

Media, News and Advertising

Vocabulary Lesson, Examples & Practice Questions

Media, News and Advertising: Upper-Intermediate Vocabulary Lesson

Whether you are scrolling through social media, watching the evening news, or noticing a clever billboard on your commute, **media, news and advertising** surround us every single day. For B2 learners, understanding the language of these industries is essential — not just for passing exams, but for engaging critically with the world around you.

In this lesson, you will explore the vocabulary journalists, broadcasters, marketers and media analysts use in professional and everyday contexts. You will learn how to talk about news reporting, media bias, advertising strategies and digital communication with precision and confidence.

A Scenario to Set the Scene

Imagine you are at a university seminar on media literacy. The lecturer begins: "Today we are going to examine how the mainstream media **frames** political stories, how advertisers **target** specific demographics, and why so much online content is considered **clickbait**." By the end of this lesson, every word in that sentence — and many more — will feel completely natural to you.

Key Vocabulary & Meaning Breakdown

1. News, Journalism and Reporting

Word / Phrase	Part of Speech & Meaning	Example Sentence	Collocations / Notes
headline	<i>noun</i> — the title of a news article, usually in large bold text, summarising the main story	The headline read: "Government Announces Emergency Budget Measures."	grab the headlines; make headlines; a misleading headline
correspondent	<i>noun</i> — a journalist who reports from a specific region or on a specific subject	Our foreign correspondent in Cairo filed a report on the latest protests.	foreign correspondent; war correspondent; political correspondent
impartial	<i>adjective</i> — not favouring one side over another; objective and fair	The BBC is required by its charter to provide impartial coverage of political events.	remain impartial; impartial reporting; an impartial source
bias	<i>noun</i> — a tendency to favour one perspective unfairly over	Critics accused the newspaper of showing clear	media bias; political bias; show/display bias; a bias

Word / Phrase	Part of Speech & Meaning	Example Sentence	Collocations / Notes
	others	bias towards the ruling party.	towards/against something
editorial	<i>noun / adjective</i> — (noun) an article expressing the opinion of a newspaper's editors; (adjective) relating to the editing of content	The editorial argued that the government's response to the crisis was wholly inadequate.	editorial independence; write an editorial; editorial decisions; editorial line
scoop	<i>noun</i> — an exclusive piece of news reported before any other outlet	The journalist got a major scoop when she obtained leaked documents from inside the ministry.	get a scoop; break a scoop; an exclusive scoop
breaking news	<i>noun phrase</i> — a current, urgent news story that is developing at the moment of reporting	The programme was interrupted to bring viewers the latest breaking news about the earthquake.	cover breaking news; breaking news alert; breaking news update
leak	<i>noun / verb</i> — the unauthorised release of confidential information to journalists	Someone inside the government leaked the report to the press before its official publication date.	leak information; a major leak; classified documents were leaked; a news leak
investigative journalism	<i>noun phrase</i> — in-depth reporting that uncovers hidden wrongdoing, corruption or injustice	Investigative journalism exposed the financial scandal that eventually brought down the minister.	engage in investigative journalism; investigative journalist; a piece of investigative reporting
press freedom	<i>noun phrase</i> — the right of journalists and media organisations to report without government censorship or interference	International organisations ranked the country poorly on press freedom after several reporters were arrested.	uphold press freedom; threaten press freedom; a press freedom index

2. Media, Broadcasting and Digital Content

Word / Phrase	Part of Speech & Meaning	Example Sentence	Collocations / Notes
mainstream media	<i>noun phrase</i> — large, established media organisations (television networks, national newspapers) as opposed to independent or alternative sources	Many younger audiences distrust the mainstream media and prefer independent online channels.	mainstream media coverage; criticise the mainstream media; bypass the mainstream media

Word / Phrase	Part of Speech & Meaning	Example Sentence	Collocations / Notes
broadcast	<i>verb / noun</i> — to transmit a programme via television or radio; a transmitted programme	The speech was broadcast live across twelve countries.	broadcast live; a live broadcast; broadcast a programme; broadcast journalism
platform	<i>noun</i> — a digital service or application where content is shared and consumed (also used figuratively for a space to express views)	Social media platforms such as Instagram and TikTok have fundamentally changed how news spreads.	social media platform; streaming platform; a platform for debate; give someone a platform
clickbait	<i>noun</i> — online content with a sensational or misleading headline designed purely to attract clicks	The article was widely criticised as clickbait because its dramatic headline had almost nothing to do with the actual content.	create clickbait; a clickbait headline; clickbait tactics; blatant clickbait
algorithm	<i>noun</i> — a set of rules used by digital platforms to determine which content users see	The social media algorithm showed her more and more content similar to what she had already liked.	a social media algorithm; the algorithm favours; game the algorithm; algorithmic bias
echo chamber	<i>noun</i> — an online or social environment where people are only exposed to opinions that reinforce their own existing beliefs	Social media echo chambers are often blamed for increasing political polarisation in society.	create an echo chamber; live in an echo chamber; an online echo chamber; escape the echo chamber
misinformation	<i>noun</i> — false or inaccurate information spread without the intention to deceive (compare: <i>disinformation</i> , which is deliberately false)	During the health crisis, misinformation about vaccines spread rapidly through online communities.	spread misinformation; counter misinformation; a piece of misinformation; combat misinformation
disinformation	<i>noun</i> — deliberately false information spread to deceive and manipulate the public	Intelligence agencies warned that foreign actors were engaged in a disinformation campaign ahead of the election.	a disinformation campaign; spread disinformation; state-sponsored disinformation
viral	<i>adjective</i> — (of digital content) rapidly and widely shared across the internet in a short space of time	The video went viral overnight, accumulating over twenty million views within twelve hours.	go viral; a viral video; viral content; viral marketing; spread virally

