

UNIT 4: THE MASS MEDIA
TEST 2

Choose the word which is stressed differently from the rest:

- | | | | |
|-----------------|---------------|-------------|---------------|
| 1. A. tablet | B. media | C. social | D. subscribe |
| 2. A. newspaper | B. smartphone | C. access | D. device |
| 3. A. computer | B. demolish | C. magazine | D. connection |

Find word which has a different sound in the part underlined:

- | | | | |
|-------------------------|-------------------------|-------------------|----------------------|
| 4. A. invent <u>s</u> | B. contribut <u>e</u> s | C. hop <u>e</u> s | D. welcom <u>e</u> s |
| 5. A. <u>e</u> ffective | B. <u>e</u> fficient | C. <u>e</u> xpand | D. tabl <u>e</u> t |

Indicate the word CLOSEST in meaning to underlined word(s) in each question

6. She thinks that unfortunately they may not understand the benefits of online information.
A. advantages B. points C. features D. amounts
7. Media plays a significant role in keeping everyone updated about the various events around the world.
A. informed B. disinterested C. indifferent D. reluctant

Indicate the word OPPOSITE in meaning to the underlined word(s) in each question

8. Excessive amounts of time at a computer can contribute to obesity, undeveloped social skills and a form of addictive behavior.
A. over the top B. a bit much C. unrestrained D. limited
9. Newspapers enjoyed the position of the most preferred medium to reach a wider audience until electronic communication emerged on the media scene.
A. turned up B. came into view C. came out D. disappeared

Choose the best answer for each question below:

10. Although the first printed books had appeared long before in China, the term "*mass media*" we use today was _____ with the creation of printed media.
A. coined B. matched C. connected D. rounded
11. You can never rely _____ Anna to provide you _____ information.
A. of - with B. for - to C. on - with D. on - by
12. Most people rely heavily on _____ as their main source of information.
A. instant messaging B. social networking C. cyberbullying D. the mass media
13. Millions of teenagers around the world are _____ to computer and video games.
A. deleted B. addicted C. ignored D. deposed
14. High usage of the Internet increases the risk of the being victims of _____ or other cyber crimes.
A. instant messaging B. social networking C. cyberbullying D. the mass media
15. 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
16. TV companies _____ their programmes across the country or even across the world.
A. broadcast B. refresh C. connect D. publish
17. New digital media forms are more personal and social as they allow people to connect each other and _____ their experiences.
A. personal B. personal C. personalize D. personify
18. The pie chart shows the preferred forms of communication recorded in a survey _____ in Intel Secondary School in August 2014.
A. carried out B. carried on C. carried away D. carried up
19. Her latest bestseller _____ last month.
A. came out B. went out C. pulled out D. broke out
20. For such an educated woman, she has very little common sense. Don't you agree _____ me?
A. about B. to C. upon D. with

Choose the word or phrase among A, B, C or D that needs correction.

21. Social networks and the analysis of them is an inherently interdisciplinary academic field which emerged from social psychology, sociologist, statistics, and graph theory.

- A. networks B. emerged C. sociologist D. academic
22. Like many nonprofits, we use Facebook to connect with our audiences, and they use Facebook to get in touch with us.
- A. connect B. audiences C. get D. with
23. No one knows what the ultimate affect of the global pollution will be.
- A. No one B. affect C. will be D. what

Mark the letter A, B, C, or D on your answer sheet to indicate the sentence that best completes each of the following exchanges.

24: A: Your new smartphone looks so nice!

B: _____

- A. I'm glad you like it. B. Don't mention it. C. It doesn't matter. D. Don't worry about it.

25: A: Have you finished the presentation on mass media?

B: _____

- A. I'll go for it. B. I'm on my last page. C. It's going to end. D. It's very long.

Choose the word or phrase among A, B, C or D that best fits the blank space in the following passage.

A POWERFUL INFLUENCE

There can be no doubt at all that the Internet has (26) _____ a huge difference to our lives. Parents are worried that children spend too much time playing on the Internet, hardly ever doing anything else in their spare time. Naturally, parents are curious to find out why the Internet is so attractive, and they want to know if it can be harmful for their children. Should parents worry if their children are spending that much time staring at their computers?

