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[https://www.100test.com/kao\\_ti2020/130/2021\\_2022\\_\\_E5\\_AE\\_8C\\_E5\\_9E\\_8B\\_E5\\_A1\\_AB\\_E7\\_c94\\_130042.htm](https://www.100test.com/kao_ti2020/130/2021_2022__E5_AE_8C_E5_9E_8B_E5_A1_AB_E7_c94_130042.htm) Decide which of the choices given below would correctly complete the passage if inserted in the corresponding blanks. Mark the correct choice for each blank on your ANSWER SHEET. Who won the World Cup 1998 football game? What happened at the United Nations? How did the critics like the new play 1 an event takes place, newspapers are on the streets giving the details. Wherever anything happens in the world, reporters are on the spot to gather the news. Newspapers have one basic 2, to get the news as quickly as possible from its source, from those who make it to those who want to 3 it. Radio, telegraph, television, and 4 inventions brought competition for newspapers. So did the development of magazines and other means of communication. 5, this competition merely spurred the newspapers on. They quickly make use of the newer and faster means of communication to improve the 6 and thus the efficiency of their own operations. Today more newspapers are 7 and read than ever before. Competition also led newspapers to branch out into many other fields. Besides keeping readers 8 of the latest news, today ' s newspapers educate and influence readers about politics and other important and serious matters. Newspapers influence readers ' economic choices 9 advertising. Most newspapers depend on advertising for their very 10. Newspapers are sold at a price that 11 even a small fraction of the cost of production. The main 12 of income for most newspapers is

commercial advertising. The success in selling advertising depends on a newspaper ' s value to advertisers. This 13 in terms of circulation. How many people read the newspaper? Circulation depends somewhat on the work of the circulation department and on the services or entertainment 14 in a newspaper ' s pages. But for the most part, circulation depends on a newspaper ' s value to readers as source of information 15 the community, city, country, state, nation and world and even outer space. 1. A. Just when B. While C. Soon after D. Before 2. A. reason B. cause C. problem D. purpose 3. A. make B. publish C. know D. write 4. A. another B. other C. one another D. the other 5. A. However B. And C. Therefore D. So 6. A. value B. ratio C. rate D. speed 7. A. spread B. passed C. printed D. completed 8. A. inform B. be informed C. to be informed D. informed 9. A. on B. through C. with D. of 10. A. forms B. existence C. contents D. purpose 11. A. tries to cover B. manages to cover C. fails to cover D. succeeds in 12. A. source B. origin C. course D. finance 13. A. measures B. measured C. is measured D. was measured 14. A. offering B. offered C. which offered D. to be offered 15. A. by B. with C. at D. about

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