TA12. U7. The world of mass media. Reading 3

Exercise 1: Read the following passage and circle the letter A, B, C, or D to indicate the correct word or phrase that best fits each of the numbered blanks.

The Role of Mass Media in Modern Society

Mass media has become an indispensable part of modern life. It (1) _____ information quickly and efficiently to audiences worldwide. From traditional newspapers to digital platforms, mass media plays a significant role in shaping public opinion and providing (2) _____ news coverage. The rise of digital media has made news more (3) _____, allowing people to access updates instantly on their electronic devices.

Advertisements also rely heavily on mass media. For instance, companies strategically (4) _____ their adverts on social media and digital billboards to reach a wide audience. These adverts often include both audio and (5) _____ content, making them more engaging for viewers.

However, mass media is not without its challenges. The (6) _____ of fake news has raised concerns about the credibility of information. Media outlets must fact-check their sources to maintain a (7) _____ reputation. Additionally, the presence of bias in reporting can affect the audience's trust. (8) _____, mass media has the power to inform and educate but must remain ethical and reliable in its operations.

The balance between profit-making and providing credible news remains a challenge. While some outlets prioritize revenue, others focus on delivering (9) _____ content to their audiences. In the end, the responsibility lies with both the media and its viewers to (10) _____ the truth and question misinformation.

1.	A. updates	B. spreads	C. accounts	D. distributes
2.	A. accessible	B. instant	C. interactive	D. reliable
3.	A. interactive	B. credible	C. accessible	D. visual
4.	A. distribute	B. broadcast	C. place	D. promote
5.	A. visual	B. credible	C. reliable	D. accessible
6.	A. spread	B. update	C. source	D. presence
7.	A. mass	B. reliable	C. instant	D. interactive
8.	A. by contrast	B. meanwhile	C. as opposed to	D. presence
9.	A. fake	B. credible	C. profitable	D. biased
10.	A. spread	B. act	C. serve	D. seek

Ms. Minh Ha 0982194748 - Hai Ba Trung - Ha Noi

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Exercise 2: Read the following passage and circle the letter A, B, C, or D to indicate the correct word or phrase that best fits each of the numbered blanks.

Advertising in the Digital Age

Advertising has evolved dramatically with the growth of digital media. Companies now use advanced tools to (1) _____ their campaigns for better engagement. Digital billboards and interactive adverts (2) _____ a significant share of modern advertising, offering a mix of audio and (3) _____ content to attract attention.

Social media has become a key platform for advertising. Brands (4) _____ their adverts on popular networks to reach specific audiences instantly. (5) _____, traditional methods such as posters and leaflets still hold value in certain contexts, especially in rural areas. However, digital media's reach and accessibility (6) _____ for its dominance in the industry.

The role of credibility in advertising cannot be overstated. Advertisers must ensure their messages are (7) _____ and not misleading to gain the audience's trust. With the (8) _____ of fake news, advertisers and media outlets are encouraged to fact-check their content. Additionally, creating an ethical balance between (9) _____ motives and delivering genuine messages is essential for long-term success.

In conclusion, while digital advertising offers numerous benefits, advertisers must maintain ethical standards. Combining traditional and digital strategies can help brands maintain their (10) _____ in the competitive market.

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1.	A. update	B. promote	C. distribute	D. create
2.	A. account for	B. place	C. spread	D. act
3.	A. accessible	B. visual	C. interactive	D. credible
4.	A. promote	B. distribute	C. place	D. serve
5.	A. meanwhile	B. by contrast	C. as opposed to	D. presence
6.	A. serve	B. account	C. update	D. spread
7.	A. reliable	B. visual	C. interactive	D. credible
8.	A. presence	B. spread	C. instant	D. viewer
9.	A. fake	B. profit-making	C. credible	D. reliable
10.	A. presence	B. viewer	C. profit	D. advert

Ms. Minh Ha - 0982194748 - Hai Ba Trung - Ha Noi

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