

ENGLISH
FOR MEDIA LITERACY



GLOSSARY

of Media Literacy Terms



ВИВЧАЙ ТА РОЗРІЗНЯЙ:
інфо-медійна грамотність

Ministry of Education and Science of Ukraine
Vasyl Stefanyk Precarpathian National University

GLOSSARY

OF MEDIA LITERACY TERMS

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The aim of this glossary is to provide the teachers of English with the content material of integrating media literacy in the EFL classroom. It contains 252 terms on the topic of Media Literacy and is aimed to be used for educational purposes: to support the school or university curriculum, as well as for the postgraduate teacher practice. It can also be used by any individual interested in the topic.

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PREFACE

The development of media industry creates great opportunities for the global social, political, economic and scientific interaction on the one hand, and becomes a challenge for the media content users on the other. The emergence of the new types of media resources results in the rapid growth of the number of novel notions and terms. Media content consumers should be aware of them and be able to react to the underlying processes. In the sense of a 'consumer' we mean any user of the media resources and content, including children and teachers in particular.

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The glossary was developed within the Project "English for Media Literacy" under the grant program of the "Learn to Discern in Schools" project, implemented by IREX (International Research & Exchanges Board) with the support of the British and U.S. Embassies, in partnership with the Ministry of Education and Science of Ukraine and the Academy of Ukrainian Press and in cooperation with the NGO "Centre for Communication Research" and the English Philology Department of Vasyl Stefanyk Precarpathian National University.

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MEDIA LITERACY TERMS

ACCURACY	(of material) is the quality or state of the fact as being correct or precise; the degree to which the result of a measurement, calculation, or specification conforms to the correct value or a standard.
ACKNOWLEDGE	to accept, admit, or recognize something, or the truth or existence of something.
ADVERTISEMENT	a presentation or announcement online, or in a newspaper, on television, or on a poster about something such as a product, service, event, or job in a positive light.
ADVERTISING	the industry of the techniques, activities and practices used to bring products, services, opinions, or causes to public notice for the purpose of persuading the public to respond in a certain way toward what is advertised on television, in newspapers, on the internet, etc.
AGENDA SITTING	describes the "ability (of the news media) to influence the importance placed on the topics of the public agenda". Agenda-setting is the manipulation of public awareness and concern of salient issues by the news media. The study of agenda-setting describes the way media attempts to influence viewers, and establish a

hierarchy of news prevalence. Nations with more political power receive higher media exposure. The agenda-setting by the media is driven by the media's bias on things such as politics, economy and culture, etc.

AGGREGATOR

an Internet company that collects information about other companies' products and services and puts it on a single website.

ALGORITHM

a set of rules that must be followed when solving a particular problem.

ANALOG

of, relating to, or being a mechanism or device in which information is represented by continuously variable physical quantities.

ANALYSIS

the process of breaking a complex topic or substance into smaller parts in order to gain a better understanding of it. The technique has been applied in the study of mathematics and logic since before Aristotle (384–322 B.C.), though analysis as a formal concept is a relatively recent development.

ASCERTAIN

to discover a fact; to make certain

**ASTROTURF
LOBBYING**

the practice of masking the sponsors of a message or organization (e.g., political, advertising, religious or public relations) to make it appear as though it originates from and is supported by grassroots participants. It is a practice intended to give the

statements or organizations credibility by withholding information about the source's financial connection. The term astroturfing is derived from AstroTurf, a brand of synthetic carpeting designed to resemble natural grass, as a play on the word "grassroots". The implication behind the use of the term is that instead of a "true" or "natural" grassroots effort behind the activity in question, there is a "fake" or "artificial" appearance of support.

ATTITUDE

a feeling or opinion about something or someone, or a way of behaving that is caused by this.

AUTHORITY

the power or right to give orders, make decisions, and enforce obedience.

BAIS

the fact that information is not correct because of the method used in collecting or presenting it.

BALANCE

an even distribution of weight enabling someone or something to remain upright and steady; or a situation in which different elements (opinion and point of view) are equal or in the correct proportions.

**BANDWAGON
EFFECTS**

the tendency of an individual to acquire a particular style, behaviour or attitude because everyone else is doing it. It is a phenomenon whereby the rate of uptake of beliefs, ideas, fads and trends increases with respect to the proportion of others who have

already done so. As more people come to believe in something, others also "hop on the bandwagon" regardless of the underlying evidence.

Following the actions or beliefs of others can occur because individuals prefer to conform, or because individuals derive information from others. An example of this is fashion trends where the increasing popularity of a certain garment or style encourages more people to "get on the bandwagon".

When individuals make rational choices based on the information they receive from others, economists have proposed that information cascades can quickly form in which people decide to ignore their personal information signals and follow the behaviour of others. Cascades explain why behaviour is fragile as people understand that their behaviour is based on a very limited amount of information. As a result, fads form easily but are also easily dislodged.

BBC the British Broadcasting Corporation: a British organization that broadcasts on television, radio, and the Internet.

BLOG a discussion or informational website published on the World Wide Web consisting of discrete, often informal diary-style text entries (posts). Posts are typically displayed in reverse chronological order, so that the most recent post appears first, at the top of

the web page. Until 2009, blogs were usually the work of a single individual, occasionally of a small group, and often covered a single subject or topic. In the 2010s, "multi-author blogs" (MABs) emerged, featuring the writing of multiple authors and sometimes professionally edited. MABs from newspapers, other media outlets, universities, think tanks, advocacy groups, and similar institutions account for an increasing quantity of blog traffic. The rise of Twitter and other "microblogging" systems helps integrate MABs and single-author blogs into the news media. Blog can also be used as a verb, meaning to maintain or add content to a blog.

BOT a computer program that runs automated tasks over the internet.

BROADBAND wide bandwidth data transmission which transports multiple signals and traffic types. The medium can be coaxial cable, optical fiber, radio or twisted pair.

BROADCAST to send out a program on television or radio; to spread information to a lot of people.

BROADCASTER someone whose job is to speak on radio or television programs.

BROADCASTING the business of making and sending out radio and television programs; the distribution of audio or video content to a dispersed audience via any

electronic mass communications medium, but typically one using the electromagnetic spectrum (radio waves), in a one-to-many model. Broadcasting began with AM radio, which came into popular use around 1920 with the spread of vacuum tube radio transmitters and receivers. Before this, all forms of electronic communication (early radio, telephone, and telegraph) were one-to-one, with the message intended for a single recipient. The term broadcasting evolved from its use as the agricultural method of sowing seeds in a field by casting them broadly about. It was later adopted for describing the widespread distribution of information by printed materials or by telegraph. Examples applying it to "one-to-many" radio transmissions of an individual station to multiple listeners appeared as early as 1898.

CENSORSHIP

the suppression or prohibition of any content (parts of books, films, news, speech, public communication, or other information) on the basis that such material is considered obscene, politically unacceptable, "inconvenient", objectionable, harmful, sensitive, or a threat to security for the governments, private institutions, and other controlling bodies.

CHANNELS ACCESS METHOD

In telecommunications and computer networks, a channel access method or multiple access method allows more than two terminals connected to the

same transmission medium to transmit over it and to share its capacity. Examples of shared physical media are wireless networks, bus networks, ring networks and point-to-point links operating in half-duplex mode.

A channel access method is based on multiplexing, that allows several data streams or signals to share the same communication channel or transmission medium. In this context, multiplexing is provided by the physical layer.

