

## Unit 4. THE MASS MEDIA

### TEST YOURSELF

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

1. A. <u>media</u>	B. <u>network</u>	C. <u>website</u>	D. <u>connect</u>
2. A. <u>attitude</u>	B. <u>advent</u>	C. <u>advantage</u>	D. <u>mass</u>
3. A. <u>subscribe</u>	B. <u>connect</u>	C. <u>documentary</u>	D. <u>efficient</u>
4. A. <u>effective</u>	B. <u>efficient</u>	C. <u>expand</u>	D. <u>tablet</u>
5. A. <u>data</u>	B. <u>programme</u>	C. <u>instant</u>	D. <u>drama</u>
6. A. <u>cinema</u>	B. <u>concert</u>	C. <u>social</u>	D. <u>advancement</u>

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

1. A. media	B. cartoon	C. series	D. radio
2. A. photograph	B. programme	C. entertain	D. channel
3. A. video	B. television	C. theatre	D. information
4. A. deliver	B. visual	C. different	D. common
5. A. provide	B. listen	C. receive	D. believe
6. A. partner	B. something	C. classmate	D. discuss
7. A. national	B. Liverpool	C. recommend	D. internet
8. A. animal	B. comedy	C. importance	D. different
9. A. unknown	B. wealthy	C. moment	D. mountain
10. A. comment	B. reading	C. healthy	D. lucky

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

1. This place is a terrible mess! What on earth \_\_\_\_?  
A. did you do      B. have you done      C. will you do      D. had you done
2. And now for an item of local news. Hampshire police \_\_\_\_ dangerous snake which \_\_\_\_ missing earlier in the week.  
A. have found - went      B. have found - have gone  
C. found - went      D. found - have gone
3. Pinterest is a very popular service, and the company's app is one of the most downloaded social media apps \_\_\_\_ in the Google Play Store.  
A. online      B. available      C. interactive      D. dominant
4. Instagram lets users snap, edit, and share photos and 15-second videos, either publicly or with a private \_\_\_\_ of followers.

A. connection      B. system      C. network      D. round

5. Today, more than 1 billion people use WhatsApp to communicate \_\_\_\_ their friends, loved ones and even customers.

A. to      B. for      C. in      D. with

6. This tooth \_\_\_\_ me lately! So I \_\_\_\_ an appointment with the dentist for Tuesday.

A. has been killing have made      B was killing made  
C. has been killing made      D. was killing have made

7. Someone \_\_\_\_ the cakes. I'll have to buy some more.

A. has eaten      B. is eating      C. had eaten      D. was eating

8. What \_\_\_\_ your mum for her next birthday? Let me see it.

A. did you buy      B. have you bought      C. will you buy      D. do you buy

9. Tim \_\_\_\_ Russian but he finds it difficult.

A. learned      B. has learned      C. learns      D. will learn

10. Diana \_\_\_\_ twelve different dresses in the past week.

A. is wearing      B. wears      C. had worn      D. has worn

11. I \_\_\_\_ everything you asked. What should I do now?

A. did      B. will do      C. do      D. have done

12. Snapchat is an image messaging \_\_\_\_ software product that was created by Reggie Brown, Evan Spiegel and Bobby Murphy when they were students at Stanford University

A. media      B. social      C. application      D. cyber

13. Betty gets up very early to prepare \_\_\_\_ work.

A. of      B. to      C. in      D. for

14. They take a \_\_\_\_ interest in their grandchildren.

A. live      B. alive      C. lively      D. living

15. We're reading a \_\_\_\_ book this week.

A. differ      B. difference      C. different      D. differently

16. She has been \_\_\_\_ criticized in the press.

A. heavy      B. heaviness      C. heavier      D. heavily

17. Ask me again tomorrow. I'll have to give it some \_\_\_\_.

A. think      B. thought      C. thoughtful      D. thoughtless

18. After the accident he suffered from loss of \_\_\_\_.

A. memory      B. memorize      C. memorable      D. memorably

19. Viber is not only a Voice over IP and instant messaging app for mobile devices but it also allows for the \_\_\_\_\_ of audio, video and images between users.

