

## Unit 10: Open 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      | - subscriber    |
| - sponsored      | - networking    |
| - trending       | - exposure      |
| - viral          | - analytics     |
| - digitalization | - authenticity  |
| - connectivity   | - engagement    |
| - algorithm      | - interactivity |

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- monetization
- privacy
- targeted
- influencer
- content
- platform