A channel access method may also be a part of the multiple access protocol and control mechanism, also known as medium access control (MAC). Medium access control deals with issues such as addressing, assigning multiplex channels to different users and avoiding collisions. Media access control is a sub-layer in the data link layer of the OSI model and a component of the link layer of the TCP/IP model.

CITIZEN JOURNALISM

also known as collaborative media, participatory journalism, democratic journalism, guerrilla journalism or street journalism, is based upon public citizens playing an active role in the process of collecting, reporting, analyzing, and disseminating news and information;

an alternative and activist form of news gathering and reporting that functions outside mainstream media

institutions, often as a response to shortcomings in the professional journalistic field, that uses similar journalistic practices but is driven by different objectives and ideals and relies on alternative sources of legitimacy than traditional or mainstream journalism.

CLICKBAIT

material on the internet (articles, photographs, etc.) that are intended to attract attention and encourage people to click on links to particular websites.

CODEx

A codex (plural codices) was the historical ancestor of the modern book. Instead of being composed of sheets of paper, it used sheets of vellum, papyrus, or other materials. The term codex is often used for ancient manuscript books, with handwritten contents. Similar to a modern book, a codex was bound by stacking the pages and securing one set of edges by various methods and protecting the pages with front and back covers. Elaborate historical bindings are called treasure bindings.

COMMON CARRIER

is defined by U.S. law as a private or public entity that transports goods or people from one place to another for a fee. The term is also used to describe telecommunications services and public utilities.

The word "common" is an important distinction here. A common carrier, such as a bus service, offers its

services to the general public, unlike a private carrier that might be available to only specific clients on a contractual basis.

A utility may be considered a common carrier under the law because it makes no distinction in its customers. It is available to anyone in its coverage area who is willing to pay the fee.

COMPLETENESS

(of facts and information) is the state or condition of having all the necessary or appropriate parts.

CONFLICT OF INTEREST

a situation in which a person or organization is involved in multiple interests, financial or otherwise, and serving one interest could involve working against another. Typically, this relates to situations in which the personal interest of an individual or organization might adversely affect a duty owed to make decisions for the benefit of a third party.

An "interest" is a commitment, obligation, duty or goal associated with a particular social role or practice. By definition, a "conflict of interest" occurs if, within a particular decision-making context, an individual is subject to two coexisting interests that are in direct conflict with each other. Such a matter is of importance because under such circumstances the decision-making process can be disrupted or compromised in a manner that affects

CONFLICT- ORIENTED JOURNALISM

the integrity or the reliability of the outcomes.

Typically, a conflict of interest arises when an individual finds himself or herself occupying two social roles simultaneously which generate opposing benefits or loyalties.

a term that exists through the continuous evolution of newspapers. Conflict oriented journalism is one of 8 approaches to journalism used in today's newspapers. It is more of a modern journalistic approach that is more commonly used in today's newspapers. This type of journalism is defined as front-page news that is often defined primarily as events, issues, or experiences that deviate from social norms. Conflict journalism differs from consensus journalism because consensus focuses more on local news, and presents information on issues that are not as big or worthy of national attention. Under conflict oriented journalism, journalists see their role not merely as natural fact gatherers but also as observers who monitor their city's institutions and problems.

Conflict oriented journalism is only found in regional and national newspapers. This is the front-page news that deviates from social norms because this type of journalism talks about events and issues that can have an impact on everyone in a region, or is a topic that is large enough that can have a significant effect on a whole

nation. For example, major news companies such as The Baltimore Sun, The New York Times, The LA Times, and the Post-Gazette are all newspaper companies that cover large, significant events and issues that deviate from social norms. These newspaper companies publish articles that are usually more important to society. For example, conflict oriented journalism articles will discuss major political news, natural disasters, and even the major sports stories. There will not be many articles on local school stories, local roads, or stories about events that take place in a small community. Conflict oriented journalism, as modern newspapers, believe their role in large cities is to keep a wary eye fixed on recent local and state intrigue and events.

Conflict oriented journalism is found in major newspaper companies, but the journalists who make up these articles are journalists who aim at presenting an issue to the public, and allow them to pick a side in whatever the issue is. The journalists in conflict oriented journalism disengage themselves and leave out their opinion on the specific matter. This results in allowing a reader to choose how he or she would like to pick what they believe is right. Conflict oriented journalism is so widespread because it shares and discusses national and international coverage. By having the ability to share events and issues on national and international news suggests that there are only a small

group of these major newspaper companies that have this type of popularity.

CONSENSUS-ORIENTED JOURNALISM

is generally found in smaller local newspapers. This particular type of journalism is usually found in small communities, newspapers that promote social and economic harmony by providing community calendars, and meeting notices. Also, some of these articles talk about local schools, social events, town government, property crimes, and zoning issues. Similar to an earlier time in American History, small newspapers are sometimes owned by business leaders who may also serve as local politicians. Consensus oriented journalism papers have a small advertising base, so they are generally careful not to offend local advertisers. They do not want to offend the local advertisers, because they finance a lot of the costs for these papers. The goal of these papers is to foster a sense of community, but at their worst, they overlook or downplay discord and problems.

CONTENT

the ideas that are contained in a piece of writing, a speech, a film, etc.

CONTENT ANALYSIS

a research method used to identify patterns in recorded communication. To conduct content analysis, you systematically collect data from a set of texts, which can be written, oral, or visual:

- books, newspapers and magazines;
- speeches and interviews;
- web content and social media posts;
- photographs and films.

Content analysis can be both quantitative (focused on counting and measuring) and qualitative (focused on interpreting and understanding). In both types, you categorize or “code” words, themes, and concepts within the texts and then analyze the results.

Researchers use content analysis to find out about the purposes, messages, and effects of communication content. They can also make inferences about the producers and audience of the texts they analyze.

Content analysis can be used to quantify the occurrence of certain words, phrases, subjects or concepts in a set of historical or contemporary texts.

CONTENT COMMUNITY

sites that allow users to share multimedia content. These communities include sites like YouTube, Daily Motion, Imagr, Tumblr, and FlickrR. People will upload images, video, music, or other content and provide a description, which other users can then search for and view. A common feature of these sites allows for comments to be added to a page displaying the content and to share

links to the multimedia on other social media sites like Twitter and Facebook.

Businesses can benefit from content communities by sharing multimedia that promotes their products or brand, or to exchange information with customers or interested parties. For example, let's say you worked for a hospital and had a great PowerPoint presentation on preventing diseases. By uploading the slides to a site like Slideshare (www.slideshare.net), you can use the site as a repository for your information, which people can then view when searching for this topic or through links on other sites. The same can be done by setting up a channel on YouTube to host videos that your company produces, such as new commercials or video of a corporate event.

CONVERGENCE

the act of converging and especially moving toward union or uniformity; the merging of distinct technologies, industries, or devices into a unified whole

Media convergence, phenomenon involving the interconnection of information and communications technologies, computer networks, and media content. It brings together the “three C’s” — computing, communication, and content — and is a direct consequence of the digitization of media content and the popularization of the Internet. Media convergence transforms established industries, services, and work

practices and enables entirely new forms of content to emerge. It erodes long-established media industry and content “silos” and increasingly uncouples content from particular devices, which in turn presents major challenges for public policy and regulation. The five major elements of media convergence are: the technological, the industrial, the social, the textual, and the political ones.

COOKIES

text files with small pieces of data – like a username and password – that are used to identify your computer as you use a computer network. Specific cookies known as HTTP cookies are used to identify specific users and improve your web browsing experience.