A. exchange      B. transmission      C. production      D. transference

20. I have not heard \_\_\_\_\_ my brother for ages.

A. of      B. for      C. from      D. to

21. The romance associated \_\_\_\_\_ Valentine's Day may have come from the medieval belief that birds select their mates on 14 February.

A. with      B. to      C. for      D. by

22. Diet plays an important role in the \_\_\_\_\_ of heart disease.

A. manage      B. manager      C. management      D. manageable

23. Students say it is helpful if teachers \_\_\_\_\_ their pronunciation.

A. correct      B. correction      C. corrective      D. correctly

24. Officially, Robert's in charge, but in \_\_\_\_\_ Hannah runs the office.

A. practice      B. practise      C. practical      D. practically

25. Many locals are \_\_\_\_\_ opposed to the development.

A. strength      B. strong      C. strengthen      D. strongly

26. Keep \_\_\_\_\_ by eating well and exercising regularly.

A. health      B. healthful      C. healthy      D. healthily

27. The app - Snapchat - was officially \_\_\_\_\_ in September 2011, and within a short span of time they have grown immensely with 100 million daily active users.

A. released      B. produced      C. sent out      D. spread

28. Throughout his long life, John met hundreds of people, but he never truly found a person to share his life \_\_\_\_\_.

A. about      B. on      C. with      D. between

29. I had a train to catch, so I was \_\_\_\_\_ the clock all through the meeting.

A. watch      B. to watch      C. watched      D. watching

30. \_\_\_\_\_ the newspaper article quickly and make a note of the main points.

A. Scanning      B. Scan      C. Scanned      D. To scan

31. If you need any help, please don't hesitate \_\_\_\_\_.

A. asking      B. ask      C. will ask      D. to ask

32. I wish Dad would stop \_\_\_\_\_ in on my phone conversations

A. listening      B. listen      C. listened      D. to listen

33. Why not \_\_\_\_ (down) your ideas on a piece of paper before you start!

A. writing      B. write      C. writes      D. to write

**IV. Give the correct form of the words to complete the following sentences.**

1. The police had ..... filmed the conversations. SECRET

2. The media was accused of influencing the final ..... DECIDE

3. This evidence supports the view that there is too much ..... on television. VIOLENT

4. She excelled in many great roles, most ..... as Lady Macbeth at the National Theatre. MEMORY

5. On his ..... colleagues presented him with a set of golf clubs. RETIRE

6. The ..... of prizes began after the speeches. PRESENT

7. The company must reduce costs to compete ..... EFFECT

8. We need to increase ..... PRODUCT

9. ..... increases with age. ABLE

10. ..... is on the increase. HOME

**V. Fill each gap with an appropriate preposition.**

1. She spent a lot of money ..... cosmetics.

2. He had suffered ..... loss of memory before he died.

3. They decided to name the new baby boy ..... Grandpa.

4. Thank you for your letter. It was nice to hear ..... you again.

5. Most Americans don't object ..... being called by their first names.

6. They succeeded ..... escaping ..... the burning house.

7. Will you please remind Helen ..... her appointment with the dentist?

8. Many people have contributed ..... the production of a finished film.

9. I think he is unwell; he was complaining ..... a headache this morning.

10. I expect it will rain again when we're on holiday this year, but at least we are properly prepared ..... it this time.

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

1. There (be) ..... a phone message ..... you.

2. She (be) ..... off work ..... Tuesday.

3. I (buy) ..... something ..... the new baby.

4. We (live) ..... here ..... 1994.

5. There (be) ..... a prize ..... the fastest three runners in each category.

6. She (worry) .....ever .....the letter (arrive) .....
7. She (be) .....out of the office .....a few days next week.
8. He (work) .....in a bank .....leaving school.
9. .....the party she (only speak) .....to him once.
10. I (not play) .....tennis .....years.

