

UNIT 7 – GETTING STARTED

Mark: Hi. Mai. What's up? You look so worried!

Mai: I'm so stressed! The school charity club is planning a music show, and I'm in charge of the **publicity** for the event. But it's so difficult to think of ways to attract people's attention. There hasn't been much interest so far.

Linda: Why don't you place **an advert** in the local newspaper? Everybody reads it, and I'm sure an advert there can help draw attention to the event.

Mai: It'll be too expensive. I'm afraid we can't afford to promote the show as if it were a big profit-making event.

Mark: I see... How about putting up posters in the area?

Mai: Well, they're not expensive, but there're so many of them that viewers may not pay enough attention to our poster.

Mark: How about the Internet?

Mai: You mean running **commercials** online? That will cost lots of money, too.

Mark: Not necessarily. We can post information on **social media** sites, which is free and effective. In fact, they are such popular tools of communication nowadays that everybody uses them to advertise products and events, and connect with people.

Mai: I've thought of that, but I don't have a big social media **presence** like you do.

Linda: Well, perhaps you should consider all of our suggestions. First, I'll phone the local newspaper to see if they offer any **discounts** for charity advertising.

Mark: And I can help you promote the event on the Internet. Let's get together this afternoon to design some posters, too.

Mai: Thanks so much! See you then.

I. Read the conversation again and circle the correct answers.

- Advertising in the local newspaper is **cheap/ expensive**, but it will **attract/won't attract** people's attention.
- Posters are **expensive/not expensive**, but people **may/may not** notice them.
- Posting information on social media sites is a very popular way of **promoting/selling** things.
- Linda/Mark** will help Mai with promoting the event on the Internet.

II. Read the conversation and choose the underlined words to fill in the blanks

- I saw an interesting _____ for a new smartphone on TV last night.
- The newspaper advert caught my attention because it offered a huge _____.
- The new restaurant gained a lot of _____ after a famous food critic gave it a great review
- Some _____ are so funny that they go viral on social media.
- Businesses use _____ to promote their products and engage with customers.
- He has a strong stage _____ that captivates the audience.

III. Find 3 words in the wordsearch to show things you should look at to decide whether a piece of news is fake or not

G	I	T	E	R	G	F	H
K	E	M	E	W	A	A	W
H	L	O	A	K	A	U	H
Q	E	B	I	G	C	T	O
N	P	C	H	M	E	H	F
B	X	H	R	I	T	S	U
S	O	U	R	C	E	R	V
L	A	N	G	U	A	G	E

IV. Listen to three students talking about fake news. Match the speaker with his/her attitude towards fake news. There are TWO extra options

1. Mai	A. He/She is worried about fake news.
2. Nam	B. He/She is not worried about fake news.
3. Mark	C. He/She doesn't care if it is fake news.
	D. He/She is ashamed of spreading fake news.
	E. He/She is annoyed by fake news.

V. Listen the conversation again and choose the best answer for each question

1. What is Mai's main concern about the increasing popularity of the Internet?
 - A. People are spending too much time online.
 - B. The rise of fake news and its impact on young people.
 - C. The lack of security for Internet users.
 - D. The cost of Internet access in Viet Nam.
2. Why was Nam embarrassed about his experience with fake news?
 - A. He misunderstood the situation and spread false information.
 - B. He ignored his friends' warnings about the fake news.
 - C. He wrote a fake news article that went viral.
 - D. He refused to believe the news was fake even after learning the truth.
3. According to Mark, which of the following is NOT a reliable way to verify news?
 - A. Checking if the website belongs to a government or university.
 - B. Seeing if the story appears on multiple trustworthy news sites.
 - C. Trusting news stories that have strong emotional language.
 - D. Looking for grammar and spelling mistakes in the news article.
4. How did Nam's actions affect the people around him?
 - A. They were impressed by his quick response to the situation.
 - B. Some found it amusing, while others were upset and anxious.
 - C. His friends and family appreciated the warning.
 - D. No one paid much attention to what he shared.
5. What is Mark's overall opinion on fake news?
 - A. Fake news is a huge problem that cannot be controlled.
 - B. The spread of fake news is not a serious issue at all.
 - C. Governments should take stronger action to remove fake news.
 - D. People should be cautious but not overly worried about fake news