Từ vựng ngữ pháp: 1- 5
Test 1: 6-10
Test 2: 10-14
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Tổng ôn " đọc hiểu chuyên sâu": 18-20
Tổng ôn "dạng bài tập mới": 20-22

A. VOCABULARY

BẢNG TỪ VỰNG				
STT	**Từ vựng**	**Từ loại**	**Phiên âm**	**Nghĩa**
1.	publicity	n	/pab'lɪsəti/	truyền thông, quảng bá
2.	interest	n	/'ɪntrəst/, /'ɪntrest/	sự quan tâm, hứng thú
3.	place	v	/pleis/	đặt, rao, đăng (tin, quảng cáo)
4.	advert	n	/'ædv3:t/	quảng cáo
5.	promote	v	/prə'məʊt/	quảng bá
6.	profit-making	adj	/'profit meɪkɪŋ/	tạo lợi nhuận
7.	poster	n	/'pəstə(r)/	áp phích
8.	viewer	n	/'vju:ə(r)/	người xem
9.	commercial	n	/kə'm3:l/	quảng cáo
10.	advertise	v	/'ædvətaɪz/	quảng cáo
11.	presence	n	/'prezns/	sức thu hút, sức ảnh hưởng
12.	reliable	adj	/rɪ'laɪəbl/	đáng tin cậy
13.	bias	n	/'barəs/	thiên vị
14.	fake news	n	/ feik 'nju:z/	tin giả
15.	the press	n	/də pres/	báo chí
16.	update	v	/ ap'dert/	cập nhật
17.	distribute	v	/dɪ'stribju:t/	phân phối
18.	broadcast	n/v	/'bro:dka:st/	(chương trình) phát sóng
19.	convenient	adj	/kən'vi:niənt/	thuận tiện
20.	content	N	/'kontent/	nội dung
21.	accessible	adj	/ək'sesəbl/	có thể tiếp cận được
22.	interactive	adj	/ intər'æktɪv/	có thể tương tác được
23.	instant	adj	/'ɪnstənt/	ngay lập tức
24.	reach	v	/ri:tf/	tiếp cận
25.	flexible	adj	/'fleksəbl/	linh hoạt
26.	credible	adj	/'kredəbl/	đáng tin cậy
27.	fact-check	v	/'fækt tʃek/	kiểm chứng thông tin
28.	visual	adj	/'vizuəl/	bằng/ có hình ảnh
29.	the mass media	n	/də mæs 'mi:diə/	phương tiện truyền thông đại chúng
30.	billboard	n	/'bɪlbɔ:d/	biển quảng cáo
31.	loudspeaker	n	/laod'spi:kə(r)/	loa phát thanh
32.	source	n	/so:s/	nguồn tin
33.	spread	n/v	/spred/	(sự) lan truyền

BẢNG CẤU TRÚC		
STT	**Cấu trúc**	**Nghĩa**
1.	be in charge of (doing) something	chịu trách nhiệm làm việc gì
2.	attract one's attention	thu hút sự chú ý của ai
3.	draw attention to something	thu hút sự chú ý tới thứ gì
4.	cannot afford to do something	không đủ khả năng (tài chính) để làm gì
5.	put up something	đặt, trưng bày thứ gì
6.	pay attention to something	chú ý tới thứ gì
7.	be here to stay	sẽ tồn tại trong một thời gian dài
8.	be on the rise	đang gia tăng

NGỮ PHÁP

1. Mệnh đề trạng ngữ chỉ cách thức

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Được dùng để chỉ cách thức của một sự việc.
- Thường sử dụng với các liên từ phụ thuộc như as, as if hoặc like.
Ex: He's acting **as if** he were my father.

2. Mệnh đề trạng ngữ chỉ kết quả
- Được dùng để chỉ kết quả của một hành động hoặc một tình huống.

S + verb + so + adjective/adverb + that + clause.
S + be + such (a/an) + Noun + that + clause.

Ex: It is **so** bright that we have to wear sunglasses.
It's **such** an expensive car that we cannot afford.

PRACTICE

Mark the letter A, B, C, or D to indicate the word whose underlined part differs from the other three in pronunciation in each of the following questions.

Question 1. A. convenient **B.** broadcast **C.** commercial **D.** source
Question 2. A. billboard **B.** visual **C.** credible **D.** interactive

Mark the letter A, B, C, or D to indicate the word that differs from the other three in the position of the primary stress in each of the following questions.

Question 3. A. instant **B.** advert **C.** presence **D.** update
Question 4. A. distribute **B.** flexible **C.** convenient **D.** commercial

Mark the letter A, B, C, or D to indicate the correct answer to each of the following questions.

Question 5. The _____ of misinformation on social media undermines public trust.
A. billboard **B.** spread **C.** loudspeaker **D.** content
Question 6. He gained widespread _____ after the speech about gender equality.
A. publicity **B.** poster **C.** commercial **D.** viewer
Question 7. The company's social media _____ has increased significantly since it launched an innovative marketing strategy.
A. distribution **B.** source **C.** content **D.** presence
Question 8. Make sure you _____ the information to verify its accuracy before publishing the article.
A. distribute **B.** advertise **C.** fact-check **D.** place
Question 9. The accusations of political _____ in the news programme were denied by the broadcasting company.
A. poster **B.** viewer **C.** bias **D.** commercial
Question 10. She asked _____ a qualified journalist.
A. like **B.** as though **C.** as if **D.** if
Question 11. There are _____many learning apps that I find it difficult to choose just one.
A. such **B.** so **C.** like **D.** as

Read the following school message and 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 from 12 to 14.

Join the Green Living Movement on Social Media!