**VII. Find the one mistake (A, B, C or D) in these sentences and then correct them.**

1. You can go to the seven o'clock show or a eight - whichever suits you best.

A              B              C              D

2. We can't go to Julia's party because of we're going away that weekend.

A              B              C              D

3. Could I speak to whomever is in charge of International Sales please?

A              B              C              D

4. I was just getting into the bath where the telephone rang.

A              B              C              D

5. We knew a lot of about the topic already, but his talk was interesting nevertheless.

A              B              C              D

**VIII. Fill in each blank in the sentences with the correct word from the box.**

*subscribe*

*addicted*

*dominant*

*web*

*media*

*interact*

*networking*

*cyberbullying*

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

2. Video games, social media and mobile phones play an integral role in how teens meet and .....

with friends.

3. Social .....networks are a major resource for both small and big businesses that are looking to promote their brands on the Internet.

4. You can go in this website to .....for free and download the episodes straight to your phone, tablet, or computer.

5. Teachers can use social .....to help their students connect and collaborate on a deeper level.

6. "Delicious" is a social bookmarking .....service for discovering, storing and sharing web bookmarks.

7. When you enter into any social network site, you will be .....to those communities.

8. High usage of the Internet increases the risk of the being victims of ..... or other cyber

crimes.

**IX. Choose the word in the box to complete the text.**

until	get	live	events	transmitted
landing	use	space	signals	expensive

All early television was broadcast in black and white. Color television was possible, but it was too (1) ..... and of very poor quality (2) ..... the middle of the 1950s. Color television broadcasts began in the United States in 1954, in Japan in 1960, and in Europe in 1967.

The first (3) ..... on the moon was broadcast (4) ..... on television in 1969, and now television programs are (5) ..... all over the world immediately through the (6) ..... of satellites that transmit the (7) ..... from the Earth, through (8) ..... , and back to the Earth.

More people now (9) ..... television is one of the most rapid and exciting (10) ..... of our century.

**X. Choose the word or phrase among A, B, C or D that best fits the blank space in the following passage.**

It is hard to imagine life in modern society (1) ..... smartphones. These handy little devices keep us entertained and enable us to manage important tasks on the go. Although smartphones feature powerful hardware, they wouldn't be so useful without thousands of handy applications. (2) ..... are a few free and helpful apps that you can download to help you throughout the day.

If you have a habit of forgetting things and want to organize your life, give Evernote a try. It promises to help users remember everything. With a few clicks, you can send all of your photos, documents, and audio notes to Evernote. Then, your (3) ..... information can be stored in folders or (4) ..... with useful keywords. When you need to access this data, you can perform a simple search and it will appear in seconds. Evernote is available on smartphones, tablets and computers, so you can access your data from everywhere.

Imagine this scenario. You are watching a TV show and you hear a cool song in the background. You want to buy it but there is one problem. You don't know the name of the song. SoundHound is (5) ..... that will make this problem a thing of the past. It enables users to quickly identify songs by (6) ..... the app and holding their phone in the air. The app takes the song playing and compares it to thousands of other songs (7) ..... it finds a match. Within seconds, it can tell you the name, artist and album of the songs you just heard.

(8) ..... spectacular app is Lookout. Hopefully you won't have to use it often but when you do need it, Lookout can be a lifesaver. Its main function is to help you find your phone if it goes missing. Lookout does this by using your smartphone's data connection to locate your lost device. To see (9) ..... your phone is on a map, simply log into Lookout from any web browser. In the worst-case situation, if someone steals your phone and you fear it has gone for good, you can wipe out all of its data with a few clicks. This will ensure no one will see any private information on your phone.

These helpful apps are just the (10) ..... of the iceberg. If you do some searching online, you are certain to find many other apps that will make your life more convenient.

