

## UNIT 7

## THE MASS MEDIA

### I. Write the vowel sound /eɪ / . /aɪ / or /ɔɪ / for each of the words below.

- |                     |       |                   |       |
|---------------------|-------|-------------------|-------|
| 1. <i>rain</i>      | /eɪ / | 11. <i>die</i>    | ..... |
| 2. <i>mind</i>      | ..... | 12. <i>boy</i>    | ..... |
| 3. <i>height</i>    | ..... | 13. <i>afraid</i> | ..... |
| 4. <i>neighbour</i> | ..... | 14. <i>obey</i>   | ..... |
| 5. <i>enjoy</i>     | ..... | 15. <i>play</i>   | ..... |
| 6. <i>buy</i>       | ..... | 16. <i>kite</i>   | ..... |
| 7. <i>stay</i>      | ..... | 17. <i>weight</i> | ..... |
| 8. <i>decide</i>    | ..... | 18. <i>spoil</i>  | ..... |
| 9. <i>choice</i>    | ..... | 19. <i>train</i>  | ..... |
| 10. <i>destroy</i>  | ..... | 20. <i>try</i>    | ..... |

### II. Complete the sentences with the correct form of the verbs in the box.

show	censore	broadcast	receive	publish	shoot
edit	scan	print	refer	download	

1. The term *the mass media* in English.....basically to TV, radio and newspapers.
2. The BBC World Service.....throughout the world.
3. A short wave or a VHF radio can.....many interesting stations.
4. They're.....a good film on TV tonight.
5. I.....a good program from the Internet the other day. Would you like a copy?
6. This book was.....by CUP and it was.....in Cambridge.

7. This article has been badly.....
8. The film was.....in Spain.
9. They.....the film before showing it on TV.
10. I.....some photos I'd taken, so that I could send them to a friend in Australia.

**III. Read the conversation below. Choose the correct word to use in each blank.**

1. David: Are there any good.....on television tonight?
- a. showings                      b. channels                      c. programs                      d. performances
2. Linda: Yes, there's a very interesting.....about life in the Arctic.
- a. comedy                      b. documentary                      c. news                      d. entertainment
3. David: That's a.....isn't it? I think I saw it about a fortnight ago.
- a. repeat                      b. second                      c. copy                      d. return
4. Linda: That's right. It's part of a.....on living in strange place.
- a. set                      b. collection                      c. series                      d. group
5. David: Do you watch a lot of.....films?
- a. sightseeing                      b. journey                      c. tour                      d. travel
6. Linda: Not really. I prefer television.....
- a. acts                      b. dramas                      c. screens                      d. comments
7. David: What about.....programs?
- a. playing                      b. gaming                      c. sports                      d. match
8. Linda: I like to see 'Match of the Day' on Saturdays. That's my.....
- a. favorite                      b. popular                      c. preferable                      d. likeable
9. David: Is Cliff Lion still the.....?

- a. reporter                      b. talker                      c. actor                      d. presenter

10. Linda: Yes, he is. He usually discusses the matches with two or three footballers in the.....

- a. stage                      b. theater                      c. studio                      d. floor

**IV. Things that have happened today are on the radio and TV news. Give the news using the present perfect and past simple.**

1. The Prime Minister/ visit Luton University/ speak to students there/ earlier today.

*The Prime Minister has visited Luton University. He spoke to students there earlier today.*

2. the train drivers/ go on strike/ stop work/ at twelve o'clock.

.....

3. the Queen/ arrive in Toronto/ fly there/ in an RAF aircraft.

.....

4. two men/ escape from Parkhurst Prison/ get away/ during the night.

.....

5. the actor Howard Bates/ die in a car accident/ his car/ crash into a wall.

.....

6. Linda Jones/ win the women's marathon/ run it/ in 2 hours 27 minutes.

.....

7. several bombs/ go off in the city center/ happen/ an hour ago

.....

8. the US space shuttle Atlantis/ return safely to earth/ land in Florida/ this morning.

.....