- Share eco-friendly tips and practices to inspire (12)_____ students.
- Post about sustainability projects and initiatives in our community.
- Engage with peers to (13)_____ awareness about environmental issues and solutions.

Let's use the power of social media to foster (**14**)____greener and more sustainable future together!
#GreenLiving #Sustainability Awareness

Question 12. A. much **B.** a little **C.** other **D.** others
Question 13. A. rise **B.** seek **C.** mind **D.** raise
Question 14. A. a **B.** an **C.** the **D.** Ø (no article)

Mark the letter A, B, C, or D on your answer sheet to indicate the correct arrangement of the sentences to make a meaningful paragraph for the following Question.

Question 15.
a. Consequently, teenagers may experience heightened levels of anxiety and depression due to social media.

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b. Social media has various negative impacts on teenagers.
c. Secondly, constant exposure to curated content promotes unrealistic beauty standards, contributing to body image issues and low self-esteem.
d. Besides, cyberbullying thrives on social platforms, causing emotional distress and psychological harm to victims.
e. Firstly, excessive usage leads to decreased face-to-face interaction, affecting interpersonal skills development.
f. Lastly, excessive screen time is associated with sleep disturbances, impacting overall well-being and academic performance.

A. a-b-e-c-d-f **C.** a-b-e-d-c-f **B.** b-e-c-d-f-a **D.** b-e-a-c-f-d

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 from 16 to 20.

The danger of fake news on the Internet is significant. Firstly, (16) _____ weakens public trust in media outlets, eroding the foundation of democratic societies. Secondly, fake news worsens divisions in society, making different groups more separated and (17) _____. Thirdly, spreading fake news can manipulate public opinion and influence political outcomes, jeopardising the integrity of elections and governance processes. In the digital age, distinguishing truth from fake news (18) _____ the ease of sharing unverified information online. worsened by

To combat this threat, it's crucial to educate individuals about media literacy and critical thinking skills, empowering them to distinguish reliable sources from fake ones. Furthermore, collaborative efforts between technology companies, governments, and civil society are important to develop effective strategies to mitigate the spread of fake news and (19) _____ and strong against the dangers of misinformation. Only by remaining vigilant (20)_____.

Question 16.
A. when spreading misinformation **B.** the spread of misinformation
C. this spreads misinformation **D.** in spite of spreading misinformation

Question 17.
A. to cause fewer conflicts **B.** causing fewer conflicts
C. causing more conflicts **D.** to cause more conflicts

Question 18.
A. remain challenging **B.** remains a challenge
C. remains challenge **D.** remain a challenge

Question 19.
A. safeguard the integrity of information ecosystems
B. safeguard the ecosystems of integrity information
C. safeguard the integrity of ecosystem information
D. safeguard the information of integrity ecosystems

Question 20.
A. we can keep our societies informed **B.** can we keep our societies informative
C. we can keep our societies informative **D.** can we keep our societies informed

Read the following passage and mark the letter A, B, C, or D to choose the word or phrase that best fits each of the numbered blanks from 21 to 25.

Unlike a traditional billboard (21) _____ change between different messages. Digital ones, and people are more likely to (22) _____ can only show one printed image, a digital billboard can billboards are also considered more attractive than traditional them. Moreover, they can also be updated in real time. big cities around the world. Nowadays, digital billboards are common in (23) _____ It is hard to imagine places like Times Square in New York, Piccadilly Circus in London, or Shibuya in Tokyo without bright light adverts. (24) _____ they are growing in popularity, there have been concerns about their impact on the surrounding environment. Global light pollution is increasing each year. The constant light emitted by digital billboards often (25) _____ health problems in humans, too. birds, harms insects, and causes

(Adapted from Global Success)

Question 21. A. which **B.** whose **C.** where **D.** who
Question 22. A. promote **B.** update **C.** distribute **D.** notice
Question 23. A. each **B.** many **C.** every **D.** a little
Question 24. A. However **B.** Because **C.** Although **D.** Therefore
Question 25. A. catches **B.** faces **C.** confuses **D.** maintains

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Read the following article and mark the letter A, B, C, or D to indicate the correct answer to each of the Questions from 26 to 30.

Digital media is any form of media that is created, viewed, and distributed via electronic devices. Examples of digital media include websites, social media, videos, video games, digital advertising, software, and electronic books. With the development of technology and smart devices in recent years, digital media saw a sharp rise. This raises the question of whether digital media will replace traditional media such as printed newspapers, broadcast TV, and radio. Below are two opinion pieces sent to our Debate Corner this week.

Minh Quang

Nowadays, it is much easier and more convenient to access information via digital media. Most digital content is also freely accessible. All it takes is a few clicks, and you can read the latest news, watch videos, or see online adverts. In addition, digital media forms are more interactive. For example, customers can provide instant feedback, which can be used to solve any problems. In return, almost every organisation can reach **its** target customers easily via digital media. Furthermore, digital media is more flexible since information can be updated easily and frequently. By contrast, articles in printed newspapers or adverts on TV cannot be changed immediately. With more than 75 million social media users in Viet Nam and the number is increasing, it will not be long before traditional media becomes a thing of the past. Pham Hoa

Phạm Hoa

Digital media is very convenient, but its strengths are also its own weaknesses. Since anyone with access to computers and the Internet can post or share information online, it raises the question of how **credible** it is. On the other hand, traditional media offers information from reliable sources that are fact-checked. Moreover, let us not forget that digital media relies on the Internet and smart devices to work well. There are still remote or disadvantaged areas in Viet Nam where access to technology is limited or too expensive. Many people also still struggle with technology. So although digital media is on the rise, traditional media such as printed newspapers, broadcast TV, and radio is here to stay.