Word / Phrase	Part of Speech & Meaning	Example Sentence	Collocations / Notes
paywall	<i>noun</i> — a system that restricts online content to subscribers who have paid a fee	Many quality newspapers have introduced a paywall to generate revenue as print circulation declines.	hide behind a paywall; introduce a paywall; bypass a paywall; a hard/soft paywall

3. Advertising, Marketing and Consumer Behaviour

Word / Phrase	Part of Speech & Meaning	Example Sentence	Collocations / Notes
target audience	<i>noun phrase</i> — the specific group of consumers that an advertisement or product is aimed at	The energy drink's target audience is young men between the ages of eighteen and thirty.	identify the target audience; appeal to a target audience; reach your target audience
brand awareness	<i>noun phrase</i> — the extent to which consumers recognise and are familiar with a particular brand	The company invested heavily in social media marketing to increase brand awareness among younger consumers.	build brand awareness; raise brand awareness; brand awareness campaign
endorse	<i>verb</i> — to publicly support or recommend a product, typically in exchange for payment (said of celebrities or public figures)	Several professional athletes were paid to endorse the new sports nutrition range.	endorse a product/brand; celebrity endorsement; endorse publicly; a paid endorsement
influencer	<i>noun</i> — a person with a large social media following who is paid to promote products or services	The cosmetics brand partnered with a beauty influencer who had over two million followers on Instagram.	social media influencer; micro-influencer; influencer marketing; collaborate with an influencer
subliminal advertising	<i>noun phrase</i> — a controversial technique that embeds hidden messages in media to influence consumer behaviour below the level of conscious awareness	Regulators have banned subliminal advertising in many countries, arguing that it manipulates consumers unfairly.	subliminal advertising techniques; a subliminal message; subliminal influence
demographics	<i>noun (plural)</i> — statistical data relating to a population, such as age, gender, income and location, used to target advertising	The marketing team analysed the demographics of their customer base before planning the new campaign.	target demographics; key demographics; analyse demographics; demographic data
campaign	<i>noun</i> — a coordinated series of advertisements or promotional	The charity launched a high-profile campaign to	launch/run a campaign; advertising campaign;

Word / Phrase	Part of Speech & Meaning	Example Sentence	Collocations / Notes
	activities designed to achieve a specific goal	raise awareness of food poverty in urban areas.	marketing campaign; a campaign aimed at
revenue	<i>noun</i> — the income generated by a business or media organisation, often through advertising or subscriptions	The newspaper's advertising revenue fell sharply as readers moved to free online alternatives.	advertising revenue; generate revenue; a decline in revenue; revenue stream
consumerism	<i>noun</i> — the cultural tendency to place high value on the purchase and consumption of goods, often encouraged by advertising	Critics argue that modern advertising actively promotes consumerism at the expense of environmental sustainability.	rampant consumerism; promote consumerism; a culture of consumerism; resist consumerism
propaganda	<i>noun</i> — information, often biased or misleading, used to promote a particular political cause or point of view	The documentary explored how wartime governments used propaganda to shape public opinion and maintain morale.	political propaganda; spread propaganda; state propaganda; a piece of propaganda; propaganda machine

Collocations & Useful Expressions

make + headlines

The scandal made headlines across the country within hours of the story breaking.

go + viral

Her satirical video went viral and was shared by over a million people in a single day.

launch + a campaign

The health authority launched a campaign encouraging people to limit their screen time.

spread + misinformation / disinformation

It is worrying how quickly misinformation spreads through social media without being fact-checked.

raise + awareness

The advertisement was designed to raise awareness of mental health issues among teenagers.

target + a specific audience / demographic

The campaign targeted an older demographic who were more likely to respond to print advertising.

cover + a story / an event

Dozens of journalists from around the world were sent to cover the international summit.

frame + a story / an issue

The way a newspaper frames a political issue can significantly influence public opinion.

break + a story / the news

It was a local journalist who first broke the story about corruption in the council.

endorse + a product / a brand

Some celebrities are paid millions to endorse a brand, even if they rarely use the product themselves.

build + brand awareness

The company spent three years building brand awareness before the product was even available to buy.

generate + revenue

Streaming services generate revenue through monthly subscriptions rather than traditional advertising.

Important Differences & Confusing Words

Misinformation vs Disinformation

These two words are frequently confused, but the distinction is important — especially in academic and journalistic contexts.

- **Misinformation** is false or inaccurate information that is shared *without deliberate intent to deceive*. The person sharing it may genuinely believe it is true.
Example: He shared a health article without realising it contained misinformation.
- **Disinformation** is false information that is *deliberately created and spread* to mislead and manipulate people. There is always a conscious and harmful intent behind it.
Example: The report concluded that the story was part of a state-sponsored disinformation campaign.

