**[MEDIA VOCABULARY QUIZ](http://mkk-4-englishcourse.wikispaces.com/MEDIA+VOCABULARY+QUIZ)**

1. **Your name**
2. All the means of mass communication (newspapers, TV, radio, websites, magazines) can be generally called the \_\_\_\_\_\_\_\_\_\_\_\_\_. **MASS MEDIA**
3. The head of a news organization; the person who chooses the articles that will be printed each day is the \_\_\_\_\_\_\_\_\_\_\_\_\_. **EDITOR**
4. The person who writes a regular (daily or weekly) article for a newspaper or magazine, such as a political \_\_\_\_\_\_\_\_ or a sports \_\_\_\_\_\_\_\_\_\_. **COLUMNIST**
5. A person employed by a news organization to gather, report, or contribute news, articles, etc., regularly from a distant place is the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **CORRESPONDENT**
6. A person who witnesses s an occurrence and is able to give a firsthand account of it is an \_\_\_\_\_\_\_\_\_\_ . **EYEWITNESS**
7. An article written by the editor giving his opinion on a problem or event is called the \_\_\_\_\_\_\_\_\_\_\_\_ . **EDITORIAL**
8. The false information that appears on the media that causes damage to one’s business or reputation (misrepresents damagingly). **LIBEL**
9. Soundness or moral character; honesty in news coverage is \_\_\_\_\_\_\_\_\_\_\_\_\_. **INTEGRITY**
10. The number of copies of an issue of such a publication that are distributed among the readers is called \_\_\_\_\_\_\_\_\_\_\_\_\_ . **CIRCULATION**
11. When the article is believable and trustworthy it is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ . **CREDIBLE**
12. A form of communication that typically attempts to persuade potential customers to purchase or to consume more of a particular brand of product or service is \_\_\_\_\_\_\_\_\_\_

* **Advertising**
* **Promotion**
* **Marketing**

1. The dissemination of information aimed at influencing the opinions or behaviors of large numbers of people. As opposed to impartially providing information, propaganda in its most basic sense presents information in order to influence its audience.

* Advertising
* Marketing
* **Propaganda**

1. The term used to describe sensational news reporting.

* **Yellow journalism**
* Black journalism
* Red journalism

1. Turn on the TV! There is live ...... of the cricket match between England and Australia.

* **coverage**
* report
* review

1. "Those were today's headlines. And now it's Angela McCarthy with her weather ...... ".

* **forecast**
* broadcast
* presentation

1. We're just getting some ...... news, that a tidal wave has destroyed much of the city of Atlanta.

* sensation
* arriving
* **breaking**

1. "Welcome to another live TV debate. Our ...... is as usual Simon Bainbridge, and his guests today are some of Poland's most prominent politicians".

* announcer
* **host**
* actor

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