(Adapted from Global Success)

Question 26. Which best serves as the title for the article?
A. The Domination of Digital Media **B.** Traditional Media Replaced by Digital Media
C. Digital Media vs. Traditional Media **D.** The Increasing Popularity of Printed Media

Question 27. According to the article, digital media_____.
A. is similar to traditional media **B.** witnessed a dramatic increase
C. pales in comparison with printed media **D.** becomes popular thanks to marketing

Question 28. The word **its** in paragraph 2 refers to _____.
A. feedback **B.** information **C.** digital media **D.** organisation

Question 29. The word **credible** in paragraph 3 is opposite in meaning to_____.
A. believable **B.** regular **C.** unexpected **D.** unreliable

Question 30. Which of the following views is shared by both Minh Quang and Pham Hoa?
A. Traditional media will be replaced by digital media in years to come.
B. Digital media is readily accessible from different parts of the country.
C. Digital media is less accurate than traditional media.
D. It is very convenient to get information by digital media.

ĐỀ LUYỆN THÊM TỪ VỰNG

Question 1. Hearing inspiring stories from online celebrities can help boost teenagers'_____.
A. forum **B.** malware **C.** predator **D.** self-esteem

Question 2. In the past, _____were used to warn citizens about bomb attacks.
A. mass media **B.** loudspeakers **C.** digital billboards **D.** online commercials

Question 3. They hope that they can _____ a much wider readership via social media.
A. comment **B.** interact **C.** spread **D.** reach

Question 4. Having a great social media _____means that you can engage with customers more effectively.
A. presence **B.** source **C.** spread **D.** advert

Question 5. It's crucial that TikTok developers should do more to _____online ads about skincare products.
A. fact-check **B.** comment **C.** place **D.** express

Question 6. Since ordinary citizens who are armed with smartphones can post and share information online, it raises serious concern over how _____ it is.
A. anonymous **B.** interactive **C.** credible **D.** permanent

Question 7. Teens should know that they can get ____ when they download a software from an unknown source.
A. self-esteem **B.** malware **C.** publicity **D.** presence

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Question 8. Fake news is spread _____ easily that online users often get confused.
A. such **B.** Like **C.** though **D.** so

Question 9. There were _____ many violent scenes in that film that it was removed from all social media platforms.
A. as **B.** so **C.** like **D.** such

Question 10. Chat GPT is capable of providing _____ feedback on your essays.
A. visual **B.** anonymous **C.** accessible **D.** instant

Question 11. The Internet has succeeded in making a wide range of entertainment choices more _____to teenagers worldwide.
A. accessible **B.** trustworthy **C.** visual **D.** credible

Question 12. They have ____ posters advertising their first world tour concert across the town.
A. kept up **B.** put up **C.** saved up **D.** changed up

Question 13. We have found that _____ games for small children can help boost their creativity.
A. anonymous **B.** trustworthy **C.** outdated **D.** interactive

Question 14. Do you think that online shopping is likely to make bricks-and-mortar retailers _____?
A. credible **B.** antivirus **C.** outdated **D.** permanent

Question 15. Parents are required to collaborate with schools to ensure that their teenage children are protected from online _____.
A. predators **B.** forums **C.** body images **D.** adverts

Question 16. The Internet is _____ a powerful tool that it enables people to create and share information with each other.
A. like **B.** as **C.** such **D.** so

Question 17. Tik Tok is_____ an interesting app that it attracts users from different age groups.
A. such **B.** so **C.** though **D.** like

Question 18. Influencers are often hired at high prices to _____ products on social media platforms.
A. distribute **B.** update **C.** promote **D.** place

Question 19. _____ has become a serious problem in the age of social media.
A. The mass media **B.** Loudspeaker **C.** The press **D.** Fake news

Question 20. _____ features on websites engage users and encourage their participation.
A. Credible **B.** Flexible **C.** Interactive **D.** Accessible

Question 21. The _____ must attractively display key information about the upcoming event.
A. source **B.** poster **C.** bias **D.** interest

Question 22. _____ along the highway grab the attention of passing motorists.
A. Broadcasts **B.** Billboards **C.** Interests **D.** Loudspeakers

Question 23. Digital marketing allows businesses to _____ a wider range of audiences.
A. reach **B.** spread **C.** place **D.** distribute

Question 24. News websites try to constantly _____ their content to retain readers.
A. broadcast **B.** update **C.** fact-check **D.** interact

Question 25. She was _____ a talented singer that she won the singing competition easily.
A. such **B.** so **C.** like **D.** as

Question 26. The children played together _____ they had known each other for years.
A. although **B.** so that **C.** likely **D.** as if

Mark the letter A, B, C, or D to indicate the word(s) CLOSEST in meaning to the underlined bold word(s) in each of the following questions.

Question 27. With **instant** messaging, information can be exchanged rapidly regardless of distance.
A. credible **B.** fast-growing **C.** immediate **D.** interactive

Question 28. The **advert** was effective, both making the product widely known and delivering a meaningful message.
A. broadcast **B.** interest **C.** commercial **D.** publicity

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TEST 1

Mark the letter A, B, C, or D to indicate the word whose underlined part differs from the other three in pronunciation in each of the following questions.

Question 1. A. distribute **B.** sister **C.** wild **D.** instant

Question 2. A. credible **B.** commercial **C.** ancient **D.** convenient

Mark the letter A, B, C, or D to indicate the word that differs from the other three in the position of the primary stress in each of the following questions.

Question 3. **A.** interest **B.** publicity **C.** viewer **D.** bias

Question 4. **A.** distribute **B.** accessible **C.** interactive **D.** loudspeaker

Mark the letter A, B, C, or D to indicate the correct answer to each of the following questions.

Question 5. In an attempt to crack down _____accounts, social media users in Vietnam have to verify their identity.

