

Module 8

The Media

Part I TEST

Частина «Читання»

Reading

Task 1

Read the text below. Match choices (A – H) to (1–5). There are three choices you do not need to use. Write your answers on the separate answer sheet.

Types of Media

1. _____

One of the traditional forms of communication is the announcement made by beating a ‘Nagada’ or drum with a stick and used for communicating messages from one village to another through its beats. Nautanki is a famous form of folk arts involving a mix of music and dance. It is much popular in northern India. It was the most popular form of entertainment before the advent of cinema. During freedom struggle in India, folk media played a great role in spreading the message of patriotism. “Jatra” a traditional theatre and “Paala” is the traditional forms of ballad singing. Both are used for spreading awareness on various social issues by the state governments.

2. _____

Photography is a wonderful medium for capturing reality, emotion, history and fantasy. Photographers can enjoy robust, diverse careers with opportunities in many industries. Armed with the knowledge of camera technology, editing and equipment, and possibly paired with graphic design skills, you can make yourself marketable and your photography career nearly limitless.

3. _____

In India the stylist vocabulary of puppet theatre carries a relevant message of social awareness, historical and traditional identity and moral value system. Its relative isolation and distinct style of improvising has made it a powerful medium of mass communication. Not only in rural areas but also in urban places puppet shows are very popular and powerful tool of communication with the mass. Even in the modern medium of communication like television and films – puppet shows are quite popular. There are different types of puppetry, in India there are four types of puppetry mainly: – String puppets, Rod puppets, Glove puppets and Shadow puppets, which are found in different parts of India. Being a flexible traditional folk form puppetry also plays social role and helps in psychological therapies also.

4. _____

The popularity of television advertising swelled along with the popularity of mass marketing. Today television is one of the most popular mass media channels for marketers, especially with the advent of connected

TV advertising, which uses viewer data for more effective segmentation. Video ads have also expanded beyond the traditional cable box to include YouTube ads and online video. Media planners can now showcase their commercials across the web on various websites to connect with audiences online.

5. _____

Netflix started in 1997 as a company that pioneered the concept of renting DVDs by mail. It devised the innovative concept of charging a flat monthly fee instead of charging by each DVD ordered. As a result, the corner video rental store phenomenon started to fade away. By 2005, Netflix had a loyal 4.2 million DVD-by-mail rental subscriber base. In 2007, Netflix made the bold announcement that it would add the ability for subscribers to stream TV shows and movies directly to their PCs in addition to its DVD-by-mail rental program. After that, it didn't take long for Netflix streaming to become available on the Xbox, Apple devices, a growing number of TVs, smartphones, and tablets. Today, it's readily available in many households.

- A This type of media has many forms and can serve several social functions
- B This type of media was used in Asian countries
- C The messages through this medium are still used by authorities to highlight social questions
- D This popular type of medium replaced another favoured one
- E You need to be creative and technologically advanced to be professional in this kind of medium
- F If you want to take up this type of media you should have knowledge of history
- G Advertising on TV is popular among the people
- H This type of medium tries to find new ways to reach the consumers

Task 2

Read the text below. For questions (6–10) choose the correct answer (A, B, C or D). Write your answers on the separate answer sheet.

The History of YouTube

YouTube (an American online video sharing platform owned by Google) was launched on February 14, 2005 by Chad Hurley, Steve Chen, and Javed Karim. The founders of YouTube wanted to create an **easy way** on how people could upload and share videos worldwide. Before YouTube was introduced, there were **no reliable** sources for one to share videos on the internet. For this reason, the three buddies, Chad Hurley, Steve Chen, and Javed Karim thought of starting a platform where people could share their beautiful experiences **through online** videos. However, YouTube had a hard time getting traffic in the first months after the launch. They uploaded the first video titled "Me at the zoo" featuring Javed Karim on April 23, 2005. But despite starting low, YouTube has risen to become the best video upload site and the 2nd most visited online site after Google.

Before YouTube was founded, other video platforms such as Realplayer, Windows Media Player, Google Video, and ShareYourWorld were available. However, these sites required many processes before uploading videos and were expensive to the users as one was required to pay before sharing videos. YouTube brought better ways to upload, access, comment, like, and share videos with fewer requirements, unlike the early sites. Unlike previous video uploading platforms, YouTube grew to become the world's best video-sharing website.

The three YouTube founders were enjoying a dinner party at Steve Chen's apartment. At this party, Chen and his friend, Chad Hurley spent much of the party shooting videos and digital photos of each other. They easily uploaded the photos to the Web. But the videos? Not a chance. Realising that digital photographs were easier to share thanks to new Web sites like Flickr, they reasoned that a similar software package to share videos was possible, too. But, stumbling across a need to publish a video to the Internet, the friends decided to create a video sharing website on which users can upload and share videos. And they had the means to address this need, because Chen was an exceptional code writer, and Hurley's gift for design could give a new Web site a compelling look.

