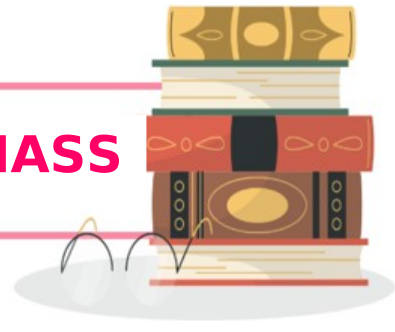


UNIT 7: THE WORLD OF MASS



PART I.

a. Vocabulary

Word	Part of speech	Pronunciation	Meaning
1. publicity	n	/pʌb'lisəti/	truyền thông, quảng bá
2. interest	n	/ˈɪntrest/, /ˈɪntrest/	sự quan tâm, hứng thú
3. place	v	/pleɪs/	đặt, rao, đăng (tin, quảng cáo)
4. advert	n	/ˈædvɜːt/	quảng cáo
5. promote	v	/prə'məʊt/	quảng bá
6. profit-making	adj	/ˈprɒfɪt meɪkɪŋ/	tạo lợi nhuận
7. poster	n	/ˈpəʊstə(r)/	áp phích
8. viewer	n	/ˈvjuːə(r)/	người xem
9. commercial	n	/kə'mɜːʃl/	quảng cáo
10. advertise	v	/ˈædvətaɪz/	quảng cáo
11. presence	n	/ˈprezns/	sức thu hút, sức ảnh hưởng
12. reliable	adj	/rɪˈlaɪəbl/	đáng tin cậy
13. bias	n	/ˈbaɪəs/	thiên vị
14. fake news	n	/ˌfeɪk ˈnjuːz/	tin giả
15. the press	n	/ðə pres/	báo chí
16. update	v	/ˌʌpˈdeɪt/	cập nhật
17. distribute	v	/dɪˈstrɪbjʊt/	phân phối
18. broadcast	n/v	/ˈbrɔːdkɑːst/	(chương trình) phát sóng
19. convenient	adj	/kənˈviːniənt/	thuận tiện
20. content	n	/ˈkɒntent/	nội dung
21. accessible	adj	/əkˈsesəbl/	có thể tiếp cận được
22. interactive	adj	/ˌɪntərˈæktɪv/	có thể tương tác được
23. instant	adj	/ˈɪnstənt/	ngay lập tức
24. reach	v	/riːtʃ/	tiếp cận
25. flexible	adj	/ˈfleksəbl/	linh hoạt
26. credible	adj	/ˈkredəbl/	đáng tin cậy
27. fact-check	v	/ˌfækt tʃek/	kiểm chứng thông tin
28. visual	adj	/ˈvɪʒuəl/	bằng/ có hình ảnh
29. the mass media	n	/ðə ˌmæs ˈmiːdiə/	phương tiện truyền thông đại chúng
30. billboard	n	/ˈbɪlbɔːd/	biển quảng cáo
31. loudspeaker	n	/ˌləʊdˈspiːkə(r)/	loa phát thanh
32. source	n	/sɔːs/	nguồn tin
33. spread	n/v	/spred/	(sự) lan truyền

b. Collocations/ phrases

Collocations/ phrases	Meaning
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

PART II. GRAMMAR

a. Adverb clause of Manner

Mệnh đề trạng ngữ chỉ cách thức bắt đầu bằng: **as** (như là, giống như là), **as if / as though** (như thể là).

a. Điều không có thật ở hiện tại <div style="border: 1px solid black; padding: 5px; text-align: center;">S + V + as if/ as though + S + V_{2/ed}</div> <p>*** Lưu ý: "WERE" có thể dùng cho tất cả các chủ từ ở MĐ giả định.</p>	Ex: She dresses as if she was an actress. → but she isn't an actress He talks as though he knew where she was. → but he doesn't know
b. Điều không có thật ở quá khứ <div style="border: 1px solid black; padding: 5px; text-align: center;">S + V + as if/ as though + S + had + V_{3/ed}</div>	Ex: He talked about New York as though he had been there before.

