

UNIT 3: MEDIA VOCABULARIES

1. **Media** – ways of communicating information to the public (TV, radio, internet, newspapers).
2. **Journalist** – a person who writes news for newspapers, TV, or online.
3. **Headline** – the title of a news story.
4. **Advertisement (Ad)** – information that tries to make people buy something.
5. **Broadcast** – to send out programs on TV, radio, or the internet.
6. **Audience** – the people who watch, read, or listen to something.
7. **Reporter** – a person who gives news on TV, radio, or in newspapers.
8. **Press** – newspapers and journalists.
9. **Social Media** – websites and apps where people share and connect (Facebook, TikTok, Instagram).
10. **Fake News** – false or misleading information shared as if it were true.
11. **Channel** – a TV or radio station.
12. **Article** – a piece of writing in a newspaper, magazine, or online.
13. **Interview** – a conversation where one person asks questions and another answers.
14. **Magazine** – a weekly or monthly publication with stories, pictures, and articles.
15. **Subscribe** – to sign up to receive something regularly (a newspaper, YouTube channel, etc.).

Practice Questions

1. **Which of the following is the best definition of media?**
 - a) A person who writes stories
 - b) Ways of sharing news and information
 - c) A type of book
 - d) A camera for recording
2. **Who usually writes articles for newspapers?**
 - a) Actor
 - b) Audience
 - c) Journalist
 - d) Designer
3. **The large title at the top of a news story is called a...**
 - a) Headline
 - b) Report
 - c) Script
 - d) Channel
4. **An advertisement is mainly used to...**
 - a) Teach people English
 - b) Make people laugh
 - c) Report the weather
 - d) Encourage people to buy something
5. **If a TV program is broadcast, it means...**
 - a) It is printed in a newspaper
 - b) It is shown on TV or radio
 - c) It is sent by post
 - d) It is kept secret
6. **The people who watch a TV show or follow an online channel are the...**
 - a) Reporters
 - b) Press
 - c) Audience
 - d) Headline

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- 7. Which word describes information that is not true but looks like news?**
- a) Real news
 - b) Fake news
 - c) Headline
 - d) Broadcast
- 8. Facebook and TikTok are examples of...**
- a) Newspapers
 - b) Magazines
 - c) Social Media
 - d) Channels
- 9. A written piece you read in a magazine or online is called an...**
- a) Interview
 - b) Article
 - c) Channel
 - d) Report
- 10. Which of the following best explains the growing problem of fake news in modern media?**
- a) It spreads quickly through social media platforms, making it difficult to fact-check before people believe it.
 - b) It only appears in traditional newspapers and magazines.
 - c) It is easily recognized and ignored by most audiences.
 - d) It never influences politics or public opinion.
- 11. Why might an audience's reaction to a news story be different depending on the media channel that presents it?**
- a) Because every channel broadcasts the same information in the same way.
 - b) Because channels may frame the story differently, creating bias or changing interpretation.
 - c) Because audiences never pay attention to the details of the news.
 - d) Because journalists are always neutral and objective.
- 12. How does the rise of social media challenge the role of traditional journalists?**
- a) Social media makes it easier for journalists to remain the only source of news.
 - b) Social media allows anyone to share information instantly, sometimes reducing the need for traditional reporting.
 - c) Journalists no longer write articles because social media replaces all written content.
 - d) Social media and journalism are completely unrelated.
- 13. Why is the headline of a news article sometimes considered more powerful than the article itself?**
- a) Because the headline can influence public perception even if people never read the full story.
 - b) Because headlines are always completely accurate and objective.
 - c) Because headlines are not meant to attract attention.
 - d) Because readers always read the full article before forming an opinion.