Key difference: *misinformation* = false but not necessarily intentional; *disinformation* = false and intentionally deceptive.

Impartial vs Objective vs Neutral

In media and journalism, these three adjectives are often used interchangeably, but they have subtle differences:

- **Impartial** means not taking sides, especially when there are competing interests or viewpoints. It implies fairness in the treatment of all parties.
Example: Broadcasters are expected to provide impartial coverage during election campaigns.
- **Objective** means based on facts rather than feelings or opinions. It emphasises factual accuracy.
Example: Good journalism strives to present an objective account of events.
- **Neutral** means having no strong opinion or involvement. It can suggest passivity or a deliberate avoidance of taking a position.
Example: The moderator remained neutral throughout the debate, refusing to express any personal views.

Publicity vs Advertising vs Propaganda

- **Advertising** is paid, commercial communication designed to promote a product, service or brand to consumers.
Example: The company spent £2 million on television advertising during the World Cup.
- **Publicity** is attention or public awareness that is not always paid for — it can be generated through news coverage, events or word of mouth. It may be positive or negative.
Example: The controversy generated enormous publicity for the film, which went on to become a box-office hit.

- **Propaganda** is typically political and is used to promote a particular ideology or viewpoint, often manipulating emotions rather than presenting balanced facts.

Example: The government was accused of producing propaganda disguised as public information broadcasts.

Coverage vs Report vs Story

- **Coverage** refers to the overall attention a topic receives from the media. It is uncountable.
Example: The election received extensive coverage in both print and broadcast media.
- **Report** is a specific account of a news event, either written or broadcast. It is countable.
Example: The journalist filed a report from the scene of the disaster.
- **Story** is an informal but widely used term for a news article or broadcast item. It implies a narrative element.
Example: The editor decided not to run the story until it could be independently verified.

Common Mistakes

✗ *The news made a lot of publicity for the new film.*

✓ **The news generated a lot of publicity for the new film.** — We "generate" or "attract" publicity, not "make" it.

✗ *She is a very famous journalist who writes editorials in a famous newspaper.*

✓ **She is a prominent journalist who writes editorials for a leading newspaper.** — In formal contexts, avoid repeating "famous"; use "prominent," "renowned," or "distinguished." Likewise, use "leading" or "respected" rather than "famous" when describing a publication.

✗ *The company did a big campaign for their new product.*

✓ **The company launched a major campaign to promote their new product.** — We "launch" or "run" a campaign, not "do" one.

✗ *The politician spread disinformation by mistake.*

✓ **The politician spread misinformation by mistake.** — *Disinformation* is always intentional. If it was a mistake, use "misinformation."

✗ *The video become viral after it was shared by a celebrity.*

✓ **The video went viral after it was shared by a celebrity.** — The correct collocation is "go viral," not "become viral."

✗ *The newspaper is very biased against immigrants, it shows a lot of propaganda.*

✓ **The newspaper displays a clear bias against immigrants and has been accused of publishing propaganda.** — "Bias" is a noun that we "show," "display," or "exhibit." "Propaganda" requires more formal framing in this context.

✗ *The journalist discovered the scandal and made the story public.*

✓ **The journalist uncovered the scandal and broke the story.** — Use "uncover" for discovering hidden information, and "break a story" for being the first to report it publicly.

Media, News and Advertising: Quick Summary & Review

In this lesson, you have explored the rich and nuanced vocabulary associated with **media, news and advertising**. Here are the key takeaways:

- **Journalism vocabulary** includes terms such as *headline*, *scoop*, *correspondent*, *editorial* and *investigative journalism* — all essential for discussing how news is gathered and reported.
- **Media and digital vocabulary** covers concepts such as *algorithm*, *echo chamber*, *clickbait*, *viral* and *paywall* — critical for analysing how content is distributed and consumed online.
- **Advertising and marketing vocabulary** includes words like *target audience*, *campaign*, *endorsement*, *brand awareness* and *demographics* — key for discussing commercial persuasion.
- Remember the important distinctions: **misinformation** (unintentional) vs **disinformation** (deliberate); **advertising** (paid promotion) vs **propaganda** (political manipulation); **impartial** (fair to all sides) vs **objective** (fact-based).
- Use precise, high-frequency collocations: *break a story*, *go viral*, *launch a campaign*, *make headlines*, *spread misinformation*, and *raise awareness*.

Now practise your **media, news and advertising** vocabulary in the exercises below.

Media, News and Advertising – Practice Test

B2 | Practice Exercises: Multiple Choice, Fill-in-the-Gap, Fill-in-the-Blank, Matrix Matching & Sorting

Part 1: Multiple Choice (Questions 1–10)

- 1** The newspaper ran a story that turned out to be completely false. Which word best describes such a story?
- A** satirical
 - B** fabricated
 - C** controversial
 - D** exclusive
- 2** The advertisement was designed to _____ consumers into buying a product they did not need by using emotional imagery.
- A** inform
 - B** manipulate
 - C** enlighten
 - D** notify
- 3** Which word collocates most naturally with 'news' to describe a story reported before any other media outlet?
- A** breaking
 - B** exclusive
 - C** leading
 - D** prime
- 4** Many readers have become skeptical of news sources because of the growing spread of _____, which refers to false information shared widely online.
- A** propaganda
 - B** misinformation
 - C** satire
 - D** commentary

5 The brand hired a famous actor to _____ their new product, hoping his popularity would boost sales.

- A** endorse
- B** denounce
- C** promote
- D** advocate

6 The journalist was accused of writing a _____ article because it only presented one side of the political debate.

- A** neutral
- B** biased
- C** analytical
- D** speculative

7 Which of the following words refers to the practice of paying for space in a newspaper or online platform to promote a product or service?

