

Unit

4

THE MASS MEDIA

LANGUAGE Vocabulary

a
the mass media

1. Email used to be an _____ way of contacting a large number of people.

b
addicted

2. _____ can make you feel as if you're being attacked everywhere, even inside your own home. The effects can last a long time and affect a person in many ways

c
efficient

3. More and more teenagers become _____ to online games in which they can build a world of their own and escape from their daily problems.

d
social networking

4. _____ encourages direct and concise communication, reducing the number of emails that can often be answered with a few words.

e
cyber bullying

5. Most businesses now use _____ to spread their messages and access potential customers.

f
instant messaging

6. Through _____, people can get the latest news and a lot of interesting information in a very short time.

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Prepositions after certain verbs

Complete each of the following sentences with ONE appropriate VERB.

1. She doesn't _____ of the kind of language that teenagers are using on social networks nowadays.
2. Maria wanted to _____ for her rude behaviors last night.
3. The online campaign must be both creative and thought-provoking to _____ in raising public awareness of LGBTQ rights.
4. How did Netizens _____ to your posts?
5. Jenifer has to try very hard to _____ from depression and other bad effects of being cyberbullied.
6. It is quite difficult to _____ on work and study with all those notifications from social networks.
7. He was able to _____ the police with some valuable information.



DO YOU KNOW...?

Some verbs are usually followed by prepositions before the object of the verb.

- Verbs with **for**: search, wait, ask, care, prepare, apologise, etc.
- Verbs with **from**: protect, save, recover, suffer, etc.
- Verbs with **in**: believe, specialise, succeed, etc.
- Verbs with **of**: think, approve, die, smell, etc.
- Verbs with **on**: rely, agree, concentrate, come, base, etc.
- Verbs with **to**: listen, refer, introduce, respond, etc.
- Verbs with **with**: take, agree, provide, etc.

Example: I rely on social media to stay connected.

Some verbs can take a direct object followed by the preposition:

Example: Schools need to protect students from dangerous material on the Internet.

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The past perfect vs. the past simple

Complete the following sentences with the correct form of the verbs in brackets.

1. James (see) _____ Mary's posts on that website when he (surf) _____ the Net last night.

2. The star (body-shame) _____ when she (lose, not) _____ weight immediately after having her baby 3 months ago.

3. Jenny (learn, already) _____ a lot about e-commerce when she (carry) _____ out the survey last year.

4. No sooner _____ Laura (create) _____ her account than it (hack) _____.

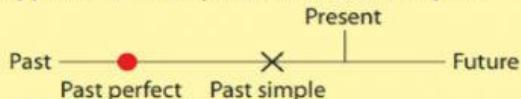
5. By the time we (gain) _____ access to the library, they (damage) _____ most important documents.

6. After we (buy) _____ our mother a smartphone, she (get) _____ addicted to Facebook in no time.

7. Before David (begin) _____ to work, he (finish) _____ a 3-month course in online advertising.

REMEMBER

The past perfect is used to talk about a past action or situation that occurred before another action or situation in the past. It can also show that an action happened before a particular time in the past.



Examples:

- Mary **had never used** any social networking sites before her older sister showed her how to create her account.
- The villagers **had never seen** a TV set when the village authority bought one in 2002.