b. Clause of result

a. So... that (quá ... đến nỗi, đến nỗi mà) <div style="border: 1px solid black; padding: 10px; text-align: center;"> <div style="border: 1px solid black; width: 100px; height: 40px; margin: 0 auto;"></div> </div> <p>Ex: He was so tired that he had to stop working. Đôi khi, để nhấn mạnh, so + <i>adj</i> được đặt ở đầu câu và theo sau là hình thức đảo ngữ của động từ. Ex: So terrible was the storm that whole roofs were ripped off. * Khi tính từ là <i>many, much, few, little</i> thì có thể có danh từ theo sau.</p> <div style="border: 1px solid black; padding: 10px; text-align: center;"> <div style="border: 1px solid black; width: 100px; height: 40px; margin: 0 auto;"></div> </div> <p>Ex: She has so few friends that she often feels sad and lonely. He drank so much wine that he felt sick.</p> <div style="border: 1px solid black; padding: 5px; text-align: center;">S + V + so + Adj + a + N (đố số ít) + that + S + V...</div> <p>Ex: It was so hot a day that we decided to stay indoors.</p>	
b. Such... that (quá ... đến nỗi, đến nỗi mà) <div style="border: 1px solid black; padding: 10px; text-align: center;"> <div style="border: 1px solid black; width: 100px; height: 40px; margin: 0 auto;"></div> </div> <p>Ex: It was such an interesting novel that I have read it three times. It was such good milk that we couldn't stop drinking it.</p> <div style="border: 1px solid black; padding: 5px; text-align: center;">S + V + such + a/ an + Adj + N + that + S + V...</div>	

PART III. PRACTICE

Exercise 1: Mark the letter A, B, C, or D to indicate the correct answer to each of the following questions.

- The _____ of a news story is crucial for ensuring the information is trustworthy.
A. commercial B. source C. bias D. presence
- A _____ journalist always verifies their facts before publishing an article.
A. interactive B. accessible C. credible D. profit-making
- News websites frequently _____ their content to provide the latest information.
A. connect B. announced C. finished D. update
- The internet has allowed news outlets to be more _____ in how they deliver stories.
A. flexible B. visual C. interactive D. interested

5. Social networks can _____ information faster than traditional news channels.
A. billboard B. spread C. loudspeaker D. content
6. A celebrity scandal often gains significant _____ across various platforms.
A. publicity B. poster C. commercial D. viewer
7. An influencer's _____ online can significantly impact brand visibility.
A. distribution B. source C. content D. presence
8. It's important to recognize _____ in reporting and seek multiple perspectives.
A. poster B. viewer C. bias D. commercial
9. Many people choose to remain _____ when sharing opinions online.
A. anonymous B. antivirus C. reliable D. outdated
10. Positive feedback on social media can boost a person's _____.
A. forum B. malware C. predator D. self-esteem
11. During political campaigns, _____ are often used to address large crowds.
A. mass media B. loudspeakers C. digital billboards D. online commercials
12. The _____ of digital news is global, crossing all geographical boundaries.
A. comment B. interact C. spread D. reach
13. A company's _____ on social media is essential for customer engagement.
A. presence B. source C. spread D. advert
14. To combat misinformation, it's necessary to _____ statements made online.
A. distribute B. advertise C. fact-check D. place
15. Installing reliable antivirus software can protect against _____ from malicious ads.
A. self-esteem B. malware C. publicity D. presence
16. An _____ on a popular podcast can drive significant traffic to a product.
A. instant B. advert C. presence D. update
17. Many websites are _____ entities that rely on advertising revenue.
A. profit-making B. attractive C. convenient D. interactive
18. A _____ for a film can become iconic and widely recognized.
A. notice B. sign C. poster D. press
19. You don't actually get a lot of _____ from a news report on radio or TV.
A. informed B. informations C. informative D. information
20. Video and computer games have also developed into a _____ media form.
A. mess B. mass C. big D. global
21. The term _____ has become prevalent in discussions about media accuracy.
A. good news B. fact-check C. fake news D. the press
22. Radio stations _____ music and news to listeners all day long.
A. broadcast B. refresh C. connect D. publish
23. How many means of _____ do you use on a regular basis?
A. communicative B. communicating C. communicator D. communication
24. Online courses are _____ to learners from all over the world.
A. anonymous B. interactive C. accessible D. permanent
25. The editor is in charge _____ ensuring all published content is accurate.
A. about B. on C. of D. between
26. Charities use powerful images to _____ attention to important issues.
A. draw B. ask C. finish D. look
27. Small businesses cannot afford _____ ignore the power of social media marketing.
A. of B. for C. from D. to
28. Local communities often _____ billboards to announce events or initiatives.
A. put up B. went out C. pulled out D. broke out
29. It's important to pay attention _____ the sources of our news to avoid misinformation.
A. from B. to C. on D. at
30. Podcasting is _____ to stay, with more people tuning in every year.
A. about B. here C. this D. over
31. Subscription services for news are on the _____, offering ad-free experiences.
A. direct B. go C. rise D. aim
32. They all stared at me _____ I had just dropped from Mars.
A. as B. as though C. so as to D. as to
33. She talked _____ the boss of our office.



