

**UNIT 7: THE WORLD OF MASS MEDIA**

**PART I. VOCABULARY**

**a. Vocabulary**

|  |  |  |  |
| --- | --- | --- | --- |
| **Word** | **Part of speech** | **Pronunciation** | **Meaning** |
| 1. publicity | n | /pʌbˈlɪsəti/ | truyền thông, quảng bá |
| 1. interest | n | /ˈɪntrəst/, /ˈɪntrest/ | sự quan tâm, hứng thú |
| 1. place | v | /pleɪs/ | đặt, rao, đăng (tin, quảng cáo) |
| 1. advert | n | /ˈædvɜːt/ | quảng cáo |
| 1. promote | v | /prəˈməʊt/ | quảng bá |
| 1. profit-making | adj | /ˈprɒfɪt meɪkɪŋ/ | tạo lợi nhuận |
| 1. poster | n | /ˈpəʊstə(r)/ | áp phích |
| 1. viewer | n | /ˈvjuːə(r)/ | người xem |
| 1. commercial | n | /kəˈmɜːʃl/ | quảng cáo |
| 1. advertise | v | /ˈædvətaɪz/ | quảng cáo |
| 1. presence | n | /ˈprezns/ | sức thu hút, sức ảnh hưởng |
| 1. reliable | adj | /rɪˈlaɪəbl/ | đáng tin cậy |
| 1. bias | n | /ˈbaɪəs/ | thiên vị |
| 1. fake news | n | /ˌfeɪk ˈnjuːz/ | tin giả |
| 1. the press | n | /ðə pres/ | báo chí |
| 1. update | v | /ˌʌpˈdeɪt/ | cập nhật |
| 1. distribute | v | /dɪˈstrɪbjuːt/ | phân phối |
| 1. broadcast | n/v | /ˈbrɔːdkɑːst/ | (chương trình) phát sóng |
| 1. convenient | adj | /kənˈviːniənt/ | thuận tiện |
| 1. content | n | /ˈkɒntent/ | nội dung |
| 1. accessible | adj | /əkˈsesəbl/ | có thể tiếp cận được |
| 1. interactive | adj | /ˌɪntərˈæktɪv/ | có thể tương tác được |
| 1. instant | adj | /ˈɪnstənt/ | ngay lập tức |
| 1. reach | v | /riːtʃ/ | tiếp cận |
| 1. flexible | adj | /ˈfleksəbl/ | linh hoạt |
| 1. credible | adj | /ˈkredəbl/ | đáng tin cậy |
| 1. fact-check | v | /ˈfækt tʃek/ | kiểm chứng thông tin |
| 1. visual | adj | /ˈvɪʒuəl/ | bằng/ có hình ảnh |
| 1. the mass media | n | /ðə ˌmæs ˈmiːdiə/ | phương tiện truyền thông đại chúng |
| 1. billboard | n | /ˈbɪlbɔːd/ | biển quảng cáo |
| 1. loudspeaker | n | /ˌlaʊdˈspiːkə(r)/ | loa phát thanh |
| 1. source | n | /sɔːs/ | nguồn tin |
| 1. 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 |
| 1. attract one’s attention | thu hút sự chú ý của ai |
| 1. draw attention to something | thu hút sự chú ý tới thứ gì |
| 1. cannot afford to do something | không đủ khả năng (tài chính) để làm gì |
| 1. put up something | đặt, trưng bày thứ gì |
| 1. pay attention to something | chú ý tới thứ gì |
| 1. be here to stay | sẽ tồn tại trong một thời gian dài |
| 1. be on the rise | đang gia tăng |