- A** circulation
- B** advertising
- C** broadcasting
- D** publishing

8 The documentary aimed to _____ light on the working conditions of factory workers, bringing the issue to public attention.

- A** cast
- B** shed
- C** throw
- D** put

9 After the scandal, the politician gave a press _____ to address questions from journalists.

- A** release
- B** conference
- C** statement
- D** briefing

- 10** The advertising campaign relied heavily on _____ appeal, using images of happy families to create an emotional connection with the product.
- A** rational
 - B** sentimental
 - C** logical
 - D** subliminal

Part 2: Fill in the Gap (Questions 11–20)

- 11** The newspaper was accused of publishing ____ information to mislead the public about the election results.
- A** fabricated
 - B** updated
 - C** condensed

- 12** The documentary was praised for its ____ portrayal of life in conflict zones, showing events without bias.
- A** impartial
 - B** sensational
 - C** persuasive

- 13** Companies often use ____ targeting in online advertising to show specific ads based on users' browsing habits.
- A** demographic
 - B** editorial
 - C** syndicated

- 14** The tabloid's ____ headlines about the celebrity's private life were widely criticised for invading her privacy.
- A** intrusive
 - B** analytical
 - C** informative

- 15** The government launched a campaign to counter the ____ being spread on social media platforms about the new health policy.
- A** misinformation
 - B** commentary
 - C** circulation

16 The brand's new ____ campaign relied on popular social media influencers rather than traditional television commercials.

- A** promotional
- B** editorial
- C** investigative

17 The journalist spent months investigating the ____ between the politician and several large construction companies.

- A** collusion
- B** broadcast
- C** endorsement

18 Many readers now prefer to get their news from ____ sources rather than relying on a single mainstream outlet.

- A** diverse
- B** syndicated
- C** sponsored

19 The advertisement was banned because regulators found it to be ____, making false promises about the product's effectiveness.

- A** misleading
- B** subliminal
- C** repetitive

20 The media's ____ coverage of the trial made it nearly impossible for the accused to receive a fair hearing.

- A** relentless
- B** restrained
- C** constructive

Part 3: Fill in the Blank (Questions 21–30)

21 The newspaper published a strong _____ criticising the government's handling of the economic crisis, reflecting the views of the editorial board rather than individual journalists.

22 Advertisers carefully study consumer _____ such as age, income, and education level before launching a new marketing campaign.

23 The politician accused the broadcaster of being _____ towards the opposition party, claiming that coverage of his policies was consistently negative and unfair.

24 Social media platforms have been widely criticised for allowing the rapid _____ of misinformation during the pandemic, making it difficult for the public to identify reliable sources.

25 The advertisement was accused of being _____ because it implied the product could cure serious illnesses, which was not supported by any scientific evidence.

26 Journalists must always verify their sources before publishing a story, as even a single _____ can seriously damage a publication's credibility.

27 The company hired a public relations firm to help manage its _____ after a damaging story about its working conditions went viral on social media.

28 Many consumers are now able to identify _____ advertising techniques that attempt to influence purchasing decisions without the audience being consciously aware of them.

29 The rise of online news has forced traditional print media outlets to _____ their business models, focusing more on digital subscriptions and multimedia content.

30 The investigative journalist was praised for her work exposing _____ within the local government, despite facing significant pressure to drop the story.

Part 4: Matrix / Match Values (Questions 31–40)

31 Match each media-related word on the left with its correct definition on the right.

MATCHING OPTIONS:

- A** The name of a newspaper printed at the top of the front page
- B** The number of copies of a newspaper or magazine sold regularly
- C** An exclusive news story published before rival outlets
- D** A line in a newspaper article naming the author

Item / Phrase	Write Match Letter (A, B, C...)
Circulation	[]
Masthead	[]
Byline	[]
Scoop	[]

32 Match each advertising term on the left with its correct meaning on the right.

MATCHING OPTIONS:

- A** A short, catchy song used in a commercial to promote a product
- B** A short, memorable phrase used to represent a brand or campaign
- C** Public approval or support of a product by a celebrity or authority

Item / Phrase	Write Match Letter (A, B, C...)
Endorsement	[]
Jingle	[]
Slogan	[]

33 Match each word on the left with its closest synonym on the right.

MATCHING OPTIONS:

- A** The exaggeration of news stories to provoke strong emotional reactions
- B** Biased information used to promote a particular political viewpoint
- C** Fair and balanced treatment of all sides without favouritism
- D** The quality of being trusted and believed by an audience

Item / Phrase	Write Match Letter (A, B, C...)
Sensationalism	[]
Impartiality	[]
Credibility	[]
Propaganda	[]