- A. if only she became
C. as though she had become
- B. even if she had become
D. as if she will become
34. They were going away without saying anything _____ nothing had happened.
A. if
B. even if
C. as if
D. if only
35. She looked at me as though she _____ me for a long time.
A. will not have seen
B. will not see
C. has not seen
D. had not seen
36. My friend is a veterinarian. She treats animals almost _____.
A. as human
B. as if they were human
C. as though they are human
D. as they are human
37. He walked past me _____.
A. as though I will not exist
B. as I did not exist
C. as if I did not exist
D. even though I did not exist
38. The house was in such a mess. It looked _____.
A. as a bomb had dropped on it
B. as if a bomb has dropped on it
C. as if a bomb is dropping on it
D. as though a bomb had dropped on it
39. She is a student but she is acting _____.
A. as though a professional actress
B. as if she were a professional actress
C. as though she is a professional actress
D. as if she is a professional actress
40. He talks as if he _____ everything about me.
A. knows
B. has known
C. had known
D. knew
41. Tom has never been to Madrid, but he talks as if he _____ there himself.
A. were
B. is
C. has been
D. had been
42. The children sing loudly _____.
A. as though they are the winners
B. though they are the winners
C. as if they were the winners
D. were they the winners
43. You talk as though it _____ a small thing to leave your country forever.
A. is
B. were
C. will be
D. would be
44. He looks as though he _____ a square meal in his life, but in fact his wife feeds him very well.
A. has never got
B. never gets
C. never got
D. had never got
45. Dr. Kim has _____ many patients _____ he is always busy.
A. too/that
B. very/until
C. such/that
D. so/that
46. It was _____ a difficult question that they couldn't explain.
A. so
B. such
C. very
D. too
47. I was _____ tired that I fell asleep while watching TV.
A. such
B. very
C. so
D. much
48. John is _____ kind boy that everyone likes him.
A. such
B. so
C. very
D. such a
49. It was _____ that we went for a walk in the mountain.
A. so nice day
B. such nice day
C. so a nice day
D. such a nice day
50. The Browns are _____ nice _____ he enjoys being a member of their family.
A. such / that
B. so / that
C. such a / that
D. so that
51. It was _____ expensive car that he couldn't afford to buy it.
A. so
B. very
C. such a
D. such an
52. The play was _____ disappointing _____ we turned off the TV and went to bed.
A. so / that
B. such / that
C. such a / that
D. so that
53. He was _____ he never washed his clothes by himself.
A. too lazy
B. so lazy that
C. very lazy that
D. such lazy that
54. It was _____ a boring speech that I felt asleep.
A. such
B. so
C. very
D. too
55. He was _____ he could not continue to work.
A. very tired that
B. such tired that
C. too tired that
D. so tired that
56. John's eyes were _____ bad that he couldn't read the number plate of the car in front.
A. such
B. too
C. so
D. very
57. Davis has _____ many patients _____ he is always busy.
A. too / that
B. very / until
C. such / that
D. so / that
58. It was _____ a difficult question that they couldn't explain.
A. so
B. such
C. very
D. too



59. They are ____ that they can't buy a bicycle.

- A. enough poor B. poor enough C. so poor D. too poor

60. It's surprising now ____ beautiful girl can make so heinous crime.

- A. such B. so C. a such D. such a

61. These are ____ ugly chairs ____ I am going to give them away.

- A. so / that B. such / that C. so many / that D. so much / that

62. She is ____ kind that everybody loves her.

- A. such B. such a C. so D. so a

63. The day was ____ that we had a shower four times a day.

- A. such a hot B. so hot C. very hot D. hot

64. It was ____ that I couldn't eat it.

- A. such a hard cake B. such hard cake C. so a hard cake D. so hard cake

65. He is ____ a busy man that he really needs a helper.

- A. so B. such C. very D. quite

66. It was ____ that we went for a picnic in the countryside.

- A. so nice a day B. such nice day C. so nice day D. such a nice day

67. My mathematics teacher is ____ person that all of us like his period.

- A. a such funny B. a so funny C. such a funny D. such funny

Exercise 2: Read the following advertisement and mark the letter A, B, C, or D on your answer sheet to indicate the option that best fits each of the numbered blanks from 1 to 6.

①

Level Up Your TikTok Game!

Tired of (1) ____ endlessly through your For You page? Ready to take your TikTok experience to the next level? Then (2) ____ the real world with TikTok events!

Connect with creators sharing your passions, learn from the pros, and unleash your inner creativity at (3) ____ events happening near you. From dance workshops (4) ____ by viral choreographers to exclusive meet-and-greets with your favorite stars, there's something for everyone.

Attending a TikTok event is a fantastic opportunity to:

- Gain insider tips and improve your (5) ____.
- Collaborate with other TikTokers and build your community.
- Experience the joy of TikTok in (6) ____.

