# VidPOD – Week 1 Vocabulary Quiz

**Instructions:** Choose the correct definition for each vocabulary word.

1. **Podcast**
   1. A brief, persuasive speech to spark interest in a project or idea.
   2. A digital audio file made available on the internet for downloading.
   3. The process of planning and preparing before the actual production begins.
   4. The promotion of a particular product or company by means of advertising.
2. **PreProduction**
   1. The process of planning and preparing before the actual production begins.
   2. A specific, defined segment of the audience.
   3. The general character or attitude of a place, piece of writing, situation, etc.
   4. A distinctive point of view or approach.
3. **Target Audience**
   1. Statistical data relating to the population and particular groups within it.
   2. A particular group at which a product or service is aimed.
   3. The study of personality, values, opinions, attitudes, interests, and lifestyles.
   4. The act of being involved or participating.
4. **Demographics**
   1. The study of personality, values, opinions, attitudes, interests, and lifestyles.
   2. A character or role that a person assumes.
   3. Statistical data relating to the population and particular groups within it.
   4. Comprehensive knowledge or skill in a subject or accomplishment.
5. **Psychographics**
   1. The study of personality, values, opinions, attitudes, interests, and lifestyles.
   2. The process of distinguishing a product or service from others.
   3. A brief, persuasive speech to spark interest in a project or idea.
   4. Serious thought or consideration.
6. **Niche Audience**
   1. A specific, defined segment of the audience.
   2. The promotion of a particular product or company by means of advertising.
   3. The act of being involved or participating.
   4. The way in which something is arranged or set out.
7. **Elevator Pitch**
   1. A brief, persuasive speech to spark interest in a project or idea.
   2. The general character or attitude of a place, piece of writing, situation, etc.
   3. The process of planning and preparing before the actual production begins.
   4. A digital audio file made available on the internet for downloading.
8. **Consistency**
   1. The quality of always behaving or performing in a similar way.
   2. The act of being involved or participating.
   3. A distinctive point of view or approach.
   4. The promotion of a particular product or company by means of advertising.
9. **Tone**
   1. The general character or attitude of a place, piece of writing, situation, etc.
   2. The way in which something is arranged or set out.
   3. The process of distinguishing a product or service from others.
   4. A character or role that a person assumes.
10. **Format**
    1. The way in which something is arranged or set out.
    2. The act of being involved or participating.
    3. The promotion of a particular product or company by means of advertising.
    4. A distinctive point of view or approach.
11. **Content Themes**
    1. The main topics or ideas that are consistently covered in a podcast.
    2. The process of distinguishing a product or service from others.
    3. The act of being involved or participating.
    4. The quality of always behaving or performing in a similar way.
12. **Persona**
    1. A character or role that a person assumes.
    2. The general character or attitude of a place, piece of writing, situation, etc.
    3. The promotion of a particular product or company by means of advertising.
    4. The process of planning and preparing before the actual production begins.
13. **Differentiation**
    1. The process of distinguishing a product or service from others.
    2. The act of being involved or participating.
    3. The way in which something is arranged or set out.
    4. A distinctive point of view or approach.
14. **Unique Perspective** a) A distinctive point of view or approach. b) The general character or attitude of a place, piece of writing, situation, etc. c) The promotion of a particular product or company by means of advertising. d) The process of planning and preparing before the actual production begins.
15. **Engagement** a) The act of being involved or participating. b) The quality of always behaving or performing in a similar way. c) The process of distinguishing a product or service from others. d) The way in which something is arranged or set out.
16. **Branding** a) The promotion of a particular product or company by means of advertising. b) The act of being involved or participating. c) The process of planning and preparing before the actual production begins. d) The general character or attitude of a place, piece of writing, situation, etc.
17. **Segments** a) Parts into which something is divided. b) The act of being involved or participating. c) The process of distinguishing a product or service from others. d) The way in which something is arranged or set out.
18. **Reflection** a) Serious thought or consideration. b) The quality of always behaving or performing in a similar way. c) The process of planning and preparing before the actual production begins. d) The promotion of a particular product or company by means of advertising.
19. **Mastery** a) Comprehensive knowledge or skill in a subject or accomplishment. b) The act of being involved or participating. c) The process of distinguishing a product or service from others. d) The way in which something is arranged or set out.
20. **Critique** a) A detailed analysis and assessment of something. b) The quality of always behaving or performing in a similar way. c) The process of planning and preparing before the actual production begins. d) The promotion of a particular product or company by means of advertising.

# VidPOD – Week 1 Vocabulary Quiz Answer Key

1. b) A digital audio file made available on the internet for downloading.
2. a) The process of planning and preparing before the actual production begins.
3. b) A particular group at which a product or service is aimed.
4. c) Statistical data relating to the population and particular groups within it.
5. a) The study of personality, values, opinions, attitudes, interests, and lifestyles.
6. a) A specific, defined segment of the audience.
7. a) A brief, persuasive speech to spark interest in a project or idea.
8. a) The quality of always behaving or performing in a similar way.
9. a) The general character or attitude of a place, piece of writing, situation, etc.
10. a) The way in which something is arranged or set out.
11. a) The main topics or ideas that are consistently covered in a podcast.
12. a) A character or role that a person assumes.
13. a) The process of distinguishing a product or service from others.
14. a) A distinctive point of view or approach.
15. a) The act of being involved or participating.
16. a) The promotion of a particular product or company by means of advertising.
17. a) Parts into which something is divided.
18. a) Serious thought or consideration.
19. a) Comprehensive knowledge or skill in a subject or accomplishment.
20. a) A detailed analysis and assessment of something.