34 Match each collocation on the left with the word that correctly completes it on the right.

MATCHING OPTIONS:

A campaign

B release

C story

D audience

Item / Phrase	Write Match Letter (A, B, C...)
Break a news ____	[]
Target a specific ____	[]
Run an advertising ____	[]
Issue a press ____	[]

35 Match each digital media term on the left with its correct definition on the right.

MATCHING OPTIONS:

A A set of rules used by platforms to determine what content users see

B Sensational online content designed to attract clicks rather than inform

C Media that spreads rapidly across the internet through sharing

Item / Phrase	Write Match Letter (A, B, C...)
Clickbait	[]
Algorithm	[]
Viral content	[]

36 Match each word on the left with its antonym on the right.

MATCHING OPTIONS:

A Misinformation

B Concealment

C Freedom of the press

D Biased coverage

Item / Phrase	Write Match Letter (A, B, C...)
Objective reporting	[]
Transparency	[]
Accuracy	[]
Censorship	[]

37 Match each phrase on the left with the type of media bias it describes on the right.

MATCHING OPTIONS:

A Partisan bias

B Ethnocentric bias

C Negativity bias

Item / Phrase	Write Match Letter (A, B, C...)
Only reporting stories that confirm one political view	[]
Giving excessive attention to negative events to provoke fear	[]
Focusing only on stories from wealthy or powerful nations	[]

38 Match each advertising technique on the left with its correct description on the right.

MATCHING OPTIONS:

A An unconventional, low-cost strategy using surprise elements in public spaces

B A statement by a satisfied customer used to promote a product's benefits

C Embedding a brand's product within TV shows or films without direct advertising

D A long television advertisement presented in a documentary-style format

Item / Phrase	Write Match Letter (A, B, C...)
Product placement	[]
Infomercial	[]
Guerrilla marketing	[]
Testimonial	[]

39 Match each journalism-related phrase on the left with its correct meaning on the right.

MATCHING OPTIONS:

A The unauthorised release of confidential information to the press

B Information shared with a journalist that cannot be published

C Reporting done by journalists stationed within military units

D Presenting information in a way that favours a particular interpretation

Item / Phrase	Write Match Letter (A, B, C...)
Off the record	[]
Embed journalism	[]
Spin	[]
Leak	[]

40 Match each word on the left with the phrase it most naturally collocates with on the right.

MATCHING OPTIONS:

A revenue

B bulletin

C literacy

D relations

Item / Phrase	Write Match Letter (A, B, C...)
Media	[]
Advertising	[]
News	[]
Public	[]

Part 5: Sort the Values (Questions 41–50)

41 Arrange the words to make a correct sentence.

advertisers. documentary misleading tactics light shed used The the on
by

42 Arrange the words to make a correct sentence.

misinformation platforms spreading alarming accused Social media rate. have
been of at an

43 Arrange the words to make a correct sentence.

distinguish clickbait. consumers reliable crucial between sources learn that
and It is to

44 Arrange the words to make a correct sentence.

fabricated newspaper retracted evidence. contain story after found The the
was it to

45 Arrange the words to make a correct sentence.

demographics Advertisers vulnerable persuasive carefully messages. crafted target
often with

46 Arrange the words to make a correct sentence.

fundamentally journalism consumed. reported citizen changed rise news The
has the way and of is

47 Arrange the words to make a correct sentence.

advertising widespread criticism, placement effective strategy. Despite product
remains highly a

48 Arrange the words to make a correct sentence.

increasing prioritise pressure accuracy breaking stories. outlets under speed
News over when are to

49 Arrange the words to make a correct sentence.

carefully, avoided. checked scandal editor facts could more have been
Had the the the

50 Arrange the words to make a correct sentence.

overshadowed. endorsements saturated celebrity campaign heavily product itself
with that The was the was so

Answer Key & Explanations

Media, News and Advertising | B2

Part 1: Multiple Choice

1. **B** **Correct Answer: fabricated**
✓ **Explanation:** **Fabricated** means invented or made up with the intention to deceive. A **fabricated** story is one that has no basis in truth. *The celebrity denied the fabricated claims printed in the tabloid.*
2. **B** **Correct Answer: manipulate**
✓ **Explanation:** To **manipulate** means to influence someone in a clever or unfair way to get a desired outcome. It implies a lack of honesty, unlike **inform** or **enlighten**, which have neutral or positive meanings. *Critics argued the campaign manipulated vulnerable audiences.*
3. **B** **Correct Answer: exclusive**
✓ **Explanation:** An **exclusive** story is one that only one media outlet has obtained and published before anyone else. While **breaking news** refers to urgent current events, an **exclusive** specifically highlights that no other outlet has the story. *The journalist secured an exclusive interview with the prime minister.*
4. **B** **Correct Answer: misinformation**
✓ **Explanation:** **Misinformation** refers to false or inaccurate information, especially when spread unintentionally. While **propaganda** is deliberately biased information, and **satire** is humorous exaggeration, **misinformation** best fits the context of false information circulating widely. *Social media platforms have struggled to control the spread of misinformation.*
5. **A** **Correct Answer: endorse**
✓ **Explanation:** To **endorse** a product means to publicly approve of or recommend it, often for payment. While **promote** is also possible, **endorse** specifically collocates with celebrities giving their approval to brands or products. *The athlete was paid to endorse a leading sportswear brand.*
6. **B** **Correct Answer: biased**
✓ **Explanation:** **Biased** means showing an unfair preference for one side or opinion. A **biased** article does not present a balanced view. **Neutral** is the opposite, meaning fair and impartial. *Readers complained that the coverage was biased in favour of the ruling party.*
7. **B** **Correct Answer: advertising**
✓ **Explanation:** **Advertising** specifically refers to paid promotion of products, services, or ideas through various media channels. **Broadcasting** refers to transmitting programmes, **circulation** refers to how many copies of a publication are distributed, and **publishing** refers to producing written material. *The company invested heavily in online advertising to reach younger audiences.*
8. **B** **Correct Answer: shed**
✓ **Explanation:** The fixed collocation is **shed light on** something, meaning to reveal or clarify information about a subject. While *cast light* and *throw light* can occasionally appear informally, **shed light on** is the standard and most natural expression in formal and journalistic contexts. *The report shed light on corruption within the organisation.*