Open your TikTok app and tap the "events" icon to discover what's happening in your area. Don't miss out - your next viral video could be inspired by a TikTok event!

#TikTokEvents #IRL #Community

- | | | | |
|-------------------------------|----------------------------|--------------------|--------------|
| 1. A. scrolling | B. scrolled | C. scroll | D. to scroll |
| 2. A. turn down | B. put up | C. step into | D. take off |
| 3. A. excited | B. excitement | C. excite | D. exciting |
| 4. A. led | B. leading | C. to lead | D. lead |
| 5. A. creation content skills | B. content creation skills | C. creation skills | |
| content | D. skills creation content | | |
| 6. A. charge | B. bias | C. viewer | D. person |

②

Dive into the World of Mass Media!

Interested in a career that shapes opinions and informs the world? Want to be in charge (1) ____ creating content that reaches millions? Then explore the exciting (2) ____ offered by the world of mass media!

From journalism and broadcasting to advertising and public relations, mass media offers diverse pathways for those (3) ____ about communication and storytelling. Learn the skills to (4) ____, analyze audience trends, and (5) ____ attention to important issues.

Working in mass media, you can:

- Become a journalist (6) ____ the truth and informing the public.
- Create compelling advertising campaigns that influence consumer behavior.



- Manage the public image of organizations and individuals.
- Produce captivating films and television programs that entertain and educate.

Explore the dynamic world of mass media and discover your potential to inform, persuade, and entertain. The power to influence the world is in your hands!

#MassMedia #Journalism #Broadcasting #Advertising #PublicRelations

- | | | | |
|--------------------------------|-----------------------------|-----------------------------|-----------------------------|
| 1. A. of | B. to | C. with | D. about |
| 2. A. opportunely | B. opportunity | C. opportune | D. opportunities |
| 3. A. reliable | B. accessible | C. visual | D. passionate |
| 4. A. content produce engaging | B. produce content engaging | C. produce engaging content | D. engaging content produce |
| 5. A. promote | B. took | C. draw | D. raise |
| 6. A. uncovered | B. to uncover | C. uncover | D. uncovering |

Exercise 3: Read the following leaflet and mark the letter A, B, C, or D on your answer sheet to indicate the option that best fits each of the numbered blanks from 1 to 6.

Stay Connected: Exploring the World of Mass Media!

Want to know what's happening around the globe? Mass media is everywhere! It (1) _____ us to the world through television, radio, newspapers, the internet, and many (2) _____ platforms.

Newspapers and magazines provide in-depth analysis and keep us (3) _____ about current events. Television and radio offer entertainment and news updates, while the internet gives us access to a vast amount of information and allows us to (4) _____ trends from around the world.

(5) _____, it's important to be critical of the media we consume. Always check the source and consider the message being conveyed. Mass media plays a vital role in shaping our understanding of the world, so explore different sources, think critically, and (6) _____ connected!

- | | | | |
|------------------|----------------|-----------------|----------------|
| 1. A. connects | B. fastens | C. attaches | D. binds |
| 2. A. others | B. other | C. the others | D. another |
| 3. A. interested | B. interactive | C. accessible | D. informed |
| 4. A. pass out | B. look for | C. keep up with | D. turn around |
| 5. A. However | B. Since | C. Therefore | D. Because of |
| 6. A. reach | B. share | C. stay | D. fill |

Navigate the World of Mass Media!

In today's world, we are constantly bombarded with information from a huge (1) _____ of sources. Television, radio, newspapers, magazines, the internet - these are all examples of mass media, powerful (2) _____ that shape our understanding of the world.

But how can we navigate this complex landscape? How can we be sure we're getting accurate and (3) _____ information? Here are a few tips:

- **Check the source:** Is it a reputable news organisation or a random blog?
- **Look out for bias:** Does the source have a particular agenda or viewpoint?
- **Read critically:** Don't just accept everything you see and hear. Ask questions and (4) _____ more.
- **Be aware of the impact:** Mass media can influence our opinions and behaviours, so it's important to be conscious of its power.

(5) _____ important aspect of mass media is its ability to connect people. Social media platforms, (6) _____ name just one example, allow us to communicate with others across the globe and share our experiences.

Remember, mass media can be a force for good or bad. By being informed and critical consumers, we can ensure that we use it wisely.

- | | | | |
|----------------------|----------------|----------------|----------------|
| 1. A. benefit | B. gain | C. value | D. variety |
| 2. A. instruments | B. devices | C. tools | D. utensils |
| 3. A. instant | B. reliable | C. flexible | D. visual |
| 4. A. agree on | B. call at | C. find out | D. die of |
| 5. A. Another | B. Other | C. The others | D. Others |
| 6. A. in addition to | B. in spite of | C. by means of | D. in order to |



Exercise 4: Mark the letter A, B, C or D on your answer sheet to indicate the best arrangement of utterances or sentences to make a meaningful exchange or text in each of the following questions from 1 to 5.

