

**UNIT 4: THE MASS MEDIA
LANGUAGE**

A. PHONETICS

I. Find the word which has a different sound in the part underlined.

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|----------------|--------------|----------------|-------------|
| 1. A. approved | B. answered | C. passed | D. uttered |
| 2. A. doubted | B. wedded | C. connected | D. passed |
| 3. A. managed | B. laughed | C. captured | D. signed |
| 4. A. washed | B. exchanged | C. experienced | D. mixed |
| 5. A. filled | B. added | C. started | D. intended |

II. Choose the word which has a different stress pattern from the others.

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|------------------|------------|----------------|----------------|
| 1. A. headache | B. present | C. nation | D. planet |
| 2. A. playwright | B. active | C. global | D. tonight |
| 3. A. advent | B. emerge | C. prevent | D. event |
| 4. A. efficiency | B. society | C. documentary | D. proficiency |
| 5. A. painting | B. visit | C. portrait | D. enough |

B. VOCABULARY AND GRAMMAR

I. Complete the following sentences with "for" or "since", and the correct form of five verb in brackets.

- I _____ (not have) time to finish my work _____ Sunday.
- Nobody _____ (write) to Norma _____ she left university.
- She _____ (eat) the same food _____ three days.
- I _____ (not play) tennis _____ a year now.
- I don't think I _____ (see) you _____ 2003.

II. Choose the right alternative.

- I washed/ have washed my hands so that I can help you with the cooking.
- She arrived/ has arrived at Kennedy Airport at 2 o'clock this morning.
- The Pharaohs ruled/ has ruled Egypt for thousands of years.
- I found/ have found the letter you looked/ were looking for. Here it is.
- They grew/ have grown such a lot since we last saw/ has seen them.

III. Choose the correct word in the bracket to complete the sentences.

shoot show censure broadcast edit scan
print receive publish refer download

- The term the mass media in English _____ basically to TV, radio and newspapers.
- The BBC World Service _____ throughout the world.

3. A short wave or a VHF radio can _____ many interesting stations.
4. They're _____ a good film on TV tonight.
5. I _____ a good program from the Internet the other day. Would you like a copy?
6. This book was _____ by CUP and it was _____ in Cambridge.
7. This article has been badly _____.
8. The film was _____ in Spain.
9. They _____ the film before showing it on TV.
10. I _____ some photos I'd taken, so that I could send them to a friend in Australia.

IV. Use the word given in capitals at the end of each line to form a word that fits in the gap in the same line.

1. That morning, I spent maybe 40 minutes _____ over the horror of the shooting and a million other things the newspapers had to tell me. PORE
2. We have spent much of the past few years discovering that the digitization of news is ruining how we _____ process information. COLLECT
3. Most newspapers are businesses, and they pay their expenses with a mixture of subscription revenue, newsstand sales, and _____ revenue. ADVERTISE
4. Sweet people turn nasty at the _____ of a hat on FB; it's stunning how fast they turn: like a hungry Rottweiler being teased with a piece of red meat. DROPPING
5. With _____ to the above paragraph about nasty FBers, a recent study said that FB makes us "feel badly about ourselves", "makes us envious", "makes us sad" and "is a tedious distraction".
6. Social networks and the analysis of them is an inherently interdisciplinary academic field which _____ from social psychology, sociology, statistics, and graph theory. EMERGE
7. The first commercial automated cellular network was _____ in Japan by Nippon Telegraph and Telephone in 1979. LAUNCH
8. Like many nonprofits, we use Facebook to connect with our audiences, and they use Facebook to stay in _____ with us. TOUCHING
9. During that time, we've grown _____ as an organization - adding staff positions, increasing programming. SIGNIFICANT
10. Some video clips and images shared by your friend may make you laugh and your brain gets some _____. RELAX

V. Indicate the word(s) CLOSEST in meaning to the underlined word(s) in each of the following questions.

1. Media plays a significant role in keeping everyone updated about the various events around the world.

A. informed B. disinterested C. indifferent D. reluctant

2. Today, we can check out the latest news and current **affairs** with just few clicks of mouse or by simply switching on the radio or television

A. matters B. meetings C. affections D. approval

3. The main purpose of media is to **disseminate** the information and knowledge.

A. restrict B. spread C. conceal D. make it off the record

4. Cyber-bullying is commonplace online, causes emotional **trauma**, and sometimes even leads to suicide.

A. stimulation B. motivation C. disorder D. excitement

5. The Internet is a treasure trove of information, which offers knowledge on any given topic **under the sun**.

A. sparsely B. scarcely C. abundantly D. undoubtedly

VI. Indicate the word(s) OPPOSITE in meaning to the underlined word(s) in each of the following questions.

1. **Excessive** amounts of time at a computer can contribute to obesity, undeveloped social skills and a form of addictive behavior.

A. over the top B. a bit much C. unrestrained D. limited

2. The Internet has become an **indispensable** business tool, which has helped bring the world closer.

A. fundamental B. vital C. dispensable D. significant

3. Newspapers enjoyed the position of the most preferred medium to reach a wider audience until electronic communication **emerged** on the media scene.

A. turned up B. came into view C. came out D. disappeared

4. For many teens, texting is the **dominant** way that they communicate on a day-to-day basis with their friends.

A. secondary B. principal C. leading D. outstanding

5. Duolingo helps you learn multiple languages **simultaneously** at no extra charge.

A. concurrently B. together C. at the same time D. singly

VII. Choose the best answer A, B, C or D to complete the sentences.

1. Have you any comment to ____ about the cause of the disaster?

A. make B. complain C. show D. demonstrate

2. Any event attended by the actor received ____ media coverage.

A. big B. large C. widespread D. much

3. The ____ of 4, 5 and 9 is 6.

A. total B. sum C. amount D. average

4. We thought she was arrogant ____ in fact she was just very shy.

- A. whereas B. although C. despite D. provided
5. Are you ____ trouble again?
A. doing B. causing C. creating D. bringing
6. The sword was presented by the family ____ the museum.
A. for B. onto C. to D. with
7. The truth of this statement has been effectively ____ in Chapter 1.
A. demonstrated B. pronounced C. declared D. published
8. Their music still enjoys widespread ____ among teenagers.
A. popular B. popularity C. public D. publicity
9. As far as I'm ____ nobody has done anything about it.
A. know B. aware C. hope D. awake
10. Focusing upon human curiosity is an ingenious idea that would ____ to the creation and launch of Quota in June, 2009.
A. direct B. go C. lead D. aim