**Media – vocab**

**bias**

a situation in which you support or oppose someone or something in an unfair way because you are influenced by your personal opinions

**broadcaster**

an organization that transmits a programme or information by radio or television.

**episode**

one programme of a series shown on television; a single event or period of time

**headline**

the title of a newspaper story that is printed in large letters above it

**paparazzi**

photographers whose job is to follow famous people and take photographs of them for newspapers and magazines

**press**

newspapers and magazines, or the people who write them

**viewer**

someone who watches a television programme

**biased**

showing unfair support for or opposition to someone or something because of your personal opinions

**eminent**

famous, respected, or important

**high-profile**

attracting much attention or publicity.

**prejudiced**

feeling dislike for a group of people or treating them unfairly because they are a different race, sex, religion, etc

**prominent**

important; famous.

**subjective**

based on or influenced by personal feelings, tastes, or opinions

**world-famous**

known throughout the world

**assert**

state a fact or belief confidently and forcefully

**broadcast**

to send out a programme on television or radio

**contend**

to say that something is true; to compete with someone to try to win something

**gossip**

to talk about other people's private lives

**indicate**

to show that something exists or is likely to be true; to point to someone or something

**speculate**

to guess possible answers to a question when you do not have enough information to be certain

Media Quiz

Use each word or phrase once to fill in the gaps.

*editorials, bylines, scoop, prime time, public service announcement, embedded reporters, paparazzi, sponsors, copy editors, target audience, anchormen and anchorwomen, journals, tabloids, public TV, cable TV, billboard*

There’s no doubt that the media plays a huge role in everyone’s life. From driving down the freeway and seeing a \_\_\_\_\_\_\_\_\_\_\_\_\_ to looking at photos of celebrities taken by \_\_\_\_\_\_\_\_\_ in the \_\_\_\_\_\_\_\_\_ at your local supermarket, everyone is someone’s \_\_\_\_\_\_\_\_\_\_\_\_\_\_ for advertising. You would think that one way to avoid ads would be by watching \_\_\_\_\_\_\_\_\_\_\_. Yet, many TV stations have \_\_\_\_\_\_\_\_\_\_\_\_ as well. For example, if you watch \_\_\_\_\_\_\_\_\_\_\_\_ during \_\_\_\_\_\_\_\_\_\_\_\_, you’ll be bombarded with the paid-for commercials.

However, some media isn’t so bad. You can subscribe to quarterly academic \_\_\_\_\_\_\_\_\_\_\_\_\_\_. Their articles are reviewed by \_\_\_\_\_\_\_\_\_\_\_\_\_, and the writing is often excellent. In newspapers, feel free to check the \_\_\_\_\_\_\_\_\_\_\_\_\_ on the articles. They will provide you with the author's name and sometimes even with a link to his or her social media. Or, you can read \_\_\_\_\_\_\_\_\_\_\_\_\_ to get important opinions on trending news. Another idea is to follow certain TV stations, as many of them have great news coverage. They often have \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ who visit war zones and cover the news on the scene. It is called a \_\_\_\_\_\_\_\_\_\_\_ if a TV channel is the only one reporting on a story. To get an overview of the day’s news, you can also listen to the \_\_\_\_\_\_\_\_\_\_\_ presenting the main stories of the day. Finally, many people also depend on the TV stations to provide \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ in case of an emergency.

Media Quiz Answers

There’s no doubt that the media plays a huge role in everyone’s life. From driving down the freeway and seeing a *billboard* to looking at photos of celebrities taken by *paparazzi* in the *tabloids* at your local supermarket, everyone is someone’s *target audience* for advertising. You would think that one way to avoid ads would be by watching *public TV*. Yet, many TV stations have *sponsors*as well. For example, if you watch *cable TV* during *primetime*, you’ll be bombarded with the paid-for commercials.

However, some media isn’t so bad. You can subscribe to quarterly academic *journals*. Their articles are reviewed by *copy editors,* and the writing is often excellent. In newspapers, feel free to check the *bylines* on the articles. They will provide you with the author's name and sometimes even with a link to his or her social media. Or, you can read *editorials* to get important opinions on trending news. Another idea is to follow certain TV stations, as many of them have great news coverage. They often have *embedded reporters* who visit war zones and cover the news on the scene. It is called a *scoop* if a TV channel is the only one reporting on a story. To get an overview of the day’s news, you can also listen to the *anchormen and anchorwomen* presenting the main stories of the day. Finally, many people also depend on the TV stations to provide *public service announcements* in case of an emergency.

## Social Media Vocabulary: List of Top Terms To Know

Here is the list of words to memorize and practice outloud:

### **Audience**

The group of people who can see the **content** you share online are called your **audience**. This includes your **followers** who can like, comment, or share your content. Your online audience is the group of people who are most likely to buy or use your products or services.

### **Backup**

**Backup** is the **storage** of your **virtual** files and data in another location so as to preserve them in case of technical failure or malfunction. This can help you recover your documents or free storage space from your device.

### **Browsing**

**Browsing** is the time you spend searching for particular information on the World Wide Web. When using your web **browser** such as Google Chrome or Firefox, you can search anything you need on the internet.

### **Clickbait**

In social media **content, creators** can use specific words or pictures to attract the users’ attention and prompt them into clicking on their **links**. **Clickbait** is very often used in social networks like YouTube where the number of views increases because of the title given to a video. This may be positive for your channel, but since clickbait is usually deceptive, using it excessively can make you lose popularity.

