

## 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   |

## **Unit 10: Exam Prep Gap Fill (Digital Media)**

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