**PART II. GRAMMAR**

**a.** **Adverb clause of Manner**

Mệnh đê 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**  S + V + ***as if/ as though*** + S + V2/ed  **\*\*\* Lưu ý:** “**WERE**” có thể dùng cho tất cả các chủ từ ở **MĐ giả định**. | **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**  S + V + ***as if/ as though*** + S + had + V3/ed | 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)   |  |  | | --- | --- | | S + **be** + so + **adj** | + **that** + S + V… | | S + **V(thường)** + so + **adv** |   Ex: He was **so tired that** he had to stop working.  Đôi khi, để nhấn mạnh, so + *adj* 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 *many, much, few, little* thì có thề có danh từ theo sau.   |  |  | | --- | --- | | S + **V** + **so + many/ few + N** (đđ số nhiều) | + **that** + S + V… | | S + **V** + **so + much/ little + N** (Ko đđ) |   Ex: She has **so few friends that** she often feels sad and lonely.  He drank **so much wine that** he felt sick.   |  |  | | --- | --- | | S + **V** + **so** + **Adj** + **a** + **N** (đđ số ít) | + **that** + S + V… |   Ex: It was **so hot a day that** we decided to stay indoors. |
| **b. Such... that** (quá ... đến nỗi, đến nỗi mà)   |  |  | | --- | --- | | S + **V** + **such** + **a/ an** + **Adj** + **N** | + **that** + S + V… |   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. |

