

TA12. U7. The world of mass media. Vocabulary 2

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.

Change the form of the word if necessary.

- The newspaper was able to verify the information by referring to credible _____.
- Social platforms often allow news to _____ quickly, whether true or not.
- This marketing campaign is highly engaging as it allows users to interact with the interactive _____.
- Many people rely on reliable _____ rather than unverified reports.
- Social media is popular for being more _____ compared to traditional communication methods.
- Large advertisements displayed on electronic screens are now replacing _____.
- News channels must _____ their stories to avoid spreading misinformation.
- Streaming services enable audiences to watch programs _____ without delays.
- There is an ongoing debate about the _____ of online news portals.
- In the age of digital media, traditional media forms such as _____ are declining in influence.

Exercise 2: Choose the correct word from the options to complete each sentence.

- The journalist published a story that lacked _____ sources, leading to public backlash.
 - reliable
 - bias
 - visual
- The advertising agency used a _____ to display their client's product at a busy intersection.

- a. broadcast
 - b. digital billboard
 - c. loudspeaker
3. The report reveals that social media now _____ over 40% of all media consumption.
 - a. accounts for
 - b. updates
 - c. spreads
 4. _____ traditional news outlets, online platforms offer faster news updates.
 - a. by contrast
 - b. as opposed to
 - c. meanwhile
 5. A well-designed _____ campaign can boost a company's brand recognition.
 - a. audio
 - b. advert
 - c. mass media
 6. The video was both _____ and audio-rich, creating an immersive experience for the viewers.
 - a. visual
 - b. instant
 - c. accessible
 7. The company focused on distributing its product to underdeveloped areas using various media.
 - a. distributing
 - b. broadcasting
 - c. placing
 8. Social platforms often combat _____ by encouraging diverse opinions and content creators.
 - a. fact-checking
 - b. bias
 - c. publicity
 9. The _____ coverage of the election attracted millions of viewers worldwide.
 - a. broadcast
 - b. presence
 - c. advert
 10. The rise of _____ has made information accessible to everyone in real-time.
 - a. loudspeakers
 - b. mass media
 - c. discounts

Exercise 3: Read the sentences and decide if they are true (T) or false (F).

1. A loudspeaker is commonly used to distribute visual content.
2. Fake news often spreads through unreliable mass media channels.

3. Discounts are often used in advertising to attract customers.
4. The press refers only to visual forms of communication, such as television.
5. Interactive advertisements allow users to engage with the content.
6. By contrast is used to show similarities between two ideas.
7. Reliable sources are important for ensuring the credibility of news reports.
8. Publicity refers to the secretive promotion of products.
9. A digital billboard is a traditional method of advertising.
10. Mass media has no influence on the distribution of information.

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