①

- a. Brian:** I don't really use TikTok, Ally. Isn't it just for dancing videos?
b. Ally: Have you seen that funny cat video on TikTok, Brian? It's hilarious!
c. Ally: Not at all! There's all sorts of stuff on there – comedy, news, cooking... you should check it out!
A. c-a-b B. a-b-c C. a-c-b D. b-a-c

②

- a. Brian:** Maybe we should read a newspaper instead? Don't they have editors to check the facts?
b. Ally: It's so easy to get news from the internet now, everyone has a phone!
c. Ally: Yeah, that's a good idea. Or we could watch a documentary, they usually have reliable information.
d. Brian: True, but I don't always trust everything I read online. Anyone can write anything these days.
e. Ally: I agree. It's important to be careful and check where the information comes from.
A. b-d-e-a-c B. c-e-a-d-b C. e-d-b-a-c D. b-c-e-a-d

③

Dear Simona,

- a.** Additionally, the digital divide is another issue, where unequal access to technology leads to disparities in information and opportunities.
b. I hope this letter finds you well. I've been reflecting on the impact of technology lately.
c. Moreover, overreliance on gadgets may lead to a decline in face-to-face interactions and physical activity, potentially affecting our social skills and health.
d. Looking forward to your perspective.
e. A significant concern is privacy invasion, as personal data can be easily collected and misused.
f. Despite these issues, technology's benefits are immense. It's crucial to use it wisely and maintain a balance. What are your thoughts?

Warm regards,

Thanh

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

④

- a.** Consequently, teenagers may experience heightened levels of anxiety and depression due to social media.
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 B. b - e - c - d - f - a C. a - b - e - d - c - f D. b - e - a - c - f - d

⑤

- a.** Importantly, technology also facilitates communication, connecting people across the globe and fostering the exchange of thoughts and cultural experiences.
b. The influence of technology in our lives is undeniable and profound.
c. Initially, it acts as a vital tool for education, providing access to a wealth of knowledge and learning resources.
d. To summarize, technology is integral to modern society, transforming the way we learn, entertain ourselves, and interact with each other.
e. Moreover, technology brings amusement through various digital games, social platforms, and streaming services that cater to diverse interests.

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

Exercise 5: 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 1 to 5.



①

How My Family Uses Media

Hey, everyone! This week, we learned about different forms of media. (1) _____. I have noticed that the types of media my family uses have been changing over the last few years. (2) _____ loves baseball, and we have always watched the games on TV. But recently, I've been using social media to get news about it. I mainly use it to follow the pages for different teams (3) _____ on games and players from all around the country. I've been posting videos of exciting plays on my page so my friends and I can comment on them. Now, (4) _____, I feel very confident. My family stopped buying newspapers and magazines about a year ago to save paper and (5) _____. I used to enjoy reading fashion magazines, but recently I've been following a few online fashion sites, so I don't really miss print magazines. My parents used to read the newspaper every day, but now they get the news online, and they love it. I don't read much online news though I do occasionally use it to research stuff for school.

1. A. It got me thinking about how my family uses media
B. Which got me thinking about how my family uses media
C. That got me thinking about how my family uses media
D. Having got me thinking about how my family uses media
2. A. This family B. Their family C. Our family D. My family
3. A. up-to-the-minute updates are got B. to get up-to-the-minute updates
C. getting up-to-the-minute updates D. get up-to-the-minute updates
4. A. when I talk about baseball with my family members
B. to my talking about baseball with my family members
C. having talked about baseball with my family members
D. before I talk about baseball with my family members
5. A. the environment is helped B. helping the environment
C. help the environment D. to have helped the environment

② The danger of fake news on the Internet is significant. Firstly, (1) _____ 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 (2) _____. 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 (3) _____, worsened by the ease of sharing unverified information online.

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 (4) _____. Only by remaining vigilant (5) _____ and strong against the dangers of misinformation.

1. A. when spreading misinformation B. the spread of misinformation
C. this spreads misinformation D. in spite of spreading misinformation
2. A. to cause fewer conflicts B. causing fewer conflicts
C. causing more conflicts D. to cause more conflicts
3. A. remain challenging B. remains a challenge C. remains challenge D. remain a challenge
4. 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
5. 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

Exercise 6: Read the following passage and mark the letter A, B, C, or D to indicate the correct answer to each of the questions from 1 to 8.

①

In recent years, an app called TikTok has taken the social media world by storm. With its short-form videos, catchy dances, and creative content, TikTok has become a global sensation, **captivating** millions of users worldwide.

