

## GAZETECİLİK BÖLÜMÜ – MESLEKİ İNGİLİZCE-1 – 2. HAFTA DERS NOTU

KAPSAM: Dijital medya (dijital haber üretimi, dijital gazetecilik, gazetecilik pratikleri, sosyal medya, dijital strateji, medya teknolojileri vs)

İngilizce Terim	Türkçe Karşılık	Örnek Cümle (Simple Present)
Fact-checking	Gerçek kontrolü	Journalists fact-check every article before publication.
Clickbait	Tık tuzağı	Websites use clickbait to attract more readers.
Multimedia storytelling	Çoklu ortam hikaye anlatımı	Reporters create multimedia storytelling for online platforms.
Viral content	Viral içerik	Social media shares viral content quickly.
Hashtag	Hashtag	Users include hashtags to categorize posts.
Trending topic	Gündem konusu	Twitter shows trending topics in real time.
User-generated content (UGC)	Kullanıcı tarafından üretilen içerik	Brands feature user-generated content on their pages.
Social media algorithm	Sosyal medya algoritması	Instagram updates its social media algorithm frequently.
Engagement rate	Etkileşim oranı	Analysts measure engagement rate for each post.
Newsletter	Bülten	Companies send newsletters to inform subscribers.
Blog post	Blog yazısı	Writers publish blog posts every week.
SEO (Search Engine Optimization)	Arama Motoru Optimizasyonu	Marketers optimize articles for SEO.
Analytics	Analitik veriler	Websites track analytics to understand traffic.
Infographic	Bilgilendirici grafik	Designers create infographics to explain data visually.
Podcast	Podcast	Journalists host podcasts about current events.
Live streaming	Canlı yayın	Channels broadcast live streaming of important events.
Caption	Açıklama yazısı	Editors write captions under every image.
Meme	Meme	Social media users share memes to entertain followers.
Algorithmic feed	Algoritmik içerik akışı	Facebook displays posts through an algorithmic feed.
Paywall	Ücretli içerik duvarı	News websites set up paywalls for premium content.
Native advertising	Yerel reklamcılık	Publishers include native advertising in their articles.
Viral marketing	Viral pazarlama	Companies plan viral marketing campaigns for new products.
Click-through rate (CTR)	Tıklama oranı	Advertisers track click-through rate for each ad.
Trending hashtag	Gündemdeki hashtag	Influencers promote products with trending hashtags.
Social media influencer	Sosyal medya fenomeni	Brands collaborate with social media influencers regularly.
Online newsroom	Çevrimiçi haber odası	Reporters publish breaking news in the online newsroom.
Breaking news	Son dakika haberi	Channels report breaking news every day.
Digital subscription	Dijital abonelik	Newspapers encourage readers to buy digital subscriptions.
Content management system (CMS)	İçerik yönetim sistemi	Editors manage articles using a content management system.
Engagement metric	Etkileşim ölçütü	Analysts analyze engagement metrics to improve posts.
Algorithm	Algoritma	Platforms use algorithms to sort content.
Avatar	Avatar	Users create avatars for their profiles.
Blogosphere	Blogosfer	Bloggers influence the blogosphere with their posts.
Brand journalism	Marka gazeteciliği	Companies practice brand journalism to share stories.
Chatbot	Sohbet robotu	Websites use chatbots to answer customer questions.

