

Unit 10: Exam Prep Gap Fill (Digital Media)

EXERCISE: 20 Sentences / Gaps

1. The concept of Digital Media involves i_____ and more.
2. The concept of Digital Media involves v_____ and more.
3. The concept of Digital Media involves a_____ and more.
4. The concept of Digital Media involves t_____ and more.
5. The concept of Digital Media involves e_____ and more.
6. The concept of Digital Media involves a_____ and more.
7. The concept of Digital Media involves p_____ and more.
8. The concept of Digital Media involves c_____ and more.
9. The concept of Digital Media involves m_____ and more.
10. The concept of Digital Media involves s_____ and more.
11. The concept of Digital Media involves a_____ and more.
12. The concept of Digital Media involves s_____ and more.
13. The concept of Digital Media involves e_____ and more.
14. The concept of Digital Media involves n_____ and more.
15. The concept of Digital Media involves d_____ and more.
16. The concept of Digital Media involves c_____ and more.
17. The concept of Digital Media involves p_____ and more.
18. The concept of Digital Media involves i_____ and more.
19. The concept of Digital Media involves c_____ and more.
20. The concept of Digital Media involves t_____ and more.

SOLUTION KEY (Scrambled)

Match the following answers to the tasks above. Note: They are in random order.

- | | |
|-----------------|----------------|
| - clickbait | - exposure |
| - interactivity | - trending |
| - subscriber | - authenticity |
| - networking | - monetization |
| - algorithm | - content |
| - privacy | - engagement |
| - viral | - influencer |

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- analytics
- platform
- sponsored
- targeted
- digitalization
- connectivity