The team relocated to a more spacious office situated above a pizzeria and Japanese restaurant in San Mateo, California, to get their plans underway. The YouTube creators did a commendable job as they uploaded

their first video (Me at the zoo) on April 23, 2005, and later shared with the public the better part of the site activities in May 2005. Six months later, YouTube was officially launched in November 2005. In the same month, YouTube got US\$11.5 million to boost their project.

In 2006, YouTube created a spark in the digital market as it announced over 65000 new videos were uploaded daily and had over 100 million video views every day. In the same year, Google purchased YouTube at the cost of US\$1.65 billion. Also, YouTube introduced video ads to the site. Although Chad Hurley first rejected it as he thought it would be inconvenient to its users, YouTube finally accepted pre roll adverts in August 2007. It soon became the dominant online video upload and viewing site with a 43 percent market share and more than 6 billion video views in January 2009. Since then, YouTube has become the best film platform for artists to showcase their knowledge and skills to the world.

(Adapted from: <https://history-computer.com/youtube-history/>)

6. The history of creating YouTube began

- A when three young men wanted to send a personal video one to another
- B with some problems of uploading the video
- C with the idea of sharing personal experiences of people
- D with the three guys' visit to the zoo

7. YouTube could replace other video platforms because

- A its users were required to pay less money
- B its users needed to process their videos before sharing them
- C it was more convenient and had more opportunities for the feedback from the video
- D other video platforms were not available any more

8. The idea of sharing videos through the web could be realised by the YouTube founders because

- A they used to spend good time together
- B they had all necessary skills for this
- C they didn't like to upload photos to the Web any more
- D they wanted to watch the videos the users had uploaded and shared

9. YouTube success

- A came late of all platforms
- B marked the beginning of other innovations in digital world
- C came after Google purchased it
- D became possible if the founders viewed and commented videos

10. Adds in YouTube

- A were not firstly agreed by one of the three
- B were not firstly convenient for the users
- C were introduced by Google
- D became dominant on the site

Task 3

Read the texts below. Match choices (A – H) to (11–16). There are two choices you do not need to use. Write your answers on the separate answer sheet.

Mass media is any medium which can be used to communicate whether written, oral or via broadcast to a larger audience. There are tons of modes of mass communication that have been introduced to convey

information to larger audiences such as the internet, computers, mobile phones, books, magazines, documentaries, films and much more.

11. Traditional media. People have developed different ways to communicate on the basis of their local culture and language. Traditional media is the oldest type of mass media which is helping people to transfer culture and traditions over generations. Communication tools in this sphere have been developed from customs, beliefs, rituals, and society's practices. Traditional media is imparting indigenous ways to communicate for ages. There are multiple forms of traditional media which are being used for centuries. They are, for example, folk music, songs and dances; drama, theatre and folktales; painting, statues, sculptures; symbols and motifs; nautanki; storytelling; festivals and fairs.

12. Print media. Print media encompasses mass communication via printed material. Before the invention of the printing press, printing media meant to be handwritten. Later with the passage of time, print media also evolved and printing press arrival made mass distribution possible. Till now, print media is one of the basic mass media tools types. Newspaper is one of the most preferred forms of print media to reach a huge audience until electronic media emerged on the scene. Earlier, newspapers were dominant medium which masses at large depended on, for a regular news update. It is because a newspaper used to carry different type of topics including current affairs, finance, politics, entertainment, stocks, puzzle crosswords. In a nutshell, newspaper used to keep stuff for readers from every age group. Newspaper is still the most important form of print media because it has the ability to reach every nook and corner of the world.

13. Electronic broadcasting media. Broadcasting is simply known as a way to distribute video and audio content to a dispersed audience with the help of an electronic broadcasting medium. It can appeal both visual and auditory senses which is making it one of the most lucrative types of mass communication media. For this profitable type of media communication, presence of electric connection is a must. One of the most common electronic broadcasting media sources is known as TV. Radio offers auditory content only.

14. Outdoor media. This is a type of media which is focused on transit information when people are out of their living places. Outdoor media is more commonly being used to display advertisements, and to attract people towards some social cause which can bring a change in society or new product, etc. The forms of outdoor media are billboards, banners, posters, and signs.

15. Transit media. This is a mass media type which revolves around the concept of information dissemination or advertising when customers are about to go. This mass media type includes the display of information or advertisements on vehicles, buildings, etc. with a common aim of driving message to home. This type of mass media is more commonly being used for massive brand promotions to the people who are travelling on the roads and streets of the country.