A. reliable **B.** antivirus **C.** anonymous **D.** outdated

Question 6: By the end of the year, the media company _____ its new digital platform.

A. will have launched **B.** launches **C.** has launched **D.** launched

Question 7: The new media regulations are aimed at improving transparency, _____?

A. aren't they **B.** are they **C.** don't they **D.** do they

Question 8: The journalist needs to _____ more information before publishing the article.

A. gather up **B.** look into **C.** put away **D.** bring about

Question 9: Digital media platforms are _____ than traditional newspapers in reaching a global audience.

A. more effective **B.** effective **C.** most effective **D.** effectively

Read the following advertisement/ school message and 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.

Join us for a heartwarming charity event in our town next week!

• Support a great cause and make **(10)** _____difference in the community.

• Stay updated **(11)** _____ event details through our discussion forums.

• Your **(12)** _____counts!

Let's come together and spread kindness. Mark your calendar and be part of this inspiring initiative.

See you there!

#CharityEvent #CommunitySupport

Question 10. A. an **B.** a **C.** the **D.** ∅

Question 11. A. on **B.** for **C.** at **D.** To

Question 12. A. participate **B.** participant **C.** participatory **D.** participation

Dear Students,

Cyberbullying prevention is crucial. Remember, harmful messages can be spread online anonymously.

- Be cautious **(13)** _____fake news and misinformation.

- Treat **(14)**_____ with respect and kindness online.

- Report any cyberbullying incidents to a(n) **(15)**_____adult or authority.

Let's create a safe online community together!

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Best regards,

Question 13. A. with **B.** to **C.** about **D.** from
Question 14. A. much **B.** few **C.** others **D.** other
Question 15. A. visual **B.** trusted **C.** anonymous **D.** interactive

Mark the letter A, B, C, or D on your answer sheet to indicate the correct arrangement of the sentences to make a meaningful paragraph for the following question.

Question 16.

a. Additionally, the presence of online predators raises serious safety concerns for teenagers who may unknowingly engage with them.
b. In summary, while social media offers connectivity, its negative impact on teenagers' well-being cannot be overlooked.
c. Firstly, it often distorts body image perceptions, leading to unrealistic standards and negative self-esteem.
d. Finally, excessive social media use can contribute to feelings of isolation and loneliness, impacting mental health.
e. Social media presents several disadvantages for teenagers.
f. Secondly, the anonymity it offers can empower trolls to harass and bully vulnerable individuals.
g. Consequently, teenagers may become more prone to depression and anxiety disorders.

A. e-c-f-a-d-g-b **B.** e-c-a-f-g-d-b **C.** c-f-a-d-g-e-b **D.** b-c-f-a-d-g-e

Mark the letter A, B, C, or D on your answer sheet to indicate the correct arrangement of the sentences to make a meaningful paragraph for the following question.

Question 17.

a. Dear Sir or Madam,
b. Yours faithfully,
c. Next, I would like to know the course fee and the daily wage for the apprenticeship. It is veryimportant for me to have this information so that I can decide if I can afford to study at your school.
d. Finally, it would be great if you write back to me with details about what topics it will cover and how long it will take.
e. I am writing to ask for more information about the tour guide training courses at the SGV Vocational School. I am over 18 years old now and I am very interested in travelling and exploring different cultures. I would really like to apply for one of your courses.
f. I look forward to hearing from you.
g. First, I would appreciate it if you could tell me what the entry requirements are. I finished uppersecondary school last summer. Could you please let me know if I still need to take a test? If there is one, please let me know where I can find detailed information about it.

A. a – g – c – e – d – f – b **B.** e – a – c – g – d – f – b
C. a – d – g – c – e – f – b **D.** a – e – g – c – d – f – b

Read the following passage and mark the letter A, B, C, or D to choose the word or phrase that best fits each of the numbered blanks.

Teens are using social media for a multitude of reasons. Firstly, it allows them to (18) _____ themselves freely in ways that may not be feasible in offline settings. Social media serves as a platform (19) _____ they can share their thoughts, opinions, and creativity with a wider audience.

Additionally, it provides an instant and accessible (20)_____ of communication with friends and peers. (21)_____, social media platforms often act as forums for seeking advice, support, and, especially for those who may feel isolated. Furthermore, the constant feedback and interactions on social media can significantly impact (22)_____ teens' self-esteem.

Question 18. **A.** comment **B.** express **C.** broadcast **D.** interact

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Question 19. **A.** which **B.** whose **C.** whom **D.** where
Question 20. **A.** route **B.** road **C.** path **D.** means
Question 21. **A.** However **B.** Moreover **C.** For example **D.** Because
Question 22. **A.** much **B.** each **C.** another **D.** many

Read the following article and mark the letter A, B, C, or D to indicate the correct answer to each of the questions.

While trust in media as a whole may be at an all-time low, a new study by the EBU has shown the public's trust in traditional media (broadcast and the written **press**) is actually on the rise. However, people's trust in new media continues to fall: 61% of European countries distrust the internet while 97% have no faith in social networks.

The EBU's new report –Trust in Media 2018 –shows the figures illustrating the differences between people's trust in traditional and new media. Broadcast media remain the most trusted forms of media with 59% of people tending to trust radio (equivalent to 2017) and 51% trusting TV in the EU (an increase of 1 percentage point on 2017). Trust in the written press has also slowly improved over the last 5 years and **it** is now trusted by 47% of EU citizens. At the same time, people's trust in the internet and social media has been eroded by fake news, misinformation and disinformation. Only 34% of EU citizens trust the internet and a mere 20% now trust social networks (down from 36% and 21% respectively in 2017).

