

TA12. U7. The world of mass media. Vocabulary 1

1. Update (v): Cập nhật	16. Fact-check (v): Kiểm chứng thông tin
2. Viewer (n): Người xem	17. Fake news (n): Tin giả, tin bịa đặt
3. Visual (adj): Bằng/có hình ảnh	18. Instant (adj): Nhanh chóng, ngay lập tức
4. Accessible (adj): Có thể tiếp cận được	19. Interactive (adj): Có thể tương tác được
5. Account for (v): Chiếm (tỉ lệ)	20. Loudspeaker (n): Loa phát thanh
6. Advert (n): Quảng cáo	21. Mass media (n): Phương tiện truyền thông đại chúng
7. As opposed to: Khác với, đối lập với	22. Meanwhile (adv): Trong khi đó
8. Audio (adj): Bằng/có âm thanh	23. Place (v): Đặt, rao, đăng (tin, quảng cáo)
9. Bias (n): Thiên kiến, thiên vị	24. Presence (n): Sức thu hút, sức ảnh hưởng
10. Broadcast (n, v): (Chương trình) phát sóng	25. Profit-making (adj): Tạo lợi nhuận
11. By contrast: Ngược lại	26. Publicity (n): Sự quan tâm, chú ý của công chúng
12. Credible (adj): Đáng tin cậy	27. Reliable (adj): Xác thực
13. Digital billboard (np): Bảng quảng cáo kỹ thuật số	28. Source (n): Nguồn tin
14. Discount (n): Sự hạ giá	29. Spread (v): Lan truyền
15. Distribute (v): Phân phát, phân phối	30. The press (n): Báo chí

Exercise 1: Choose the correct word from the vocabulary list to fill in the blanks.

- The software developer plans to _____ the app regularly to fix bugs.
- The _____ of the live-streamed football match exceeded expectations, reaching over 2 million people.
- Educational platforms often use _____ aids to make content more engaging for students.
- The museum ensured all areas were _____ to people with disabilities.
- The new survey revealed that online advertising now _____ more than 50% of the company's total budget.
- The latest _____ on TV features a famous celebrity promoting eco-friendly products.
- _____ traditional forms of communication, digital media allows for instant feedback.
- Many social media platforms struggle to address _____ in their content moderation policies.
- The news channel will _____ a documentary on climate change this evening.
- Reports must be _____ to avoid spreading misinformation to the public.

Exercise 2: Match the word from the vocabulary list with its closest synonym.

1. Viewer	a. trustworthy
2. Update	b. audience
3. Broadcast	c. circulate
4. Reliable	d. stream
5. Fake news	e. noticeable influence
6. Distribute	f. hoax
7. Interactive	g. modify
8. Presence	h. engageable

9. Credible	i. deliver
10. Spread	j. believable

Exercise 3: Choose the correct option (a, b, c, or d) for each sentence.

- The journalist used a credible _____ to verify the information.
 - loudspeaker
 - source
 - broadcast
 - presence
- The advertisement was displayed on a massive _____ in Times Square.
 - audio
 - digital billboard
 - advert
 - fact-check
- Some websites aim to _____ false information for political purposes.
 - spread
 - update
 - account for
 - distribute
- The online course platform offers _____ materials to keep students engaged.
 - interactive
 - instant
 - visual
 - accessible
- _____, traditional media like newspapers are becoming less popular.
 - by contrast
 - meanwhile
 - as opposed to
 - credible
- Many people prefer to shop during sales to get a significant _____ on products.
 - discount
 - advert
 - publicity
 - presence
- The company's _____ in the local market has grown significantly over the last year.
 - fake news
 - viewer
 - presence
 - loudspeaker
- The speaker used _____ examples to support his arguments, making the lecture more engaging.
 - audio

- b. visual
 - c. credible
 - d. fact-check
9. The report shows that online marketing efforts _____ 60% of the total sales growth.
- a. update
 - b. account for
 - c. broadcast
 - d. place
10. The _____ aims to inform and entertain the public with its diverse content.
- a. press
 - b. advert
 - c. interactive
 - d. loudspeaker