digital media cannot always be trusted.
 - B. The government only supports the use of traditional media.
 - C. People in areas with limited access to technology still use traditional media.
 - D. Not everyone is comfortable with technology.
 - E. Traditional media forms are friendlier to users than digital ones.
4. Why does Hoa say '**here to stay**' in her opinion piece?
 - A. To show that digital media will only continue to be used in her country.
 - B. To confirm her opinion that traditional media has become a part of life and will continue to be popular.
 - C. To emphasise that printed newspapers can easily be sent to remote places.
 - D. To state her opinion that digital media is on the rise.