

UNIT 7: THE WORLD OF MASS MEDIA

BẢNG TỪ VỰNG

STT	Từ vựng	Từ loại	Phiên âm	Nghĩa
1.	publicity	n	/pʌb'lisəti/	truyền thông, quảng bá
2.	interest	n	/'intrəst/, /'intrest/	sự quan tâm, hứng thú
3.	place	v	/pleɪs/	đặt, rao, đăng (tin, quảng cáo)
4.	advert	n	/'ædvɜ:t/	quảng cáo
5.	promote	v	/prə'məʊt/	quảng bá
6.	profit-making	adj	/'prɒfɪt meɪkɪŋ/	tạo lợi nhuận
7.	poster	n	/'pɒstə(r)/	áp phích
8.	viewer	n	/'vjʊ:ə(r)/	người xem
9.	commercial	n	/kə'mɜ:ʃl/	quảng cáo
10.	advertise	v	/'ædvətaɪz/	quảng cáo
11.	presence	n	/'prezns/	sức thu hút, sức ảnh hưởng
12.	reliable	adj	/rɪ'laɪəbl/	đáng tin cậy
13.	bias	n	/'baɪəs/	thiên vị
14.	fake news	n	/,feɪk 'nju:z/	tin giả
15.	the press	n	/ðə pres/	báo chí
16.	update	v	/,ʌp'det/	cập nhật
17.	distribute	v	/dɪ'strɪbjʊ:t/	phân phối
18.	broadcast	n/v	/'brɔ:dkɑ:st/	(chương trình) phát sóng
19.	convenient	adj	/kən'vi:nɪənt/	thuận tiện
20.	content	n	/'kɒntent/	nội dung
21.	accessible	adj	/ək'sesəbl/	có thể tiếp cận được
22.	interactive	adj	/,ɪntər'æktɪv/	có thể tương tác được
23.	instant	adj	/'ɪnstənt/	ngay lập tức
24.	reach	v	/ri:tʃ/	tiếp cận
25.	flexible	adj	/'fleksəbl/	linh hoạt
26.	credible	adj	/'kredəbl/	đáng tin cậy
27.	fact-check	v	/'fækt tʃek/	kiểm chứng thông tin
28.	visual	adj	/'vɪʒuəl/	bằng/ có hình ảnh
29.	the mass media	n	/ðə ,mæs 'mi:diə/	phương tiện truyền thông đại chúng
30.	billboard	n	/'bɪlbɔ:d/	biển quảng cáo
31.	loudspeaker	n	/,ləʊd'spi:kə(r)/	loa phát thanh
32.	source	n	/sɔ:s/	nguồn tin

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

NGŨ PHÁP

1. Mệnh đề trạng ngữ chỉ cách thức

- Được dùng để chỉ cách thức của một sự việc.
- Thường sử dụng với các liên từ phụ thuộc như as, as if hoặc like.

Ex: He's acting **as if** he were my father.

2. Mệnh đề trạng ngữ chỉ kết quả

- Được dùng để chỉ kết quả của một hành động hoặc một tình huống.

S + verb + so + adjective/adverb + that + clause.

S + be + such (a/an) + Noun + that + clause.

Ex: It is **so** bright **that** we have to wear sunglasses.

It's **such** an expensive car **that** we cannot afford.

PRACTICE

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

Question 1. A. convenient B. broadcast C. commmercial D. source

Question 2. A. billboard B. visual C. credible D. interactive__

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

Question 3. A. <u>inst</u> ant	B. <u>ad</u> vert	C. <u>pre</u> sence	D. <u>up</u> date
Question 4. A. <u>distrib</u> ute	B. <u>flex</u> ible	C. <u>con</u> venient	D. <u>com</u> mmercial

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

Question 5. The___of misinformation on social media undermines public trust.

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

Question 6. He gained widespread___after the speech about gender equality.

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

Question 7. The company's social media___has increased significantly since it launched an innovative marketing strategy.

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

Question 8. Make sure you_____the information to verify its accuracy before publishing the article.

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

Question 9. The accusations of political_____in the news programme were denied by the broadcasting company.

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

Question 10. She asked_____a qualified journalist.

A. like B. as though C. as if D. if

Question 11. There are_____many learning apps that I find it difficult to choose just one.

A. such B. so C. like D. as

Read the following school message and mark the letter A, B, C, or D on your answer sheet to indicate the correct option that best fits each of the numbered blanks from 12 to 14.