16. Digital media. With the arrival of the internet, we are able to enjoy the benefits of high-technology digital mass media. This type of media is not only faster as compared to old school mass media but also comes in a wider range. However, computers, the internet and mobile phones are more commonly referred to as digital media. The Internet has opened a new world of opportunities for effective mass communication in the form of emails, podcasts, e-forums, blogging, internet TV, websites, eBooks and much more than these. The forms of new-age media are evolving and increasing with every passing day. Even more, the presence of social media networks on the internet has redefined the way of mass communication altogether. Platforms such as Facebook, Instagram, Twitter, YouTube, has made the process to communicate with masses all more convenient, interesting, entertaining and easier. These have become some of the most common sources to reach an audience from all around the world.

(Adapted from: <https://visionarybusinessperson.com/types-of-mass-media/>)

Which medium _____?

- A reaches consumers specifically when they are not at home
- B combines the easiest way to get information with entertainment
- C installs advertising indoors only

- D has the longest history
- E has always contained a number of diverse topics of interest
- F still allows considerable moneymaking to the owners and advertisers
- G is mostly used in old schools
- H is mostly used to publisize and increase sales of branded products

Task 4

Read the text below. Choose from (A – H) the one which best fits each space (17–22). There are two choices you do not need to use. Write your answers on the separate answer sheet.

Media has the power (17) _____, attitudes, and behaviours. Thus, social norms that influence and encourage gender violence have been targeted by policy interventions using mass media communication. Prior research suggests that media (18) _____ two effects: the individual or direct effect (private) or the social or indirect effect (public). In the individual effect, media information about new norms may persuade individuals to accept them. In the social effect, the information creates common (19) _____ and enhances social coordination as individuals more readily accept the information if they believe (20) _____. This study examined whether media's social mechanism has a stronger impact than its individual mechanism on changing violent attitudes against women.

This study conducted a natural and randomised experiment in the rural indigenous community of San Bartolome Quialana in Oaxaca, Mexico using a multi-part soap opera radio program telling a story of a relationship that slowly becomes violent. The soap opera was broadcast via a community loudspeaker and only reached a portion of the community due to topographical conditions. Households within the loudspeaker's reach were (21) _____ to listen to the soap opera at a community meeting or were able to hear the public broadcast in their own homes. This design tested whether public transmission of the soap opera alone was sufficient to influence norms, and whether creating certainty about common knowledge from face-to-face interactions with community members enhanced the social effects. A post-intervention survey measured norms, attitudes, and behaviour (22) _____.

(Adapted from: <https://gap.hks.harvard.edu/how-does-media-influence-social-norms-field-experiment-role-common-knowledge>)

- A knowledge of a norm
- B in the rural indigenous community
- C others have also accepted it
- D influences through
- E to influence individual beliefs
- F either randomly invited
- G due to topographical conditions
- H regarding violence against women

Частина «Використання мови» Use of English

Task 5

Read the text below. For questions (23–32) choose the correct answer (A, B, C or D). Write your answers on the separate answer sheet.

Types of Social Media

Social media may (23) _____ the form of a variety of tech-enabled activities. These activities include photo sharing, blogging, social gaming, social networks, video sharing, business networks, virtual

worlds, reviews, and much more. Even governments and politicians utilise social media to engage with (24) _____ and voters.

For individuals, social media is used to keep in (25) _____ with friends and extended family. Some people will use various social media applications to network career opportunities, find people (26) _____ the globe with (27) _____ interests, and share their thoughts, feelings, insights, and emotions. Those who engage in these activities are part of a virtual social network.

For businesses, social media is an (28) _____ tool. Companies use the platform to find and engage with customers, drive sales through advertising and promotion, gauge consumer trends, and (29) _____ customer service or support.

Social media's role in helping businesses is significant. It facilitates communication with customers, enabling the melding of social interactions on e-commerce sites. Its ability to collect information helps focus on marketing efforts and market research. It helps in (30) _____ products and services, as it enables the distribution of targeted, timely, and exclusive sales and coupons to would-be customers. Further, social media can help in building customer relationships through loyalty programs linked to social media.

Social media has changed the way we all interact with each other online. It gives us the (31) _____ to discover what's happening in the world in real-time, to connect with each other and stay in touch with long-distance friends, and in order to have access to endless amounts of information at our (32) _____. In many senses, social media has helped many individuals find common ground with others online, making the world seem more approachable.

