

## Unit 4. THE MASS MEDIA

### PART 1: VOCABULARY AND PHONETICS

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

- |                |              |                |               |
|----------------|--------------|----------------|---------------|
| 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   |
| 6. A. wanted   | B. booked    | C. stopped     | D. laughed    |
| 7. A. booked   | B. watched   | C. jogged      | D. developed  |
| 8. A. kneeled  | B. bowed     | C. implied     | D. compressed |
| 9. A. bottled  | B. explained | C. trapped     | D. betrayed   |
| 10. A. laughed | B. stamped   | C. booked      | D. contented  |

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

- |                    |                |                  |                 |
|--------------------|----------------|------------------|-----------------|
| 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       |
| 6. A. canteen      | B. children    | C. lengthen      | D. nothing      |
| 7. A. appropriate  | B. documentary | C. entertainment | D. confirmation |
| 8. A. dominant     | B. Internet    | C. attitude      | D. entertain    |
| 9. A. efficient    | B. digital     | C. networking    | D. privacy      |
| 10. A. transmitted | B. taken       | C. delivered     | D. produced     |

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

*shoot*      *show*      *censore*      *broadcast*      *edit*      *scan*  
*print*      *receive*      *publish*      *refer*      *download*

1. The term the mass media in English ..... basically to TV, radio and newspapers.
2. 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