# TA12. U7. The world of mass media. Reading 2

**Text 1: The Role of Mass Media in Society**

Mass media plays a crucial role in shaping public opinion and distributing information. With the rise of digital media, news can be updated instantly, making it accessible to a global audience. However, the reliability of sources has become a significant concern as fake news spreads rapidly through social platforms. For example, many viewers may find it challenging to distinguish between credible articles and biased content.

Modern advertising has also evolved with the use of digital billboards and interactive adverts that engage customers. By contrast, traditional posters and leaflets are less interactive but remain effective in certain contexts. The presence of audio and visual elements in advertisements can greatly enhance their impact. Meanwhile, companies often place their ads strategically to maximize publicity.

In terms of news, the press is expected to fact-check stories before broadcasting them. However, some media outlets prioritize profit-making over reliability. This creates a challenge for viewers who need accurate information, especially during emergencies such as natural disasters. Loudspeakers in rural areas still provide a critical channel for warnings, showing that even advanced technologies cannot fully replace traditional methods of communication.

Mass media has undeniably transformed how we access and consume information. While it provides immense benefits, viewers must remain critical and seek credible sources to avoid falling victim to misinformation.

1. Mass media allows information to be:
   a. delayed for global audiences
   b. distributed in a reliable way
   c. updated instantly for global audiences
   d. replaced by traditional media
2. What is a common problem caused by fake news?
   a. increased publicity
   b. difficulties in finding credible information
   c. instant access to sources
   d. improved fact-checking
3. Which of the following is an interactive advertising method?
   a. loudspeaker
   b. leaflet
   c. digital billboard
   d. poster
4. Companies use mass media to:
   a. avoid advertising
   b. promote their publicity
   c. ensure natural disasters occur
   d. maximize publicity
5. By contrast, traditional posters are described as:
   a. less interactive but still effective
   b. outdated and ineffective

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c. highly engaging for customers
d. instant in delivering news

6. Fact-checking is important to ensure:
   a. profit-making motives
   b. updated digital billboards
   c. the credibility of news reports
   d. increased fake news
7. The presence of audio and visual elements in adverts:
   a. confuses viewers
   b. reduces their impact
   c. enhances their effectiveness
   d. limits accessibility
8. What is the role of loudspeakers in rural areas?
   a. updating news instantly
   b. replacing modern technologies
   c. providing critical warnings
   d. creating fake news
9. Modern mass media is described as:
   a. fully replacing traditional methods
   b. entirely unreliable
   c. transforming information access
   d. inaccessible to rural audiences
10. The key to avoiding misinformation is:
    a. relying on interactive adverts
    b. using outdated mass media
    c. seeking credible sources
    d. promoting fact-checking errors

**Text 2: The Impact of Technology on Mass Media**

The rapid growth of technology has redefined mass media, making it more accessible than ever. Today, millions of people can view news updates instantly on their smartphones or other electronic devices. Platforms such as social media allow for interactive discussions, but they also pose challenges related to bias and misinformation.

One major advancement in digital media is the use of digital billboards, which provide high-quality, visual content to attract attention. Advertisers strategically place these billboards in urban areas to reach large audiences. Meanwhile, traditional methods such as the press and leaflets still account for a significant percentage of advertising, particularly in rural areas.

Bias remains a key issue in digital media. Many online platforms are accused of promoting content that aligns with their agendas. This can confuse viewers, who might mistake biased information for credible news. To address this, fact-checking has become a critical tool for ensuring reliability.

The spread of fake news is another challenge, especially during global events. For instance, during natural disasters, accurate and instant information is crucial. Audio warnings via loudspeakers are still used in emergencies, proving their importance despite technological advances.

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In conclusion, technology has enhanced the world of mass media but has also introduced new challenges. Viewers must approach content critically and rely on credible sources to ensure they stay well-informed.

1. How has technology redefined mass media?
   a. It has replaced news entirely.
   b. It has made mass media more accessible.
   c. It has removed bias from news platforms.
   d. It has slowed down information sharing.
2. What is a major advantage of digital billboards?
   a. They account for rural advertising.
   b. They are used exclusively for profit-making.
   c. They attract attention with visual content.
   d. They provide instant audio updates.
3. Traditional methods like leaflets are still used because they:
   a. account for urban advertising
   b. are interactive and modern
   c. remain effective in specific areas
   d. enhance digital campaigns
4. Bias in digital media can lead to:
   a. clearer information
   b. confusion for viewers
   c. increased credibility
   d. reliable news
5. Fact-checking is described as a tool to:
   a. update digital billboards
   b. reduce confusion caused by bias
   c. spread instant information
   d. enhance profit-making
6. Fake news poses challenges during:
   a. advertising campaigns
   b. global events and disasters
   c. the creation of credible adverts
   d. interactive discussions
7. Why are loudspeakers still relevant?
   a. They replace smartphones.
   b. They provide critical audio warnings.
   c. They promote digital advertisements.
   d. They limit fake news.
8. Technology in mass media has introduced:
   a. no significant changes
   b. easier ways to spread fake news
   c. challenges related to bias and misinformation
   d. reliable tools for interactive discussions
9. In the context of news, viewers are encouraged to:
   a. rely on credible sources

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b. assume all news is biased
c. avoid using fact-checking tools
d. focus only on loudspeakers

10. The main idea of the text is:
a. technology has made mass media unnecessary
b. challenges outweigh the benefits of technology in media
c. technology has improved access but introduced issues
d. traditional media is no longer important

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