

#### EXERCISE 4

Complete the sentences. Use the words in the box.

|       |              |              |            |       |        |
|-------|--------------|--------------|------------|-------|--------|
| Blogs | broadcasting | internet     | magazines  | media | movies |
|       |              | newspapers   |            |       |        |
|       | Radio        | social media | television |       |        |

1. The \_\_\_\_\_ is the general name for the group which includes the internet, newspapers, magazines, television, etc.
2. One of the oldest branches of the media is \_\_\_\_\_. They are written by journalists and then printed on printing presses or can be read online.
3. \_\_\_\_\_ are similar to newspapers, but they're generally more colourful and entertaining. They are usually weekly or monthly.
4. Films became popular around the beginning of the 20th century, when people visited cinemas to watch moving pictures (or '\_\_\_\_\_') for the first time.
5. The 20th century was the age of \_\_\_\_\_ – sending programmes to lots of people at the same time, using, for example, television or radio.
6. \_\_\_\_\_ was the first way of broadcasting spoken words and music, and it continues to be popular today.
7. In the middle of the 20th century, as \_\_\_\_\_ sets became cheaper, TV took over from radio as the most popular form of broadcast media.
8. At the end of the 20th century, the \_\_\_\_\_ added a new way of providing traditional media, such as news, music and films.
9. However, in the early 21st century, millions of ordinary people started creating their own online 'newspapers', where they reported whatever they found interesting in their web logs (later shortened to '\_\_\_\_\_').
10. Later, thanks to \_\_\_\_\_ sites like YouTube, Facebook and Twitter, everybody could broadcast everything to the world, instantly.