

MDB2051 FINAL REVISION WORKSHEET

PART A. VOCABULARY

Complete the following sentences with the **BEST** word from the table.

deliberate	encompass	property	tackle	polarizing
intimidate	outrage	apprehensive	competence	align with

1. Because Jim often attempts to _____ younger children, he is considered a bully.
2. They should redesign the organization to _____ new and different performance realities.
3. You cannot legally take possession of the _____ until three weeks after the contract is signed.
4. The Republican governors have proved to be much more flexible in adapting themselves to local conditions on these _____ issues.
5. The coding conference will _____ seminars on the most popular programming languages today.
6. It had more the appearance of a _____ crime than an accident.
7. Rather than run from your problems, you should _____ them with all of your determination and ingenuity.
8. The videotape of the attack caused _____ when it was screened on the news.
9. With recent job cuts, Kate is _____ about losing her job.
10. His _____ as an economist had been reinforced by his successful fight against inflation.

PART B. READING

Read the text and answer the following questions.

THE CUTE CAT THEORY OF CLICKTIVISM

1 Is social media just for sharing cute cat photos or is it a place for activism? According to Ethan Zuckerman's Cute Cat Theory (2008), the Internet was invented for scientists to share their research papers, while social media was invented for people to share cute photos of cats. However, both the Internet and social media are now used for millions of other things. One of the current uses of social media is online activism, also known as clicktivism. Every day, thousands of photos and videos are shared asking people to "like" or "share" a cause. Despite the popularity of this method, it is often criticized by traditional activists for being a lazy type of activism.

2 But is it really so? Does clicktivism have no value at all? Zuckerman introduced a model based on two vectors to define and evaluate the efforts of activism. The vertical axis moves from thin to thick participation. Thin participation means raising people's awareness with minimal or no effort. For example, liking a cause on Facebook or re-tweeting a charity's message with one single click are examples of thin activities. Thick participation, on the other hand, requires people to make an effort. An example of this would be **contributing** to a cause with ideas or creativity. There is also the horizontal axis from symbolic to **impactful** action. This axis describes levels of change. Symbolic activities do not bring any changes, whereas impactful activities include a mechanism for creating a real change.

3 The four quadrants in the model explain the qualities of different types of activism. In the upper left quadrant are thin and symbolic acts. Here, acting is effortless and does not create a change. Internet activism, such as signing an online petition, falls in this category. Secondly, there is the upper right quadrant with thin but impactful activities. This refers to simple, **effortless** acts with a meaningful effect, such as voting. Voting is thin (i.e. easy to participate in), because every citizen in democratic countries can do it easily, and it is also impactful as election results may lead to change. Thirdly, the bottom left quadrant includes symbolic, but thick activities which take time and energy, yet are still symbolic. For example, people who participate in the "Occupy Movement" physically go to a place to occupy it, but their act is symbolic, because the emphasis is on raising awareness, not creating change. This brings us to the final

quadrant: thick and impactful activity which requires people to make an effort and also work for real change. For example, activists who go to a disaster area to protest the late **response** of a government to a natural disaster display thick participation, because they make a real effort. If **these** people also establish their own system to help the survivors, they also display impactful action, because they create real change.

4 Many people argue that the best type of activism is thick and impactful as there is a big difference between raising awareness about an issue and creating change. On the other hand, online activism generally fails to be thick and impactful. So, is it useless? There is no harm in signing an online petition but remember that **a click should be your first step, not last.**

1) Ethan Zuckerman called his theory the Cute Cat Theory, because _____.

- a) thousands of photos and videos are shared asking people to “like” or “share” a cause
- b) most people like photos of cute cats
- c) clicktivism is a lazy type of activism
- d) people were sharing photos of cute cats too frequently

2) In paragraph 1, what is the main difference between the social media and the Internet?

- a) Social media was invented for online activism, but the Internet was for sharing research papers.
- b) The starting point of the social media was to share research papers.
- c) The Internet was invented mainly for scientific purposes while social media was initially created for entertainment.
- d) The main function of the Internet was to share cute photos of cats.

3) What does “these” refer to in paragraph 3?

- a) people who make a minimal effort
- b) people who display symbolic participation
- c) activists who go to a disaster area to protest the late response of a government
- d) people who display thin participation and make some effort

4) What **CANNOT** be inferred from the last paragraph?

- a) Online activism is of no use for societies at all.
- b) Clicktivism helps to raise awareness.
- c) Compared to traditional activism, clicktivism is less effective.
- d) Despite having the potential of bringing huge changes, online activism is not effective enough.

5) In paragraph 4, what does the writer mean by saying “**a click should be your first step, not last**”?

- a) Clicktivism should be supported by more impactful activism.
- b) Your activism should be limited to clicktivism.
- c) You should try hard to be an activist.
- d) You should sign more online petitions.

6) Match the following words from the text with their meanings.

- a. contribute ____
- b. impactful ____
- c. effortless ____
- d. response ____

- 1. having a powerful effect
- 2. help bring about a cause
- 3. reaction
- 4. posing no difficulty