UNIT 4: THE MASS MEDIA



A. PHONETICS AND SPEAKING

I. Mark the letter A, B, C or D to indicate the word that differs from the other three in the position of the primary stress in each of the following questions.

Question 1:	A. tablet	B. media	C. social	D. subscribe
Question 2:	A. newspaper	B. smartphone	C. access	D. device
Question 3:	A. computer	B. technology	C. magazine	D. connection
Question 4:	A. networking	B. television	C. socialize	D. communication
Question 5:	A. digital	B. entertain	C. Internet	D. cyberspace

II. Mark the letter A, B, C or D to indicate the word whose underlined part differs from the other three in pronunciation in each of the following questions.

Question 1:	A. distributed	B. used	C. emailed	D. copied
Question 2:	A. invented	B. contributed	C, attributed	D. welcomed
Question 3:	A. coughed	B. developed	C. introduced	D. downloaded
Question 4:	A. wicked	B. reduced	C. influenced	D. expressed
Question 5:	A. accessed	B. searched	C. surfed	D. recorded

B. VOCABULARY AND GRAMMAR

I. Mark the letter A, B, C or D to indicate the correct answer to each of the following questions.

Question 1: The mass media are ____ of communication, such as books, newspapers, recordings, radio, movies, television, mobile phones and the Internet.

A. models. B. means C. parts D. types

Question 2: TV companies ____ their programmes across the country or even across the world.

A. broadcast B. refresh C. connect D. publish

Question 3: While a sports match has spectators and radio has listeners, television has ____.

A. audience B. witnesses C. viewers D. commentators

Question 4: I hate ____ newspapers; they're just full of gossip, scandal and lies!

A. online B. dail C. tabloid D. rubbish

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Question 5: There's a great ____ show on BBC1 tonight. Contestants have to race through a supermarket as quickly as they can, filling up their trolleys as they go.

A. talk B. game C. quiz D. live

Question 6: He ____ the umbrella in his right hand trying to keep his balance.

A. hold B. held C. has been holding D. has held

Question 7: When I met Walters about two years before his death he didn't seem satisfied. He ____ no major book since he settled in Uganda.

A. has published B. could have published C. published D. had published

Question 8: Throughout the campaign we ____ our candidate's photographs on the walls of public buildings, hoping to attract women's votes

A. have been hanging B. hanged C. hung D. have hung

Question 9: Many of the people who attended Major Gordon's funeral ____ him for many years.

A. didn't see B. wouldn't see C. haven't seen D. hadn't seen

Question 10: Seeing Peter's handwriting on the envelope, she ____ the letter without reading it. She has not mentioned it ever since.

A. was tearing B. tore C. had torn D. has torn

II. Mark the letter A, B, C or D to indicate the word(s) CLOSEST in meaning to the underlined word(s) in each of the following questions.

Question 1: Each form of mass media has an important **impact** on society.

A. influence B. pressure C. affection D. role

Question 2: The programme invited **viewers** to write in with their ideas.

A. people who watch the programme B. people who sponsor the programme

C. people who produce the programme D. people who edit the programme

Question 3: Journalists can make mistakes, so don't believe everything you read in **the press.**

A. publications B. news bulletins C. reference books D. newspapers and magazines

Question 4: Face-to-face socializing is not as preferred as virtual socializing among the youth.

A. Direct B. Facial C. Available D. Instant

Question 5: She thinks that unfortunately they may not understand the **benefits** of online information.

A. advantages B. points C. features D. amounts

C. READING

I. Read the following passage and mark the letter A, B, C, or D on your answer sheet to indicate the correct answer to each of the questions.

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Researchers in the field of psychology have found that one of the best way to make an important decision, such as choosing a university to attend or business to invest in, involves the utilization of a decision worksheet. Psychologists who study optimization compare the actual decisions made by people to theretical ideal decisions to see how similar they are. Proponents of the worksheet procedure believe that it will yield optimal, that is, the best decisions. Although there are several variations on the exact format that worksheets cam take, they are all similar in their **essential** aspects. Worksheets require defining the problem in a clear and concise way and then listing all possible solutions to the problem. Next, the pertinent considerations that all possible solutions to the problem. Next, the pertinent considerations that will be affected by each decision are listed, and the relative importance of each consideration or consequence is determined. Each consideration is assigned a numerical value to reflect its relative importance. A decision is mathematically calculated by adding these values together. The alternative with the highest number of points emerges as the best decision.

Since most important problems are multifaceted, there are several alternatives to choose from, each with unique advantages and disadvantages. One of the benefits of a pencil and paper decision-making procedure is that it permits people to deal with more variables than their minds can generally comprehend and remember. On the average, people can keep about seven ideas in their minds at once. A worksheet can be especially useful when the decision involves a large number of variables with complex relationships. A realistic example for many college students is the question "What will I do after graduation?" A graduate might seek a position that offers specialized training, pursue an advanced degree, or travel abroad for a year.

A decision-making worksheet begins with a succinct statement of the problem that will also help to narrow **it**. It is important to be clear about the distinction between long-range and immediate goals because long-range goals often involve a different decision than short-range ones. Focusing on long-range goals, a graduating student might revise the question above to "What will I do after graduation that will lead to a successful career?"

Question 1: According to decision-worksheet theory, an optimal decision is defined as one that

A. has the fewest variables to consider
B. uses the most decision worksheet
C. has the most points assigned to it
D. is agreed to by the greatest number of people

Question 2: Which of the following terms is defined in the passage?

