



Choose the correct item.

TELEVISION

Mass 1_____ is a phrase often used to describe ways of giving information and entertainment to very large numbers of people. It includes newspapers, advertising and radio and, of course, television. In most countries, people can 2_____ to any of more than a hundred 3_____.

Do television programs influence our minds? Do they 4_____ us?

Is the news completely 5_____ (neutral) or is it 6_____ (considered from one particular point of view)?

Don't the 7_____ for alcohol, food and other goods condition our minds?

Even the 8_____ going on week after week telling the story of one family or group of people sometimes make us want to copy the life-style we see on the screen. Also 9_____ which give people big prizes for answering simple questions can make us greedy.

Some programs are watched by tens of millions of 10_____.

ADVERTISING

Advertisements are everywhere, from columns of small 1_____ advertisements for houses, jobs cars etc. in newspapers to big 2_____ on walls and enormous advertisements on 3_____ by the side of the road.

The job of the advertising 4_____ is mainly to 5_____ the products of the firms who employ them. They design eye-_____ advertisements and make television 7_____ in order to 8_____ us to buy, buy and buy.