### **Content**

The information, products, videos, and all the data you share on your **social networks** are your content. Online content is created for different purposes, including the establishment of **brand awareness** and the sharing of educational or informational data. In both cases, it is often created to sell or promote products and services.

### **Crashing**

This occurs when a **software application** or any other **computer program** fails to function properly and stops. The seriousness of a **crash** depends on the status of the operating program. If it is a key part of the system, it may result in the crash of the entire system, often causing a fatal error.

### **DIY websites**

DIY stands for Do It Yourself. **DIY websites** create content for the purpose of helping people to do things on their own. This mainly includes assembling furniture, fixing household appliances, or creating your own custom decorations.

### **Database**

Any organized information controlled by a **management system** in a computer is considered a **database**. A typical company database may comprise tables of a set of information on products, employees, and other records.

### **E-commerce**

This term is used to refer to the **electronic** buying and selling of products and services. It also includes the financial transactions and the transfer of data. **E-commerce** has many models, for example, consumer to consumer (**C2C**), when goods or services are sold to another consumer, or consumer to business (**C2B**), when a person sells goods to a business organization.

### **Feed**

Your feed, or your **news feed**, is the continuously updated page you see on a social media website. Content is renewed automatically every time you **refresh** your feed without human interference.

### **Filtering**

Online filtering refers to the blocking of unwanted content on the **web**. This can be in the form of **pop-up ads**, viruses, specific websites, or unwanted file downloads. Filtering allows you to have control over the data that is displayed on your screen.

### **Follower**

A **follower** is a person who can see the content you share on your social medium. Once the content is shared, he or she will be able to react to your social media **posts** which are most likely to appear on their**feed**.

### **GIF**

A **GIF**, short for Graphics Interchange Format, is a concept developed by a computer scientist in which **animations** are shown for a few seconds. GIFs are frequently used in **chat rooms** and **comments**. If you are angry, why not use the famous frowning baby face GIF and let people know exactly how you feel.

### **Hacking**

Hacking refers to the **unpermitted access** to and **control** over a computer system, often for the purpose of stealing or destroying it. Malicious activity may be carried out if a hacker has access to your files or your internet data, such as the theft of your credit card details in case you’d purchased a product online.

### **ISP**

**ISP**, which stands for Internet Service Provider, is a company that gives you access to the internet by the transfer of **data** into devices. Nowadays, ISPs also offer a wide range of services, such as TV and mobile phone subscriptions.

### **Inbox**

When accessing your **email account**, your **inbox** holds the list of emails you received from other users. Inbox has also become a verb: if you wish to talk to your friends, you can now inbox them.

### **Likes**

What used to be referred to as ‘**favorite**’ before is now called ‘**likes**.’ In social media marketing, likes are the **reactions** of users to content found online. Liking may help in increasing the popularity of a product or service.

### **Meme**

**Meme** refers to the images, photos and videos, or texts shared on the internet to spread a specific idea, style, or behavior. Memes can circulate very quickly from user to user in social networks, blogs, and other platforms.

### **PV**

**PV** is short for Page Views, which refers to the number of **pages** clicked on a website. PVs are used in **web analytics** to count the amount of times a page is loaded or reloaded during a given period of time.

### **Penetration rate**

The percentage of internet users is referred to as **internet penetration rate**. The number of internet consumers has increased over the last decade and is projected to rise further by 2025.

### **Platform**

An **online platform** is a website which promotes or sells products and services. Both buyers and sellers are connected through these platforms. A few examples of platforms are Amazon, eBay, Airbnb, etc.

### **Podcasting**

Podcasting is based on posting **digital audio** content. It often lasts longer than one hour and may be listened to by other internet users through their computers or their MP3 players. Podcasting is becoming increasingly popular, and the speakers are sometimes video recorded, as well.

### **Post**

Posts refer to the **content** you **upload** on the internet, including texts, videos, images, and audio files. To post data is to make it available for other users, who are given access to the content you share, to see it.

### **Reposting**

Also called **sharing**, reposting is sending other users or sharing content originally posted by another user on your online accounts. Reposting is quite common on **websites** such as Twitter and Facebook.

### **Reviews**

After experiencing a service or purchasing a product, you can leave a **review** to give your **feedback** on your experience. Reviews can help sellers to gain more popularity and sell more products.

### **SEO**

SEO is short for **Search Engine Optimization**, and it is based on the work you do so as to increase the **visibility** of your website on search engines and make it appear among the first links. In order to do that, you have to work on the **keywords** you set for your website. The more relevant your keywords are, the more likely they will show up on the first search results.

### **Shortcut**

Along with the basic use of a mouse or a touchpad, **shortcuts** are another way to operate your computer with. This consists of pressing on one or more keys (often at the same time) on your keyboard, in order to run a given **task**. For example, holding down the **Ctrl key** and the **C key** would copy a selected text.

### **Software**

A software is a **program** operating on a computer or any electronic device. An example of software is Windows or PowerPoint. Each type of software functions differently and performs specific tasks.

### **Trending**

On social media websites, if a topic, video, or another type of content marketing is **trending**, it is extremely **popular** and widely discussed on the internet. On YouTube, for example, if a video is trending, it appears on the **home page**.