Data stored in a cookie is created by the server upon your connection. This data is labeled with an ID unique to you and your computer.

When the cookie is exchanged between your computer and the network server, the server reads the ID and knows what information to specifically serve to you.

Cookies generally function the same but have been applied to different use cases:

"Magic cookies" are an old computing term that refers to packets of information that are sent and received without changes. Commonly, this

would be used for a login to computer database systems, such as a business internal network. This concept predates the modern “cookie” we use today.

HTTP cookies are a repurposed version of the “magic cookie” built for internet browsing. Web browser programmer Lou Montulli used the “magic cookie” as inspiration in 1994. He recreated this concept for browsers when he helped an online shopping store fix their overloaded servers.

The HTTP cookie is what we currently use to manage our online experiences. It is also what some malicious people can use to spy on your online activity and steal your personal info.

COPY EDITOR

a person whose job it is to check and correct articles in newspapers or magazines before they are printed.

This job requires candidates to be able to perform duties that include the following:

- Proofread text and correct spelling, grammar, and punctuation errors
- Verify factual correctness of information, such as dates and statistics
- Check text for style, readability, and adherence to editorial policies
- Arrange page layouts of photos, articles, and advertisements

- Rewrite text to improve clarity and readability

While there are basic rules of grammar that remain fixed, a copy editor, along with journalists and writers, needs to know AP Style, which is a usage guide provided by the Associated Press—the country’s biggest newswire service. Most newspapers (and many magazines) have adopted AP style. Since this a “style” guide, it’s not providing overarching rules of grammar but, rather, specific rules that have to do with everything from the serial comma to when you write a number out in letters as opposed to listing it in numeric form.

Also, while AP style is the standard, especially among news outlets, there are other style guides.

COPYRIGHT

a type of intellectual property that gives its owner the exclusive right to make copies of a creative work, usually for a limited time. The creative work may be in a literary, artistic, educational, or musical form. Copyright is intended to protect the original expression of an idea in the form of a creative work, but not the idea itself. A copyright is subject to limitations based on public interest considerations, such as the fair use doctrine in the United States.

Some jurisdictions require "fixing" copyrighted works in a tangible form. It is often shared among multiple authors, each of whom holds a set of rights to use or license the work, and

who are commonly referred to as rights holders. These rights frequently include reproduction, control over derivative works, distribution, public performance, and moral rights such as attribution.

Copyrights can be granted by public law and are in that case considered "territorial rights". This means that copyrights granted by the law of a certain state, do not extend beyond the territory of that specific jurisdiction. Copyrights of this type vary by country; many countries, and sometimes a large group of countries, have made agreements with other countries on procedures applicable when works "cross" national borders or national rights are inconsistent.

Typically, the public law duration of a copyright expires 50 to 100 years after the creator dies, depending on the jurisdiction. Some countries require certain copyright formalities to establish copyright, others recognize copyright in any completed work, without a formal registration. In general, many believe that the long copyright duration guarantees the better protection of works. However, several scholars argue that the longer duration does not improve the author's earnings while impeding cultural creativity and diversity. On the contrary, a shortened copyright duration can increase the earnings of authors from their works and enhance cultural diversity and creativity.

CORRELATION

a term that is a measure of the strength of a linear relationship between two quantitative variables (e.g., height, weight). This post will define positive and negative correlations, illustrated with examples and explanations of how to measure correlation. Finally, some pitfalls regarding the use of correlation will be discussed.

Positive correlation is a relationship between two variables in which both variables move in the same direction. This is when one variable increases while the other increases and vice versa. For example, positive correlation may be that the more you exercise, the more calories you will burn. Whilst negative correlation is a relationship where one variable increases as the other decreases, and vice versa.

CROSS PLATFORM SOFTWARE

a type of software application that works on multiple operating systems or devices, which are often referred to as platforms. A platform means an operating system such as Windows, Mac OS, Android or iOS. When a software application works on more than one platform, the user can utilize the software on a wider choice of devices and computers.

The benefit of a cross-platform software app or program is that you can use the same program whether you're on a Windows PC or whether you're logging in from your laptop or

smartphone. The Microsoft Office suite of applications, which includes Word, Excel, and PowerPoint, are available on Windows, Mac OS, iOS (iPhone/iPad) and Android. While there are differences based on how the platforms work, you'll have a similar experience within the application between all of your devices.

CULTURAL IMPERIALISM

in anthropology, sociology, and ethics, the imposition by one usually politically or economically dominant community of various aspects of its own culture onto another nondominant community. It is cultural in that the customs, traditions, religion, language, social and moral norms, and other aspects of the imposing community are distinct from, though often closely related to, the economic and political systems that shape the other community. It is a form of imperialism in that the imposing community forcefully extends the authority of its way of life over the other population by either transforming or replacing aspects of the nondominant community's culture.

CYBER BULLYING

the use of electronic communication (on social media, emails, text messages, etc.) to bully a person, typically by sending messages of an intimidating or threatening nature.

Most cyberbullying falls into one or more of the following categories:

- Flaming: online fights using electronic messages with angry and vulgar language.
- Harassment and stalking: repeatedly sending cruel, vicious, and/or threatening messages.
- Denigration: sending or posting gossip or rumors about a person to damage his or her reputation or friendship.
- Impersonation: breaking into someone's email account and using it to send vicious or embarrassing material to others.
- Outing and trickery: engaging someone in instant messaging, tricking him or her into revealing sensitive information, and forwarding that information to others.
- Exclusion: intentionally excluding someone from an online group.

DATA MINING

also called knowledge discovery in databases, in computer science, the process of discovering interesting and useful patterns and relationships in large volumes of data. The field combines tools from statistics and artificial intelligence (such as neural networks and machine learning) with database management to analyze large digital collections, known as data sets. Data mining is widely used in

business (insurance, banking, retail), science research (astronomy, medicine), and government security (detection of criminals and terrorists).

The proliferation of numerous large, and sometimes connected, government and private databases has led to regulations to ensure that individual records are accurate and secure from unauthorized viewing or tampering. Most types of data mining are targeted toward **ascertaining** general knowledge about a group rather than knowledge about specific individuals—a supermarket is less concerned about selling one more item to one person than about selling many items to many people—though pattern analysis also may be used to discern anomalous individual behaviour such as **fraud** or other criminal activity.

DEFAMATION

the act of communicating false statements about a person that injure the reputation of that person.

Harming someone's reputation in speech with falsehoods is known as **slander**, and doing the same thing in writing is known as **libel** (which sometimes includes speech as well).

DEFICIT FINANCING

practice in which a government spends more money than it receives as revenue, the difference being made up by borrowing or minting new funds. Although budget deficits may occur for numerous reasons, the term usually refers to a conscious attempt to

stimulate the economy by lowering tax rates or increasing government expenditures. The influence of government deficits upon a national economy may be very great. It is widely believed that a budget balanced over the span of a business cycle should replace the old ideal of an annually balanced budget. Some economists have abandoned the balanced budget concept entirely, considering it inadequate as a criterion of public policy.

Deficit financing, however, may also result from government inefficiency, reflecting widespread tax evasion or wasteful spending rather than the operation of a planned countercyclical policy.

Where capital markets are undeveloped, deficit financing may place the government in debt to foreign creditors. In addition, in many less-developed countries, budget surpluses may be desirable in themselves as a way of encouraging private saving.

