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

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

1. The newspaper was able to verify the information by referring to credible _____.
2. Social platforms often allow news to _____ quickly, whether true or not.
3. This marketing campaign is highly engaging as it allows users to interact with the interactive _____.
4. Many people rely on reliable _____ rather than unverified reports.
5. Social media is popular for being more _____ compared to traditional communication methods.
6. Large advertisements displayed on electronic screens are now replacing _____.
7. News channels must _____their stories to avoid spreading misinformation.
8. Streaming services enable audiences to watch programs _____ without delays.
9. There is an ongoing debate about the _____ of online news portals.
10. 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.

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

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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.

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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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