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

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.