

## Unit 4. THE MASS MEDIA

### Part I. PHONETICS

*Exercise 1. Mark the letter A, B, C or D to indicate the word whose underlined part differs from the other three in pronunciation in each of the following questions.*

- |                             |                          |                         |                         |
|-----------------------------|--------------------------|-------------------------|-------------------------|
| 1. A. distributed <u>ed</u> | B. used <u>ed</u>        | C. emailed <u>ed</u>    | D. copied <u>ed</u>     |
| 2. A. invented <u>ed</u>    | B. contributed <u>ed</u> | C. attributed <u>ed</u> | D. welcomed <u>ed</u>   |
| 3. A. coughed <u>ed</u>     | B. developed <u>ed</u>   | C. introduced <u>ed</u> | D. downloaded <u>ed</u> |
| 4. A. wicked <u>ed</u>      | B. reduced <u>ed</u>     | C. influenced <u>ed</u> | D. expressed <u>ed</u>  |
| 5. A. accessed <u>ed</u>    | B. searched <u>ed</u>    | C. surfed <u>ed</u>     | D. recorded <u>ed</u>   |

*Exercise 2. Mark the letter A, B, C or D to indicate the word that differs from the other three in the position of the primary stress in each of the following questions.*

- |                  |               |              |                  |
|------------------|---------------|--------------|------------------|
| 6. A. tablet     | B. media      | C. social    | D. subscribe     |
| 7. A. newspaper  | B. smartphone | C. access    | D. device        |
| 8. A. computer   | B. technology | C. magazine  | D. connection    |
| 9. A. networking | B. television | C. socialize | D. communication |
| 10. A. digital   | B. entertain  | C. Internet  | D. cyberspace    |

### Part II. VOCABULARY

*Exercise 3. Mark the letter A, B, C or D to indicate the correct answer to each of the following questions.*

11. The mass media are \_\_\_\_ of communication, such as books, newspapers, recordings, radio, movies, television, mobile phones and the Internet.
- A. models.                      B. means                      C. parts                      D. types
12. TV companies \_\_\_\_ their programmes across the country or even across the world.
- A. broadcast                      B. refresh                      C. connect                      D. publish
13. While a sports match has spectators and radio has listeners, television has \_\_\_\_.
- A. audience                      B. witnesses                      C. viewers                      D. commentators
14. I hate \_\_\_\_ newspapers; they're just full of gossip, scandal and lies!
- A. online                      B. daily                      C. tabloid                      D. rubbish
15. There's a great \_\_\_\_ show on BBC1 tonight. Contestants have to race through a supermarket as quickly as they can, filling up their trolleys as they go.
- A. talk                      B. game                      C. quiz                      D. live
16. On some TV channels, a(n) \_\_\_\_ tells you what the next programme is going to be.
- A. journalist                      B. commentator                      C. announcer                      D. producer
17. The \_\_\_\_ involves TV, radio and even electronic forms of communication such as the Internet.
- A. media                      B. press                      C. network                      D. telecommunication

