

Unit

4

THE MASS MEDIA

READING

Activity 1: Put the words and phrases related to the Mass media into three groups: *print, television, and the Internet.*

The mass media

- news programmes
- reality shows
- instant messaging
- leaflets
- email
- websites
- dramas
- newspapers
- data sharing
- books
- social networking
- magazines
- documentaries



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VOCABULARY

Find the words you hear in the text on p50 and fill in the table with appropriate information. (0) is done as an example.

Listen!!!	Word	Part of Speech	Vietnamese equivalent
	0. <u>occur</u>	Verb	Xảy ra
	1. _____	_____	_____
	2. _____	_____	_____
	3. _____	_____	_____
	4. _____	_____	_____
	5. _____	_____	_____
	6. _____	_____	_____
	7. _____	_____	_____

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Match each of the following words with its meaning. Use a dictionary if necessary.



a

audience (n)



b

broadcast (v)



c

advert (n)



d

the masses

appear; begin to be known or noticed

the ordinary people in society who are not leaders or who are considered to be not very well educated

the people who watch or listen to a particular programme (a play, concert, talk, etc.)



e

emerge (v)

send out programmes on TV or radio

the time when something first begins to be widely used



f

advent (n)

a notice, picture or film telling people about a product, job or service



(Kéo từ xuống hình thích hợp và sau đó nối hình với định nghĩa đúng)