(Adapted from: <https://www.investopedia.com/terms/s/social-media.asp>)

23	A	take	B	make	C	give	D	get
24	A	constitutions	B	constituents	C	constituencies	D	constants
25	A	closer	B	secret	C	touch	D	informed
26	A	in	B	over	C	across	D	throughout
27	A	like-minded	B	open-minded	C	narrow-minded	D	single-minded
28	A	hand	B	indispensable	C	unusual	D	untraditional
29	A	suggest	B	impose	C	enforce	D	offer
30	A	producing	B	promoting	C	providing	D	preventing
31	A	ability	B	mobility	C	accessibility	D	credibility
32	A	fingerprints	B	fingertips	C	nails	D	digits

Task 6

Read the text below. For questions (33–42) choose the correct answer (A, B, C or D). Write your answers on the separate answer sheet.

What Is Mastodon, the Social Network Users Are Leaving Twitter for?

The first thing to get your head around is that Mastodon is what's known as a "federated" network, a collection of thousands of social networks run on servers across the world that (33) _____ by the common Mastodon technology, on a platform known as the "Fediverse".

You sign (34) _____ for a specific server, which is run by (35) _____ set it up, usually volunteers doing it out of their own pocket or taking donations through Patreon. They'll have their own rules and policies on, for example, who can join and how strictly the conversation will be moderated.

You can even start your own server if you want to set the rules yourself. Otherwise, there's a list of servers which focus on specific locations or topics of interest.

You could start searching for those you know, or go (36) _____ to Twitter and see if they (37) _____ their move. Services like Twitodon allow you to log in with both your Twitter and Mastodon accounts and scan to look for users you follow. But it (38) _____ only _____ to find those users who have also used Twitodon.

Once you follow (39) _____ people you have found from Twitter, you could go through their lists to find others you might know.

Hashtags work similar to Twitter for trending topics, and you can share someone else's post with your followers by (40) _____ it – which works the same as retweeting. But there's no such thing as "quote tooting".

There has been much drama on Twitter over (41) _____ move to require people to pay for verification, while at the same time not actually verifying they are who they say they are. Mastodon has a verification system that's available to everyone with their own website.

If you (42) _____ to a website you control on your profile, then it can recognize you as the owner of that website, which will give followers some justification in trusting you are who you claim to be.

(Adapted from:

<https://www.theguardian.com/technology/2022/nov/08/mastodon-what-is-it-how-do-i-join-use-find-best-server-list-change-elon-musk-twitter-leaving-social-network-alternative>)

33	A	are linked	B	linking	C	was linked	D	linked
34	A	on	B	to	C	up	D	through
35	A	whatever	B	whichever	C	whenever	D	whoever
36	A	back	B	forward	C	on	D	behind
37	A	had announced	B	announced	C	have announced	D	have been announced
38	A	was able	B	were able	C	will be able	D	are able
39	A	many	B	all	C	a little	D	a few
40	A	boost	B	boosting	C	having boosted	D	boosts
41	A	Musks'	B	Musk	C	Musk's	D	Musks
42	A	link	B	linked	C	will link	D	linking

PART II VOCABULARY FOCUS

1. Complete the following sentences with a word or expression from the box.

Tabloid	correspondent	misprint	blog	prerecorded	live stream
trailer	broadcast	clickbait	footnote	commercials	coverage
		media mogul	social networking sites		

- The programme doesn't go out live. It's _____.
- And now let's go over to our political _____ who's live at Westminster.
- _____ hysteria about the murders has increased public fears.
- _____ brainwash consumers into buying things they don't need.
- I haven't seen the film yet but I saw the _____. It looks quite interesting.
- There's really massive media _____ when a celebrity couple splits up.
- Alert readers may have noticed the _____ in last week's column.
- If you think I need to provide more detail, I'll add a short _____ at the bottom of the page.
- I think they _____ the show live usually, don't they?
- The _____ had just ended a speech to thousands of flag-waving supporters.
- _____ is designed to make readers want to click on a hyperlink especially when the link leads to content of dubious value or interest.

12. Do you actually want to monetize your _____?
13. This is becoming much more common with the increasing use of _____.
14. The following year, the event saw a huge growth in popularity attracting over 150 social media professionals - and tens of online viewers via _____.

