



1st semester

Topic 33:

Communication and the media.



Vocabulary Word: Media

Definition:
the various means of mass
communication

Examples:
radio, TV, newspapers, magazines
Internet, billboards



Vocabulary Word: **Media Channel**

Definition:
one **TYPE** of media

EXAMPLES: television, radio, email, websites, Twitter, Facebook, texting, podcasts, newspapers, magazines, billboards, busses



Vocabulary Word: Consumer

Definition:
Someone who BUYS stuff

Synonyms:
YOU!!



Vocabulary Word: Commercialism

Definition:

an emphasis on gaining profits (\$\$\$)
through advertising or sponsorship

Synonyms:
profits



Vocabulary Word: **ubiquitous**

Definition:

everywhere

Synonyms:



Vocabulary Word:

target audience

Definition:

A specific group of people that advertisers aim to persuade their products or services

Examples:

Morning commercials
Afternoon commercials



Vocabulary Word:

obsolete

Definition:
No longer useful

Synonyms:
Antiquated
“old school”



Vocabulary Word:

Advertising Techniques

Definition:

methods used to attract consumer attention & persuade them to buy a product



Vocabulary Word:

Persuasive Appeals

Definition:
Ways to get what you want

TYPES:
LOGOS
PATHOS
ETHOS