9. **B** **Correct Answer: conference**
✓ **Explanation:** A **press conference** is a formal meeting where a public figure answers questions from a group of journalists. A **press release** is a written announcement sent to the media, and a **briefing** is a short informational meeting, but only **conference** fits the context of addressing journalist questions in person. *The CEO held a press conference to respond to allegations of fraud.*
10. **B** **Correct Answer: sentimental**
✓ **Explanation:** **Sentimental** appeal in advertising refers to the technique of triggering emotional feelings such as warmth, nostalgia, or happiness to connect consumers to a product. **Rational** and **logical** appeals focus on facts and reasoning, while **subliminal** refers to hidden, below-conscious-awareness messages. *The Christmas advert was criticised for being overly sentimental.*

Part 2: Fill in the Gap

11. **A** **Correct Answer: fabricated**
✓ **Explanation:** **Fabricated** information means content that has been **invented or falsified**, often deliberately to deceive. *The reporter was fired for publishing fabricated quotes.*
12. **A** **Correct Answer: impartial**
✓ **Explanation:** **Impartial** means **fair and not favouring one side** over another. It describes objective, balanced reporting. *Good journalism requires an impartial perspective.*
13. **A** **Correct Answer: demographic**
✓ **Explanation:** **Demographic** targeting refers to directing advertising at specific **groups of people** based on characteristics like age, gender, or interests. *The campaign used demographic targeting to reach young adults.*
14. **A** **Correct Answer: intrusive**
✓ **Explanation:** **Intrusive** describes something that **interferes in an unwanted way** with someone's personal life. *The intrusive coverage forced the celebrity to leave social media.*
15. **A** **Correct Answer: misinformation**
✓ **Explanation:** **Misinformation** refers to **false or inaccurate information** that is spread, often without the intent to deceive but still harmful. *Health authorities warned the public about dangerous misinformation online.*
16. **A** **Correct Answer: promotional**
✓ **Explanation:** A **promotional** campaign is designed to **advertise and increase awareness** of a product or service. *The promotional campaign significantly boosted the brand's online sales.*
17. **A** **Correct Answer: collusion**
✓ **Explanation:** **Collusion** means a **secret or illegal cooperation** between parties to achieve a dishonest outcome. *The investigation revealed clear collusion between the officials and the contractors.*
18. **A** **Correct Answer: diverse**
✓ **Explanation:** **Diverse** sources means getting information from a **wide variety** of different outlets, which helps avoid bias. *She consults diverse sources before forming an opinion on any issue.*

19. **A** Correct Answer: misleading
✓ Explanation: **Misleading** describes content that **gives a false or incorrect impression**, causing the audience to be deceived. *The misleading ad claimed the supplement could cure serious diseases.*

20. **A** Correct Answer: relentless
✓ Explanation: **Relentless** coverage means **continuous and intense** media attention that does not stop or ease up. *The relentless coverage put enormous pressure on the legal proceedings.*

Part 3: Fill in the Blank

21. **editorial** Correct Answer: editorial
✓ Explanation: An **editorial** is an article in a newspaper or magazine that expresses the **official opinion** of the publication. *The editorial called for immediate policy reform.*

22. **demographics** Correct Answer: demographics
✓ Explanation: **Demographics** refers to **statistical data** about a population group, widely used in advertising to **target specific audiences**. *The campaign targeted demographics aged 18–34.*

23. **biased** Correct Answer: biased
✓ Explanation: **Biased** means showing an **unfair preference** for one side over another. *Critics claimed the reporting was biased against the ruling party.*

24. **circulation** Correct Answer: circulation
✓ Explanation: **Circulation** refers to the **spread or distribution** of information or printed material to a wide audience. *The false story gained wide circulation online within hours.*

25. **misleading** Correct Answer: misleading
✓ Explanation: Something **misleading** gives a **false or inaccurate impression**, even if it does not contain an outright lie. *The misleading advert was banned by the advertising authority.*

26. **inaccuracy** Correct Answer: inaccuracy
✓ Explanation: An **inaccuracy** is a **mistake or error** in reporting that does not correctly reflect the facts. *The correction was printed after an inaccuracy was discovered.*

