

Mark the letter A, B, C or D on your answer sheet to indicate the correct option that best fits each of the numbered blanks.

The word “media” applies to many things in the 21st century, from mass media to news media, and traditional media to the many emerging forms of digital media. While you can likely (1)_____ several different examples — and almost certainly you take in some form of media in your everyday life — it can be difficult to succinctly define the word. It comes from the Latin *medius* or *medium*, which means “the middle layer.” Media is an expression (2)_____ brings some type of information or entertainment from one body to another.

Before the advent of the digital age, the most popular forms of media were what we now call analog or traditional media: radio, newspapers, magazines, billboards, journals, and the like. Since then, the technological revolution (3)_____ with it many new types of media that now (4)_____ a major role in disseminating information and entertainment to populations around the world. But what is digital media? What does it encompass, how did it evolve, and where is it headed? Read on to learn more about digital media, including different types, major companies in the field, and digital media job (5)_____. We’ll also unpack what kind of educational background can position you to embark on a career in digital media.

Adapted from Maryville University

Question 1: A. get on with B. keep up with C. look up to D. come up with

Question 2: A. whose B. whom C. which D. who

Question 3: A. brought B. has brought C. had brought D. will bring

Question 4: A. do B. make C. put D. play

Question 5: A. markets B. galleries C. centers D. scenes

E5: 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.

Working in all types of media, including digital media, means taking advantage of networking, which can lead to further opportunities down the line. Even at the high school level, students can begin interacting with digital media — opening social media profiles, making connections, and even interning or creating digital content. But it’s in college that networking really starts to gain importance, as students start to figure out where they want to go with their digital media career. One common way for students to gain experience and valuable contacts in the industry is through internships.

Internships in digital media can take place over the summer, during a single semester, or throughout an entire school year. They might be in large office settings, or they may involve work in the community. The further along students are in their undergraduate career and the more skills they possess, the more they’ll be able to do in their internships.

Before beginning a digital media internship, there are several skills that are valuable for students to develop. Applicants should be confident interviewees, even without prior experience, demonstrating a willingness to learn and grow as they contribute. They should have solid writing abilities and demonstrate some skill in photography, graphic design, website design, or social media. During the course of an internship, students can develop other marketable skills such as storytelling, managing relationships with clients, drafting copy, content programming, and much more.

Some digital media internships pay, and some do not. While there is a push within media industries for paid internships, some businesses — especially smaller companies — are unable to pay their interns. When considering any internship, it is wise to consider the work experience to be gained, and what impact the internship will have on performing real work duties in the future.

University

Question 1: The word **opportunities** in paragraph 1 is closest in meaning to _____.

- A. experiences B. possibilities C. jobs D. challenges

Question 2: The phrase **further along** in paragraph 2 could best be replaced by _____.

- A. later in B. higher in C. better at D. earlier in

Question 3: The word **they** in paragraph 2 refers to _____.

- A. internships B. students C. skills D. settings

Question 4: According to paragraph 3, which of the following is NOT a skill students should have before starting an internship?

- A. Writing skills B. Photography skills
C. Video editing skills D. Graphic design skills

Question 5: Which of the following best summarises paragraph 3?

- A. Students can acquire valuable digital media skills by participating in internships.
B. Writing, graphic design, and social media skills are essential for a digital media internship.
C. Having basic skills and a willingness to learn are crucial for success in digital media

internships.

- D. Digital media internships help students develop skills like photography and client management.

Question 6: The word **marketable** in paragraph 3 is **OPPOSITE** in meaning to _____.

- A. useful B. transferable C. valueless D. practical

Question 7: Which of the following is **TRUE** according to the passage?

- A. High school students can gain valuable contacts by creating digital content.
B. All digital media internships offer payment to interns.
C. Students with more skills are more likely to get better internship opportunities.
D. Networking is less important in college than in high school.

Question 8: Which of the following best paraphrases the underlined sentence in paragraph 4?

A. Students should carefully evaluate whether an internship provides valuable experience and contributes positively to their future careers.

B. Internships offer practical experience and real-world skills, making them an essential part of preparing for professional responsibilities.

C. Paid internships are generally considered more beneficial because they provide both valuable experience and financial support for students.

D. Choosing internships thoughtfully is crucial, as the work experience gained can significantly impact future professional roles.

Question 9: Which of the following best summarises the passage?

A. Digital media internships provide students with networking opportunities, essential skills, and a foundation for future careers, despite variations in payment.

B. High school and college students should focus on networking to prepare for digital media internships, which are often unpaid but highly valuable.

C. Developing a wide range of skills in graphic design, writing, and storytelling is the most important aspect of pursuing a digital media internship.

D. Paid and unpaid internships in digital media offer students opportunities to acquire marketable skills, although only college-level students benefit the most.