**Defining Terms: 6 Strategies Assignment Name: \_\_\_\_\_\_Yuzhe\_Lei\_\_\_\_\_\_\_**

**Use the 6 strategies to create your own definition expansions. Choose terms from your own field and create a strategy for each.** You can use one term or up to 6 different terms. See the example from a previous student.

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| **Strategy** | **Term** | **Your idea** |
| **Practical example** | **Agenda-setting** | To understand what agenda setting is, just imagine an earthquake and a celebrity fling happening at the same time. If the news media report all about celebrity and little about the earthquake, then people will pay more attention to the celebrities and think that earthquake is not that important. This was called the agenda-setting function of the mass media. |
| **Personal example** | **Selective Exposure** | To understand what selective exposure means, let me say my personal experiences. Before coming to the United States, I browsed through a lot of news about America. Since I think that America is a good country to live in, I would tend to consume news that positively evaluates America and avoid reading negative news about it, such as guns and the homeless issue. I selectively consume news about a topic based on my stance, that is called selective exposure. |
| **Analogy** | **Media representation** | Media representation is like the image in a mirror. Ideally, the media should be like a mirror presenting reality as it is. But in the real world, the media, including movies, advertisements, and TV dramas, are more like artificially processed mirrors that sometimes distort reality and mislead the public. |
| **Comparison or Contrast** | **Disinformation** | Disinformation is similar to misinformation. However, there is a difference. Misinformation is a kind of false information without the intention to hurt anyone. Disinformation, on the contrary, is misleading information purposefully spread by certain stakeholders. |
| **Word Origin** | **Media hegemony** | Hegemony comes from Greek. It means the social, cultural, ideological, or economic influence exerted by a dominant group. Media hegemony mainly refers to the dominant influence in the field of media and culture. |
| **Visual** | **Spiral of Silence** |  |