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18. There's a(n) \_\_\_\_ in the paper about the Reality Television in Viet Nam.  
 A. feature                      B. article                      C. essay                      D. announcement
19. I always get the news from my local radio \_\_\_\_\_.  
 A. place                      B. site                      C. studio                      D. station
20. Johnny Depp rarely \_\_\_\_ invitations to do interviews.  
 A. agrees                      B. accepts                      C. denies                      D. approves
21. How many means of \_\_\_\_ do you use on a regular basis?  
 A. communication                      B. communicating                      C. communicator                      D. communicative
22. New digital media forms are more personal and social as they allow people to connect each other and \_\_\_\_ their experiences.  
 A. personal                      B. persona                      C. personalize                      D. personify
23. Are you thinking of a career in \_\_\_\_?  
 A. journal                      B. journalism                      C. journalist                      D. journalistic
24. You don't actually get a lot of \_\_\_\_ from a news report on radio or TV.  
 A. informed                      B. informations                      C. informative                      D. information
25. I joined an \_\_\_\_ online course taught by an experienced tutor.  
 A. interactive                      B. active                      C. interaction                      D. interact
26. Students use the library's computers to get access \_\_\_\_ the Internet.  
 A. for                      B. to                      C. with                      D. by
27. Video and computer games have also developed into a \_\_\_\_ media form.  
 A. mess                      B. big                      C. mass                      D. global
28. It is not always easy to \_\_\_\_ the difference between fact and opinion.  
 A. make                      B. say                      C. do                      D. tell
29. In my \_\_\_\_, freedom of the press must be maintained.  
 A. mind                      B. sight                      C. view                      D. thought
30. Media mogul Ronald Morduck has \_\_\_\_ control of another tabloid.  
 A. made                      B. given                      C. found                      D. taken
31. The issue \_\_\_\_ question is more complex than you think.  
 A. in                      B. from                      C. on                      D. at
32. Watch \_\_\_\_ for words like "so-called" in articles as they express the writer's bias.  
 A. about                      B. out                      C. around                      D. over
33. Most people \_\_\_\_ the mass media as their main source of information.  
 A. rely on                      B. try on                      C. put on                      D. hold on

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34. The pie chart shows the preferred forms of communication recorded in a survey \_\_\_\_ in Intel Secondary School in August 2014.

- A. carried out      B. carried on      C. carried away      D. carried up

35. Her latest bestseller \_\_\_\_ last month.

- A. came out      B. went out      C. pulled out      D. broke out

36. I saw the interview while I was \_\_\_\_ through a magazine at the hairdresser's.

- A. clicking      B. picking      C. flicking      D. ticking

37. The tabloids completely \_\_\_\_ that story about Bruce Willis. It's not true at all.

- A. stood out      B. filed in      C. made up      D. turned over

38. In the early 21st century, with the \_\_\_\_ of mobile communication technology, the mobile phone has emerged as a new and unique channel.

- A. explosion      B. explosive      C. exploitation      D. exploration

39. I'm amazed that the tabloids which are full of rubbish have such big \_\_\_\_.

- A. headlines      B. articles      C. supplements      D. circulations

40. A(n) \_\_\_\_ sends reports from a particular part of the world or on a particular subject.

- A. editor      B. correspondent      C. columnist      D. proprietor

**Exercise 4. Mark the letter A, B, C or D to indicate the word(s) CLOSEST in meaning to the underlined word(s) in each of the following questions.**

41. Each form of mass media has an important impact on society.

- A. influence      B. pressure      C. affection      D. role

42. The programme invited viewers to write in with their ideas.

- A. people who watch the programme      B. people who sponsor the programme  
C. people who produce the programme      D. people who edit the programme

43. Journalists can make mistakes, so don't believe everything you read in the press.

- A. publications      B. news bulletins  
C. reference books      D. newspapers and magazines

44. Face-to-face socializing is not as preferred as virtual socializing among the youth.

- A. Direct      B. Facial      C. Available      D. Instant

45. She thinks that unfortunately they may not understand the benefits of online information.

- A. advantages      B. points      C. features      D. amounts

**Exercise 5. Mark the letter A, B, C or D to indicate the word(s) OPPOSITE in meaning to the underlined word(s) in each of the following questions.**

46. The library reduced the number of print newspapers and magazines that they used to subscribe to.

- A. increased      B. decreased      C. rose      D. fell

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47. Using social networks helps you keep in touch with friends and family any time.  
A. put up with      B. keep track of      C. lose touch with      D. catch up with
48. They had the volume turned down, so I couldn't make out what they were talking about.  
A. reduced the noise      B. increased the noise  
C. limited the noise      D. controlled the noise
49. Teenagers can become addicted to social networking if they can't control they spend online.  
A. dependent on      B. hooked on      C. indifferent to      D. exhausted by
50. New electronic devices have been developed to cater to users' ever-changing needs.  
A. changeable      B. unstable      C. constant      D. predictable