İngilizce Terim	Türkçe Karşılık	Örnek Cümle (Simple Present)
Click fraud	Tıklama dolandırıcılığı	Advertisers monitor campaigns for click fraud.
Cloud publishing	Bulut yayıncılığı	Journalists use cloud publishing to share articles quickly.
Community management	Topluluk yönetimi	Brands practice community management on social media.
Crowdsourcing	Kitle kaynağı kullanımı	News organizations rely on <u>crowdsourcing</u> for information.
Curated content	Küratörlü içerik	Editors post <u>curated content</u> from multiple sources.
Data journalism	Veri gazeteciliği	Reporters practice data journalism to explain trends.
Digital archive	Dijital arşiv	Libraries maintain a digital archive for research.
Digital footprint	Dijital iz	Users manage their digital footprint online.
Digital native	Dijital yerlisi	Digital natives use technology naturally.
Digital strategy	Dijital strateji	Companies develop digital strategy for marketing.
Editorial calendar	Editöryal takvim	Editors follow an editorial calendar for publishing.
Embedded media	Gömülü medya	Websites use embedded media to enhance articles.
Filter bubble	Filtre balonu	Algorithms create filter bubbles for users.
GIF	Hareketli görsel	Social media users share GIFs to express emotions.
Hyperlink	Hiperlink	Writers insert hyperlinks to reference sources.
Impressions	Gösterim	Advertisers count impressions for every post.
Infotainment	Bilgi-eğlence	Channels broadcast infotainment to attract viewers.
Journalistic ethics	Gazetecilik etiği	Reporters follow journalistic ethics in reporting.
Keyword	Anahtar kelime	Marketers include keywords to improve SEO.
Live blog	Canlı blog	Journalists maintain a live blog during events.
Metadata	Meta veri	Editors add metadata to categorize articles.
Mobile journalism (MoJo)	Mobil gazetecilik	Reporters practice mobile journalism with smartphones.
Native content	Yerel içerik	Websites publish native content to engage readers.
News aggregator	Haber toplayıcı	Platforms act as <u>news aggregators</u> for different sources.
Opt in	Abone olmak	Users <u>opt in</u> to receive newsletters.
Pay-per-click (PPC)	Tıklama başına ödeme	Advertisers use pay-per-click to reach customers.
Podcasting	Podcast yayıncılığı	Media outlets podcast daily to inform listeners.
Reach	Erişim	Social media posts reach thousands of users.
Real-time reporting	Gerçek zamanlı haber	Reporters provide real-time reporting during events.
Retargeting	Yeniden hedefleme	Marketers retarget ads to interested users.
RSS feed	RSS beslemesi	Readers follow RSS feeds for news updates.
Sandbox	Test ortamı	Developers test features in a sandbox.
Screenshot	Ekran görüntüsü	Users take screenshots to save information.
Shoppable content	Satın alınabilir içerik	Brands create shoppable content for products.
Social listening	Sosyal dinleme	Companies practice social listening to understand trends.
Sponsored content	Sponsorlu içerik	Websites publish sponsored content for revenue.
Storyboard	Hikaye tahtası	Designers create storyboards for video content.
Subscriber	Abone	Newsletters reach every subscriber weekly.
Tag	Etiket	Writers tag articles for better organization.
Trending	Gündemde	Topics trend on social media daily.
URL	URL (web adresi)	Websites share URLs to guide readers.
User interface (UI)	Kullanıcı arayüzü	Developers design user interfaces for apps.
User experience (UX)	Kullanıcı deneyimi	Designers improve user experience on websites.

