**Topic Vocab “The Media“**

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| (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 a desire / the 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  digital immigrant | = sb who is growing up with electronic media and knows how to use them  = sb who has had to learn how to make use of electronic media |  |