UNIT 7: THE WORLD OF MASS MEDIA

TASK 1. Read the following ad and circle the letter A, B, C, or D to indicate the correct option that best fits each other numbered blanks below.

Introducing our new website: Teens News!

Accessible: Stay informed anytime, anywhere with our user-(1) _____ platform accessible (2) _____ all devices.

Credible Content: Get access to news from (3) _____ sources with accurate information about teens' life.

Audio (4) _____: Listen to the latest news stories online with our audio feature, perfect for those on the go.

(5) _____ Features: Voice your opinions and join the conversation with other teens.

Join Teens News today!

1.	**A.** friend	**B.** friendly	**C.** friendship	**D.** friendliness
2.	**A.** on	**B.** in	**C.** at	**D.** over
3.	**A.** dependent	**B.** visual	**C.** reliable	**D.** unreliable
4.	**A.** Uploads	**B.** Downloads	**C.** Updates	**D.** Loudspeakers
5.	**A.** Active	**B.** Inactive	**C.** Activity	**D.** Interactive

TASK 2. Read the following notes and circle the letter A, B, C, or D to indicate the correct option that best fits each other numbered blanks below.

Radio has a long and interesting history, and it has changed a lot over the years. In the early years, radio attracted (1) _____ it became the main way for them to get access to daily news and entertainment. It was (2) _____ means of media for many people that it has become a friend of many families. Many people enjoyed listening to it, from news, music to stories. As time went on, radio also got better. It went from using old-fashioned technology to digital, which made the sound clearer and let people listen to more stations. Therefore, despite the development of (3) _____ , radio is still very popular today. It has shows where you can call in and talk to the hosts, which makes it interactive and fun. And even though people cannot enjoy the visuals (4) _____with TV or the Internet, radio is still important especially in remote areas where Internet is not accessible or affordable for certain populations. It helps keep people informed about what's going on, and it's a good way to hear about new things. Radio will probably keep changing as time goes on, but radio remains a reliable source of information and entertainment for people all over the world (5) _____.

1.	A. so much audience that	B. too much audience much that	C. that much audience so	D. too much audience so
2.	A. so affordable and user-friendly	B. so an affordable and user-friendly	C. affordable and user-friendly so	D. such an affordable and user-friendly
3.	A. more types of modern media	B. more modern types of media	C. modern more types of media	D. more of modern media types
4.	A. as they can	B. as can they	C. they as can	D. they can as

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5. A. like always does B. like does it always C. like it always does D. it always does like

TASK 3: Mark the letter A, B, C, or D to indicate the correct arrangement of the sentences to make meaningful guidelines to register for a newsletter from a website.

a) Access our official website on your digital device.
b) Agree to our terms of service and privacy policy by checking the corresponding boxes at the bottom of the registration form.
c) Click on the "Sign Up" or "Register" button on the homepage to open a form.
d) Fill in the required information, such as your name, email address, and date of birth, in the provided fields.
e) To complete, verify your email address by clicking on the confirmation link sent to your inbox.

A. c – d – b – a – e
B. c – d – b – e – a
C. a – c – d – b – e
D. a – c – b – d – e

TASK 4: Mark the letter A, B, C, or D to indicate the correct arrangement of the sentences to make a meaningful paragraph.

a) Finally, traditional media are more credible and reliable.
b) First, traditional media such as newspapers, television, and radio are still accessible to a wide audience, especially in areas with limited internet access.
c) Moreover, traditional media can generate high earnings from advertising, as opposed to digital platforms.
d) This is because the information there is often fact-checked, whereas digital platforms can be sources of fake news and bias.
e) Traditional mass media won't be replaced by modern ones for several reasons.

A. e – b – c – a – d
B. e – b – a – d – c
C. e – b – c – d – a
D. b – c – a – d – e

TASK 5: Read the following notes and circle the letter A, B, C, or D to indicate the correct answer to each of the questions below.

News on TV and news on the Internet have several similarities and differences. Both are accessible to the public, providing information on various topics ranging from current events, politics, entertainment, to sports. However, they differ in the way they are presented and consumed.

News on TV is broadcast through audio and visual means, allowing viewers to watch news programs that include live reporting and interviews. Additionally, TV news often includes analysis and commentary from experts, providing viewers with in-depth insights into different issues. On the other hand, news on the Internet can be accessed instantly and offers interactive elements that engage users more directly. Websites and news apps allow users to **customize** their news experience by selecting specific topics or sources of interest, providing a more **personalized** approach to news consumption. Furthermore, the Internet provides access to a wide range of multimedia content, including articles, videos, podcasts, and social media updates. Finally, while both types of media can provide accurate and reliable information, Internet news may have more problems with **misinformation** because anyone can post any information he or she likes on the Internet.

Overall, the choice between TV and Internet news often depends on individual **preferences**, habits, and access to technology. In either way, staying informed and critically evaluating sources remain essential practices to live in the world of mass media today.

1. The word **customize** in the second paragraph is closest in meaning to _____.
   A. invent B. keep C. change D. enjoy
2. The word **personalized** in the second paragraph is closest in meaning to _____.
   A. belonging to a single person B. suitable for each person
   C. private D. secretive

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3. The word **misinformation** near the end of the second paragraph is opposite in meaning to _____.
   A. accurate information
   B. complete information
   C. fake news
   D. missing information
4. The word **preferences** in the last paragraph is opposite in meaning to _____.
   A. choices
   B. references
   C. hobbies
   D. dislikes
5. Which is NOT mentioned as a difference between news on TV and news on the Internet?
   A. The range of topics.
   B. The ways they are broadcast.
   C. Viewers' interactions.
   D. The problems with accuracy.

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