TikTok, developed by the Chinese company ByteDance, was launched in 2016 but gained immense popularity in the past few years. The app allows users to create and share 15 to 60-second videos, often



featuring lip-syncing, dancing, comedy sketches, and various challenges. **Its** addictive and easily digestible content format has appealed to a wide range of users, particularly younger generations.

TikTok's popularity knows no bounds. The app has gathered an enormous user base, surpassing 2 billion downloads worldwide. It has become especially popular in markets such as the United States, India, and Brazil, where users spend countless hours scrolling through an endless stream of videos. **TikTok's global reach has turned ordinary individuals into viral sensations, providing a platform for creativity and self-expression on an "unprecedented" scale.**

One of the key factors behind TikTok's success is its powerful recommendation algorithm. The app's algorithm analyses user behaviour, preferences, and interactions to create a personalised feed. By understanding users' interests and serving them tailored content, TikTok keeps users engaged and provides a constant stream of fresh, entertaining videos. This algorithmic approach has been instrumental in driving the app's growth and fostering a vibrant and engaging user experience.

Adapted from: <https://www.linkedin.com/pulse/rise-tiktok-its-impact-social-media-culture-umar-ahmed>

1. Which of the following is NOT mentioned as a type of content commonly found on TikTok?
A. Lip-syncing videos B. Comedy sketches C. Educational tutorials D. Dance challenges
2. The word "**captivating**" in paragraph 1 is OPPOSITE in meaning to _____.
A. enchanting B. repelling C. fascinating D. engaging
3. The word "**Its**" in paragraph 2 refers to _____.
A. ByteDance B. TikTok C. Social media D. Chinese company
4. The word "**unprecedented**" in paragraph 3 could be best replaced by _____.
A. limited B. ordinary C. traditional D. unmatched
5. Which of the following best paraphrases the underlined sentence in paragraph 3?
("TikTok's global reach has turned ordinary individuals into viral sensations, providing a platform for creativity and self-expression on an unprecedented scale.")

A. TikTok's popularity has allowed many people to become famous online by showcasing their creativity.

B. TikTok is only popular in a few countries, limiting its impact on creativity and self-expression.

C. TikTok's success is due to its focus on traditional forms of entertainment, like television and movies.

D. TikTok discourages users from sharing their own unique content, preferring to promote established trends.

6. Which of the following is TRUE according to the passage?
A. TikTok was launched in 2019. B. TikTok videos can be up to 10 minutes long.
C. TikTok is owned by a Chinese company. D. TikTok is most popular in Europe.
7. In which paragraph does the writer mention the algorithm used by TikTok?
A. Paragraph 1 B. Paragraph 2 C. Paragraph 3 D. Paragraph 4
8. In which paragraph does the writer describe the types of videos commonly found on TikTok?
A. Paragraph 1 B. Paragraph 2 C. Paragraph 3 D. Paragraph 4

② Google+, microblogging services such as Twitter, blogs, video blogs (vlogs), wikis, and media-sharing sites such as YouTube and Flickr, among others.

Social media as a collaborative and participatory tool, connects users with each other and helps shaping various communities. **Playing a key role in delivering public service value to citizens, it also helps people to engage in politics and policy-making, making processes easier to understand, through information and communication technologies (ICTs).**

Today four out of five countries in the world have social media features on their national portals to promote interactive networking and communication with the citizen. Although we don't have any information about the effectiveness of such tools or whether they are used to their full potential, 20% of these countries shows that they have "resulted in new policy decisions, regulation or service".

Social media can be an effective tool to **trigger** changes in government policies and services if used properly. It can be used to prevent corruption, as **it** is direct method of reaching citizens. In developing countries, corruption is often linked to governmental services that lack automated processes or **transparency** in payments.

Adapted from <https://theconversation.com/can-social-media-loud-and-inclusive-fix-world-politics-74287>

1. Which of the following is NOT mentioned as a type of social media?
A. Twitter B. YouTube C. Wikipedia D. Flickr
2. The word "**trigger**" in paragraph 4 is closest in meaning to _____.
A. prevent B. initiate C. understand D. complicate



3. The word “**it**” in paragraph 4 refers to _____.

- A. corruption B. social media C. effective tool D. governmental service

4. The word “**transparency**” in the last paragraph could be best replaced by _____.

- A. clarity B. difficulty C. inflexibility D. unavailability

5. Which of the following best paraphrases the underlined sentence in paragraph 2?

"Playing a key role in delivering public service value to citizens, it also helps people to engage in politics and policy-making, making processes easier to understand, through information and communication technologies (ICTs)."

