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Who won the World Cup 1994 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 2 the details. Wherever anything happens in the world, reports are on the spot to 3 the news. Newspapers have one basic 4 , to get the news as quickly as possible from its source, from those who make it to those who want to 5 it. Radio, telegraph, television, and 6 inventions brought competition for newspapers. So did the development of magazines and other means of communication. 7 , this competition merely spurred the newspapers on. They quickly made use of the newer and faster means of communication to improve the 8 and thus the efficiency of their own operations. Today more newspapers are 9 and read than ever before. Competition also led newspapers to branch out into many other fields. Besides keeping readers 10 of the latest news, today's newspapers 11 and influence readers about politics and other important and serious matters. Newspapers influence readers economic choices 12 advertising. Most newspapers depend on advertising for their very 13 . Newspapers are sold at a price that 14 even a small fraction of the cost of production. The main 15 of income for most newspapers is commercial advertising. The 16 in selling advertising depends on a newspaper's value to advertisers. This 17 in terms of circulation. How many people read the newspaper?

Circulation depends 18 on the work of the circulation department and on the services or entertainment 19 in a newspapers pages. But for the most part, circulation depends on a newspapers value to readers as a source of information 20 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. to give B. giving C. given D. being given 3. A. gather B. spread C. carry D. bring 4. A. reason B. cause C. problem D. purpose 5. A. make B. publish C. know D. write 6. A. another B. other C. one another D. the other 7. A. However B. And C. Therefore D. So 8. A. value B. ratio C. rate D. speed 9. A. spread B. passed C. printed D. completed 10. A. inform B. be informed C. to be informed D. informed 11. A. entertain B. encourage C. educate D. edit 12. A. on B. through C. with D. of 13. A. forms B. existence C. contents D. purpose 14. A. tries to cover B. manages to cover C. fails to cover D. succeeds in 15. A. source B. origin C. course D. finance 16. A. way B. means C. chance D. success 17. A. measures B. measured C. Is measured D. was measured 18. A. somewhat B. little C. much D. something 19. A. offering B. offered C. which offered D. to be offered 20. A. by B. with C. at

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