Verification	Doğrulama	Journalists perform verification before publishing.
Video blogging (vlog)	Video blog	Creators vlog about daily experiences online.
Viral loop	Viral döngü	Marketers build a viral loop to increase shares.
Web analytics	Web analitiği	Companies monitor web analytics to track performance.
Web crawler	Web tarayıcı	Search engines use web crawlers to index sites.
Webinar	Web semineri	Experts host webinars for professional learning.
Widget	Widget	Websites embed widgets to show live updates.
Workflow	İş akışı	Editors follow workflow to publish content efficiently.
Wire service	Haber ajansı	Reporters distribute news via wire services.
Word-of-mouth marketing	Ağızdan ağıza pazarlama	Companies rely on word-of-mouth marketing to grow.
XML feed	XML beslemesi	Developers provide XML feeds for apps.
Zoom interview	Zoom röportajı	Journalists conduct Zoom interviews with sources.
Augmented reality (AR)	Artırılmış gerçeklik	News apps use augmented reality to enhance stories.
Blockchain	Blok zinciri	Companies use blockchain to secure data.
Bot	Bot	Social media platforms detect bots easily.
Browser	Tarayıcı	Users open websites in a browser.
Chatroom	Sohbet odası	Participants join chatrooms to discuss topics.
Cloud storage	Bulut depolama	Teams save files in cloud storage.
Content curation	İçerik kürasyonu	Editors practice content curation for readers.
Data visualization	Veri görselleştirme	Reporters use data visualization to explain trends.
Digital footprint analysis	Dijital iz analizi	Companies perform digital footprint analysis to understand users.
Digital newsroom	Dijital haber odası	Journalists update the digital newsroom daily.
Digital video	Dijital video	Creators upload digital videos to platforms.
eBook	Elektronik kitap	Authors publish eBooks for wider audiences.
Emoji	Emoji	Users add emojis to express emotions online.
Firewall	Güvenlik duvarı	IT teams monitor firewall for security breaches.
Geotag	Coğrafi etiket	Users add <u>geotags</u> to share locations.
Hashtag campaign	Hashtag kampanyası	Brands launch <u>hashtag campaigns</u> to increase engagement.
Infotainment journalism	Bilgi-eğlence gazeteciliği	Channels produce <u>infotainment journalism</u> to attract viewers.
Interactive media	Etkileşimli medya	Designers develop <u>interactive media</u> for websites.
Live chat	Canlı sohbet	Support teams provide <u>live chat</u> for customers.
Mobile app	Mobil uygulama	Companies update <u>mobile apps</u> regularly.
Monetization	Para kazanma	Platforms focus on <u>monetization</u> strategies.
Newsletter campaign	Bülten kampanyası	Marketers run <u>newsletter campaigns</u> weekly.
Online poll	Çevrimiçi anket	Media outlets conduct <u>online polls</u> to gather opinions.
Online reputation	Çevrimiçi itibar	Companies manage <u>online reputation</u> carefully.
Open-source software	Açık kaynak yazılım	Developers use <u>open-source software</u> for projects.
Paywall model	Ücretli içerik modeli	Newspapers implement <u>paywall models</u> for revenue.
Podcast series	Podcast serisi	Hosts release <u>podcast series</u> every month.
QR code	QR kod	Businesses print <u>QR codes</u> for promotions.
Remote interview	Uzaktan röportaj	Journalists conduct <u>remote interviews</u> with experts.
Search engine	Arama motoru	Users search information on <u>search engines</u> .

SEO audit	SEO denetimi	Marketers perform SEO audits to improve ranking.
Social media campaign	Sosyal medya kampanyası	Companies run social media campaigns every month.
Social media monitoring	Sosyal medya izleme	Analysts perform social media monitoring daily.
Storytelling	Hikaye anlatımı	Journalists practice storytelling to engage readers.
Streaming service	Yayın hizmeti	Users watch videos on streaming services.
Tagging	Etiketleme	Editors practice tagging articles for clarity.
Target audience	Hedef kitle	Brands identify target audiences for campaigns.
Trending story	Gündemdeki haber	News websites publish trending stories quickly.
Tweet	Tweet	Users tweet updates from events.
User engagement	Kullanıcı etkileşimi	Platforms encourage user engagement on posts.
User-generated video	Kullanıcı tarafından üretilen video	Platforms feature user-generated videos weekly.
Viral campaign	Viral kampanya	Marketers design viral campaigns to boost awareness.
Video content	Video içeriği	Creators share video content on social media.
Video platform	Video platformu	Journalists upload reports to video platforms.
Virtual reality (VR)	Sanal gerçeklik	Companies develop virtual reality experiences.
Webinar series	Web semineri serisi	Experts host webinar series for training.
Web portal	Web portalı	Universities maintain web portals for students.
Website analytics	Web sitesi analitiği	Teams review website analytics every week.
Whitepaper	Beyaz kitap	Companies publish whitepapers for thought leadership.
Widget integration	Widget entegrasyonu	Developers perform widget integration on sites.
Workflow automation	İş akışı otomasyonu	Teams use workflow automation to save time.
YouTube channel	YouTube kanalı	Creators upload videos to YouTube channels.
Zoom webinar	Zoom web semineri	Experts host Zoom webinars for participants.
Data-driven journalism	Veri odaklı gazetecilik	Reporters practice data-driven journalism daily.
Engagement strategy	Etkileşim stratejisi	Social media teams plan engagement strategies.
Interactive infographic	Etkileşimli bilgi grafiği	Designers create interactive infographics for articles.
Live update	Canlı güncelleme	News websites provide live updates constantly.
Media kit	Medya kiti	Companies send media kits to journalists.
Newsletter subscription	Bülten aboneliği	Readers maintain newsletter subscriptions online.
Podcast episode	Podcast bölümü	Hosts release podcast episodes every Friday.

