

Unit 4. THE MASS MEDIA

LANGUAGE FOCUS

Phonetics

Pronunciation of verb ending-ed:

/id/ after /t/ or /d/

/t/ after voiceless sounds

/d/ after voiced sounds

Grammar

- Prepositions after certain verbs

We rely on the mass media to stay connected and informed.

Help Desk requests are stored in a historical database, which can be searched for effective answers to future reader queries.

- The past perfect vs. the past simple

I had already downloaded the information for our project before you reminded me to.

Vocabulary

Words and phrases related to the mass media: *medium, subscribe, website, GPS (Global Positioning System), ...ambition, career adviser, drop out of, get to grips with,...*

I. Mark the letter A, B, C, or D to indicate the word that differs from the other three in the position of primary stress in each of the following questions.

- | | | | |
|-----------------|--------------|--------------|--------------|
| 1. A broadcast | B. advert | C. amuse | D. instant |
| 2. A. educate | B. entertain | C. influence | D. consider |
| 3. A. regard | B. service | C. impact | D. programme |
| 4. A. popular | B. media | C. creative | D. audience |
| 5. A. introduce | B. develop | C. invented | D. addicted |

II. Mark the letter A, B, C, or D indicate the word whose underlined part differs from the other three in pronunciation in each of the following questions.

- | | | | |
|-------------------------|-------------------------------|------------------------|--------------------------------|
| 1. A. <u>de</u> veloped | B. <u>in</u> troduced | C. <u>in</u> fluenced | D. <u>rai</u> sed |
| 2. A. <u>bul</u> ly | B. <u>in</u> tro <u>du</u> ce | C. <u>a</u> muse | D. <u>di</u> strib <u>u</u> te |
| 3. A. <u>re</u> duced | B. <u>addi</u> cted | C. <u>di</u> stributed | D. <u>de</u> leted |
| 4. A. <u>so</u> cial | B. <u>in</u> fluential | C. <u>fini</u> sh | D. <u>ma</u> ss |
| 5. A. <u>cha</u> nced | B. <u>beli</u> eved | C. <u>ann</u> ounced | D. <u>fini</u> shed |

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

- The public health infrastructure of this country is poorly prepared for the emerging disease problems of a rapidly changing world.
A. widespread B. appearing C. serious D. minor
- Congestion charging is a unique experiment that other UK cities are watching with interest; no other policies receive such public notice.
A. normal B. formal C. original D. compulsory
- It was the advent of television which really transformed sportsmen.
A. coming B. going C. increase D. falling
- Unemployment and inner city decay are inseparable issues which must be tackled together.
A. loosely related B. closely related C. completely different D. quite similar

5. Educators are complaining that students rely on social media so much that they lose the ability to think critically.

A. depend on

B. decide on

C. insist on

D. appear on

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

1. The teacher suspected the student ____ cheating on the test.
A. of B. in C. about D. on
2. You really shouldn't boast ____ your success ____ other people on social media.
A. with / to B. of / to C. about / at D. over / to
3. I don't know why you insist ____ blaming me ____ all my troubles
A. on / for B. in / for C. at / on D. over / for
4. You shouldn't rely ____ getting assistance from Frank.
A. at B. in C. on D. about
5. Mr. Green always worries ____ losing his position.
A. in B. at C. on D. about
6. Our boss objects ____ using any different methods.
A. of B. to C. with D. over
7. My father doesn't approve ____ studying late at night.
A. of B. with C. on D. about
8. Forgive me ____ using these taboo words.
A. of B. for C. with D. on
9. Why are you laughing ____ me?
A. of B. over C. to D. at
10. I don't want to argue ____ you ____ that matter at this time.
A. at / over B. with / at C. with / about D. on / about
11. Terry always depends ____ his brother for assistance.
A. on B. in C. at D. of
12. Josh ____ televisions for 4 hours since he arrived home.
A. has watched B. has been watching C. watched D. had been watching
13. So far Tina ____ in several movies already. It is just the matter of time before she becomes famous.
A. appeared B. has appeared C. has been appearing D. was appearing
14. The book is so engaging that my sister ____ it for hours the minute she got it from the library.
A. had read B. has read C. has been reading D. had been reading
15. Christine ____ in London for a few years before she moved to Ireland.
A. has lived B. lived C. has been living D. was living
16. The benefits of the Internet of social media are ____.
A. enormous B. huge C. large D. gigantic
17. It is quite ____ of young people to vent their anger on social media.
A. characteristic B. habitual C. customary D. regular
18. Digital media have a great ____ on people's lives and society.
A. decision B. dependence C. opinion D. influence
19. Mass media have proven to be a(n) ____ part of people's lives as hardly anyone can live without them.
A. unique B. popular C. diverse D. inseparable
20. Red is usually the ____ colour in his paintings.
A. dominant B. visible C. fading D. often
21. Most people rely ____ on the mass media as their main source of information.
A. increasingly B. heavily C. remarkably D. considerably
22. Because of cyber bullying, many Internet users delete their social ____.
A. accounts B. nicknames C. passwords D. profiles

23. - X: "You seem to have a lot of work to do in your office. You've always been working overtime."