Trust in Media 2018 is based on data published in the 88th Eurobarometer survey and gives an idea of European citizens' perception of the trustworthiness of different types of media. The survey consists of approximately 1000 face-to-face interviews in the 33 countries covered by the study. The report shows how European citizens' trust in broadcast media is closely connected with a free and independent press. The higher the level of trust in a country's radio and TV, the higher press freedom in that country tends to be. There are also strong regional differences with the Nordics and Albania tending to trust traditional media the most while Eastern Europeans tend to trust social networks and the internet more.

The EBU's Head of Strategy and the Media Intelligence Service Roberto Suárez Candel said: "The results of our research show that good quality, impartial media is highly valued by the public. "Public service media play an important role in that and, together, our members make an invaluable contribution to society. The role of our public service Members in **upholding** democratic values and supporting media freedom is clearly demonstrated by the results of our research."

(Source: https://www.ebu.ch/)

Question 23: Which best serves as the title for the passage?
A. Trust in traditional media increases over the globe.
B. Restoring public trust in the media credibility.
C. New survey explores media trust crisis in Europe.
D. Unreliable narration and transparency in digital journalism.
Question 24: The word "press" in paragraph 1 is closest in meaning to _____.
A. column **B.** newspaper **C.** report **D.** wedge
Question 25: According to paragraph 2, what is the conclusion drawn from the statistics provided?
A. Traditional media encompasses all the means of communication that existed before new media technology.
B. New media can certainly displace existing media but it can also have a complementary effect.
C. The gap between public faith in the old and modern media displays widening pattern.
D. The Internet adds a new democratic dimension to communication, making it superior to the traditional media.
Question 26: The word "it" in paragraph 2 refers to _____.
A. misinformation **B.** social media **C.** written press **D.** press freedom
Question 27: According to paragraph 3, all the statements can be supported by the research, EXCEPT ____.
A. The Nordics and Albania repliers hold opposite views toward the supremacy of the two media generations.
B. There is a positive correlation between broadcast media credibility and press liberty.
C. The poll were conducted on 1000 respondents with 33 different nationalities.
D. Media associations or image exerts the higher influence on customer-based brand value.
Question 28: Which of the following statements is TRUE, according to the passage?
A. General trend of public opinion towards the mass media is obvious distrust.
B. The viewers of mass media deem excellence and objectivity meritorious features.

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C. Media brand equity is positively associated with image and media loyalty.
D. Public belief in digital media was betrayed by manipulative manner of news corporates.
Question 29: The word "upholding" in paragraph 4 is closest in meaning to _____.
A. verifying **B.** abandoning **C.** nurturing **D.** endorsing

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 from 36 to 40.

Traditional media come from the people and antecede the mass media; their appeal has historically been both functional and aesthetic. Whether of roughly **hewn** folk origins or of classifically rigid moulds, they have always served to entertain, educate to reinforce existing ideas or ideologies or to change existing values and attitudes. In other words, it is a means of changing values, attitudes and norms in order to provide a proper climate for social and economic progress. It is also a method of promoting certain behavioural acts or patterns.

The aim is to get people to perform specific acts to achieve objectives of national policy (e.g. visiting clinics, investing in bonds, using fertilizer). Moreover, it is a channel for conveying information about available techniques and facilities which people may use to solve problems.

Being close to people at the local level, these channels are potentially useful in the service of social concerns, as determined by local, provincial or national authorities themselves. They are, moreover, abundantly present in areas where mass media technology has not been fully or effectively developed to capture sustained interest at local, provincial or national levels. Folk media are personal forms of entertainment and communication. This is important because behavioural changes are most easily brought about by personal interaction. These forms of art are a part of the way of life of a community and provide acceptable means of bringing development issues into the community in its own-terms. They are capable of reaching intimate social groups, thus making use of already **established communication networks** in the audience.

Question 30: Why is traditional media considered the root of mass media?
A. Because it relates to the minds and hearts of the local population.
B. Because it is a form of a country's as well as a region's traditional arts.
C. Because both the local people and foreign visitors like puppetry the most.
D. Because its purpose is art performance and entertainment.
Question 31: What purpose of traditional media is NOT mentioned?
A. Education **B.** Entertainment
C. Information dissemination **D.** Value reformation
Question 32: What is the easiest way to change a person's behaviour?
A. By personal interaction **B.** Through modern entertainment
C. By public speaking **D.** By information exchange
Question 33: The phrase "established communication networks" probably refer to ____.
A. traditional media **B.** development issues
C. provincial audience **D.** intimate social groups
Question 34: What is the word "hewn" in Paragraph 1 closest in meaning to?
A. known **B.** shared **C.** shaped **D.** reflected

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 digital age has brought significant changes to how news is consumed and shared. Media organizations must adapt to these changes to remain relevant. For instance, (35) _____ must be aware of new digital tools to effectively engage with their audience. They should also ensure that (36) _____ content is accurate and trustworthy. Furthermore, media outlets are now competing not just with each other, but also with (37) _____, which can easily influence public perception. It is essential for media professionals to (38) _____ to maintain their credibility. Ultimately, (39) _____ expectations and preferences can guide how media content is developed and presented. (40) _____, media organizations can stay relevant and effective in delivering news."

Question 35: **A.** its audience **B.** their audience **C.** our audience **D.** his audience
Question 36: **A.** the news **B.** their reports **C.** the articles **D.** the blogs
Question 37:

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A. independent bloggers **B.** traditional newspapers
C. international agencies **D.** news editors

Question 38:
A. adopt new strategies **B.** develop marketing skills
C. enhance their online presence **D.** invest in technology

Question 39:
A. meeting our audience's **B.** changing their audience's
C. adapting to his audience's **D.** understanding their audience's

Question 40: "When media organizations adapt to new technologies and methods, (6) _____."
A. they will face fewer challenges
B. they will be better positioned to meet audience needs
C. they can avoid making mistakes
D. they will reduce their operational costs

TEST 2

Mark the letter A, B, C, or D to indicate the word whose underlined part differs from the other three in pronunciation in each of the following questions.