A. Social media is important for public services because it helps people understand and participate in politics and policy-making through technology.

B. ICTs are essential for delivering public service value and engaging citizens in political processes.

C. Social media simplifies political processes and makes them more accessible to citizens through the use of ICTs.

D. By using ICTs, social media plays a crucial role in connecting people with public services and political activities.

6. Which of the following is TRUE according to the passage?

- A. Most countries use social media on their national portals to combat corruption.
B. Social media has been proven to be highly effective in influencing government policies.
C. A significant percentage of countries report that social media has led to new policy decisions.
D. Social media is primarily used in developing countries to promote interactive networking.

7. In which paragraph does the writer mention the potential of social media to improve government?

- A. Paragraph 1 B. Paragraph 2 C. Paragraph 3 D. Paragraph 4

8. In which paragraph does the writer define social media as a tool for collaboration?

- A. Paragraph 1 B. Paragraph 2 C. Paragraph 3 D. Paragraph 4

Exercise 7: Read the following passage and mark the letter A, B, C, or D to indicate the correct answer to each of the questions from 1 to 10.

①

The *New York Times* is a daily newspaper published in New York city. For a long time, it has been the newspaper of record in the United States and one of the world's great newspapers. **Its strength is in its editorial excellence; it has never been the largest newspaper in terms of circulation.**

[I] The *Times* was established in 1851 as a penny paper whose editors wanted to report the news in a **restrained** and objective fashion. **[II]** It enjoyed early success as its editors set a pattern for the future by appealing to a cultured, intellectual readership instead of a mass audience. **[III]** However, in the late nineteenth century, it **came into competition with** more popular, colorful, if not lurid, newspapers in New York City. **[IV]**

Ochs built the *Times* into an internationally respected daily. He hired Carr Van Anda as editor. Van Anda placed greater stress than ever on full reporting of the news of the day, and **his** reporters maintained and emphasized existing good coverage of international news. The management of the paper decided to **eliminate** fiction from the paper, added a Sunday magazine section, and reduced the paper's price back to a penny. In April 1912, the paper took many risks to report every aspect of the sinking of the Titanic. This greatly enhanced its prestige, and in its coverage of two world wars, the *Times* continued to enhance its reputation for excellence in world news.

In 1971, the *Times* was given a copy of the so-called "Pentagon Papers," a secret government study of U.S. involvement in the Vietnam War. When it published the report, it became involved in several lawsuits. The U.S. Supreme Court found that the publication was protected by the freedom-of-the-press clause in the First Amendment of the U.S. Constitution. Later in the 1970s, the paper, under Adolph Ochs's grandson, Arthur Ochs Sulzberger, introduced sweeping changes in the organization of the newspaper and its staff and brought out a national edition transmitted by satellite to regional printing plants.

1. Where in paragraph 2 does the following sentence best fit?

"Despite price increases, the *Times* was losing \$1,000 a week when Adolph Simon Ochs bought it in 1896."

- A. [I] B. [II] C. [III] D. [IV]
2. The phrase "**came into competition with**" in paragraph 2 could be best replaced by _____.
- A. cooperated with B. was forced to rival C. was supported by D. was sold to



3. The word “**his**” in paragraph 3 refers to _____.
A. Adolph Simon Ochs B. Carr Van Anda C. the Times’s reporter D. the paper’s editor
4. According to paragraph 3, which of the following is NOT a change made by the Times’s management?
A. Expanding coverage of international news. B. Removing fictional stories.
C. Increasing the paper’s price. D. Adding a Sunday magazine section.
5. Which of the following best summarizes paragraph 2?
A. The Times’s early success and its struggle against competitors.
B. The reasons behind the Times’s decline in readership.
C. The Times’s efforts to appeal to a mass audience.
D. The impact of price increases on the Times’s circulation.
6. The word “**eliminate**” in paragraph 3 is OPPOSITE in meaning to _____.
A. remove B. include C. delete D. expel
7. Which of the following is TRUE according to the passage?
A. The Times has always been the largest newspaper in the US in terms of circulation.
B. The Times’s editors aimed to report the news in an emotional and subjective way.
C. The Times published a secret government study of the US involvement in the Vietnam War.
D. The Times reduced its price to a penny when Adolph Simon Ochs bought it.
8. Which of the following best paraphrases the underlined sentence in paragraph 1?
“Its strength is in its editorial excellence; it has never been the largest newspaper in terms of circulation.”
A. The Times is successful because of the quality of its writing and editing, not because it sells the most copies.
B. The Times has excellent editors, but its circulation figures are not very impressive.
C. The Times is a great newspaper, but it is not the most popular one in the United States.
D. The Times focuses on editorial quality rather than trying to reach a large audience.
9. Which of the following can be inferred from the passage?
A. The Times is more popular than any other newspaper in New York City.
B. The Times’s reporting of the Titanic sinking increased its readership.
C. The “Pentagon Papers” revealed that the US government was planning to escalate the Vietnam War.
D. Arthur Ochs Sulzberger modernized the newspaper and expanded its reach.
10. Which of the following best summarizes the passage?
A. The history of the New York Times and its journey to become a leading newspaper.
B. The challenges faced by the New York Times in the late nineteenth century.
C. The impact of the “Pentagon Papers” on the New York Times’s reputation.
D. The role of technology in the New York Times’s national expansion.