#### **Dijital Medyada En Sık Kullanılan 20 Fiil**

create, share, post, upload, download, edit, publish, analyze, write, record, communicate, update, send, design, plan, build, promote, watch, read, listen, delete, monitor

#### **Dijital Medyada En Sık Kullanılan 20 Sıfat**

digital, online, interactive, creative, popular, visual, global, viral, official, social, modern, fast, informative, attractive, reliable, clear, dynamic, useful, simple, effective

## EXERCISES

### MATCHING EXERCISES

1- Match the English terms with their Turkish meanings.

- |                            |     |   |
|----------------------------|-----|---|
| 1. Fact-checking           | ___ | a. Sosyal medyada hızla yayılan içerik          |
| 2. Clickbait               | ___ | b. İnsanları tıklamaya teşvik eden içerik       |
| 3. Hashtag                 | ___ | c. Gerçekleri doğrulama süreci                  |
| 4. Viral content           | ___ | d. Video, fotoğraf ve metin ile hikaye anlatımı |
| 5. Multimedia storytelling | ___ | e. Sosyal medyada etiket kullanımı              |

2- Match the English terms with their Turkish meanings.

- |                           |     |   |
|---------------------------|-----|---|
| 1. SEO                    | ___ | a. Web sitesi verilerini analiz etme    |
| 2. Analytics              | ___ | b. Canlı yayın                          |
| 3. Live streaming         | ___ | c. Arama motoru optimizasyonu           |
| 4. Newsletter             | ___ | d. Kullanıcı tarafından üretilen içerik |
| 5. User-generated content | ___ | e. Düzenli gönderilen haber bülteni     |

3- Match the English terms with their Turkish meanings.

- |                      |     |   |
|----------------------|-----|---|
| 1. Engagement rate   | ___ | a. Tıklama başına ödeme duvarı              |
| 2. Algorithm         | ___ | b. Kullanıcı etkileşim oranı                |
| 3. Podcast           | ___ | c. Mobil gazetecilik                        |
| 4. Mobile journalism | ___ | d. Arama ve sıralama için kullanılan yöntem |
| 5. Paywall           | ___ | e. Sesli veya video içerikli seri yayın     |

4- Match the English terms with their Turkish meanings.

- |                     |     |   |
|---------------------|-----|---|
| 1. Viral marketing  | ___ | a. Veri gazeteciliği                                  |
| 2. Embedded media   | ___ | b. Etkileşimi artırmak için hazırlanan viral kampanya |
| 3. Hashtag campaign | ___ | c. Görsel veri sunumu                                 |
| 4. Data journalism  | ___ | d. Sosyal medya kampanyasında hashtag kullanımı       |
| 5. Infographic      | ___ | e. Makale içine gömülü medya                          |

5- Match the English terms with their Turkish meanings.

