

Topic Vocab "The Media"

(mass) media	> The media/It is OR The media/They are	
media-based		
media literacy	= ability to make (proper) use of various forms of media	
print media	= newspapers, books, magazines	
bold type / in bold		
italics	= printed letters leaning to the right	
heading	= statement at the top of a piece of text used to attract the reader's attention and to indicate the nature of the text below	
headline		
sensationalist > sensationalist reporting		
investigative reporting	= journalism involving examining an event/situation to find out the truth	
in-depth		
biased (towards/in favor of)	= one-sided; <> balanced/objective	
factual	= based on/containing facts	
freedom of the press		
(to) impose censorship (to) censor		
editor	= person being in charge of a paper/mag or part of one, deciding what should be included	
publisher		
publishing house		
(compulsory) license fee	= the money paid for the permission to own a TV/radio, which funds TV + radio programs	
public broadcaster	= TV/radio station largely paid for with money made from a license fee or from state subsidies	
channel		
broadcast > (to) broadcast	= program = to transmit, to air	
broadcasting time		
commercial / advertisement/advert/ad		
advertising		
commercial broadcaster	= TV/radio station paid for with money made from advertising during the programs	
(to) create <u>a</u> desire / <u>the</u> desire for sth		
(to) fund	= to finance	

(to) host	= to present	
anchor (-man/-woman)	= person presenting a live TV news program, introducing reports from other people	
(media) hype	= attention / publicity	
(to) receive a channel (to) receive media coverage		
(to) tune in to sth		
ratings / viewing figures		
prime time	= time when the greatest number of people are watching TV/listening to the radio	
target group		
streaming	= method of sending or receiving data, esp. video, over a computer network	
binge-watching / -viewing marathon-viewing	the practice of watching content (TV, streaming services, etc.) for a long time span, usually a single television show	
on the radio/TV/the Internet		
information / file sharing	= exchange of information/files	
dissemination (of)		
participatory media	= interactive platforms such as blogs, podcasts and wikis	
user-generated content		
social networking		
invasion of privacy		
copyright infringement		
(to) vanish	= to disappear / <> to appear	
(to) empower sb	= to make sb mentally stronger = to give sb the ability to do sth	
(to) question the source of information		
(to) be suspicious (of)		
(to) obtain sth	= to get/receive	
(to) gather sth	= to collect	
(to) withhold sth		
(to) mislead the public/audience		
(to) respond (to sb/sth) response	= to reply/answer; react = answer, reaction	
(to) benefit from		
(to) expose (to) be exposed to	= to reveal	
digital native	= sb who is growing up with electronic media and knows how to use them	
digital immigrant	= sb who has had to learn how to make use of electronic media	