**Media Terms** Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Match each term to the correct definition.

advertisement

agenda

bias

blog

brochure

caption

commercial

demographic

endorsement

format/form

headline

icon

image

intent

lead

logo

mass media

media

motive

poster

product placement

propaganda

subtext

white space

1. Brochure A small booklet or pamphlet containing pictures and information about a product or service.

2. Lead Introductory sentence in an article meant to grab the reader’s interest.

3. Motive The reason for doing something, such as to make money, change opinion.

4. Advertisement A communication form that employs sophisticated, often subtle methods of persuasion to not only get you to part with your money or win your support, but to play on your desires, emotions, and biases to change the way you think.

5. Format/Form Examples of this include: web, print, etc. …and then how this is designed (8x11, 11x17 etc.).

6. Logo An identifying symbol used to advertise and promote an organization, event, product or service. Usually, such symbols combine pictorial and textual elements in a distinctive manner.

7. Media Forms of public communication (such as newspaper, radio, television, information network, poster, or brochure) that are designed to reach large numbers of people.

8. Bias A mental leaning or inclination; partiality; prejudice; bent.

9. Agenda A plan; goals to be achieved through advertising.

10. Mass Media When media methods are used to communicate to thousands of people at the same time.

11. Headline The heading, title or caption of a newspaper article; usually very attention- grabbing.

12. Blog A web site on which an individual or group of users record opinions, information, etc. on a regular basis.

13. Propaganda An attempt to sway popular opinion and beliefs through distortions of the truth or outright lies.

14. Endorsement A testimonial strategy, where a famous person or organization publicly supports or promotes a product.

15. Product Placement An advertising strategy in which commercial products or brands are placed within a play, film, broadcast program, video game or print medium for financial gain.

16. Caption A title or brief explanation appended to an article, illustration, poster etc.; appear below the photo/visual.

17. Commercial A type of advertisement.

18. Poster A form of communication that has varied purposes such as promoting events, presenting social commentary, persuading the viewer to purchase etc..

19. Subtext An underlying and often distinct theme or message in a piece of writing, conversation, ad, etc..

20. Image A representation of the external form of a person or thing in sculpture, painting, etc..

21. White space The portion of a page left unmarked.

22. Demographic The group of people to whom a message is directed – age, gender etc.

23. Intent Purpose.

24. Icon A person or thing regarded as a representative symbol of something.