ANSWER KEY WITH EXPLANATIONS

Everyday Vocabulary Television Test

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1	C	2	B	3	A	4	A	5	B	6	B	7	C	8	D	9	D	10	A

Explanations

1. (Please note: The following questions are part of a cloze test. They are interrelated, meaning that the information provided in each question is connected to the others.)

TELEVISION

Mass _____ is a phrase often used to describe ways of giving information and entertainment to very large numbers of people.
✔ **C) media**
Mass media means all the ways of giving news and entertainment to very large numbers of people, such as TV, radio and newspapers. **Press** is not right, because it means only newspapers and magazines, and we don't say **mass press**.

2. It includes newspapers, advertising and radio and, of course, television. In most countries, people can _____ to any of three or four different _____.
✔ **B) switch**
Switch to means move from one TV channel to another: **Let's switch to the news.** Not **watch**, because we watch a channel, not watch to a channel.

3. In most countries, people can _____ to any of three or four different _____.
✔ **A) channels**
A **channel** is a TV station that broadcasts its own programmes, e.g. **BBC One is a popular channel.** **Medias** is not a correct word, because **media** is already plural.

4. Do television programs influence our minds? Do they _____ us?
✔ **A) indoctrinate**
To **indoctrinate** means to make people accept ideas without questioning them. This fits the clue **influence our minds**. **Motivate** means encourage someone to do something, which is a positive idea. It does not match the worried tone of the passage.

5. Is the news completely _____ (neutral) or is it _____ (considered from one particular point of view)?
✔ **B) objective**
Objective means neutral and based on facts, not on personal feelings. This matches the clue **(neutral)**. **Partial** and **biased** are not right, because they mean the opposite: supporting one side.

6. Is the news completely _____ (neutral) or is it _____ (considered from one particular point of view)?
✔ **B) subjective**
Subjective means based on one person's opinions or point of view. This matches the clue **(considered from one particular point of view)**. **Fair** and **impartial** mean the opposite, so they are wrong.

7. Don't the _____ for alcohol, food and other goods condition our minds?
✔ **C) commercials**
Commercials are advertisements on TV or radio, e.g. **a commercial for chocolate**. The words **for alcohol, food and other goods** show that we are talking about adverts. **Products** is not right, because products are the goods themselves, not the adverts for them.

8. Even the _____ going on week after week telling the story of one family or group of people sometimes make us want to copy the lifestyle we see on the screen.
✔ **D) soap operas**
A **soap opera** is a TV series that continues **week after week** and tells the story of the same family or group of people. **Documentaries** are not right, because they give facts about real life and do not tell an ongoing story.

9. Also, _____ which give people big prizes for answering simple questions can make us greedy.
✔ **D) quiz shows**
Quiz shows are programmes in which people answer questions to win prizes. The clue is **give people big prizes for answering simple questions**.

10. Some programs are watched by tens of millions of _____.
✔ **A) viewers**
Viewers are people who watch television. **Spectators** watch a live event, such as a football match, so that word is wrong here. **Audience** and **crowd** name a whole group, so we cannot say **millions of audience**.