

Word/Phrase	Part of speech	IPA (UK)	IPA (US)	Definition	Sample sentence
Traditional media					
biased	adjective	'baɪəst		preferring one person, thing or idea to another in a way that is unfair	The salary structure was biased against women returning to work later in life.
broadsheet	noun	'brɔːdʃiːt	'brɔːdʃɪt	a large newspaper generally considered to be more serious than smaller newspapers	I'd rather read a broadsheet , but they're just too big to carry around.
coverage	noun	'kʌv(ə)rɪdʒ		the way news is reported on television or radio or in the newspapers	Coverage of the Cup final will begin after the news.
editor	noun	'edɪtə(r)	'edɪtər	a person who is in charge of a newspaper or magazine	She's currently the editor of the <i>Los Angeles Times</i> .
headline	noun	'hed,lʌɪn		the title of a newspaper story that is printed in large letters	Didn't you see the headlines ? They're calling a new election.
source	noun	sɔː(r)s	sɔːrs	where information comes from	The journalist refused to reveal his sources .
subjective	adjective	səb'dʒektɪv		based on your own feelings and beliefs, not facts	Assessment of the players' performance is completely subjective .
tabloid	noun	'tæblɔɪd	'tæb,lɔɪd	a small newspaper with a lot of pictures and short articles, usually about famous people	Tabloids frequently focus on celebrity news and gossip.
Social media					
campaign	noun	kæm'peɪn		a series of organized activities designed to achieve a particular social, commercial or political result	The advertisement is part of the government's healthy eating campaign .
clickbait	noun	'klɪk ,beɪt		a link on a website that is designed to catch people's attention and encourage them to read on	That's clickbait , not real news. I bet a lot of people read it, though.
DM	verb	diː em	di em	to send a direct message to someone on the microblogging service Twitter	DM me for more details.
follower	noun	'fɒləʊə(r)	'fəloʊər	someone who receives the Tweets that another person sends using the online social networking service Twitter	The young musician has an incredible 10,500,122 followers on Twitter.
hashtag	noun	'hæʃ,tæg		a word with the symbol # in front of it, used especially in social media and microblogging to identify or search for subjects of interest	You'll need a more memorable hashtag if you want it to go viral.
influencer	noun	'ɪnfluənsə(r)	'ɪnfluənsər	people who use social media to promote or recommend products or services so that other people will buy or use them	He is a blogger, model and social media influencer .
meme	noun	mɪːm	mim	an image, video or piece of text that spreads very quickly on the internet, often one which people create different funny versions of	That meme with the angry-looking cat always makes me laugh.

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netiquette	noun	'netɪ,ket		the polite way of expressing yourself or communicating with other people when you are using the internet	Should I report that post? It totally goes against netiquette .
reach	verb	ri:tʃ	ritʃ	to be seen or heard by people through the media	The advertisement should reach an audience of at least 10 million.
thread	noun	θred		a series of email messages or messages on a forum about a particular subject	Did you see that thread about places to eat in Chicago?
trending	verb	'trendɪŋ		to be frequently mentioned or discussed on the internet, particularly on social media platforms	The royal wedding has been trending this morning.
troll	noun	trɒl	trɒʊl	someone who writes negative and hostile comments on a website in order to provoke people	Don't reply to him – he's obviously a troll .
viral	adjective	'vaɪrəl		very popular after spreading quickly on the internet	Within a month, her post went viral .
Adjective and noun collocations					
key factor	noun phrase	ki:'fæktə(r)	ki 'fæktər	something that significantly affects the outcome of an event or situation	A key factor behind our success was the initial media coverage.
online comment	noun phrase	'ɒnlaɪn 'kɒment	'ɒn,laɪn 'kɑːment	social media posts and written responses to published online content	Wow, we've never received so many online comments about a single article.
positive reaction	noun phrase	'pɒzətɪv rɪ'ækʃ(ə)n	'pɒzətɪv rɪ'ækʃ(ə)n	responses that indicate people like or agree with something	That ad was really expensive; it had better get a positive reaction !
public awareness	noun phrase	'pʌblɪk ə'weə(r)nəs	'pʌblɪk ə'wɛrnəs	the degree to which the population knows about something	Advertising campaigns are a good way to raise public awareness .
substantial donation	noun phrase	səb'stænʃ(ə)l dɒn'neɪʃ(ə)n	səb'stænʃ(ə)l dɒn'neɪʃ(ə)n	a large amount of money or goods that are given to another person or organization	She made a substantial donation of over \$1 million.
wider audience	noun phrase	wɑɪdə 'ɔːdiəns	wɑɪdə 'ɔːdiəns	a greater number of people (who watch a television show, listen to a radio broadcast or are reached by advertising)	Our social media channels help us reach a much wider audience .