27. **reputation** Correct Answer: reputation
✓ Explanation: **Reputation** refers to the **general opinion** that people hold about a person or organisation. *The scandal severely damaged the brand's reputation.*

28. **subliminal** Correct Answer: subliminal
✓ Explanation: **Subliminal** describes messages or stimuli that influence the mind **below the level of conscious awareness**. *Subliminal messages in adverts are banned in many countries.*

29. **adapt** Correct Answer: adapt
✓ Explanation: To **adapt** means to **adjust or change** in response to new conditions or challenges. *Newspapers had to adapt quickly to the digital revolution.*

30. **corruption** Correct Answer: corruption

✓ **Explanation:** **Corruption** refers to **dishonest or illegal behaviour**, especially by people in positions of power. *The documentary exposed widespread corruption in the department.*

Part 4: Matrix / Match Values

31. **Circulation: B • Masthead: A • Byline: D • Scoop: C**

Correct Matches:

- **Circulation** → The number of copies of a newspaper or magazine sold regularly
- **Masthead** → The name of a newspaper printed at the top of the front page
- **Byline** → A line in a newspaper article naming the author
- **Scoop** → An exclusive news story published before rival outlets

✓ **Explanation:** These are all key terms in print journalism. A newspaper's **circulation** indicates its reach, while the **masthead** identifies the publication. A **byline** credits the journalist, and a **scoop** represents a competitive advantage, e.g., *'The reporter got a scoop on the political scandal.'*

32. **Endorsement: C • Jingle: A • Slogan: B**

Correct Matches:

- **Endorsement** → Public approval or support of a product by a celebrity or authority
- **Jingle** → A short, catchy song used in a commercial to promote a product
- **Slogan** → A short, memorable phrase used to represent a brand or campaign

✓ **Explanation:** These are core advertising tools. An **endorsement** leverages a public figure's credibility, e.g., *'The athlete's endorsement boosted sales significantly.'* A **jingle** uses music to create brand recall, while a **slogan** encapsulates a brand's message verbally.

33. Sensationalism: A • Impartiality: C • Credibility: D • Propaganda: B

Correct Matches:

- **Sensationalism** → The exaggeration of news stories to provoke strong emotional reactions
- **Impartiality** → Fair and balanced treatment of all sides without favouritism
- **Credibility** → The quality of being trusted and believed by an audience
- **Propaganda** → Biased information used to promote a particular political viewpoint

✅ **Explanation:** **Sensationalism** and **propaganda** both involve distortion of truth, while **impartiality** and **credibility** represent journalistic ideals. A broadcaster with high **credibility** avoids **sensationalism** and maintains **impartiality**.

34. Break a news ____: C • Target a specific ____: D • Run an advertising ____: A • Issue a press ____: B

Correct Matches:

- Break a news → **story**
- Target a specific → audience
- Run an advertising → **campaign**
- Issue a press → release



Explanation:

These are standard collocations in media and advertising. To '**break a news story**' means to report it first. Companies '**target a specific audience**' and '**run an advertising campaign**' to promote products. Organisations '**issue a press release**' to communicate official statements.

35. Clickbait: B • Algorithm: A • Viral content: C

Correct Matches:

- **Clickbait** → Sensational online content designed to attract clicks rather than inform
- **Algorithm** → A set of rules used by platforms to determine what content users see
- **Viral content** → Media that spreads rapidly across the internet through sharing

✓ **Explanation:** In digital media, **clickbait** prioritises engagement over accuracy, e.g., '*The headline was pure clickbait with no substance.*' An **algorithm** controls what appears in users' feeds, and **viral content** achieves mass reach organically through audience sharing.

36. Objective reporting: D • Transparency: B • Accuracy: A • Censorship: C

Correct Matches:

- **Objective reporting** → Biased coverage
- **Transparency** → Concealment
- **Accuracy** → Misinformation
- **Censorship** → Freedom of the press

✓ **Explanation:** These pairs represent opposing concepts in journalism. **Objective reporting** contrasts with **biased coverage**, and **transparency** opposes **concealment**. **Misinformation** is the direct enemy of **accuracy**, while **censorship** fundamentally contradicts **freedom of the press**.

37. Only reporting stories that confirm one political view: A • Giving excessive attention to negative events to provoke fear: C • Focusing only on stories from wealthy or powerful nations: B

Correct Matches:

- Only reporting stories that confirm one political view →
- Giving excessive attention to negative events to provoke fear →
- Focusing only on stories from wealthy or powerful nations →

Partisan bias

→ Negativity bias

Ethnocentric bias



Explanation:

Partisan

bias occurs when a news outlet aligns with a political party.

Negativity

bias reflects the tendency to prioritise alarming content, as *'bad news sells.'*

Ethnocentric bias

marginalises coverage of developing nations, distorting the audience's worldview.