- Y: "_____"

- A. You are right, but don't you know the meaning of work?
- B. Sorry, I don't think so. I get overpaid for overwork, you know.
- C. That's right. All work and no play makes Jack a dull boy.
- D. That's right, but the work is interesting. I don't mind some extra hours at all.

24. - X: "George, I would like to introduce a friend of mine, if I may: Albert Snow. Albert, this is George Smith."

- Y: "_____"

- A. How have you been?
- B. Pleased to meet you, George.
- C. Mind if call you George?
- D. The pleasure's mine.

25. - X: "Excuse me. I don't want to interrupt you..."

- Y: "_____"

- A. No, no. It's not right.
- B. Well, never mind.
- C. It won't bother me.
- D. Of course not

26. It is impossible to _____ why so many people go in for that kind of sport.

- A. account
- B. explain
- C. cause
- D. reason

27. After making a _____ of England, the band is coming again.

- A. time
- B. chance
- C. tour
- D. date

28. In conferences, speakers _____ the audience mainly in English.

- A. say
- B. speak
- C. talk
- D. address

29. Have you got any _____ to the present system?

- A. change
- B. replacement
- C. alternation
- D. alternative

30. He may be _____ to penicillin, so you should give him some test before giving him a shot.

- A. reactive
- B. allergic
- C. resistant
- D. preventive

V. 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.

THE POPULARITY OF TEXT MESSAGING

Why is text messaging so popular, especially with young people? There are two main reasons. One is cost, as many teenagers have to use pay-as-you-go mobile tariffs (1) _____ of contracts, and so it is cheaper to send a text message than (2) _____ a voice call. So texters get better value of (3) _____. But there is a second, less practical reason for its popularity. A generation is growing up happy to communicate (4) _____ by text, and this new form of instant communication is even more relaxed and informal than either email or phone calls. Text messaging has created a completely new language, (5) _____ of abbreviations and unusual spellings.

It is a language that is not understood by adults, even though they can buy special dictionaries explaining it, and it has opened up a huge generation (6) _____ between teenagers and their parents. For teenagers, text is convenient and quick, (7) _____ it confuses parents. Text messaging is a teenage (8) _____ to grown up technology and (9) _____ young people with a means of communicating that is always accessible. It is also something that they can call their own, and in spite of some concern in the teaching profession that literacy skills are being (10) _____ text messaging is a form of communication that is certainly here to stay.

- 1. A. instead B. rather C. other D. afraid
- 2. A. do B. make C. take D. form
- 3. A. cash B. income C. money D. earnings
- 4. A. almost B. mostly C. completely D. rarely
- 5. A. filled B. packed C. full D. fraught
- 6. A. distance B. gap C. length D. obstacle
- 7. A. and B. for C. so D. but
- 8. A. access B. reply C. response D. attitude
- 9. A. gives B. brings C. carries D. provides

10. A. forgotten B. beaten C. lost D. overtaken

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

Dear Editor,

Why do newspapers carry so many advertisements for electronic equipment? Last Sunday I counted ads for seven kinds of televisions and thirteen kinds of radios in the *Atlanta Journal*. Besides that, there were pages and pages of ads for tape recorders and CD players.

Don't you realize what electronic equipment is doing to our daily life? Everywhere you go you may hear loud music and advertisements over radios; this continual noise is doing harm to our ears. Husbands don't talk to wives anymore; they are always watching the news or a ball game on TV. Children ruin their eyes with endless hours of watching not only the programs for children but those for grownups as well. And worse, hidden microphones find out about our private lives, and computers keep records of personal information about us.

Enough is enough! I think you should limit the amount of advertising of electronic equipment in the *Atlanta Journal*; otherwise it will make life unbearable for us all.

1. What does the writer complain about?

- A. Noise B. Newspapers C. Advertisements D. Electronic equipment

2. What problem does the writer think radio causes?

- A. It gives too much music. B. It has too many programs for advertising.
C. Its noise does harm to our ears. D. It changes our daily live.

3. Why do husbands talk less and less to wives, according to the writer?

- A. They spend too much time on sports. B. They are always watching TV programs.
C. They like to play games on TV. D. They take little interest in their wives.

4. What is the writer worried about most?

- A. Electronic equipment may invade our private life.
B. Electronic equipment may harm our health.
C. Electronic equipment may affect children's study.
D. Electronic equipment may affect family relationship.

5. What is implied in this letter?

- A. There are too many programs for grownups on TV.
B. Reading advertisements is a waste of time.
C. Watching TV may hurt children's eyes.
D. Some electronic equipment may cause social problems.

