Unit 4. THE MASS MEDIA

PART 3: READING

I. Fill each of the numbered blanks in the following passage. Use only one word in each space.

worth *sources* *physical* *delivered* *contents*

information *publications* *drawbacks* *convey* *subscriptions*

As printed media begin to lose their dominance as a way to (1) ……. information to the world, electronic media have stepped up and taken their place. Many people no longer read newspapers or magazines in their traditional paper forms, but they still do read. The (2) ……. delivery system is what has happened, may people are reading newspapers or magazines off of their smartphones, tablets, or on their computer screens. The (3) ……. of the newspapers and magazines strive to be the same, but the new way it is presented has some (4) ……. as well as benefits.

One of the biggest drawbacks about electronic newspapers and magazines is that they are often read without a subscription. As electronic media are (5) ……. instantly over the Internet, the only way that money can be made is through advertisements, as most people don't want to pay for electronic

(6) ……. This has left many of the news outlets on the Internet scrambling to find

(7) ……. of revenue.

Probably the greatest criticism of online newspapers and magazines is that there often isn't very much invested in the stories as they come out. Rather than serious investigative journalism, the main point of many online (8) ……. is merely to attract page views so that the advertisers on those pages must pay a small fee. In the age of (9) ……. finding the information (10) ……. learning becomes the hardest task of all.

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

At the start of the social media revolution, Facebook quickly became the most popular (1) ____ for sharing information with others. However, it is not the only service that people can use to express themselves. Those (2) ____ believe in the old saying that "more is less" may want to check out Twitter. Part of Twitter's appeal is that it limits users to 140 characters whenever they update their status, nisor people to quickly "get to the point" when they are communicating.

Twitter is a micro blogging service that was (3) ____ by four American programmers in 2006. The founders chose the name Twitter because the word has two definitions: "a short burst of information" and "the sound that little birds make", both of (4) ____ fit the description of what their service provides. In fact, some people have even labeled Twitter the "SMS of the Internet". Twitter is not just (5) ____ words though. Users can also share videos and pictures. Another thing which truly sets Twitter apart from its competition is the hash tag. Hash tags are a special way of labeling and (6) ____ information. They help people interested in a subject to find related posts and content. For example, some interested in sports could simply search for hash tag sports and they would find all messages tagged in this manner.

Twitter has also allowed people to easily connect with others who they would have never had access to

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in the past. This has enabled fans to interact with their favorite celebrities by following their Twitter updates and sending them direct messages. (7) ____, there is no guarantee that the famous person will respond, as the celebrities may receive thousands of messages each day. However, there have been some pretty stunning interactions. (8) ____ 2011, singer Justin Timberlake made headlines when he accepted an invitation from a female soldier to attend a Marine Corps ball. In return, many celebrities find it gratifying to know some of their supporters more closely. However, there is a dark side to Twitter (9) ____. Some people who don't think before send out tweets that can cause outrage by making inappropriate or insensitive remarks.

In November 2013, Twitter went public on the New York Stock Exchange. The added investments should (10) ____ the company to do some incredible things in the near future

1. A. position	B. site	C. area	D. side
2. A. what	B. which	C. who	D. that
3. A. published	B. went	C. turned	D. created
4. A. when	B. which	C. that	D. While
5. A. in	B. for	C. about	D. from
6. A. classifying	B. allowing	C. defining	D. sending
7. A. Moreover	B. Of course	C. However	D. Although
8. A. In	B. By	C. Within	D. During
9. A. organizations	B. conversations	C. applications	D. implementations
10. A. make	B. help	C. have	D. allow

III. Read the passage and choose the best answer.

The World Wide Web was developed by British physicist and computer scientist Timothy Berners-Lee as a project within the European Organization for Nuclear Research (CERN) in Geneva, Switzerland. Berners-Lee combined several existing ideas into a single system to make it easier for physicists to use data on the Internet. Most important, he added multimedia - the ability to include graphics - to the hyperlink concept found in a previous Internet service known as gopher. Berners-Lee had begun working with hypertext in the early 1980s. An early prototype implementation of the Web became operational at CERN in 1989, and the idea quickly spread to universities in the rest of the world.

Groups at the National Center for Supercomputing Applications at the University of Illinois at Urbana-Champaign researched and extended Web technology. They developed the first browser that was used at many sites, named Mosaic, in 1993. To allow the Web to be accessed from a wide variety of computer systems, researchers built **multiple** versions of Mosaic. Each version was designed to be used with a specific operating system, the software that controls the computer. Within a year, computer programmer Marc Andreessen had formed a commercial company, Netscape Communications Corporation, to build and sell Web technologies.

New vocabulary:

gopher (n.): chuột túi, sóc túi má

prototype (n.): người (vật) đầu tiên, nguyên mẫu

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implementation (n.): sự thi hành, sự thực hiện đầy đủ, sự bổ sung

operational (adj.): thuộc hoạt động, thao tác; có thể có hiệu lực

1. The World Wide Web was developed by

A. an American B. a British C. a Canadian D. a French

2. The word "**multiple**" in the reading means ____.

A. plural B. single C. only D. numerous

3. Which word in the reading means "the instructions which control what a computer does; computer programs"?

A. version B. software C. technology D. concept

4. Which word means "a connection that allows you to move easily between two computer documents or two pages on the Internet"?

A. graphic B. datum C. project D. hyperlink

5. The scientist who developed the World Wide Web was majoring in

A. math and physics B. math and computer

C. computer and physics D. math, physics and computer

6. Which sentence below is not correct?

A Timothy Berners Lee spoke English very well

B. Timothy Berners-Lee was born in Geneva, Switzerland

C. Timothy Berners-Lee was the first person to develop WWW.

D. Some existing ideas were combined into a single system by him.

7. What did "Netscape Communications Corporation" do?

A to develop www B. to use data on the Internet

C. to control the computer D. to build and sell Web technologies

8. Which sentence is not correct?

A. "Hypertext" means "a way of joining a word or image to another page, document, etc. on the Internet or in another computer program so that you can move from one to the other easily".

B. Berners-Lee had begun working with hypertext in the early 1980s.

C. An early prototype implementation of the Web became operational at CERN in 1989.

D. The idea slowly spread to universities in the rest of the world.

9. Who researched and extended Web technology?

A. The European Organization for Nuclear Research

B. Timothy Berners-Lee

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C. Marc Andreessen

D. Groups at the National Center for Supercomputing Applications at the University of Illinois at Urbana-Champaign

10. Which sentence is not correct?

A. Mosaic was one of the scientists who developed WWW.

B. The first browser that was used at many sites was developed in 1993.

C. Each version was designed to be used with a particular working system.

D. Researchers built numerous versions of Mosaic to allow the Web to be accessed from a wide variety of computer systems.

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