DESCRIPTION

the pattern of narrative development that aims to make vivid a place, object, character, or group. Description is one of four rhetorical modes (also known as modes of discourse), along with exposition, argumentation, and narration. In practice it would be difficult to write literature that drew on just one of the four basic modes.

DESIGN MANAGEMENT

a field of inquiry that uses project management, design, strategy, and supply chain techniques to control a creative process, support a culture of creativity, and build a structure and organization for design. The objective of design management is to develop and maintain an efficient business environment in which an organization can achieve its strategic and mission goals through design. Design management is a comprehensive activity at all levels of business (operational to strategic), from the discovery phase to the execution phase. "Simply put, design management is the business side of design. Design management encompasses the ongoing processes, business decisions, and strategies that enable innovation and create effectively-designed products, services, communications, environments, and brands that enhance our quality of life and provide organizational success." The discipline of design management overlaps with marketing management, operations management, and strategic management.

Traditionally, design management was seen as limited to the management of design projects, but over time, it evolved to include other aspects of an organization at the functional and strategic level. A more recent debate concerns the integration of design thinking into strategic management as a cross-disciplinary and human-

centered approach to management. This paradigm also focuses on a collaborative and iterative style of work and an abductive mode of inference, compared to practices associated with the more traditional management paradigm.

Design has become a strategic asset in brand equity, differentiation, and product quality for many companies. More and more organizations apply design management to improve design-relevant activities and to better connect design with corporate strategy.

DESKTOP PUBLISHING

the use of a personal computer to perform publishing tasks that would otherwise require much more complicated equipment and human effort. Desktop publishing allows an individual to combine text, numerical data, photographs, charts, and other visual elements in a document that can be printed on a laser printer or more advanced typesetting machine. The primary advantages of desktop publishing over conventional publishing apparatus are low cost and ease of use.

A typical desktop publishing system comprises a personal computer, a video monitor, a high-resolution printer, and various input devices, such as a keyboard, mouse, or digital scanner. Some systems also integrate advanced memory storage units, communication devices, and other peripheral equipment. One of a

number of different combinations of software applications is necessary to operate the system. Text and graphic elements are commonly created or manipulated with several separate software programs and then combined with, or copied into, a page-makeup program that allows the user to arrange them into a final composite. More powerful desktop publishing software programs offer full-featured word processing and graphics capabilities.

DESTABILIZE

to make a system, country, government, etc. become less firmly established or successful.

**DEVELOPMENTAL
EDITOR**

a type of language professional. A developmental editor may guide an author (or group of authors) in conceiving the topic, planning the overall structure, and developing an outline—and may coach authors in their writing, chapter by chapter. This is true developmental editing, but not the most common way of working. More commonly, a developmental editor is engaged only after someone (usually the publisher) decides that the authors' draft requires substantial revision and restructuring. In these cases, developmental editing is a radical form of substantive editing.

Irrespective of when the developmental editor is brought into a writing project, authors retain control over the document and are responsible for providing the content.

An editor who creates significant amounts of content is no longer an editor but a contributing author or a ghostwriter.

A developmental editor aims to make a very marketable book that answers the intended audience's needs. If by the end of a book/publication the reader doesn't feel their needs have been met (that the publication didn't deliver on its promises), then the developmental editor hasn't done their job in helping meet the mission and vision set out in the book's proposal. As the book proposal is based on solid research of audience needs and competitor publications, it's really important to meet the aims set out in it.

DIGITAL COMMUNICATION

Digital communications technologies and online worlds have wholly changed the methods by which identity is performed; rather, there is a clear – if complexified – articulation between off-line embodied and corporeal communication forms and online digital media technologies and its uses in the context of identity.

Digital communication technologies have affected society so rapidly that educational researchers, policy makers, and teachers have only begun to consider the application of these changes for curriculum design and assessment. The multimedia facilities of digital technologies, particularly mobile handheld devices and touch pads, encourage the processing of

several modes simultaneously. Thus reading and writing rarely occur in isolation within such digital communication, yet, traditionally, they are seen as separate processes. Teachers are challenged to adjust their pedagogy to this new environment and balance the incorporation of new modes of communication with those skills of reading and writing that are seen as core for a literate person.

The ability to print and produce media in large quantities

using a printing press is commonly accepted as the first revolution of the mass media, but there have been further revolutions: the invention of radio, TV, and Internet Communications

Technologies, also referred to as new media or digital communication. In contrast to theories of creative destruction (as suggested, e.g., by Joseph Schumpeter), the revolutions in mass media have added technologies to the mass media tool-kit, rather than replace aging ones. Books were not abandoned with the dawn of radio, for example, nor has radio disappeared in the face of television, the digital revolution, and the Internet

DIGITAL DIVIDE

Alongside these are innovations in education technology which have given rise to new measures of equity and inequalities in education such as

technological access and the digital divide. The new technologies have also renewed a focus on the significance of lifelong learning (LL) for adults.

DIGITAL MEDIA

means any media that are encoded in machine-readable formats. Digital media can be created, viewed, distributed, modified, and preserved on digital electronics devices. Digital can be defined as any data represented with a series of digits, and Media refers to a method of broadcasting or communicating information. Together, digital media refers to any information that is broadcast to us through a screen. This includes text, audio, video, and graphics that is transmitted over the internet, for viewing on the internet.

Examples of digital media include software, digital images, digital video, video games, web pages and websites, social media, digital data and databases, digital audio such as MP3, electronic documents and electronic books. Digital media often contrasts with print media, such as printed books, newspapers and magazines, and other traditional or analog media, such as photographic film, audio tapes or video tapes.

Digital media has had a significantly broad and complex impact on society and culture. Combined with the Internet and personal computing, digital media has caused disruptive innovation in publishing, journalism, public relations, entertainment,

education, commerce and politics. Digital media has also posed new challenges to copyright and intellectual property laws, fostering an open content movement in which content creators voluntarily give up some or all of their legal rights to their work. The ubiquity of digital media and its effects on society suggest that we are at the start of a new era in industrial history, called the Information Age, perhaps leading to a paperless society in which all media are produced and consumed on computers. However, challenges to a digital transition remain, including outdated copyright laws, censorship, the digital divide, and the spectre of a digital dark age, in which older media becomes inaccessible to new or upgraded information systems. Digital media has a significant, wide-ranging and complex impact on society and culture.

DIME NOVEL

Over the past century, such media of mass communication as dime novels, comics and radio, television, cinema, video games, and the Internet have been blamed for about every ill imaginable, from the degradation of taste to the corruption of youth and the decline of democracy. Though such attacks are motivated by genuine worries arising from modern conditions, they have intellectual roots that reach into the Judeo-Christian and Greco-Roman past.

DISINFORMATION	false information that is deliberately spread to hide the truth, to mislead, deceive or confuse people, especially in political situations.
DISINFORMATION DISSEMINATION	one of many digital warfare tactics deployed to advance different ideological, financial, or commercial agendas.
DISORDER	a state of untidiness or lack of organization.
DOCTOR	to change something in order to trick somebody.
E-BOOK	in full electronic book, digital file containing a body of text and images suitable for distributing electronically and displaying on-screen in a manner similar to a printed book. E-books can be created by converting a printer's source files to formats optimized for easy downloading and on-screen reading, or they can be drawn from a database or a set of text files that were not created solely for print.
E-COMMERCE	in full electronic commerce, is maintaining relationships and conducting business transactions that include selling information, services, and goods by means of computer telecommunications networks.
E-MAIL	in full electronic mail, messages transmitted and received by digital computers through a network. An e-

mail system allows computer users on a network to send text, graphics, and sometimes sounds and animated images to other users.