Obviously, if children are bent over their computers for hours, (27) _____ in some game, instead of doing their homework, then soothing is wrong. Parents and children could decide how much use the child should make of the Internet, and the child should give his or her (28) _____ that it won't interfere with homework. (29) _____ the child is not holding to this arrangement, the parents can take more drastic steps. Dealing with a child's use of the Internet is not much different from negotiating any other sort of bargain about behavior. Any parent (30) _____ is seriously alarmed about a child's behavior should make an appointment to discuss the matter with a teacher.

26. A. created B. gave C. stayed D. made
27. A. puzzled B. absorbed C. interested D. occupied
28. A. word B. promise C. vow D. claim
29. A. When B. Because C. Although D. Therefore
30. A. what B. who C. when D. which

Read the passage, and choose the correct answer A, B, C or D for each question.

REALITY TELEVISION

Reality television is a genre of television programming which, it is claimed, presents unscripted dramatic or humorous situations, documents actual events and features ordinary people rather than professional actors. It could be described as a form of artificial or "heightened" documentary. Although the genre has existed in some form or another since the early year of television, the current explosion of popularity dates from around 2000.

Reality television covers a wide range of television programming formats, from games to quiz shows which resemble the frantic, often demeaning programmes produced in Japan in the 1980s and 1990s (a modern example is Gaki no Tsukai), to surveillance - or voyeurism - focused production such as Big Brother.

Part of reality television's appeal is due to its ability to place ordinary people in extraordinary situations. For example, on the ABC show, The Bachelor, an eligible male dates a dozen women simultaneously, travelling on extraordinary dates to scenic locales. Reality television also has the potential to turn its participants into national celebrities, outwardly in talent and performance programs such as Pop Idol, though frequently Survivor and Big Brother participants also reach some degree of celebrity.

Some commentators have said that the name "reality television" is an inaccurate description of several styles of program included in the genre. In competition-based programs such as Big Brother and Survivor, and other special-living-environment shows like the Real World, the producers design the format of the show and control the day-to-day activities and the environment, creating a completely **fabricated** world in which the competition plays out. Producers specifically select the participants, and use carefully designed scenarios, challenges, events, and settings to encourage particular behaviours and conflicts. Mark Burnett, creator of Survivor and other reality shows, has agreed with this assessment, and avoids the word "reality" to describe his shows; he has said, "I tell good stories. It really is not reality TV. It really is unscripted drama."

31. According to the passage, Reality TV appeals to some because ____.

- A. it uses exotic locations
- B. it shows eligible men dating women
- C. it can turn ordinary people into celebrities
- D. it shows average people in exceptional circumstances

32. Producers choose the participants ____.

- A. to make an imaginary world
- B. on the ground of talent
- C. to create conflict among other things
- D. only for special-living-environment shows

33. The word **fabricated** in paragraph 5 is closest in meaning to ____.

- A. real
- B. imaginative
- C. imaginary
- D. isolated

34. Which of the following is NOT true according to the passage?

- A. Shows like Survivor have good narratives.
- B. Mark Burnett thinks the term "reality television" is inaccurate.
- C. Reality television has been popular since well before 2000.
- D. Japan has produced demeaning TV shows copied elsewhere.

35. What does the word "it" in paragraph 1 refer to?

- A. event
- B. reality television
- C. document
- D. situation

Choose the sentence that is closest in meaning to the given one:

36. As soon as I turned on my new PC, 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.

37. The last time I went to the museum was a year ago.

- A. I have not been to the museum for a year.
- B. My going to the museum lasted a year.
- C. A year ago, I often went to the museum.
- D. At last I went to the museum after a year.

38. It is the first time she have 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 has never seen a more moving documentary than this before.
- D. The first time she saw such a moving documentary was a long time ago

Choose the answer that best combines that two given ones

39. She arrived at the office. She realized that she hadn't turned off the oven.

- A. It was until she arrived at the office that she realized she hadn't turned off the oven.
- B. Only after she arrived at the office did she realize she had forgotten to turn off the oven.
- C. Having realized that she hadn't turned off the oven, she arrived at the office in time.
- D. It wasn't until she arrived at the office that she realized she had turned off the oven.

40. I already finished updating my social networking profile. Pete telephoned me,

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