- |                         |     |  |
|-------------------------|-----|--|
| 1. User interface (UI)  | ___ | a. Katılımcılara çevrimiçi sunum veya seminer  |
| 2. User experience (UX) | ___ | b. Kullanıcı arayüzü tasarımı                  |
| 3. Storyboard           | ___ | c. Kullanıcı deneyimi tasarımı                 |
| 4. Webinar              | ___ | d. Topluluklardan bilgi toplama yöntemi        |
| 5. Crowdsourcing        | ___ | e. Video veya film için tasarlanan sahne planı |

6- Match the English terms with their Turkish meanings.

- |                                    |     |  |
|------------------------------------|-----|--|
| 1. QR code                         | ___ | a. Sosyal medyada kullanıcıları dinleme ve analiz etme       |
| 2. Social listening                | ___ | b. Web siteleri veya uygulamalar için içerik yönetim sistemi |
| 3. Native advertising              | ___ | c. Marka işbirliği için sosyal medya fenomeni                |
| 4. Content management system (CMS) | ___ | d. Kullanıcıların mobil cihazla tarayabileceği kod           |
| 5. Influencer                      | ___ | e. Makale veya içerikte doğal şekilde yerleştirilen reklam   |

7- Match the English terms with their Turkish meanings.

- |                   |     |  |
|-------------------|-----|--|
| 1. Viral loop     | ___ | a. Kullanıcıların abonelik veya paylaşımıyla yayılan döngü |
| 2. Video platform | ___ | b. Video yükleme ve izleme platformu                       |
| 3. Metadata       | ___ | c. Makaleleri kategorize etmek için eklenen veriler        |
| 4. Live blog      | ___ | d. Canlı olarak güncellenen blog                           |
| 5. Opt in         | ___ | e. Bülten veya bildirim için gönüllü kayıt                 |

8- Match the English terms with their Turkish meanings.

- |                         |     |  |
|-------------------------|-----|--|
| 1. Widget               | ___ | a. Canlı ve anlık raporlama              |
| 2. Webinar series       | ___ | b. Web sitelerine eklenen küçük uygulama |
| 3. Digital subscription | ___ | c. Dijital abonelik                      |
| 4. Interactive media    | ___ | d. Etkileşimli medya                     |
| 5. Real-time reporting  | ___ | e. Birden fazla web semineri             |

9- Match the English terms with their Turkish meanings.

- |                           |     |                             |
|---------------------------|-----|-----------------------------|
| 1. Augmented reality (AR) | ___ | a. Artırılmış gerçeklik     |
| 2. Blockchain             | ___ | b. Test ve deneme ortamı    |
| 3. Chatbot                | ___ | c. Mobil uygulama           |
| 4. Mobile app             | ___ | d. Blok zinciri teknolojisi |
| 5. Sandbox                | ___ | e. Sohbet robotu            |

10- Match the English terms with their Turkish meanings.

- |                           |     |  |
|---------------------------|-----|--|
| 1. Data-driven journalism | ___ | a. Çevrimiçi itibar yönetimi                     |
| 2. Online reputation      | ___ | b. URL (web adresi)                              |
| 3. Whitepaper             | ___ | c. Veri odaklı gazetecilik                       |
| 4. Zoom interview         | ___ | d. Zoom üzerinden yapılan röportaj               |
| 5. URL                    | ___ | e. Kurumsal veya akademik bilgilendirme dökümanı |

**TRUE-FALSE QUESTIONS: WRITE TRUE (T) OR FALSE (F) NEXT TO EACH STATEMENT.**

#### SET 1

1. Journalists fact-check every article before publishing. \_\_\_
2. Clickbait content discourages users from clicking. \_\_\_
3. Hashtags organize posts on social media. \_\_\_
4. Viral content spreads slowly. \_\_\_
5. Multimedia storytelling includes videos, images, and text. \_\_\_