On most networks, data can be simultaneously sent to a universe of users or to a select group or individual. Network users typically have an electronic mailbox that receives, stores, and manages their correspondence. Recipients can elect to view, print, save, edit, answer, forward, or otherwise react to communications. Many e-mail systems have advanced features that alert users to incoming messages or permit them to employ special privacy features. Large corporations and institutions use e-mail systems as an important communication link between employees and other people allowed on their networks. E-mail is also available on major public online and bulletin board systems, many of which maintain free or low-cost global communication networks.

EMOTION

a conscious mental reaction (such as anger or fear) subjectively experienced as a strong feeling usually directed toward a specific object and typically accompanied by physiological and behavioral changes.

ENGAGEMENT

the act of engaging or the state of being engaged

E-PUBLISHING

Electronic publishing refers to the many different ways that publishers or

others can publish books, articles or other types of literature as digital content.

Electronic publishing can be done in many ways. There are now standard conventions for e-book publishing, where digital versions of authored books are distributed through proprietary e-reader designs like the Amazon Kindle or other designs by Barnes & Noble, Sony and others. There are also a range of digital magazines and publications available over the Internet or web-published to computers or mobile devices.

ERRONEOUS

not correct; based on wrong information.

ETHNOCENTRISM

a major factor in the divisions among members of different ethnicities, races, and religious groups. It's the belief that one's ethnic group is superior to another. Ethnocentric individuals believe they're better than other individuals for reasons based solely on their heritage.

EVALUATION

the process of evaluating something or an instance of this

**EVERGREEN
SUBSCRIPTION**

subscription that has no end date, which means a customer will be automatically billed until the subscription is canceled. A termed subscription expires after a period specified in the initial term, and can

be set to renew for additional renewal terms.

An Evergreen subscription never ends and does not require renewals.

EVERGREENS

legal agreements that will automatically renew (= start again) unless one of the people or businesses involved officially ends it.

FACT

a piece of information that is known to be true, can be proven or that really happened which is used as evidence or as a part of a report or news article.

FAKE

a thing that is not genuine, any object or idea that is made to look real or valuable in order to deceive people.

FAKE NEWS

false stories that appear to be news, spread on the internet or using other media, created to misinform and deceive readers to influence political views or as a joke.

FALSENESS

the state of being false or untrue.

**FEATURE
SYNDICATES**

a supplier offering an often quite considerable menu of comics, editorial cartoons, columns, and other features for newspapers across the country.

**FIBER-OPTICAL
CABLE**

a high-speed data transmission medium. It contains tiny glass or plastic filaments that carry light beams. Digital data is transmitted through the cable via rapid pulses of

light. ... Because fiber optic cables transmit data via light waves, they can transfer information at the speed of light.

FILTER

a program that processes information to leave out the types that are not wanted, or that stops particular types of electronic information, email, etc. from being sent to a computer.

FILTER BUBBLE

a situation in which someone only hears or sees news and information that supports what they already believe and like, especially a situation created on the Internet as a result of algorithms that choose the results of someone's searches.

**FIRST-RUN
SYNDICATION**

shows run for the first time on the syndicated programming's affiliate stations. Examples of first-run syndications include: Wheel of Fortune, Wild Kingdom, Judge Judy (and the other "judge" shows), and Dr. Phil.

FLACK

strong criticism or opposition.

FOURTH SCREENS

In contemporary media, screen technology is proving itself to be an enduring and critical piece of communications and media studies. The fourth screen has been recognized as a more accessible compilation of each of the earlier screening technologies. Therefore, to fully explain fourth screens, we must begin

by identifying first, second, and third screens.

FRINGE TIME

Broadcast time periods preceding or following prime time; television time between daytime and primetime is called "early fringe" and television time immediately following prime time is called "late fringe".

GAG ORDER

a judge's order prohibiting the attorneys and the parties to a pending lawsuit or criminal prosecution from talking to the media or the public about the case. The supposed intent is to prevent prejudice due to pre-trial publicity which would influence potential jurors. A gag order has the secondary purpose of preventing the lawyers from trying the case in the press and on television, and thus creating a public mood (which could get ugly) in favor of one party or the other. Based on the "freedom of the press" provision of the First Amendment, the court cannot constitutionally restrict the media from printing or broadcasting information about the case, so the only way is to put a gag on the participants under the court's control.

GENDER STEREOTYPE

a generalized view or preconception about attributes or characteristics, or the roles that are or ought to be possessed by, or performed by women and men.

**GENDER
STEREOTYPING**

the practice of ascribing to an individual woman or man specific attributes, characteristics, or roles by reason only of her or his membership in the social group of women or men.

**GENERAL-
INTEREST
MAGAZINE**

This type of magazine is published for a wider audience to provide information, in a general manner and the focus is on many different subjects. The main purpose of a general interest magazine is to provide information for the general audience. No background knowledge or expertise is assumed.

GENERALIZATION

a written or spoken statement in which you say or write that something is true all of the time or in every situation when it is only true some of the time or in some situation.

GOSSIPING

the act of spreading personal sensational, or intimate information about other people.

GREENWASHING

the process of conveying a false impression or providing misleading information about how a company's products are more environmentally sound. ... Greenwashing is a play on the term "whitewashing," which means using misleading information to gloss over bad behavior.

GRIF

a very great sadness, especially at the death of someone

HACKING	the activity of using computers to get access to data in somebody else's computer or phone system without permission.
HARASSMENT	the act of annoying or worrying somebody by putting pressure on them or saying or doing unpleasant things to them.
HEADLINE	a heading of a newspaper story or article usually printed in large type and giving the gist of the story or article that follows or the main points of the news that are broadcast on television or radio.
HEGEMONY	the position of being the strongest and most powerful and therefore able to control others
HERD JOURNALISM	occurs when reporters stake out a house, chase celebrities in packs, or follow a story in such herds that the entire profession comes under attack for invading people's privacy, exploiting their personal problems.
HIDDEN ADVERTISING	or Subliminal messages are visual or auditory stimuli that the conscious mind cannot perceive, often inserted into other media such as TV commercials or songs. This kind of messaging can be used to strengthen or heighten the persuasiveness of advertisements, or to convey an altogether different message entirely.

HIGH CULTURE	Cultural aspects (material and nonmaterial) considered superior and typically associated with and consumed by the elites of society: the well-educated or wealthy.
HOAX	an act intended to deceive or to trick others.
HTML	a formatting system for displaying material retrieved over the Internet. Each retrieval unit is known as a Web page (from World Wide Web), and such pages frequently contain hypertext links that allow related pages to be retrieved. HTML is the markup language for encoding Web pages.
HUMAN-INTEREST STORY	In journalism, a human interest story is a feature story that discusses a person or people in an emotional way. It presents people and their problems, concerns, or achievements in a way that brings about interest or sympathy in the reader or viewer. Human interest stories may be "the story behind the story" about an event, organization, or otherwise faceless historical happening, such as about the life of an individual soldier during wartime, an interview with a survivor of a natural disaster, or profile of someone known for a career achievement. Human interest stories are sometimes criticized as "soft" news, or manipulative, sensationalistic programming. Major human interest stories are presented with a view to entertain the readers or

viewers while informing them. Terry Morris, an early proponent of the genre said she took "considerable license with the facts that are given to me." Although this could be considered a strategy, it has been referenced as a successful method of persuasion.