A. Proponents (paragraph 1)
B. Optimal (paragraph 1)
C. Variables (paragrph 3)
D. Long-range goals (paragraph 4)

Question 3: The word "essential" in paragraph 1 is closest in meaning to

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A. introductory B. fundamental C. changeable D. Beneficial

Question 4: The author states that "On the average, people can keep about seven ideas in their minds at once" (paragraph 3) to explain that

A. people can learn to keep more than seven ideas in their minds with practice

B. most decisions involve seven steps.

C. human mental capacity has limitations.

D. some people have difficulty making minor as well as major decisions.

Question 5: The word "it" in paragraph 4 refers to

A. worksheet B. problem C. distinction D. decision

Question 6: What does the passage mainly discuss?

A. A comparison of actual decisions and ideal decisions.

B. Research on how people make decisions.

C. A tool to assist in making complex decisions.

D. Differences between long-range and short-range decision making.

Question 7: Of the following steps, which occurs BEFORE the others in making a decision worksheet?

A. Listing the consequences of each solution.

B. Writing down all possible solutions.

C. Deciding which consequences are most important.

D. Calculating a numerical summary of each solution.

D. Writing

I. Mark the letter A, B, C or D to indicate the sentence that is closest in meaning to each of the following questions.

Question 1: You will never eat there at the weekend unless you have made a reservation.

A. Let's make reservation at the weekend to be due of eating there

B. You should have made a reservation if you expected to eat there at the weekend.

C. It is only possible for you to eat there at the weekend if you reserve a table in advance.

D. You may not be able to eat there if you don't reserve a table at the weekend on purpose.

Question 2: Only Mary scored high enough to pass this test.

A. Mary was the only person to pass this test.

B. Only on this test was Mary's score high enough.

C. Mary's score was barely enough to pass.

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D. Mary only passed this test because she scored higher than the others.

Question 3: The demand was so great. They had to reprint the book immediately.

A. So great was the demand that they had to reprint the book immediately.

B. The book would be reprinted immediately since the demand was great.

C. They demanded to reprint the book immediately.

D. They demanded that the book be reprinted immediately.

Question 4: He did not work hard. He failed the exam.

A. Unless he had worked hard, he would have failed the exam.

B. Even though he failed the exam, he didn't work hard.

C. If he had worked hard, he would have passed the exam.

D. However hard he worked, he failed the exam.

Question 5: "I will help you with the housework", Mai said to me.

A. Mai promised to help me with the housework.

B. Mai asked me to help her with the housework

C. Mai begged to help me with the housework.

D. Mai insisted on helping me with the housework.

Question 6: They couldn't go swimming because of the cold weather.

A. The cold weather made it impossible to go swimming.

B. The cold weather prevented them from going swimming

C. Their going swimming was unable due to the cold weather.

D. The cold weather made it not capable of going swimming.

Question 7: "Jim, why don't you open a new account on Facebook or Twitter?" said Jane.

A. Jane suggested Jim opened a new account on Facebook or Twitter.

B. Jane suggested Jim opens a new account on Facebook or Twitter.

C. Jane suggested Jim should open a new account on Facebook or Twitter.

D. Jane suggested Jim to open a new account on Facebook or Twitter.

Question 8: This music concert wouldn't have been possible without your sponsorship.

A. If you didn't sponsor, this music concert wouldn't have been possible.

B. Your sponsorship made it possible for this music concert to take place.

C. If it had been for your sponsorship, this music concert wouldn't have been possible.

D. It's possible that your sponsorship made this music concert impossible.

Question 9: The New York Times reports that Brad was awarded the first prize.

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A. It's reported that Brad wins the first prize.

B. It's reported that Brad to be awarded the first prize.

C. Brad is reported to have been awarded the first prize.

D. The first prize is reported to award to Brad.

Question 10: If I had known about their wedding plan earlier, I would have been able to make time to attend the reception party.

A. I knew their wedding would be planned earlier so I made some time to attend the reception party.

B. I wish I had known their wedding plan sooner so that I could arrange time to attend the reception party.

C. I don't know their wedding plan earlier so I can't make time to attend the reception party.

D. When I knew their wedding party, it was too late to attend the reception party.

Question 11: The horror film didn't come up to our expectations.

A. The horror film fell short of our expectations.

B. We expected the horror film to end more abruptly.

C. We expected the horror film to be more boring.

D. The horror film was as good as we expected.

Question 12: No sooner had I turned on my new PC than there was a strange noise.

A. As soon as there was a strange noise, I turned on my new PC.

B. Scarcely had I turned on my new PC when there was a strange noise.

C. Hardly I had turned on my new PC, there was a strange noise.

D. I had hardly turned on my new PC than there was a strange noise.

Question 13: By the time Pete telephoned me, I had already finished updating my social networking profile.

A. Pete telephoned me while I was updating my social networking profile.

B. Pete telephoned me after I had already finished updating my social networking profile.

C. Hardly I had finished updating my social networking profile when Pete telephoned me.

D. When Pete telephoned me, I finished updating my social networking profile.

Question 14: It was the first time she had ever seen such a moving documentary

A. She had never seen a moving documentary before.

B. She had seen such a moving documentary for a long time.

C. She had never seen a more moving documentary than this before.

D. The first time she saw such a moving documentary was a long time ago.

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Question 15: I was not in the mood for taking part in a chatting forum.

A. I didn't want to join in a chatting forum.

B. I was not in a good mood then to chat to you.

C. Having a serious conversation made me moody.

D. I was in a bad mood because of taking part in a chatting forum.

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