②

Despite predictions that the traditional media were going to disappear in the internet age, newspapers, the radio and television have managed to survive. **[I]** However, their survival has come at a price. **[II]** Moreover, social media is also attracting a large share of advertisers' money away from the traditional media. **[III]** As a result, newspapers, the radio and television are always looking for ways to hurt their new rival and **they** are more than happy to publish stories that **play on** people's fears about how untrustworthy and unsafe social media is. **[IV]**

As all football fans know, the sports media has to work harder between matches to fill their pages and sites. The most popular method of doing this is by **speculating** about the players that clubs might buy or sell, especially talented foreigners. However, many readers often suspect that these stories are the products of lazy journalism and, if not completely **false**, contain very little truth and a lot of exaggeration. One Irish football fan decided to find out by using social media to invent Masal Bugdov, a sixteen-year old football superstar from the small Eastern European country of Moldova. The fan set up a Wikipedia page for the player that explained that Bugdov had already played for his national team and that his nickname was 'Massi'. He then wrote false press agency stories that claimed Bugdov would soon join Arsenal and sent them to sports blogs. The blogs accepted the stories as true, but the big surprise came when The Times newspaper included an article entitled Football's Top 50 Rising Stars. At number thirty on the list was 'Moldova's finest', sixteen-year-old Masal Bugdov, who had been linked with Arsenal and 'plenty of other top clubs as well.'



While most people would agree that the traditional press should warn people about the dangers of new technology, it is also good to know that social media can expose the unprofessional practices of some journalists. **The more they zoom in on each other's unacceptable practices, the better for the readers.**

(Adapted from *Solutions* 3rd Edition by Tim Falla and Paul A Davies)

1. Where in paragraph 1 does the following sentence best fit?
" **Digital technology has given birth to social media, tools that allow ordinary people to create, share and exchange information without the need for the usual news channels.**"
A. [I] B. [II] C. [III] D. [IV]
2. The phrase "**play on**" in paragraph 1 could be best replaced by _____.
A. ignore B. reduce C. exploit D. invent
3. The word "**they**" in paragraph 1 refers to _____.
A. predictions B. the traditional media C. ordinary people D. social media
4. According to paragraph 1, which of the following is NOT a reason why traditional media dislike social media?
A. Social media allows people to create and share information independently.
B. Social media takes advertising money away from traditional media.
C. Social media presents information in a more entertaining way.
D. Social media allows people to falsely represent themselves.
5. Which of the following best summarizes paragraph 2?
A. The challenges faced by sports media in creating engaging content.
B. An example of how social media can be used to spread misinformation.
C. The importance of verifying information before publishing it.
D. The negative impact of false news on public opinion.
6. The word "**false**" in paragraph 2 is OPPOSITE in meaning to _____.
A. accurate B. fake C. untrue D. wrong
7. Which of the following is TRUE according to the passage?
A. Traditional media have completely disappeared in the internet age.
B. Social media is less trustworthy and safe than traditional media.
C. The Times newspaper published a false story about a Moldovan footballer.
D. Most sports journalists are lazy and unprofessional.
8. Which of the following best paraphrases the underlined sentence in paragraph 3?
"**The more they zoom in on each other's unacceptable practices, the better for the readers.**"
A. Readers benefit when traditional media and social media criticize each other's unethical behavior.
B. Readers should be careful about believing everything they read in the media.
C. Traditional media and social media should work together to provide accurate information.
D. Journalists should focus on reporting positive news rather than criticizing each other.
9. Which of the following can be inferred from the passage?
A. The Times newspaper fact-checked the story about Masal Bugdov before publishing it.
B. The Irish football fan created the Masal Bugdov story to expose the unprofessional practices of some journalists.
C. All news stories about football transfers are completely false.
D. Social media is always reliable and trustworthy.
10. Which of the following best summarizes the passage?
A. The relationship between traditional media and social media, including their rivalry and the role of misinformation.
B. The importance of critical thinking and media literacy in the digital age.
C. The impact of social media on the sports industry.
D. The ethical responsibilities of journalists in the internet age.

--- THE END ---