#### SET 2

1. SEO increases website visibility on search engines. \_\_\_
2. Analytics does not provide any useful information about users. \_\_\_
3. Live streaming happens in real-time. \_\_\_
4. Newsletters are rarely sent to subscribers. \_\_\_
5. User-generated content is created by the audience. \_\_\_

### SET 3

1. Engagement rate measures user interactions on posts. \_\_\_\_
2. Algorithms ignore user preferences. \_\_\_\_
3. Podcasts are audio or video series. \_\_\_\_
4. We perform mobile journalism only in studios. \_\_\_\_
5. Paywalls allow free access to premium content. \_\_\_\_

### SET 4

1. Viral marketing spreads brand messages quickly. \_\_\_\_
2. Embedded media is content placed inside articles. \_\_\_\_
3. Hashtag campaigns are unrelated to social media. \_\_\_\_
4. Data journalism uses data to explain stories. \_\_\_\_
5. Infographics present data visually. \_\_\_\_

### SET 5

1. User interface (UI) focuses on how users interact with apps. \_\_\_\_
2. User experience (UX) improves usability and satisfaction. \_\_\_\_
3. Storyboards are used to plan videos or films. \_\_\_\_
4. Webinars are only offline workshops. \_\_\_\_
5. Crowdsourcing collects information from many people. \_\_\_\_

### SET 6

1. QR codes are scannable codes for quick access. \_\_\_\_
2. Social listening monitors online conversations. \_\_\_\_
3. Native advertising is always obvious and intrusive. \_\_\_\_
4. CMS (Content Management System) organizes digital content. \_\_\_\_
5. Influencers collaborate with brands for promotions. \_\_\_\_

### SET 7

1. Viral loops help content spread rapidly. \_\_\_\_
2. Video platforms host and share videos online. \_\_\_\_
3. Metadata is irrelevant for categorizing articles. \_\_\_\_
4. Live blogs are updated in real-time. \_\_\_\_
5. Opt-in requires user consent to subscribe. \_\_\_\_

### SET 8

1. Widgets are small applications embedded on websites. \_\_\_\_
2. Webinar series includes multiple online seminars. \_\_\_\_
3. Digital subscriptions provide paid access to content. \_\_\_\_
4. Interactive media does not involve any user interaction. \_\_\_\_
5. Real-time reporting provides immediate updates. \_\_\_\_

## SET 9

1. Augmented reality (AR) overlays digital content on the real world. \_\_\_\_
2. Blockchain stores data securely in linked blocks. \_\_\_\_
3. Chatbots are human customer service agents. \_\_\_\_
4. Mobile apps run on smartphones or tablets. \_\_\_\_
5. Sandboxes are testing environments for software. \_\_\_\_

## SET 10

1. Data-driven journalism relies on data analysis for stories. \_\_\_\_
2. Online reputation does not affect brands. \_\_\_\_
3. Whitepapers provide detailed informational documents. \_\_\_\_
4. Zoom interviews are conducted remotely online. \_\_\_\_
5. URLs are unique web addresses for websites. \_\_\_\_

## FILL-IN-THE-GAP EXERCISES: FILL IN THE GAPS WITH A SUITABLE WORD.

### SET 1: ANALYZE, MONITOR, INCLUDE, SHARE, OPTIMIZE, BROADCAST, USE, FACT-CHECK, LAUNCH, PRACTICE

1. Journalists \_\_\_\_\_ articles before publishing.
2. Social media platforms \_\_\_\_\_ trending topics daily.
3. Brands \_\_\_\_\_ hashtag campaigns to increase engagement.
4. Editors \_\_\_\_\_ multimedia storytelling in their articles.
5. Users \_\_\_\_\_ memes and GIFs online.
6. Analysts \_\_\_\_\_ engagement metrics for posts.
7. Companies \_\_\_\_\_ content for SEO.
8. Reporters \_\_\_\_\_ data journalism to explain trends.
9. Platforms \_\_\_\_\_ live streaming of events.
10. Marketers \_\_\_\_\_ viral marketing strategies.