Question 1. A. convenient **B.** promote **C.** other **D.** poster
Question 2. A. visual **B.** news **C.** bias **D.** presence

Mark the letter A, B, C, or D to indicate the word that differs from the other three in the position of the primary stress in each of the following questions.

Question 3. A. update **B.** distribute **C.** commercial **D.** advertise
Question 4. A. interactive **B.** accessible **C.** convenient **D.** commercial

Mark the letter A, B, C, or D to indicate the correct answer to each of the following questions.

Question 5. Measures have been taken to address _____ among high school students.
A. forum **B.** body image **C.** cyberbullying **D.** print media
Question 6: Mass media _____ a significant role in shaping public opinion.
A. plays **B.** is playing **C.** played **D.** has played
Question 7: Media companies have embraced digital transformation, _____?
A. haven't they **B.** have they **C.** do they **D.** don't they
Question 8: The news outlet decided to _____ its broadcast schedule to cover the breaking news.
A. shift around **B.** make up **C.** get through **D.** take over
Question 9: Social media is _____ than television for real-time news updates.
A. quicker **B.** quick **C.** quickest **D.** more quick

Read the following school announcement and 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.

Attention Students,

Let's harness social media to promote a green lifestyle!

- Eco-friendly (10) _____can be shared and encouraged.

- Raise environmental awareness through creative posts.

- Highlight (11) _____consumption and waste reduction.

A green lifestyle is fostered when information (12) _____and discussions are encouraged.

Let's make a positive impact together!

Question 10. A. patterns **B.** habitats **C.** influences **D.** practices

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Question 11. A. responsible **B.** responsibility **C.** responsive **D.** responsibly
Question 12. A. shares **B.** are shared **C.** is shared **D.** is sharing

Read the following school announcement and 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.

WORKSHOP: Navigating the Era of Influencer Marketing - Harnessing the Power of Social Media Stars

In today's world of mass media, the landscape of advertising has undergone (13) _____ remarkable transformation with the rise of influencer marketing. From Instagram to YouTube, influencers wield immense influence (14) _____ their followers, who trust their recommendations and opinions. Join us as we explore the dynamic realm of influencer marketing and discover how your brand can leverage the power of social media stars to stay relevant and (15) _____ in today's ever-evolving mass media landscape.

Question 13: **A.** a **B.** an **C.** the **D.** Ø (no article
Question 14: **A.** over **B.** with **C.** at **D.** on
Question 15: **A.** impactfully **B.** Impacting **C.** impactful **D.** impact

Mark the letter A, B, C, or D on your answer sheet to indicate the correct arrangement of the sentences to make a meaningful letter for the following question.

Question 16.

a. Firstly, it keeps us up-to-the-minute with news and events worldwide.
b. In essence, social media enriches our lives by offering opportunities for learning, connection, and staying nformed.
c. Dear John, I hope you are feeling well!
d. Finally, it facilitates communication, enabling us to stay connected with friends and family, regardless of distance.
e. This can help foster a sense of global connectivity.
f. I wanted to share with you the positive impacts of social media.
g. Additionally, social media makes information and resources accessible, allowing us to learn and grow effortlessly.
h. Looking forward to hearing your thoughts! Warm regards.

A. c - f-e-a-g-d-b-h **B.** c -f-a-b-g-e-d-h **C.** c -a-f-g-e-d-b-h **D.** c -f-a-e-g-d -b-h

Mark the letter A, B, C, or D on your answer sheet to indicate the correct arrangement of the sentences to make a meaningful letter for the following question.

Question 17:

a. Especially, the media serves as a platform for communication, allowing individuals to express their opinions, share ideas, and engage in discussions on various topics.
b. In short, the media plays a multifaceted role in society, shaping our perceptions and influencing our interactions.
c. To commence with, it serves as a source of information, keeping us updated on current events, both locally and globally.
d. Secondly, the media provides entertainment, offering a wide range of programs, movies, and music to suit different tastes and preferences.
e. It is undoubtedly true that the media plays a crucial role in our daily lives in several ways.

A. e-c-d-a-b **B.** e-a-c-b-d **C.** c-a-b-d-e **D.** c-e-a-b-d

Read the following passage and mark the letter A, B, C, or D to choose the word or phrase that best fits each of the numbered blanks.

In the last five decades or so, the media and its influence on the societies, has grown (18)_____ with the advance of technology. First there was the telegraph and the post offices, then the radio, the newspaper, magazines, television and now the internet and the new media including palmtops, cell phones etc. There are positive and negative influences of mass media, which we must understand as a responsible person of a society.

Before (19)_____ the influence of mass media on society it is imperative to explain the three basic functions of mass media; they are providing news/information, entertainment and education. The first and foremost

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function of the media in a society is to provide news and information to the masses, that is why the present era is some time termed as the information age (20)_____.

People need news/information for various reasons, on one hand it can be used to socialize and on the other to make decisions and formulate opinions. Entertainment would be the other function of the mass media (21)_____ it is mostly used by the masses to amuse them in present day hectic environment. Educating the masses about their rights, moral, social and religious obligations is another important function of mass media, which needs no emphasis.

In present era of (22)_____ , majority of people in the society depends on information and communication to remain connected with the world and do our daily activities like work, entertainment, health care, education, socialization, travelling and anything else that we have to do.