**ILLUMINATED
MANUSCRIPT**

a handwritten book that has been decorated with gold or silver, brilliant colours, or elaborate designs or miniature pictures. Though various Islamic societies also practiced this art, Europe had one of the longest and most cultivated traditions of illuminating manuscripts.

IMPARTIAL

not favoring one side or opinion more than another.

IMPARTIALITY

a principle of justice holding that decisions should be based on objective criteria.

INDICATOR

something that can be regarded as a sign of something else.

INDIVIDUALISM

all about taking care of yourself; it is the belief and practice that every person is unique and self-reliant. ... The concept of individualism is rooted in historical contexts where people's personal differences were dismissed or even punished by the ruling body

INFLUENCE	the power to make other people agree with your opinions or do what you want.
INFORMATION	facts provided or learned about something or someone or knowledge obtained from investigation, study, or instruction.
INFORMATION USE	is concerned with understanding what information sources people choose and the ways in which people apply information to make sense of their lives and situations.
INFORMATION USER	an individual who makes use of information in any way to complete a task.
INHABITANT	a person or an animal that lives in a particular place.
INSTANT MESSAGING	a form of text-based communication in which two persons participate in a single conversation over their computers or mobile devices within an Internet-based chatroom.
INSULT	a disrespectful or scornfully abusive remark or act.
INTERNET	a system architecture that has revolutionized communications and methods of commerce by allowing various computer networks around the world to interconnect. Sometimes referred to as a “network of networks,”

the Internet emerged in the United States in the 1970s but did not become visible to the general public until the early 1990s. By 2020, approximately 4.5 billion people, or more than half of the world's population, were estimated to have access to the Internet.

INTERNET SERVICE PROVIDER (ISP)

a company that provides Internet connections and services to individuals and organizations. In addition to providing access to the Internet, ISPs may also provide software packages (such as browsers), e-mail accounts, and a personal Web site or home page.

INTERPRETATION

the act of explaining, reframing, or otherwise showing your own understanding of something. A person who translates one language into another is called an interpreter because they are explaining what a person is saying to someone who doesn't understand.

INTERPRETIVE JOURNALISM

a style of news reporting that is opposed to descriptive journalism. ... It can take the form of signaled comment and analysis or of journalistic interpretations intermixed in straight news stories.

INTERSTITIALS

a form of interruption marketing. This quality appeals to advertisers who feel Web advertising needs to be more like a broadcast medium to be effective. Interstitials often draw an above

average amount of response and resentment. The high response rates typically translate into higher CPM rates.

INVERTED-PYRAMID STYLE

a metaphor used by journalists and other writers to illustrate how information should be prioritised and structured in prose (e.g., a news report). It is a common method for writing news stories and has wide adaptability to other kinds of texts, such as blogs, editorial columns and marketing factsheets. It is a way to communicate the basics about a topic in the initial sentences. The inverted pyramid is taught to mass communication and journalism students, and is systematically used in English-language media

INVESTIGATIVE JOURNALISM

the unveiling of matters that are concealed either deliberately by someone in a position of power, or accidentally, behind a chaotic mass of facts and circumstances - and the analysis and exposure of all relevant facts to the public.

JOURNALISM

the job or activity of writing news reports for newspapers, magazines, television, or radio.

JOURNALISTIC STANDARDS

such standards that include objectivity, impartiality, truthfulness and accuracy.

LEAK	to allow secret information to become generally known.
LEASED CHANNELS	any Channel or portion of a Channel commercially available for video programming by Persons other than Grantee, for a fee or charge.
LEGISLATION ACT	the term that describes an act and states what the future law will be for cases arising from it.
LIBEL	a written or oral defamatory statement or representation that conveys an unjustly unfavorable impression; a statement or representation published without just cause and tending to expose another to public contempt; defamation of a person by written or representational means.
LIE	an assertion of something known or believed by the speaker or writer to be untrue with intent to deceive.
LIMITED COMPETITION	in media economics, a market with many producers and sellers but only a few differentiable products within a particular category; sometimes called monopolistic competition.
LINOTYPE	a typesetting machine that produces each line of type in the form of a solid metal slug.

LIST	a number of connected items or names written or printed consecutively, typically one below the other.
LITERARY JOURNALISM	a type of creative nonfiction that is similar to (and sometimes overlaps with) the personal essay, travel writing, and long-form journalism.
LOATHING	a very strong feeling of hatred for someone or something.
LOBBYING	every activity carried out with the objective of directly or indirectly influencing the formulation or implementation of the policy and decision-making process regarding legislative or regulatory activities.
LOW CULTURE	a derogatory term for popular culture and working class culture. The term is often encountered in discourses on the nature of culture.
LURE	to persuade someone to do something, especially something wrong or dangerous, by making it seem attractive or exciting.
MAGALOG	a promotional copy of a magazine, usually in a 12-page catalog format. The name is a portmanteau of "magazine" and "catalog" and was coined by Gary Bencivenga, a direct response copywriter. Magalogs help introduce magazines to new readers.

MAGAZINE a thin book published every week or month, that has shiny, colourful pages with articles and pictures.

MALINFORMATION genuine information that is shared to cause harm, often by moving information designed to stay private into the public sphere.

MANIPULATION controlling someone or something to your own advantage, often unfairly or dishonestly.

MANUSCRIPT CULTURE uses manuscripts to store and disseminate information; in the West, it generally preceded the age of printing. In early manuscript culture, monks copied manuscripts by hand. They copied not just religious works, but a variety of texts including some on astronomy, herbals, and bestiaries

MARKET RESEARCH the process of determining the viability of a new service or product through research conducted directly with potential customers

MEDIA the main means of mass communication (broadcasting, publishing, and the internet) regarded collectively.

MEDIA BUYER someone whose job is to arrange to pay to put advertisements on television, radio, or the internet, or in a newspaper, magazine, etc.

MEDIA LITERACY	a skill set that promotes critical engagement with messages produced by the media.
MEDIA RESOURCES	a collection of materials in non-traditional formats. They include DVDs, CDs, music scores, newspapers, magazines, TV, internet.
MISINFORMATION	incorrect or misleading information.
MISINTERPRET	to not understand the correct meaning of something that someone says or does, or of facts that you are considering.
MONOPOLY	the exclusive possession or control of the supply of or trade in a commodity or service.
MUCKRAKER	any of a group of American writers identified with pre-World War I reform and exposé literature. The muckrakers provided detailed, accurate journalistic accounts of the political and economic corruption and social hardships caused by the power of big business in a rapidly industrializing United States.
NAME CALLING	the use of offensive names especially to win an argument or to induce rejection or condemnation (as of a person or project) without objective consideration of the facts.

NARRATIVE

any account of a series of related events or experiences, whether nonfictional (memoir, biography, news report, documentary, travelogue, etc.) or fictional (fairy tale, fable, legend, thriller, novel, etc.). Narratives can be presented through a sequence of written or spoken words, still or moving images, or any combination of these.

NARROWCASTING

the dissemination of information (usually via Internet, radio, newspaper, or television) to a narrow audience; not to the broader public at-large.

NET NEUTRALITY

the concept that all data on the internet should be treated equally by corporations, such as internet service providers, and governments, regardless of content, user, platform, application, or device.

NETWORK

a group of two or more computers or other electronic devices that are interconnected for the purpose of exchanging data and sharing resources

NETWORK ERA

refers to the period in American television history from 1952 to the mid-1980s, when the television market was controlled by a few large television networks, ABC, CBS, and NBC. This determination is established by institutional aspects that regularized television for the

majority of the country, including the color television standard option.

