

Unit 10: Advanced WF (Digital Media)

EXERCISE: 20 Sentences / Gaps

1. We need to discuss the _____ of this topic. (INFLUENCER)
2. We need to discuss the _____ of this topic. (VIRAL)
3. We need to discuss the _____ of this topic. (ALGORITHM)
4. We need to discuss the _____ of this topic. (TARGETED)
5. We need to discuss the _____ of this topic. (ENGAGEMENT)
6. We need to discuss the _____ of this topic. (ANALYTICS)
7. We need to discuss the _____ of this topic. (PLATFORM)
8. We need to discuss the _____ of this topic. (CONTENT)
9. We need to discuss the _____ of this topic. (MONETIZATION)
10. We need to discuss the _____ of this topic. (SUBSCRIBER)
11. We need to discuss the _____ of this topic. (AUTHENTICITY)
12. We need to discuss the _____ of this topic. (SPONSORED)
13. We need to discuss the _____ of this topic. (EXPOSURE)
14. We need to discuss the _____ of this topic. (NETWORKING)
15. We need to discuss the _____ of this topic. (DIGITALIZATION)
16. We need to discuss the _____ of this topic. (CLICKBAIT)
17. We need to discuss the _____ of this topic. (PRIVACY)
18. We need to discuss the _____ of this topic. (INTERACTIVITY)
19. We need to discuss the _____ of this topic. (CONNECTIVITY)
20. We need to discuss the _____ of this topic. (TRENDING)

SOLUTION KEY (Scrambled)

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

- | | |
|-----------------|------------------|
| - platform | - trending |
| - interactivity | - subscriber |
| - authenticity | - analytics |
| - exposure | - clickbait |
| - influencer | - digitalization |
| - sponsored | - privacy |
| - viral | - monetization |

Unit 10: Advanced WF (Digital Media)

- networking
- targeted
- connectivity
- engagement
- algorithm
- content