2. Choose the best word which completes each of these sentences.

1. Respected, serious newspapers like the *New York Times* never _____ gossips.
a. reprint *b. print* *c. misprint* *d. blueprint*
2. Short for web log online commentary or diary often written by individuals about their specialist interest, hobbies, family, etc is called _____.
a. interview *b. review* *c. blog* *d. comment*
3. Transmission to a large number of people by radio or television is called _____.
a. broadcast *b. broadsheet* *c. translation* *d. casting*
4. _____ is a number of copies sold by newspapers and magazines.
a. edition *b. clipping* *c. copyright* *d. circulation*
5. _____ is the use of the work of another person as if it is one's own without attribution.
a. rewriting *b. reviewing* *c. paraphrasing* *d. plagiarism*
6. The article reads that the _____ Rupert Murdoch plans to launch *the Sun* on Sunday.
a. media mogul *b. correspondent* *c. paparazzo* *d. reporter*
7. You started reading because the _____ drew your attention.
a. column *b. headline* *c. front page* *d. Fourth Estate*
8. He usually _____ all current political news.
a. follows down *b. follows up* *c. follows to* *d. follows*
9. The _____ trended globally with tens of thousands of messages.
a. email *b. hashtag* *c. font* *d. italic*
10. Crime and deviance _____ a large proportion of the news coverage.
a. build *b. set up* *c. make up* *d. create*
11. Media is connected with all spheres of our life, it makes huge influence on individual point of view and _____.
a. public opinion *b. private actions* *c. public service* *d. private service*
12. The programme usually _____ on at half past eight.
a. looks *b. does* *c. turns* *d. comes*
13. They mentioned it in the article but they didn't _____ into detail.
a. make *b. take* *c. come* *d. go*
14. Be careful not to have this information _____.
a. take out *b. leak out* *c. go out* *d. pull out*

3. Choose the correct word.

1. Suzy is crazy about clothes and she loves reading **fashion news** / **editorials**.
2. He just reads the **columns** / **headlines** in the newspaper, not the whole report.
3. The police will talk to the **press** / **media** about the crime.
4. It's much easier to read a (an) **headline** / **online** newspaper than to go to somewhere to buy one.
5. And now we have that **live** / **life** report from our reporter in the centre of the city.
6. The next news **updates** / **breaking** is at 5 o'clock. Don't forget to follow up.
7. Many people get the news from **social media** / **social sector** these days.
8. Adverts shown on TV are called **documentaries** / **commercials**.
9. A **news** / **newsflash** in the middle of the TV programme announced that there had been a plane crash.
10. My aunt is a **journalist** / **paparazzo**. She writes stories for one of the national newspapers.

11. I never read **national / local** news. It is always about a lost cat or something unimportant like that.
12. You can read your **horoscope / celebrity gossip**. It's always true, you know.
13. The news will be followed by the **periodical / weather forecast** for tomorrow.
14. A section in the newspaper about people who have died is called **obituaries / editorials**.

SELF-CHECK

<p>The Media / Vocabulary</p> <p>column paparazzo front page leak Broadcast reporter Commercial hashtag copyright Edit Editorial news release Tabloid coverage media mogul (tycoon) Colour supplement press headline print broadsheet Fourth Estate</p>	<p>Word patterns</p> <p>According to Comment on Inform smb. about smth. Correspond with Make up</p>
<p>Live stream</p>	
<p>Phrasal verbs</p> <p>Come on – start to be broadcast Come out – be published Flick through – turn and look at the pages of a magazine, etc. quickly Look up – try to find information in a source Make up – invent an explanation, excuse; create a story, a poem, etc. Make out – pretend that something is true; see, hear or understand smth. or smb. with difficulty Turn over- turn the page Leak out – become known to the public Blow over – fade away without serious consequences Speak out – express one's feelings or opinions frankly and publicly Follow up – pursue or investigate something further Back up – provide support for someone or something</p>	<p>Word formation</p> <p>Announce – announcement, announced Correspond-correspondent Edit – editor, editorial, editorial board, edited Column-columnist Advertise – ad, advertisement, advertising Chat-chatbot Click- clickbait Follow-follower, following News-newsreel, news jacking, newspaper, newsworthy Use-user, user generated content Medium-media Print – reprint, misprint, blueprint, printer</p>
	<p>Idioms</p> <p>Surf the Internet – go from one page to another on the Internet browsing for topics of interest It went viral - it spreads quickly and widely on the Internet through social media and email</p>

Behind closed doors – taking place secretly or without public knowing
Lift the curtain – to make something known or public; disclose
No news is good news – said to make someone feel less worried when they have not received information about someone or something
Whistle -blower – a person who informs on a person or organization regarded as engaging in an unlawful or immoral activity
Keep somebody posted – to regularly give someone the most recent news about something
Bring someone up to speed – give someone all the latest information about something
Bottom line – the final result or the most important consideration of a situation, activity
Play phone tag – to engage in a series of telephone calls the other is not available to answer
Put it in a nutshell – to indicate that you are saying in a very brief way, using few words
Word of mouth – spoken communication as a means of transmitting information
Come to light – to become known