

Государственное образовательное учреждение

«Приднестровский государственный университет им. Т. Г. Шевченко»

Филологический факультет

Кафедра иностранных языков

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Итоговый тест к экзамену

Read the text and choose the correct answers:

In the epoch of quickly changing international and home situations it is: quite necessary for every human being to get up-to-date information. Press (newspapers and periodicals), radio, television are mass media branches. They are very important as they influence public opinion and can be a strong force in public life.

There are national and local newspapers in Britain. National newspapers known as dailies, are designed for most people of the country. Local papers are for people in a particular city or region. Local papers are delivered to people's homes free of charge.

British national papers are of two kinds: the quality papers and the tabloids. The qualities contain national and international news, the political events (very often written in the editor's view), financial and sports news, television and radio programs, theatre and cinema show-lists, and others. The tabloids are no so serious in tone as the qualities. They print stories of human interest: about common people, about personal lives of famous people such as politicians, sportsmen, cinema stars and others. The most popular newspapers are "The Sun", "The Mirror", "The Express" and "The Daily Mail". The newspaper which sells more copies than any others is the "News of the World".

Radio is also very popular among the British. Many people rely on the radio to learn the latest news. Radio is convenient to listen to while driving a car to and from work in the morning and the early evening. Later in the evening the British prefer to watch TV programs.

The main television and radio broadcasting organization in Britain is the BBC (British Broadcasting Corporation) which runs five radio stations (Radio 1, Radio 2, Radio 3, Radio 4, Radio 5), provides television information services in Britain, operating two national television channels. The BBC World Service broadcasts in English and about forty other languages of the world. There are some independent radio and television stations which compete with the BBC. A lot of people listen to local radio and watch local TV that concentrate on local news, traffic

reports and pop music. Some smaller stations are run by students or by hospitals for their patients.

The first public demonstration of television in Britain was given by John Logie Baird, a Scottish inventor, in 1926. The BBC began the world's first high-definition TV service in 1936. The centre of the British newspaper industry is considered Fleet Street in London.

The first wireless radio was invented by Alexander Popov in 1895 in Russia.

1. What is necessary for every human being in the epoch of quickly changing international and home situations?
 1. to be blind
 2. to get up-to-date information
 3. to have good education
 4. to live in the USA

2. What are mass media branches?
 1. music
 2. dance and sports
 3. newspapers and periodicals, radio, television
 4. painting and ballet

3. When and whom by was the first radio invented?
 1. The first radio was invented by Alexander Popov in 1895
 2. The first radio was invented by John Bell in 1929
 3. The first radio was invented by John Logie Baird in 1926
 4. The first radio was invented by John Logie Bell in 1939

4. Which British newspapers are known as dailies?
 1. national
 2. local
 3. journals
 4. magazines

5. The tabloids are no so serious ... as the qualities.
 1. in a language
 2. on topics

3. types
 4. in tone
-
6. Who was the inventor of television?
 1. John Logie Baird
 2. The BBC
 3. John Logie Bell
 4. John Bell
-
7. Local papers are delivered to people's homes ... of charge.
 1. expensive
 2. free
 3. too much
 4. cheap
-
8. The most popular newspapers ... "The Sun", "The Mirror", "The Express" and "The Daily Mail".
 1. have got
 2. are
 3. were written
 4. takes
-
9. What information do the tabloids print?
 1. They publish economic and financial news
 2. The print national news
 3. They print international news
 4. They print stories of celebrities
-
10. What is the BBC?
 1. the independent radio station in Britain
 2. the radio station in Britain
 3. the independent television station in Britain
 4. the main television and radio broadcasting organization in Britain
-
11. What kinds of newspapers are there in Britain?

1. national and local newspapers
2. dailies and locals
3. financial and political papers
4. regional and the qualities

12. What is the main topic of the text?

1. Mass media in Britain
2. British national papers
3. Press in Britain
4. Radio invention

13. Why is radio said to be convenient to listen to?

1. Because you can waste your time watching TV
2. Because it is getting popular today
3. You can listen and watch it at the same time
4. Because you can drive a car simultaneously

14. What information do the qualities print?

1. They print only international news for Britain
2. They print only national news for Britain
3. They print serious information in tone
4. They print stories of human interests only

15. When was the first public demonstration of television in Britain?

1. in 1895
2. in 1929
3. in 1926
4. in 1936

16. Choose a lexically similar word to "up-to-date" in line 2:

1. modern
2. important
3. old
4. changing

17. There are some independent radio and television stations which ... with the BBC.
1. run
 2. compete
 3. lead
 4. choose
18. Some smaller stations are run by ... or by hospitals for their patients.
1. politicians
 2. businessmen
 3. old and young people
 4. students
19. What the centre of the British newspaper industry?
1. London circus
 2. Manchester
 3. Fleet Street
 4. Liverpool port
20. The BBC World Service broadcasts in English and about ... other languages of the world.
1. fourteen
 2. four
 3. forty
 4. ten