**V. Choose a verb with either the present perfect or past simple for these sentences: *receive, crash, be, show, rise, survive, happen, sell, fall, work.***

1. Until she retired last month, she.....in the customer complaints department.
2. The Bible.....more copies than any other book.
3. His father.....so many complaints about the noise that he told Chris to sell his drums.
4. Research.....that cycling can help patients overcome their illness.
5. Unemployment.....every year until 1985 and then started to fall.
6. Maria hasn't wanted to drive since she.....her car.
7. A great deal.....since I last spoke to you.
8. Prices.....sharply over the past six months.
9. This.....his home for over 20 years and he doesn't want to leave it.
10. Few of the trees in our village.....the storms during the winter of 1991.

**VI. Choose the right alternative.**

1. I washed/ have washed my hands so that I can help you with the cooking.
2. She arrived/ has arrived at Kennedy Airport at 2 o'clock this morning.
3. The Pharaohs ruled/ has ruled Egypt for thousands of years.
4. I found/ have found the letter you looked/ were looking for. Here it is.
5. They grew/ have grown such a lot since we last saw/ has seen them.
6. We recently started/ have recently started to walk to work instead of taking the bus.
7. When I was younger I played/ had played badminton for my local team.
8. I have had/ am having the pains for three weeks now.

9. So far it was/ has been so cold that we stayed/ have stayed in the house all day.
10. The last time I went/ have gone to Brighton is/ was in August.
11. Don't disturb Amy. She just went/ has just gone to sleep.
12. Bill phones/ is phoning his girlfriend again. That's the third time he phoned/ has phoned her this evening.
13. Since the eruption started/ has started, all the villages on the slopes of the volcano have evacuated/ have been evacuated.
14. The prices of houses increased/ has increased dramatically in recent years
15. Jim decided/ has decided to continue the course, even though it is proved/ was proving very difficult.

**VII. Here are some parts of a newspaper article. Study the underlined verbs. Correct them if necessary, or put a V.**

### **CYCLE ROUTE SUCCESS IN BIRMINGHAM**

New cycle routes (1)have been built in and around the centre of Birmingham and speed limits (2)have been reduced on selected roads. The scheme (3)was now in operation for a year and (4)has been hailed as a great success. Since the new speed limits (5)were introduced the number of accidents in the area (6) fell dramatically. It (7)has taken only six months to draw up the plans and mark the routes. This (8) has been done in consultation with groups representing city cyclists. Jane Wills, a keen cyclist who works in the city centre, told us: 'When the new routes (9) have been introduced I (10)have sold my car and I (11) bought a bike. I (12)cycled to work ever since. It's the best thing the council (13) did for cyclists and pedestrian in the time. I've been living in Birmingham' The success of the scheme (14)has led to proposals for similar schemes in other cities.

**VIII. Complete these sentences using because or because of + one of these phrases.**

The strong wind

Growing unrest in the country

My computer isn't working

I can hear the waves

Flooding on the road

The mist

The streets were covered in ice

My mother has arrived

Her illness

Prices were falling

1. ...., I won't be able to meet you on Thursday after all.
2. She couldn't complete the work.....
3. The boat couldn't put to sea.....
4. ...., they couldn't sell their house.
5. I can't print out the letter.....
6. When we got to the top of the hill we couldn't see anything.....
7. She walked carefully.....
8. We must be near the beach,.....
9. The Prime Minister returned home.....
10. We couldn't get to his house.....

**IX. Rewrite the sentences using in spite of.**

1. Although she is an accountant, she never seems to have any money.

*In spite of being an accountant, she never seems to have any money.*

2. Although Henry is a millionaire, he hates spending money.
- .....

3. Mark went on working although he felt unwell.
- .....

4. They slept soundly although the night air was hot.

.....

5. Although she was successful, she felt dissatisfied.

.....

6. Although the boat was full of water, it sailed on.

.....

7. Although the children were poor, they seemed happy.

.....

8. We couldn't get tickets although we queued for an hour.

.....

9. I enjoyed the film although the story was silly.

.....

10. He didn't arrive until 9 o'clock although he promised that he wouldn't be late.

.....