(Source: http://thedailyjournalist.com)

Question 18: **A.**prominently **B.**sustainably **C.**exponentially **D.**tremendously

Question 19: **A.**discussed **B.**discussing **C.**discuss **D.**having discussed

Question 20: **A.**too **B.**also **C.**as well **D.**instead

Question 21: **A.**where **B.**which **C.**that **D.**what

Question 22: **A.**global **B.**globalization **C.**globalism **D.**globalize

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 popularity of digital media is undeniable, (23) _____ making it a popular means of communication. Digital platforms (24) _____ by offering interactive experiences, whether through gaming, social networking, or multimedia content consumption. Moreover, they keep individuals informed, with credible sources just a few clicks away, (25) _____ with current events and trends. Digital media is here to stay, evolving and adapting to meet the changing needs of (26) _____. Its accessible nature has no geographical boundaries, allowing people from diverse backgrounds to connect with each other. In this digital age, digital media plays an integral role in shaping how we consume information, (27) _____, and perceive the world around us. (28) _____, media organizations can effectively engage their audience and stay relevant.

Question 23.

A. which its interactive nature and accessibility **B.** with its interactive nature and accessibility

C. since its interactive nature and accessibility **D.** though its interactive nature and accessibility

Question 24.

A. keeping users engaged **C.** keep users engaged

B. to keep users engaged **D.** keep users engaging

Question 25.

A. empowering users to stay updated **B.** empowers users to stay updated

C. empowering users stay updated **D.** which empower users to stay updated

Question 26.

A. its audience **B.** their audience **C.** our audience **D.** his audience

Question 27.

A. we interacted with others **B.** to interact with others

C. interacting with others **D.** interact with others

Question 28:

A. As long as digital media evolves **B.** While digital media evolves

C. Before digital media evolves **D.** Since digital media has evolved

Read the following passage and mark the letter A, B, C, or D to indicate the correct answer to each of the questions.

Ensuring social media becomes a safer space for teenagers requires collective efforts from users, platform developers, and authorities. Firstly, educating teens about online safety measures is crucial. Teaching them to verify sources, identify trustworthy information, and recognise potential dangers of interacting with anonymous users can empower **them** to navigate social media more safely. Additionally, promoting open discussions about online behaviours and the impact of cyberbullying can help raise awareness and encourage responsible usage among teenagers.

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Secondly, platform developers must prioritise the implementation of updated safety features and policies. Regular updates to privacy settings, content moderation tools, and reporting mechanisms can **enhance** user protection and foster a safer online environment.

Lastly, collaboration between parents, educators, and policymakers is essential in establishing comprehensive guidelines and support systems for teenage internet users. Encouraging parental involvement, providing resources for digital literacy education, and advocating for stricter regulations on online platforms can collectively contribute to creating a safer digital landscape for teenagers to explore and connect.

Question 29. What does the passage mainly discuss?
A. Reasons why social media is a safe place for teenagers
B. Threats posed by social media to teenagers
C. Ways to make social media a safer place for teenagers
D. Reasons why teenagers prefer to use social media

Question 30. The word them in paragraph in paragraph 1 refers to_____.
A. anonymous users **B.** teens **C.** sources **D.** potential dangers

Question 31. According to paragraph 1, teenagers should be taught all of the following EXCEPT __.
A. realise dangers of engaging with unknown users
B. make sure that sources of information is accurate
C. identify reliable information
D. interact with different social media accounts

Question 32. The word enhance in paragraph 2 is opposite in meaning to _____.
A. increase **B.** strengthen **C.** combine **D.** reduce

Question 33. Which of the following is NOT true according to the passage?
A. Teenagers can navigate social media safely without their parents' help.
B. Teenagers should be educated about the impact of cyberbullying.
C. Online platform developers must update their safety polices regularly.
D. Educators play a part in creating a safer digital landscape for teenagers.

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.

More than a decade ago the UK investigative journalist Nick Davies published Flat Earth News, an exposé of how the mass media had abdicated its responsibility to the truth. Newsroom pressure to publish more stories, faster than their competitors had, Davies argued, led to journalists becoming mere "churnalists". Shocking as Davies' revelations seemed in 2008, they seem pretty tame by today's standards, writes Ben Lorica, Chief Data Scientist at O'Reilly.

We now live in a post-truth world of Fake News and "alternative facts"; where activists don't just seek to manipulate the news agenda with PR but now use advanced technology to fake images and footage. A particularly troubling aspect of these "deepfake" videos is their use of artificial intelligence to fabricate people saying or doing things with almost undetectable accuracy. The result is that publishers risk running completely erroneous stories –as inaccurate as stating that the world is flat –with little or any ability to check their source material and confirm whether it is genuine. The rise of unchecked fakery has serious implications for our liberal democracy and our ability to understand what's truly going on in the world.

The technology to manipulate imagery has come a long way since Stalin had people airbrushed out of history. Creating convincing yet fake digital content no longer requires advanced skills or a well-resourced (mis)information bureau. Anyone with a degree of technical proficiency can create content that will fool even the experts. Take the faked footage of Nancy Pelosi earlier this year, which was doctored to make her look incoherent and was viewed two and a half million times before Facebook took **it** down. This story shows how social media is giving new life to the old aphorism that "a lie can go halfway around the world before the truth has a chance to put its boots on".

The propagation of lies and misinformation is immeasurably enhanced by platforms like Twitter and Facebook that enable virality. What's more, the incentives for creating fake content now favour malicious actors, with clear economic and political advantages for **disseminating** false footage. Put simply, the more shocking or extreme the content, the more people will share it and the longer they will stay on the platform. Meanwhile, counterfeiters can manipulate the very tools being developed to detect and mitigate deepfake content, just as the security industry **inadvertently** supplies software that can be misused for cybercrime.