38. Product placement: C • Infomercial: D • Guerrilla marketing: A • Testimonial: B

Correct Matches:

- **Product placement** → Embedding a brand's product within TV shows or films without direct advertising
- **Infomercial** → A long television advertisement presented in a documentary-style format
- **Guerrilla marketing** → An unconventional, low-cost strategy using surprise elements in public spaces
- **Testimonial** → A statement by a satisfied customer used to promote a product's benefits

✓ **Explanation:** These represent diverse advertising strategies. **Product placement** is subtle, e.g., *'The protagonist's laptop prominently displayed the brand logo.'* **Guerrilla marketing** seeks impact through creativity rather than budget.

39. Off the record: B • Embed journalism: C • Spin: D • Leak: A

Correct Matches:

- **Off the record** → Information shared with a journalist that cannot be published
- **Embed journalism** → Reporting done by journalists stationed within military units
- **Spin** → Presenting information in a way that favours a particular interpretation
- **Leak** → The unauthorised release of confidential information to the press

✓ **Explanation:** These are sophisticated journalistic concepts. *'Speaking off the record'* protects sources, while **spin** is a tool of public relations professionals. A **leak** can expose wrongdoing, e.g., *'The whistleblower leaked classified documents to the newspaper.'*

40. Media: C • Advertising: A • News: B • Public: D

Correct Matches:

- **Media** → literacy
- **Advertising** → revenue
- **News** → bulletin
- **Public** → relations

✓ **Explanation:** These are fixed collocations in media and advertising. **Media literacy** refers to the ability to critically analyse media content. **Advertising revenue** is the income generated from selling ad space. A **news bulletin** is a short broadcast of current events, and **public relations** involves managing a company's image, e.g., '*The PR team handled the media crisis expertly.*'

Part 5: Sort the Values

41. Correct Answer: The documentary shed light on the misleading tactics used by advertisers.

✓ **Explanation:** The fixed collocation **shed light on** means to reveal or clarify something. The subject **The documentary** comes first, followed by the verb phrase **shed light on**, then the noun phrase **the misleading tactics**, and finally the participial phrase *used by advertisers* as a post-modifier.

42. Correct Answer: Social media platforms have been accused of spreading misinformation at an alarming rate.

✓ **Explanation:** This sentence uses the **present perfect passive** structure: *have been accused*. The phrase **accused of** is followed by a gerund *spreading*. The adverbial phrase *at an alarming rate* comes at the end to modify how the action occurs.

43. Correct Answer: It is crucial that consumers learn to distinguish between reliable sources and clickbait.

✓ **Explanation:** This sentence uses a **preparatory 'it'** structure followed by a *that*-clause. The adjective **crucial** introduces the subordinate clause, and the collocation **distinguish between** links the two contrasting nouns *reliable sources* and *clickbait*.

44. Correct Answer: The newspaper retracted the story after it was found to contain fabricated evidence.

✓ **Explanation:** The verb **retracted** is commonly collocated with published content in media contexts. The subordinating conjunction **after** introduces a time clause, and *was found to contain* uses a **passive infinitive construction** to explain the reason for the retraction.

45. Correct Answer: Advertisers often target vulnerable demographics with carefully crafted persuasive messages.

✓ **Explanation:** The frequency adverb **often** is correctly placed between the subject *Advertisers* and the main verb **target**. The prepositional phrase *with carefully crafted persuasive messages* follows the object **vulnerable demographics**, with stacked adjectives in natural English order.

46. Correct Answer: The rise of citizen journalism has fundamentally changed the way news is reported and consumed.

✓ **Explanation:** The adverb **fundamentally** is placed between the auxiliary *has* and the past participle **changed** to intensify the verb. The noun phrase *the way news is reported and consumed* acts as a **relative clause** functioning as the object of the verb *changed*.

47. Correct Answer: Despite widespread criticism, product placement remains a highly effective advertising strategy.

✓ **Explanation:** The concessive preposition **Despite** introduces a noun phrase *widespread criticism* at the beginning of the sentence for emphasis, followed by a comma. The main clause then follows with the subject **product placement** and the linking verb *remains*, completed by the noun phrase *a highly effective advertising strategy*.

48. Correct Answer: News outlets are under increasing pressure to prioritise speed over accuracy when breaking stories.

✓ **Explanation:** The collocation **under pressure** is modified by the adjective *increasing*. The **infinitive of purpose** *to prioritise* follows the noun phrase. The contrast is expressed through the fixed collocation **speed over accuracy**, and the adverbial clause *when breaking stories* specifies the context.

49. Correct Answer: Had the editor checked the facts more carefully, the scandal could have been avoided.

✓ **Explanation:** This is an **inverted third conditional**, used in formal written English. The auxiliary **Had** is fronted, replacing *If the editor had checked*. The result clause uses **could have been avoided**, a **passive modal perfect** construction, expressing an unrealised past possibility.

50. Correct Answer: The campaign was so heavily saturated with celebrity endorsements that the product itself was overshadowed.

✓ **Explanation:** This sentence uses the **so...that** structure to express result or consequence. The passive verb phrase *was so heavily saturated with* describes the campaign, and the intensifier **so** links directly to the result clause introduced by **that**. The reflexive pronoun *itself* adds emphasis to *the product*.

Score Guide

45–50 Correct	Excellent! You have mastered this topic.
38–44 Correct	Very good! Review the rules you missed.
30–37 Correct	Good start. Re-read the lesson and examples.
0–29 Correct	Study the lesson again before retaking the test.