**X. Complete the sentences with *although*/ *in spite of*/ *because*/ *because of*.**

1. ....the meeting's at 2.00, I won't be able to see you.

2. ....I told the absolute truth, no one would believe me.

3. The goods were never delivered.....the promise we had received.

4. My mother is always complaining.....the untidiness of my room.

5. I didn't get the job.....I had all the necessary qualifications.

6. It's unsafe to travel in that country.....the ongoing civil war.

7. The villagers refused to leave.....the drought.

8. ....everything looked different, I had no idea where to go.

9. ....his age, John was not hired.....he had the necessary qualifications.
10. You can't enter this secure area.....you don't have an official permit.
11. ....it was sunny, it was quite a cold day.
12. Several people in the crowd became ill and fainted.....the extreme heat.
13. ....having a bad cough, she was able to sing in the choir.
14. ....I had nothing for lunch but an apple, I ate dinner early.
15. Sarah can't climb up the tree.....her fear of heights.

**XI. Read the following passage. Then choose the correct answer.**

All early television was broadcast in black and white. Color television was possible, but it was too (1).....and of very poor quality (2).....the middle of the 1950s. Color television broadcasts began in the United States in 1954, in Japan in 1960, and in Europe in 1967.

The first (3).....on the moon was broadcast (4).....on television in 1969, and now television programs are (5).....all over the world immediately through the (6).....of satellites that transmit the (7).....from the earth, through (8)....., and back to the earth.

More people now (9).....their news and information through television than through newspapers and radio. The development of television is one of the most rapid and exciting (10).....of our century.

- |                |                |              |             |
|----------------|----------------|--------------|-------------|
| 1. a. bulky    | b. complicated | c. expensive | d. valuable |
| 2. a. until    | b. from        | c. through   | d. on       |
| 3. a. arriving | b. flying      | c. landing   | d. moving   |

- |                 |               |              |                |
|-----------------|---------------|--------------|----------------|
| 4. a. live      | b. active     | c. current   | d. quick       |
| 5. a. grown     | b. developed  | c. practiced | d. transmitted |
| 6. a. way       | b. use        | c. work      | d. system      |
| 7. a. sounds    | b. pictures   | c. signals   | d. programs    |
| 8. a. space     | b. atmosphere | c. distance  | d. area        |
| 9. a. have      | b. get        | c. take      | d. bring       |
| 10. a. problems | b. facts      | c. events    | d. issues      |

**XII. Complete the second sentence so that it has a similar meaning to the first.**

1. It's nearly twenty years since my father saw his brother.

My father.....

2. Although he was seriously ill, he was determined to finish his work.

In spite of.....

3. When did you last ride a bike?

How long.....

4. People say that this novel was written by a very young author.

This novel.....

5. We haven't been to London since 1998.

The last.....

6. My wait in the queue has lasted forty minutes so far.

I.....

7. I have not seen a more wonderful building anywhere.

Nowhere.....

8. The trip was so interesting that we couldn't forget it.

It.....

9. Because of the heavy rain, they couldn't go for a picnic last weekend.

Because.....

10. I've never seen such a bad film as that one.

That's.....

**ĐÁP ÁN:**

**I.**

- |             |       |             |       |            |       |
|-------------|-------|-------------|-------|------------|-------|
| 1. rain     | /eɪ / | 8. decide   | /aɪ / | 15. play   | /eɪ / |
| 2. mind     | /aɪ / | 9. choice   | /ɔɪ / | 16. kite   | /aɪ / |
| 3. height   | /aɪ / | 10. destroy | /ɔɪ / | 17. weight | /eɪ / |
| 4. neighbor | /eɪ / | 11. die     | /aɪ / | 18. spoil  | /ɔɪ / |
| 5. enjoy    | /ɔɪ / | 12. boy     | /ɔɪ / | 19. train  | /eɪ / |
| 6. buy      | /aɪ / | 13. afraid  | /eɪ / | 20. try    | /aɪ / |
| 7. stay     | /eɪ / | 14. obey    | /eɪ / |            |       |