**PART III. PRACTICE**

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

1. The \_\_\_\_\_\_\_ of a news story is crucial for ensuring the information is trustworthy.

A. commercial B. source C. bias D. presence

1. A \_\_\_\_\_\_\_ journalist always verifies their facts before publishing an article.

A. interactive B. accessible C. credible D. profit-making

1. News websites frequently \_\_\_\_\_\_\_ their content to provide the latest information.

A. connect B. announced C. finished D. update

1. The internet has allowed news outlets to be more \_\_\_\_\_\_\_ in how they deliver stories.

A. flexible B. visual C. interactive D. interested

1. Social networks can \_\_\_\_\_\_\_ information faster than traditional news channels.

A. billboard B. spread C. loudspeaker D. content

1. A celebrity scandal often gains significant \_\_\_\_\_\_\_ across various platforms.

A. publicity B. poster C. commercial D. viewer

1. An influencer's \_\_\_\_\_\_\_ online can significantly impact brand visibility.

A. distribution B. source C. content D. presence

1. It's important to recognize \_\_\_\_\_\_\_ in reporting and seek multiple perspectives.

A. poster B. viewer C. bias D. commercial

1. Many people choose to remain \_\_\_\_\_\_\_ when sharing opinions online.

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

1. Positive feedback on social media can boost a person's \_\_\_\_\_\_\_.

A. forum B. malware C. predator D. self-esteem

1. During political campaigns, \_\_\_\_\_\_\_ are often used to address large crowds.

A. mass media B. loudspeakers C. digital billboards D. online commercials

1. The \_\_\_\_\_\_\_ of digital news is global, crossing all geographical boundaries.

A. comment B. interact C. spread D. reach

1. A company's \_\_\_\_\_\_\_ on social media is essential for customer engagement.

A. presence B. source C. spread D. advert

1. To combat misinformation, it's necessary to \_\_\_\_\_\_\_ statements made online.

A. distribute B. advertise C. fact-check D. place

1. Installing reliable antivirus software can protect against \_\_\_\_\_\_\_ from malicious ads.

A. self-esteem B. malware C. publicity D. presence

1. An \_\_\_\_\_\_\_ on a popular podcast can drive significant traffic to a product.

A. instant B. advert C. presence D. update

1. Many websites are \_\_\_\_\_\_\_ entities that rely on advertising revenue.

A. profit-making B. attractive C. convenient D. interactive

1. A \_\_\_\_\_\_\_ for a film can become iconic and widely recognized.

A. notice B. sign C. poster D. press

1. You don't actually get a lot of \_\_\_\_\_\_\_ from a news report on radio or TV.

A. informed B. informations C. informative D. information

1. Video and computer games have also developed into a \_\_\_\_\_\_\_ media form.

A. mess B. mass C. big D. global

1. The term \_\_\_\_\_\_\_ has become prevalent in discussions about media accuracy.

A. good news B. fact-check C. fake news D. the press

1. Radio stations \_\_\_\_\_\_\_ music and news to listeners all day long.

A. broadcast B. refresh C. connect D. publish

1. How many means of \_\_\_\_\_\_\_ do you use on a regular basis?

A. communicative B. communicating C. communicator D. communication

1. Online courses are \_\_\_\_\_\_\_ to learners from all over the world.

A. anonymous B. interactive C. accessible D. permanent

1. The editor is in charge \_\_\_\_\_\_\_ ensuring all published content is accurate.

A. about B. on C. of D. between

1. Charities use powerful images to \_\_\_\_\_\_\_ attention to important issues.

A. draw B. ask C. finish D. look

1. Small businesses cannot afford \_\_\_\_\_\_\_ ignore the power of social media marketing.

A. of B. for C. from D. to

1. Local communities often \_\_\_\_\_\_\_ billboards to announce events or initiatives.

A. put up B. went out C. pulled out D. broke out

1. It's important to pay attention \_\_\_\_\_\_\_ the sources of our news to avoid misinformation.

A. from B. to C. on D. at

1. Podcasting is \_\_\_\_\_\_\_ to stay, with more people tuning in every year.

A. about B. here C. this D. over

1. Subscription services for news are on the \_\_\_\_\_\_\_, offering ad-free experiences.

A. direct  B. go  C. rise D. aim

1. They all stared at me \_\_\_\_\_\_ I had just dropped from Mars.

A. as B. as though C. so as to D. as to

1. She talked \_\_\_\_\_\_ the boss of our office.

A. if only she became B. even if she had become

C. as though she had become D. as if she will become

1. They were going away without saying anything \_\_\_\_\_\_ nothing had happened.

A. if B. even if C. as if D. if only

1. 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

1. 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

1. 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

1. 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

1. 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

1. He talks as if he \_\_\_\_\_\_ everything about me.

A. knows B. has known C. had known D. knew

1. Tom has never been to Madrid, but he talks as if he \_\_\_\_\_\_ there himself.

A. were B. is C. has been D. had been

1. 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

1. You talk as though it\_\_\_\_\_\_a small thing to leave your country forever.

A. is B. were C. will be D. would be

1. 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

1. Dr. Kim has \_\_\_\_\_\_\_ many patients \_\_\_\_\_\_\_ he is always busy.

A. too/that B. very/until C. such/that D. so/that

1. It was \_\_\_\_\_\_\_ a difficult question that they couldn’t explain.

A. so B. such C. very D. too

1. I was \_\_\_\_\_\_\_ tired that I fell asleep while watching TV.

A. such B. very C. so D. much

1. John is \_\_\_\_\_\_\_ kind boy that everyone likes him.

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

1. 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

1. 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

1. It was\_\_\_\_\_\_\_ expensive car that he couldn’t afford to buy it.

A. so B. very C. such a D. such an

1. 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

1. He was \_\_\_\_\_\_\_ he never washed his clothes by himself.

A. too lazy B. so lazy that C. very lazy that D. such lazy that

1. It was \_\_\_\_\_ a boring speech that I felt asleep.

A. such B. so C. very D. too

1. He was \_\_\_\_\_ he could not continue to work.

A. very tired that B. such tired that C. too tired that D. so tired that

1. 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

1. Davis has \_\_\_\_\_ many patients \_\_\_\_\_ he is always busy.

A. too / that B. very / until C. such / that D. so / that

1. It was \_\_\_\_\_ a difficult question that they couldn't explain.

A. so B. such C. very D. too

1. They are \_\_\_\_\_ that they can't buy a bicycle.

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

1. It's surprising now \_\_\_\_\_ beautiful girl can make so heinous crime.

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

1. 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

1. She is \_\_\_\_\_ kind that everybody loves her.

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

1. The day was \_\_\_\_\_ that we had a shower four times a day.

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

1. 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

1. He is \_\_\_\_\_ a busy man that he really needs a helper.

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

1. 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

1. 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.**

**➀**

## 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

**➁**

## 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.**

**➀**

**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

**➁**

**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

**➂**

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

**➃**

**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.**

**➀**

**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 1 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

**➁** 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.**

**➀**

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, surpassing2 billion down loads 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

**➁** 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.**

**➀**

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.

**➁**

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 Bugduv, 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 Bugduv had already played for his national team and that his nickname was 'Massi'. He then wrote false press agency stories that claimed Bugduv 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 Bugduv, 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 Bugduv before publishing it.

B. The Irish football fan created the Masal Bugduv 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 ---