NEW MEDIA

is any media – from newspaper articles and blogs to music and podcasts – that are delivered digitally. From a website or email to mobile phones and streaming apps, any internet-related form of communication can be considered new media.

NEWSHOLE

a journalism term that stands for the amount of space available daily for news in a newspaper. The column inches reserved for newshole are usually the remaining spaces after paid advertisements are filled.

NEWSPAPER CHAIN

a group of newspapers that share a common owner. A chain can be privately held, and owned by a single person or group of people

NEWSWORTHINESS

the quality of being sufficiently interesting to be reported in news bulletins;

OBJECTIVE

(adj.) not influenced by personal feelings or opinions in considering and representing facts.

OBJECTIVE JOURNALISM

Objectivity in journalism aims to help the audience make up their own mind about a story, providing the facts alone and then letting audiences interpret those on their own. Objective reporting is meant to portray issues and events in a neutral and unbiased

manner, regardless of the writer's opinion or personal beliefs.

OBJECTIVITY

lack of favoritism toward one side or another, freedom from bias.

**OFF-NETWORK
SYNDICATION**

a program that originally aired on network television (or, in some cases, first-run syndication) is licensed for broadcast on another network.

**OFFSET
LITHOGRAPHY**

a common printing technique in which the inked image is transferred (or "offset") from a plate to a rubber blanket and then to the printing surface.

OLIGOPOLY

a market structure with a small number of firms, none of which can keep the others from having significant influence.

ONLINE PIRACY

the practice of downloading and distributing copyrighted content digitally without permission, such as music or software.

**OPEN-SOURCE
SOFTWARE**

released through a specific kind of license that makes its source code legally available to end-users.

OPINION

a view or judgement formed about something, not necessarily based on fact or knowledge. Or a statement of advice by an expert on a professional matter.

OPT-IN POLICY

the process used to describe when a positive action is required in order to subscribe a user to a newsletter list, for example. “Opt-out” on the other hand means that a user can be signed up much more easily and he needs to be given the possibility to opt-out easily.

OPTION TIME

an additional amount an investor is willing to pay over the current intrinsic value. Investors are willing to pay this because an option could increase in value before its expiration date. This means that if an option is months away from its expiration date, we can expect a higher time value on it because there is more opportunity for the option to increase or decrease in value over the next few months. If an option is expiring today, we can expect its time value to be very little or nothing because there is little or no opportunity for the option to increase or decrease in value.

OPT-OUT POLICY

refers to several methods by which individuals can avoid receiving unsolicited product or service information. This ability is usually associated with direct marketing campaigns such as, e-mail marketing, or direct mail. A list of those who have opted out is called a Robinson list.

OUTLET

a newspaper, television station, website, etc. that makes information

or other services available to the public.

OWNERSHIP

the fact of owning something.

PAPERBACK BOOK

a type of book characterized by a thick paper or paperboard cover, and often held together with glue rather than stitches or staples.

PAPYRUS

material similar to thick paper that was used in ancient times as a writing surface. It was made from the pith of the papyrus plant, *Cyperus papyrus*, a wetland sedge.

PARCHMENT

stiff, flat, thin material made from the prepared skin of an animal, usually a sheep or goat, and used as a durable writing surface in ancient and medieval times.

PARTISAN PRESS

the institutions, owned by any of the political parties

**PASS-ALONG
READER**

someone who does not buy a newspaper or magazine themselves, but reads a copy after the buyer has finished with it

PAYWALL

a system that stops the user of a website from seeing other pages on that site if they do not pay

PENNY PAPER

cheaply priced newspapers and periodicals that emerged in the USA and UK during the 19th century and

	were aimed at a mass, predominantly working-class, readership
PERSONAL NARRATIVE (PN)	a prose narrative relating to personal experience usually told in first person. "Personal" refers to a story about one's life or experiences.
PHISHING	a type of fraud in which victims are tricked into disclosing bank-account or credit-card details, passwords, or other sensitive information by bogus e-mails or text messages, usually purporting to be from a bank or other trustworthy source
PHOTOJOURNALISM	a form of journalism in which stories are presented mainly through photographs rather than words
PLACEHOLDER	a symbol or piece of text which replaces something that is missing.
PODCASTING	the process of making digital recordings of radio programmes that people can download from the Internet
PODCASTS	a digital audio file made available on the Internet for downloading to a computer or mobile device, typically available as a series.
POINT OF VIEW	a particular attitude or way of considering a matter.

POLARIZE	to separate or make people separate into two groups with completely opposite opinions.
POP CULTURE	music, TV, cinema, books, etc. that are popular and enjoyed by ordinary people, rather than experts or very educated people.
PORTAL	a website serving as a guide or point of entry to the World Wide Web and usually including a search engine or a collection of links to other sites arranged especially by topic
PR	the activity of keeping good relationships between an organization and the public.
PREMIUM CHANNELS	channels on which television signals are delivered to subscribers for a special fee or charge over and above the regular charges for standard subscriber service, on a per program, per channel, or other subscription basis
PRESS AGENTS	agents employed to establish and maintain good public relations through publicity
PRESS RELEASES	official statements that give information to newspapers, magazines, television news programs, and radio stations

PRESSURE	a continuous physical or psychological force exerted on or against humans by something / somebody in contact with them.
PRIME TIME	in television and radio broadcasting, the time when the largest number of people are watching or listening
PRODUCT PLACEMENT	<p>a form of advertising in which branded goods and services are featured in a production that targets a large audience. Also known as "embedded marketing" or "embedded advertising," product placements are typically found in movies, television shows, personal videos, radio, and less commonly – live performances. In exchange for product placement rights, companies may pay a production company or studio in cash, goods, or services.</p>
PROMOTE	to encourage people to like, buy, use, do, or support something.
PROPAGANDA	<p>biased information, ideas, opinions, or images, often only giving one part of an argument, that are broadcast, published, or in some other way spread with the intention of influencing people's opinions.</p> <p>Common types of propaganda are:</p> <ul style="list-style-type: none">● Transfer: Transfer carries the authority, sanction, and prestige of something respected and revered

over to something else in order to make the latter acceptable; or it carries authority, sanction, and disapproval to cause us to reject and disapprove.

- Plain Folks: The method by which a speaker attempts to convince his audience that he and his ideas are good because they are “of the people”, the “plain folks”.
- Bandwagon: The Band Wagon is a means for making us follow the crowd and accept a propagandist’s program as a whole and without examining the evidence for and against it. His theme is: “Everybody’s doing it. Why not you?”
- Glittering Generality: Glittering Generality is used to make us accept and approve the thing without examining the evidence. For this purpose “virtue words” (democracy, health, motherhood, love, etc.) are used.
- Testimonial: Testimonial consists in having some respected or hated person say that a given idea or program or product or person is good or bad.
- Name Calling: Name Calling (giving an idea a bad label) is used to make

us reject and condemn the idea without examining the evidence.

- **Card Stacking:** Card Stacking involves the selection and use of facts or falsehoods, illustrations or distractions, and logical or Illogical statements in order to give the best or the worst possible case for an idea, program, person or product.

PSEUDO-EVENT

an event produced by a communicator with the sole purpose of generating media attention and publicity. These events lack real news value but still become the subject of media coverage. In short, pseudo-events are a public relations tactic

PUBLIC BROADCASTING

television and radio programs that are broadcast to provide information, advice, or entertainment to the public without trying to make a profit.

