

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_ B. used_ C. emailed_ D. copied_
2. A. invented_ B. contributed_ C. attributed_ D. welcomed_
3. A. coughed_ B. developed_ C. introduced_ D. downloaded_
4. A. wicked_ B. reduced_ C. influenced_ D. expressed_
5. A. accessed_ B. searched_ C. surfed_ D. recorded_

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

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