

## Unit 7: THE WORLD OF MASS MEDIA

Mark the letter A, B, C or D on your answer sheet to indicate the correct option that best fits each of the numbered blanks.

In today's rapidly evolving world, (1)\_\_\_\_\_ mass media has revolutionized how companies connect with their (2)\_\_\_\_\_ customers. Social media platforms, streaming services, and online publications have made advertisements more (3)\_\_\_\_\_ to audiences than ever before. Unlike traditional media, which focused (4)\_\_\_\_\_ broadcasting messages to a broad audience, digital media allows for precise targeting based on preferences, behaviors, and demographics. This ensures that companies can effectively (5)\_\_\_\_\_ their content to the right people, maximizing impact while minimizing waste. Instead of passively consuming ads, customers can now engage directly with brands through clickable links, polls, or comment sections. This engagement fosters stronger relationships and a sense of community around brands. However, businesses often (6)\_\_\_\_\_ with maintaining credible messaging amidst a sea of misinformation and skepticism online. The rise of fake news and poorly vetted content has made audiences more cautious, forcing companies (7)\_\_\_\_\_ trust by working with reliable platforms and influencers. As digital platforms are (8)\_\_\_\_\_ the rise, smaller businesses now have opportunities that were previously out of reach. They can create low-cost campaigns with a high return on investment, leveraging tools like analytics to refine their strategies in real-time.

Reference: sciencedirect

- |                           |                 |                 |                |
|---------------------------|-----------------|-----------------|----------------|
| Question 1: A. digital    | B. present      | C. traditional  | D. normal      |
| Question 2: A. aim        | B. objective    | C. goal         | D. target      |
| Question 3: A. possible   | B. accessible   | C. positive     | D. based       |
| Question 4: A. to         | B. with         | C. on           | D. of          |
| Question 5: A. distribute | B. agree        | C. exchange     | D. appoint     |
| Question 6: A. activate   | B. struggle     | C. upgrade      | D. analyse     |
| Question 7: A. establish  | B. to establish | C. establishing | D. established |
| Question 8: A. in         | B. with         | C. to           | D. on          |

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

Unlike traditional media, digital media is **transmitted** as digital data, which at its simplest involves digital cables or satellites sending binary signals — 0s and 1s — to devices that translate **them** into audio, video, graphics, text, and more. Anytime you use your computer, tablet, or cellphone, opening web-based systems and apps, you're consuming digital media. Digital media might come in the form of videos, articles, advertisements, music, podcasts, audiobooks, virtual reality, or digital art.

The digital age began to unfold in the second half of the 20th century, as computer technology slowly **infiltrated** different industries and then moved into the public sphere. Yet analog technology remained dominant even through the 1990s. In the years that followed, newspapers, magazines, radio, and broadcast television were still the primary means of communication, with fax machines and pagers becoming most people's first casual forays into the digital world.

When the internet went from a niche hobby to something common in most American homes, the digital age was fully **underway**. Now, most people walk around with at least one digital media device in their pocket, purse, or backpack, using digital communication at work, on their commutes, and even

while out to dinner or shopping. After that, they might come home and play a video game or stream a show, interacting with digital media yet again. Before they go to sleep, they might talk to their digital home assistant, finding out the weather forecast for the following day. What is digital media? The answer is not a simple one. **Defining digital media is difficult because it is rapidly evolving alongside innovations in technology and how people interact with it.** As we move into the future, our day-to-day use of digital media will likely only increase, particularly as holographic and artificial intelligence (AI) technologies are developed and incorporated into our daily lives.

*Adapted from Maryville University*

**Question 1:** The word **transmitted** in paragraph 1 is closest in meaning to \_\_\_\_\_.

- A. delivered                      B. transformed                      C. sent                      D. converted

**Question 2:** The word **underway** in paragraph 3 could best be replaced by \_\_\_\_\_.

- A. began                      B. established                      C. developed                      D. announced

**Question 3:** The word **them** in paragraph 1 refers to \_\_\_\_\_.

- A. binary signals                      B. digital cables                      C. satellites                      D. devices

**Question 4:** According to paragraph 2, why did analog technology remain dominant through the 1990s?"

- A. Limited public access to digital technologies.  
B. Greater trust in traditional media forms.  
C. Lack of internet infrastructure.  
D. High cost of digital devices.

**Question 5:** Which of the following best summarises paragraph 3?

- A. The digital age revolutionised the way people consume media at home and on the go.  
B. The internet's popularity marked the start of the digital age, which completely replaced analog technology.  
C. Most Americans transitioned from analog to digital communication during the 1990s.  
D. Digital media devices became part of people's lives, with widespread use in both work and leisure activities.

**Question 6:** The word **infiltrated** in paragraph 2 is **OPPOSITE** in meaning to \_\_\_\_\_.

- A. entered                      B. retreated                      C. avoided                      D. approached

**Question 7:** Which of the following is **TRUE** according to the passage?

- A. Digital media replaced analog technology entirely by the 1990s.  
B. The digital age began with the introduction of holographic technology.  
C. Most people interact with digital media multiple times a day.  
D. AI technologies are already widely integrated into daily life.

**Question 8:** Which of the following best paraphrases the underlined sentence in paragraph 4?

- A. Defining digital media is challenging because technology and its usage are constantly changing.  
B. The rapid evolution of digital media has made defining it a straightforward process.  
C. Innovations in technology make it easy to explain the concept of digital media.  
D. People's interaction with technology prevents the definition of digital media from evolving.

**Question 9:** Which of the following best summarises the passage?

- A. Digital media, rooted in the analog past, has grown to dominate communication and entertainment through widespread technological innovation.  
B. The shift from analog to digital technology revolutionised communication but still faces challenges in terms of accessibility.

**C.** As digital media evolves, it replaces analog forms of communication entirely, reshaping how people interact with technology daily.

**D.** Digital media, encompassing various formats, has become an integral part of daily life, with rapid technological advances shaping its future development.