

## **The Media**

channel of **communication**

to **communicate**

the **mass media**: the Internet, television, newspapers, magazines, film, radio

the **print media**: newspapers, magazines and books

the **electronic media**: media, e.g. the Internet, that use electronics to reach their audience

note! – The plural expression **the media** (meaning ‘radio, TV, newspapers, the Internet’) is sometimes used with a singular verb: **The media were/ was involved in the story.**

## **FINANCING (MASS) MEDIA**

word family ‘advert’:

advert = ad (infml) = advertisement

to advertise

advertiser

**German ‘Werbung’**

advertising Werbung (als Branche)

advert(isement) Anzeige, Reklame

commercials Werbung i. Fernsehen/ Radio, Werbespots

banner ad(s) Bannerwerbung (i. Internet)

That’s good publicity for .... ...Werbung für...

**‘programme’ – ‘program’**

programme (BE) = program (AE) Sendung/ Plan/ Spielplan

program (BE/ AE) Computerprogramm

programming – Programmgestaltung / Programmierung, Programmieren

**staff**: The staff are (BE) / is (AE) on strike.

a member of staff

all staff

publishing house / publisher/ to publish

broadcasting corporation (BE) = radio/ TV station / broadcasting time = airtime

= broadcast(ing) network (AE)

to broadcast, broadcast, broadcast

the BBC

advertising revenue – tax revenue

periodical = magazine

commercially operated = commercial TV - commerce

public (service) television

sponsor – to sponsor – sponsorship

target group – target

## **THE INTERNET and ITS DIGITAL REVOLUTION**

collocations with ‘digital’

the digital revolution

the digital divide

digital signature

digital radio/ television / DVD

### 'content' – 'contents'

1. Gehalt, enthaltener Anteil
2. Inhalt(e) einer Website, CD-ROM etc.
3. wesentl. Kern, (gedankl.) Inhalt (eines Buches, Films etc.)

PL.: 1. Inhalt (allgemein)

2. Inhaltsverzeichnis (table of contents)

!!! Inhaltsangabe = summary

media content

media library

network – local area network (LAN)

mainstream

to store sth. / save a file

information sharing

dissemination – to disseminate

broadband Internet access = high-speed Internet access

blogging – start/ write/ post/ read/ update a blog

tweet/ to tweet

file sharing – file

social networking

smartphone – smart

user-generated content/ use/ to use

participatory media/ to participate **in** sth./ participation/ participant

### **PARTICIPATORY MEDIA: PROS and CONS**

#### word family 'critic'

critic

critical

criticize (BE also –ise)

criticism

critique

#### nouns and verbs

invasion of privacy

invade sb.'s privacy

identity theft

steal sb.'s identity

copyright infringement

infringe on copyright (laws)

empowerment, to empower sb.

anonymity, anonymous

the accessibility of the Net, accessible, access

invasion of privacy, to invade, private

identity theft, to identify, thief

copyright infringement, to infringe on sth.

Illegal downloading, legal downloading, to download, download

a media guru (a guru = so. who knows a lot about a particular subject and gives advice)

(infml.)

media hype, to hype sth. (infml., disapproving)

media literacy, literacy/ illiteracy, literate, to be literate