1. A. with	B. by	C. without	D. from
2. A. Here	B. There	C. What	D. They
3. A. existance	B. digital	C. important	D. performance
4. A. played	B. did	C. behaved	D. tagged
5. A. an app	B. store	C. mall	D. shop
6. A. participating	B. thinking	C. launching	D. finding
7. A. until	B. by	C. with	D. for
8. A. Others	B. Another	C. Other	D. Another
9. A. Although	B. where	C. Unless	D. When
10. A. theory	B. product	C. tip	D. strategy

**XI. Read the text and answer the questions.**

News Media are the means or methods by which people learn what is happening in the city, in the country and in the world. The news media can be classified into two general categories: the categories of print media and electronic media. Print media use the written material to communicate news to readers. Electronic media use air waves to send news into homes, offices and public places. Print Media are usually divided into magazines and newspapers. Most newspapers print news daily. For example, the newspaper "**The New York Times**" is published every day of the year. Most news magazines are published weekly, for instance, Newsweek and Time magazines are published once a week. The electronic media are generally divided into radio and television, Radio news is news that you listen to. In the United States many radio stations broadcast five minutes of news every hour. T.V news is that you not only listen to but also watch. In Canada and the United States, for example, many people watch an hour of news on TV at 6 o'clock in the evening. In the future, new categories of news media will develop. Even today, computers are beginning to influence the transmission and reception of news.

1. What do the print media use to communicate the news"?  
A. TV      B. radio      C. airwaves      D. newspapers
2. What do the electronic media use to broadcast news?  
A. air waves      B. magazines      C. newspapers      D. all of the above
3. What is **the New York Times** an example of?  
A. magazine      B. newspapers      C. radio program      D. television program
4. Which of the following print media are published?  
A. Newsweek      B. Time      C. The New York Times      D. All are correct.
5. Which of the following electronic media are broadcast?  
A. TV program      B. newspapers      C. magazines      D. None is correct.

**XII. Choose the correct sentence among A, B, C or D) which has the same meaning as the given one.**

1. She began to play the piano three years ago.
  - A. She has played the piano since three years.
  - B. She has played the piano for three years.
  - C. She doesn't play the piano now.
  - D. She stops playing the piano now.
2. Although it was cold, we all went for a walk.
  - A. Despite of the cold weather, we all went for a walk.
  - B. Despite the cold weather, we all went for a walk.
  - C. Despite the cold, we all went for a walk.
  - D. Despite being cold, we all went for a walk.
3. Tim gave up smoking to save money.
  - A. Tim gave up smoking because he didn't have enough money.
  - B. Tim gave up smoking because he lacked money.
  - C. Tim give up smoking because he wanted to save money.
  - D. Tim gave up smoking because his money was saved.
4. We expected Larry to accept the job, but he didn't.
  - A. Even though Larry was expected to accept the job, he didn't.
  - B. Larry expected to accept the job, but we didn't want.
  - C. Larry didn't accept the job we liked.
  - D. Larry was turned down for the job we expected him to do.
5. Sam was lazy, so he lost his job.
  - A. Sam lost his job because he was lazy.
  - B. Sam lost his job because of his being lazy.
  - C. Sam lost his job because of his laziness.
  - D. All are correct.

### **XIII. Rewrite each sentence, beginning as shown, so that the meaning stays the same.**

1. Steve started learning the violin a month ago.

-> Steve has learned the violin for a month.

2. I haven't been to an Australian restaurant for ages.

=>.....

3. When she heard the results, Mary began to feel more confident.

=>.....

4. The last time Peter came here was in 2000.

=>.....

5. This is my first visit to Japan.

=>.....

6. How long have they been married?

=>.....

7. Jack bought those shirts last month and has been wearing them ever since.

=>.....

8. It's a long time since our last conversation.

=>.....

9. Thanks, but I had something to eat earlier.

=>.....

10. This is my first game of water-polo.

=>.....