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(Source: https://www.informationsecuritybuzz.com/)

Question 34: What does the passage mainly discuss?
A. The revolution of mass media. **B.** The good and bad sides of media.
C. Faking the news with technology. **D.** Combating the counterfeiters.
Question 35: According to paragraph 1, why did Davis label the current news workers as "churnalists"?
A. The profit is prioritised over the ethical conduct of an information medium.
B. The news agencies force their reporters to overexaggerating the information.
C. Journalists are rushing out articles too fast to check on the truth of their reports.
D. The informants for well-known news channels have become unreliable.
Question 36: According to paragraph 2, what is the most discernible feature of deepfake video?
A. It has raised an array of challenges for the Internet policymakers.
B. It is extremely powerful when used to undermine a person's reputation.
C. It is a subcategory of artificial information study.
D. It is the falsification of imagery information with the aid of technology.
Question 37: The word "it" inparagraph 3 refers to _____.
A. degree **B.** bureau **C.** content **D.** footage
Question 38: Which of the following statements is TRUE, according to the passage?
A. Deepfake technology has obscured and distorted our vision of the world.
B. That the earth is fact is a legitimate statement proven by the media.
C. Stalin was the founding father of the information manipulating industry.
D. Ben Lorica whose video was forcefully taken down was a victim of misinformation.
Question 39: The word "disseminating" in paragraph 4 is closest in meaning to _____.
A. spreading **B.** implementing **C.** communicating **D.** passing
Question 40: The word "inadvertently" in paragraph 4 is closest in meaning to _____.
A. mistakenly **B.** unwittingly **C.** deliberately **D.** innocently

TEST 3 - UNIT 7: THE WORLD OF MASS MEDIA

Mark the letter A, B, C, or D to indicate the word whose underlined part differs from the other three in pronunciation in each of the following questions.
Question 1. A. pl**a**ce **B.** bi**a**s **C.** f**a**ke **D.** upd**a**te
Question 2. A. c**o**ntent **B.** pr**o**mote **C.** p**o**ster **D.** forg**o**

Mark the letter A, B, C, or D to indicate the word that differs from the other three in the position of the primary stress in each of the following questions.
Question 3. A. access **B.** update **C.** fact-check **D.** broadcast
Question 4. A. flexible **B.** advertise **C.** credible **D.** loudspeaker

Mark the letter A, B, C, or D to indicate the correct answer to each of the following questions.
Question 5. The TV show attracted millions of _____ during its premiere.
A. viewers **B.** posters **C.** adverts **D.** interests
Question 6: The rise of online platforms _____ the way traditional media outlets operate.
A. changes **B.** have changed **C.** changed **D.** changing
Question 7: Media channels are constantly evolving, _____?
A. aren't they **B.** are they **C.** don't they **D.** do they
Question 8: Journalists need to _____ the latest trends to stay relevant in the industry.
A. keep up with **B.** put up with **C.** give up on **D.** take over
Question 9: Online news sources are often _____ than print newspapers in terms of updating information.
A. more immediate **B.** immediate **C.** most immediate **D.** immediately

Read the following notice and mark the letter A, B, C, or D to indicate the correct option that best fits each of the numbered blanks.

Notice: Combat fake news in the school environment!

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Recently, fake news is increasingly appearing and causing more and more consequences. Therefore, the School Board would like to encourage:

- Students ought to fact-check (10) _____ before sharing on social networks.
- Everyone should use (11) _____ sources for information access.
- Any suspicious news encountered online must (12) _____.

Any violators will be disciplined if discovered.

Question 10. A. content **B.** broadcast **C.** press **D.** bias
Question 11. A. accessible **B.** convenient **C.** profit-making **D.** credible
Question 12. A. report **B.** have reported **C.** be reported **D.** to report

Introducing FilterFeed, your personalized news app!

Tired of endless negativity and (13) _____ your interests and preferred sources. stories? FilterFeed curates the news for YOU, based (14) _____.

Stop information overload and start getting (15) _____ news that matters to you.

Download FilterFeed for FREE today!

Question 13: A. relevance **B.** irrelevantly **C.** irrelevant **D.** relevant
Question 14: A. in **B.** of **C.** at **D.** on
Question 15: A. a **B.** an **C.** the **D.** Ø (no article)

Mark the letter A, B, C, or D on your answer sheet to indicate the correct arrangement of the sentences to make a meaningful paragraph for the following questions.

Question 16.

a. Firstly, it allows individuals to connect with friends and family, keeping them updated on their daily activities and milestones.
b. Secondly, sharing personal experiences can inspire and motivate others, fostering a sense of communityand support.
c. Sharing personal life on social media has become a common practice.
d. Therefore, the key is to share thoughtfully, focusing on positive and meaningful content that adds value to both the individual and their audience.
e. In conclusion, sharing personal life on social media can enhance relationships and inspire others, but it's crucial to strike a balance and prioritise privacy and discretion.
f. However, over-sharing personal information may lead to privacy breaches and unwanted attention.

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

Question 17:

a. Next, excessive exposure to media content, especially violent or negative news, can have detrimental effects on people's mindsets and ways of thinking.
b. In addition to the two above drawbacks, spending too much time on the media can lead to reduced physical health since people are likely to suffer from obesity, sedentary lifestyles, eyestrain, and so on.
c. Dear Simona, how is it going recently? Now I'm writing to talk about some drawbacks of the media.
d. One major downside is the spread of misinformation due to the rise of social media and online news sources which makes it easier for false information to circulate, leading to confusion and distrust among the public.
e. Take care.
f. Overall, while the media provides valuable information and entertainment, it's important entertainment to be critical of its content and mindful of its potential impact on our well-being. Do you agree? Write to me soon. I'm looking forward to hearing from you.

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