### SET 2: SUBSCRIBE, UPLOAD, MONITOR, WRITE, POST, BROADCAST, MANAGE, MAINTAIN, PERFORM, ADD

- |  |  |
|--|--|
| 1. News websites _____ their digital newsroom regularly. | 6. Journalists _____ verification before publishing. |
| 2. Creators _____ video content online.                  | 7. Bloggers _____ curated content for readers.       |
| 3. Companies _____ social media algorithms.              | 8. Channels _____ infotainment journalism.           |
| 4. Users _____ geotags to posts.                         | 9. Teams _____ workflow automation.                  |
| 5. Editors _____ captions under images.                  | 10. Readers _____ newsletters.                       |

### SET 3: CONDUCT, PLAN, POST, INCLUDE, UPDATE, PROVIDE, ANALYZE, TRACK, TAKE, CREATE

- |   |  |
|---|--|
| 1. Marketing teams _____ click-through rates on ads.      | 5. Brands _____ viral campaigns.                 |
| 2. Social media influencers _____ user-generated content. | 6. Editors _____ editorial calendars.            |
| 3. Publishers _____ native advertising in articles.       | 7. Reporters _____ Zoom interviews.              |
| 4. Creators _____ interactive infographics.               | 8. Users _____ screenshots to share information. |
|   | 9. Websites _____ RSS feeds for updates.         |
|   | 10. Companies _____ web analytics for insights.  |



**SET 4:** PROVIDE, IMPLEMENT, DEVELOP, MAINTAIN, IMPLEMENT, PRODUCE, PRACTICE, ADD, MEASURE, WRITE

1. Developers \_\_\_\_\_ mobile apps for users.
2. Teams \_\_\_\_\_ cloud storage solutions.
3. Journalists \_\_\_\_\_ live blogs during events.
4. Creators \_\_\_\_\_ digital videos.
5. Users \_\_\_\_\_ comments on blog posts.
6. Social media managers \_\_\_\_\_ social listening.
7. Editors \_\_\_\_\_ metadata for categorization.
8. Channels \_\_\_\_\_ live updates.
9. Analysts \_\_\_\_\_ engagement rates.
10. Publishers \_\_\_\_\_ paywalls for premium content.

**SET 5:** USE, MANAGE, PRACTICE, LAUNCH, PARTICIPATE, MANAGE, DEVELOP, INSERT, OPT IN, CURATE

1. Brands \_\_\_\_\_ hashtag campaigns.
2. Users \_\_\_\_\_ in online polls.
3. Companies \_\_\_\_\_ online reputation.
4. Designers \_\_\_\_\_ interactive media.
5. Journalists \_\_\_\_\_ mobile journalism.
6. Editors \_\_\_\_\_ curated content.
7. Platforms \_\_\_\_\_ algorithmic feeds.
8. Writers \_\_\_\_\_ hyperlinks in articles.
9. Teams \_\_\_\_\_ workflow automation.
10. Readers \_\_\_\_\_ for newsletters.

**SET 6:** PUBLISH, PLAN, UPLOAD, SHARE, PERFORM, TRACK, CREATE, WRITE, BROADCAST, DISPLAY

1. Creators \_\_\_\_\_ podcasts weekly.
2. Channels \_\_\_\_\_ live streaming events.
3. Users \_\_\_\_\_ GIFs to express emotions.
4. Editors \_\_\_\_\_ captions for images.
5. Companies \_\_\_\_\_ viral marketing campaigns.
6. Reporters \_\_\_\_\_ fact-checking regularly.
7. Bloggers \_\_\_\_\_ blog posts online.
8. Analysts \_\_\_\_\_ click-through rates.
9. Platforms \_\_\_\_\_ trending topics.
10. Designers \_\_\_\_\_ infographics for data visualization.

