Unit 10: Word Formation (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.

- networking
- viral
- interactivity
- sponsored
- trending
- clickbait
- algorithm

- privacy
- monetization
- targeted
- content
- analytics
- platform
- exposure

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- connectivity
- digitalization
- authenticity

- influencer
- engagement
- subscriber