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

Cyberspace, data superhighway, multimedia - for those who have seen the future, the linking of computers, television and telephones will change our lives forever. Yet for all the talk of a forthcoming technological **utopia**, little attention has been given to the implications of these developments for the poor. As with all new high technology, while the West concerns itself with the "how", the question of "for whom" is put aside once again.

Economists are only now realizing the full extent to which the communications revolution has affected the world economy. Information technology allows the extension of trade across geographical and industrial boundaries, and transnational corporations take full advantage of it. Terms of trade, exchange and interest rates and money movements are more important than the production of goods. The electronic economy made possible by information technology allows the haves to increase their control on global markets - with destructive impact on the have-nots.

For them the result is **instability**. Developing countries **which** rely on the production of a small range of goods for export are made to feel like small parts in the international economic machine. As futures are traded on computer screens, developing countries simply have less and less control of their destinies.

So what are the options for regaining control? One alternative is for developing countries to buy in the latest computers and telecommunications themselves – so called development communications" modernization. Yet this leads to long-term dependency and perhaps permanent **constraints** on developing countries economies

Communications technology is generally exported from the U.S., Europe or Japan; the patents, skills and ability to manufacture remain in the hands of a few industrialized countries. It is also expensive, and imported products and services must therefore be bought on credit - credit usually provided by the very countries whose companies stand to gain.

Furthermore, when new technology is introduced there is often too low a level of expertise to exploit **it** for native development. This means that while local elites, foreign communities and subsidiaries of transnational corporations may benefit, those whose lives depend on access to the information are denied it.

1. According to paragraph 1, the development of high technology is in the interests of _____.
A. the rich countries B. scientific development C. the elite D. the world economy
2. The word "**utopia**" in paragraph 1 is closest in meaning to _____.
A. unreal perfection B. rapid development C. positive effect D. gloomy prospect
3. It can be inferred from the passage that _____.
A. international trade should be expanded
B. the interests of the poor countries have not been given enough consideration
C. the exports of the poor countries should be increased
D. communications technology in developing countries should be modernized
4. The word "**instability**" in paragraph 3 is closest in meaning to _____.
A. steadiness B. certainty C. uncertainty D. impossibility
5. The word "**which**" in paragraph 3 refers to _____.
A. instability B. result C. countries D. goods
6. The word "**constraints**" in paragraph 4 is closest in meaning to _____.
A. limitations B. benefits C. demands D. struggles
7. Why is it stated that the electronic economy may have a destructive impact on developing countries?
A. Because it enables the developed countries to control the international market.
B. Because it destroys the economic balance of the poor countries.
C. Because it violates the national boundaries of the poor countries.
D. Because it inhibits the industrial growth of developing countries.
8. The development of modern communications technology in developing countries may _____.
A. hinder their industrial production
B. cause them to lose control of their trade
C. force them to reduce their share of exports
D. cost them their economic independence
9. The word "**it**" in paragraph 6 refers to _____.
A. development B. new technology C. native development D. level of expertise
10. The author's attitude toward the communications revolution is _____.
A. positive B. critical C. indifferent D. tolerant

VIII. Mark the letter A, B, C, or D to indicate the underlined part that needs correction in each of the following questions.

1. After many failures, the author has finally succeeded at having his novel published.
A B C D
2. I worked on the problem for two days, but I still can't find any solution to it.
A B C D
3. Before he took part in that reality show, Novak has appeared on TV several times.
A B C D

- IX. Mark the letter A, B, C, or D to indicate the sentence that is closest in meaning to each of the following questions.**

- X. Mark the letter A, B, C, or D to indicate the sentence that best combines each pair of sentences in the following questions.**

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- B. Schools need to protect students from dangerous Internet from which the materials come.
 - C. Students need to be protected from school against dangerous materials coming from the Internet.
 - D. The Internet from which the materials come need to be protected from students by schools.
3. Mobile phones are a form of mass media. The Internet is also a form of mass media.
- A. Neither mobile phones nor the Internet is a form of mass media.
 - B. Either mobile phones or the Internet is a form of mass media.
 - C. Not only mobile phones but also the Internet is a form of mass media.
 - D. The internet is a form of media, but the mobile phones are not.
4. Jason has a Facebook account. Ted has a Twitter account.
- A. Jason has a Facebook account, and Ted has a Twitter account.
 - B. Jason has a Facebook account, so Ted has a Twitter account.
 - C. Jason has a Facebook account, for Ted has a Twitter account.
 - D. Jason has a Facebook account, but Ted has a Twitter account.
5. Parents are concerned about the mass media. Children are excited about mass media.
- A. While parents are concerned about the mass media, children are excited about it.
 - B. Because parents are concerned about the mass media, children are excited about it.
 - C. Unless parents are concerned about the mass media, children are excited about it.
 - D. Parents are concerned about the mass media, so children are excited about it.