

Thursday, 16th April, 2026

Media Vocabulary Matching Activity

Match each term on the left with its correct definition on the right. Put the definition's letter in the middle column. You have an example.

Term		Definition
1- Manuscript		A) A printing method using a flat surface treated to repel ink except where it is needed.
2- Monks		B) Messages designed to promote products or services to consumers.
3- Printing Press		C) Religious scholars who copied manuscripts by hand in monasteries before the invention of printing.
4- Newspaper		D) The influence media has on society, culture, and individuals' behaviors.
5- Magazine		E) A handwritten document, often elaborately decorated, created before the invention of printing.
6- Lithographic printing		F) A medium for transmitting moving images and sound to audiences.
7- Outdoor posters	7-i	G) A medium that uses imagery, such as films, television, and online videos.
8- Monotype and Linotype		H) The global network connecting computers for communication.
9- Photographic film		I) Large printed advertisements displayed outdoors to attract public attention.
10- Visual Media		J) A periodical publication containing articles, photos, and advertisements, often on specific content.
11- Advertising		K) Video clips or film capturing motion, used in movies and television.
12- Moving footage		L) A daily publication containing news, articles, and advertisements.
13- Radio stations		M) A machine invented by Johannes Gutenberg that allowed mass production of books and documents
14- Television		N) Broadcast stations transmitting audio content via radio waves.
15- Internet		O) Early typesetting machines that automated the process of printing text for books, newspapers, etc.
16- Media impact		P) A material used to record moving images or photographs.