PUBLIC JOURNALISM

journalism that is conducted by people who are not professional journalists but who disseminate information using Web sites, blogs, and social media. Citizen journalism has expanded its worldwide influence despite continuing concerns over whether citizen journalists are as reliable as trained professionals. Citizens in disaster zones have provided instant text and visual reporting from the scene. People in countries affected by political upheaval and often in countries where

print and broadcast media are controlled by the government have used a variety of technological tools to share information about hot spots.

PUBLIC RELATIONS

the part of an organization's work that is concerned with obtaining the public's approval for what it does. The abbreviation PR is often used.

PUBLIC SPHERE

the realm of communication and debate that came to life with the emergence of mass communication in the form of a relatively small-scale and independent press in the 18th and 19th century Today, the public sphere does not refer to one specific place anymore. It is mostly used as a metaphor to refer to a combination of offline places and more abstract environments embedded in social media. Even though the public sphere does not point to one concrete space or place, it is obvious that media are still crucial in this conception of the public sphere

PUBLICITY

the activity of making certain that someone or something attracts a lot of interest or attention from many people, the attention received as a result of this activity

PULP FICTION

books about imaginary characters and events, produced in large quantities and intended to be read by many people but not considered to be of very good quality books

RAGE	a very strong feeling of anger that often makes you feel violent as well.
RATING	an estimate of the percentage of the public listening to or viewing a particular radio or television program
RECIPIENT	a person who receives something.
RELIABILITY	the quality of being trustworthy or of performing consistently well.
RELIABLE	something that is reliable can be trusted or believed because he, she, or it works or behaves well in the way you expect.
REPORT	to give a description of something or information about it to someone.
REPORTING	the presenting of news in newspapers, radio, television, internet.
RESOURCE	a stock or supply of materials, staff, and other assets that can be drawn on by a person or organization in order to function effectively.
RESPONSIBILITY	the state of having a duty to deal with something or of having control over someone.
RESPONSIBLE CAPITALISM	an economic and political system that requires a fundamental integration of the needs of the wider community, care for the communities in which the business operates, environmental

initiatives and support for the arts and culture, with the business's goals and processes. Above all, it is about how successful business leaders apply the principles of moral and social responsibility in the running of their business, combining social commitment with business acumen and innovation, and building a coherent philosophy in which the company's success is judged over the long-term by criteria that include sustainability, equity, and moral justice as well as standard financial benchmarks

REVENUE

the money that a government receives from taxes or that an organization, etc. receives from its business.

RUMOUR

a currently circulating story or report of uncertain or doubtful truth.

**SATURATION
ADVERTISING**

here refers to a company's general strategy of flooding a marketplace with ad messages. While this technique can generate wide reach and frequent impressions, it may irritate and alienate customers when taken to the extreme

SEARCH ENGINES

computer software used to search data (such as text or a database) for specified information; a site on the World Wide Web that uses such software to locate key words in other sites

SELECTIVE EXPOSURE	a tendency for people both consciously and unconsciously to seek out material that supports their existing attitudes and opinions and to actively avoid material that challenges their views. More broadly, audiences may seek congruence with their predispositions, including any aspect of their identity
SELECTIVE RETENTION	the tendency of people to retain only part of the information to which they are exposed; usually they retain the information that supports their own attitudes or beliefs
SENSATIONALISM	a way of getting people's interest by using shocking words or by presenting facts and events as worse or more shocking than they really are.
SEPARATION	the act of separating or being separated.
SHARE	to put something on a social media website so that other people can see it, or to let other people see something that someone else has put on a website
SIX TYPES OF CONTENT IN MEDIA	Reporting, Opinion, Propaganda, PR, Social Advertising, Commercial Advertising.
SLANDER	the utterance of false charges or misrepresentations which defame and damage another's reputation.

SLOGAN	a short easily remembered phrase, especially one used to advertise an idea or a product.
SMALL-TOWN PASTORALISM	an underlying value held by many U.S. journalists and citizens, it favors the small over the large and rural over the urban.
SOCIAL ADVERTISING	advertising that relies on social information or networks in generating, targeting, and delivering marketing communications. Social advertising promotes a community's health and wellbeing, such as programs that educate people about drugs, diseases and other social issues. Advertising on a social networking site such as Facebook, which enables the advertiser to target ads based on friends using the same product.
SOCIAL MEDIA	computer-based technology that facilitates the sharing of ideas, thoughts, and information through the building of virtual networks and communities. By design, social media is internet-based and gives users quick electronic communication of content.
SPAM	unsolicited usually commercial messages (such as emails, text messages, or Internet postings) sent to a large number of recipients or posted in a large number of places.

SPLIT-RUN EDITION

(British) a divided print run of a periodical in which a number of copies contain advertisements not included in the rest, esp a Canadian edition of a US magazine which contains Canadian advertisements but no Canadian editorial content

(American) a pressrun, as that of a newspaper or magazine, which is interrupted after the running of a specified number of copies to permit the substitution of type or of a cut, as in a keyed advertisement: a device for testing the relative effectiveness of different versions of an advertisement.

SPYWARE

software that collects information about how someone uses the Internet, or personal information such as passwords, without the user knowing about it.

STANDARD

a moral rule that should be obeyed; a pattern or model that is generally accepted.

STATEMENT

something stated by a report of facts or opinions.

STATE-OWNED

owned by the government.

STATISTICS

the practice or science of collecting and analysing numerical data in large quantities, especially for the purpose of inferring proportions in a whole from those in a representative sample.

STEREOTYPE	a set idea that people have about what someone or something is like. Stereotypes are often unfair or untrue.
SUBJECTIVE	influenced by personal opinion.
SUBJECTIVITY	the influence of personal beliefs or feelings, rather than facts.
SUPPRESSION	the action of suppressing something such as an activity or publication.
TEASING	intend to provoke or make fun of someone in a playful way.
THREAT	an expression of intention to inflict evil, injury, or damage.
TREND	a general development or change in a situation / the way that people are behaving.
TRUST	to believe that someone is good and honest and will not harm you, or that something is safe and reliable.
TRUTHFULNESS	the quality of being honest and not containing or telling any lies.
VERIFY	to prove that something exists or is true, or to make certain that something is correct.
UNFAMILIARITY	the fact of having no knowledge or experience of something.

USE OF EMOTIONS

a conscious mental reaction subjectively experienced as a strong feeling usually directed toward a specific object and typically accompanied by physiological and behavioral changes in the body.

WEB BROWSER

(commonly referred to as a browser) a software application for accessing information on the World Wide Web. When a user requests a web page from a particular website, the web browser retrieves the necessary content from a web server and then displays the page on the user's device.

A web browser is not the same thing as a search engine, though the two are often confused. For a user, a search engine is just a website that provides links to other websites. However, to connect to a website's server and display its web pages, a user must have a web browser installed.

Web browsers are used on a range of devices, including desktops, laptops, tablets, and smartphones. In 2020, an estimated 4.9 billion people used a browser, with more than half of them in Asia. The most used browser is Google Chrome, with a 63% global market share on all devices, followed by Safari with 19%. Other notable browsers include Firefox and Microsoft Edge.

WEB CONTENT

the textual, visual, or aural content that is encountered as part of the user experience on websites. It may include

- among other things text, images, sounds, videos, and animations.

LIST OF RECOMMENDED RESOURCES

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GLOSSARY OF MEDIA LITERACY TERMS

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