**II.**

- |               |                        |
|---------------|------------------------|
| 1. refers     | 6. published - printed |
| 2. broadcasts | 7. edited              |
| 3. receive    | 8. shot                |
| 4. showing    | 9. censored            |
| 5. downloaded | 10. scanned            |

**III.** 1. c 2. b 3. a 4. c 5. d 6. b 7. c 8. a 9. d 10. c

**IV.**

2. The train drivers have gone on strike. They stopped working at twelve o'clock.

3. The Queen has arrived in Toronto. She flew there in an RAF aircraft.
4. Two men have escaped from Parkhurst Prison. They got away during the night.
5. The actor Howard Bates has died in a car accident. His car crashed into a wall.
6. Linda Jones has won the women's marathon. She ran it in 2 hours 27 minutes.
7. Several bombs have gone off in the city center. It happened an hour ago.
8. The US space shuttle Atlantis has returned safely to earth. It landed in Florida this morning.

**V.**

- |              |                 |              |
|--------------|-----------------|--------------|
| 1. Worked    | 5. rose         | 9. has been  |
| 2. has sold  | 6. crashed      | 10. survived |
| 3. received  | 7. has happened |              |
| 4. has shown | 8. have fallen  |              |

**VI.**

- |                              |                                   |
|------------------------------|-----------------------------------|
| 1. have washed               | 9. has been – have stayed         |
| 2. arrived                   | 10. went - was                    |
| 3. ruled                     | 11. has just gone                 |
| 4. have found – were looking | 12. is phoning – has phoned       |
| 5. have grown - saw          | 13. started – have been evacuated |
| 6. have recently started     | 14. has increased                 |
| 7. played                    | 15. decided – was proving         |
| 8. have had                  |                                   |

**VII.**

- |      |               |       |
|------|---------------|-------|
| 1. V | 6. has fallen | 11. V |
|------|---------------|-------|

- |                 |                    |                         |
|-----------------|--------------------|-------------------------|
| 2. V            | 7. took            | 12. have cycled         |
| 3. has now been | 8. was done        | 13. have done/ has done |
| 4. V            | 9. were introduced | 14. V                   |
| 5. V            | 10. sold           |                         |

### VIII.

1. Because my mother has arrived...
2. ...because of her illness.
3. ...because of the strong wind.
4. Because the prices were falling...
5. ...because my computer isn't working
6. ...because of the mist.
7. ...because the streets were covered in ice.
8. ...because I can hear the waves.
9. ...because of the growing unrest in the country.
10. ...because of flooding on the road.

### IX.

2. In spite of being a millionaire, Henry hates spending money.
3. Mark went on working in spite of feeling unwell.
4. They slept soundly in spite of the hot night air.
5. In spite of her success, she felt dissatisfied.
6. In spite of being full of water, the boat sailed on.
7. In spite of their poverty, the children seemed happy.
8. We couldn't get tickets in spite of queueing for an hour.

9. I enjoyed the film in spite of its silly story.

10. he didn't arrive until 9 o'clock in spite of his promise that he wouldn't be late. (or ...in spite of his promise not to be late)

**X.**

- |                |                          |                 |
|----------------|--------------------------|-----------------|
| 1. Because     | 6. because of            | 11. Although    |
| 2. Although    | 7. in spite of           | 12. because of  |
| 3. in spite of | 8. Because               | 13. In spite of |
| 4. because of  | 9. Because of - although | 14. because     |
| 5. although    | 10. because              | 15. because of  |

**XI.** 1. c 2. a 3. c 4. a 5. d 6. b 7. c 8. a 9. b 10. C

**XII.**

1. My father hasn't seen his brother for nearly twenty years.
2. In spite of his serious illness, he was determined to finish his work.
3. How long is it since you rode a bike?
4. This novel is said to have been written by a very young author.
5. The last time we went to London was in 1998.
6. I have been waiting in the queue for forty minutes (so far).
7. Nowhere have I seen a more wonderful building.
8. It was such an interesting trip that we couldn't forget it.
9. Because it rained heavily, they couldn't go for a picnic last weekend.
10. That's the worst film I've ever seen.

**THE END**