Join the Green Living Movement on Social Media!

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

Let's use the power of social media to foster (14) greener and more sustainable future together!

#GreenLiving #SustainabilityAwareness

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

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

Question 15.

1. Consequently, teenagers may experience heightened levels of anxiety and depression due to social media.
2. Social media has various negative impacts on teenagers.
3. Secondly, constant exposure to curated content promotes unrealistic beauty standards, contributing to body image issues and low self-esteem.
4. Besides, cyberbullying thrives on social platforms, causing emotional distress and psychological harm to victims.
5. Firstly, excessive usage leads to decreased face-to-face interaction, affecting interpersonal skills development.
6. 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

Mark the letter A, B, C, or D on your answer sheet to indicate the correct option that best fits each of the numbered blanks from 16 to 20.

The danger of fake news on the Internet is significant. Firstly, (16)_____weakens public trust in media outlets, eroding the foundation of democratic societies. Secondly, fake news worsens divisions in society, making different groups more separated and (17)_____. Thirdly, spreading fake news can manipulate public opinion and influence political outcomes, jeopardising the integrity of elections and governance processes. In the digital age, distinguishing truth from fake news (18)_____, 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 (19)____. Only by remaining vigilant (20) _____ and strong against the dangers of misinformation.

Question 16.

- A. when spreading misinformation B. the spread of misinformation
C. this spreads misinformation D. in spite of spreading misinformation

Question 17.

- A. to cause fewer conflicts B. causing fewer conflicts
C. causing more conflicts D. to cause more conflicts

Question 18.

- A. remain challenging B. remains a challenge
C. remains challenge D. remain a challenge

Question 19.

1. safeguard the integrity of information ecosystems
2. safeguard the ecosystems of integrity information
3. safeguard the integrity of ecosystem information
4. safeguard the information of integrity ecosystems

Question 20.

- A. we can keep our societies informed B. can we keep our societies informative
C. we can keep our societies informative D. can we keep our societies informed

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

Unlike a traditional billboard (21)_____can only show one printed image, a digital billboard can change between different messages. Digital billboards are also considered more attractive than traditional ones, and people are more likely to (22)_____them. Moreover, they can also be updated in real time. Nowadays, digital billboards are common in (23)_big cities around the world.

It is hard to imagine places like Times Square in New York, Piccadilly Circus in London, or Shibuya in Tokyo without bright light adverts. (24)_____they are growing in popularity, there have been concerns about their impact on the surrounding environment. Global light pollution is increasing each year. The constant light emitted by digital billboards often (25)_____birds, harms insects, and causes health problems in humans, too.

(Adapted from *Global Success*)

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

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

Digital media is any form of media that is created, viewed, and distributed via electronic devices. Examples of digital media include websites, social media, videos, video games, digital advertising, software, and electronic books. With the development of technology and smart devices in recent years, digital media saw a sharp rise. This raises the question of whether

digital media will replace traditional media such as printed newspapers, broadcast TV, and radio. Below are two opinion pieces sent to our Debate Corner this week.

Minh Quang

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

Pham Hoa

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

(Adapted from *Global Success*)

Question 26. Which best serves as the title for the article?

1. The Domination of Digital Media
2. Traditional Media Replaced by Digital Media
3. Digital Media vs. Traditional Media
4. The Increasing Popularity of Printed Media

Question 27. According to the article, digital media_____.

1. is similar to traditional media
2. witnessed a dramatic increase
3. pales in comparison with printed media
4. becomes popular thanks to marketing

Question 28. The word **its** in paragraph 2 refers to_____.

- A. feedback B. information C. digital media D. organisation

Question 29. The word **credible** in paragraph 3 is opposite in meaning to_____.

- A. believable B. regular C. unexpected D. unreliable

Question 30. Which of the following views is shared by both Minh Quang and Pham Hoa?

1. Traditional media will be replaced by digital media in years to come.
2. Digital media is readily accessible from different parts of the country.
3. Digital media is less accurate than traditional media.
4. It is very convenient to get information by digital media.

ĐÁP ÁN

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
D	C	D	B	B	A	D	C	C	A	B	C	D	A	B
16	17	18	19	20	21	22	23	24	25	26	27	28	29	30

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B	C	C	A	D	A	D	B	C	C	C	B	D	D	D