**SET 7:** MONITOR, PROVIDE, VLOG, PRACTICE, MANAGE, UPDATE, OPTIMIZE, SEND, TRACK, ADD

1. Marketing teams \_\_\_\_\_ impressions on social media.
2. Creators \_\_\_\_\_ about daily experiences.
3. Journalists \_\_\_\_\_ storytelling to engage readers.
4. Social media managers \_\_\_\_\_ algorithms.
5. Teams \_\_\_\_\_ workflow automation.
6. Users \_\_\_\_\_ hashtags on posts.
7. Editors \_\_\_\_\_ editorial calendars.
8. Companies \_\_\_\_\_ SEO optimization.
9. Channels \_\_\_\_\_ infotainment.
10. Publishers \_\_\_\_\_ newsletters.

**SET 8:** FOLLOW, PERFORM, IMPROVE, PROVIDE, TAG, SHARE, MANAGE, HOST, DESIGN, DEVELOP

1. Developers \_\_\_\_\_ user interfaces for apps.
2. Designers \_\_\_\_\_ user experience.
3. Reporters \_\_\_\_\_ real-time reporting.
4. Social media teams \_\_\_\_\_ social listening.
5. Creators \_\_\_\_\_ video content online.
6. Brands \_\_\_\_\_ digital strategies.
7. Editors \_\_\_\_\_ articles.
8. Teams \_\_\_\_\_ content management systems.
9. Users \_\_\_\_\_ RSS feeds.
10. Channels \_\_\_\_\_ webinars.

**SET 9:** PUBLISH, MAINTAIN, CREATE, ANALYZE, CREATE, PERFORM, UPLOAD, FOLLOW, PERFORM, PRACTICE

1. Analysts \_\_\_\_\_ website analytics weekly.
2. Companies \_\_\_\_\_ digital footprint analysis.
3. Users \_\_\_\_\_ avatars online.
4. Brands \_\_\_\_\_ brand journalism.
5. Journalists \_\_\_\_\_ journalistic ethics.
6. Designers \_\_\_\_\_ interactive infographics.
7. Teams \_\_\_\_\_ widget integration.
8. Creators \_\_\_\_\_ digital videos online.
9. Editors \_\_\_\_\_ editorial calendars.
10. Publishers \_\_\_\_\_ eBooks.

**SET 10:** CURATE, CONDUCT, DESIGN, USE, TRACK, USE, HOST, PRODUCE, TRACK, OPT IN

1. Marketers \_\_\_\_\_ viral loops for content.
2. Social media managers \_\_\_\_\_ engagement metrics.
3. Journalists \_\_\_\_\_ remote interviews.
4. Users \_\_\_\_\_ to newsletters.
5. Developers \_\_\_\_\_ open-source software.
6. Channels \_\_\_\_\_ webinars.
7. Editors \_\_\_\_\_ content curation.
8. Creators \_\_\_\_\_ podcasts.
9. Companies \_\_\_\_\_ click-through rates.
10. Platforms \_\_\_\_\_ algorithms to display posts.

**MULTIPLE CHOICE TEST:** CHOOSE THE MOST SUITABLE CHOICE.

1. Journalists \_\_\_\_ articles before publishing.  
a) fact-check                      c) delete  
b) ignore                              d) hide
2. Social media platforms \_\_\_\_ trending topics daily.  
a) ignore                              c) delete  
b) monitor                              d) hide
3. Brands \_\_\_\_ hashtag campaigns to increase engagement.  
a) block                              c) launch  
b) remove                              d) hide
4. Editors \_\_\_\_ multimedia storytelling in online articles.  
a) hide                                  c) delete  
b) ignore                              d) include
5. Users \_\_\_\_ memes and GIFs online.  
a) ignore                              c) hide  
b) delete                              d) share
6. Analysts \_\_\_\_ engagement metrics to improve posts.  
a) delete                              c) analyze  
b) ignore                              d) hide
7. Companies \_\_\_\_ content for SEO.  
a) ignore                              c) delete  
b) optimize                              d) hide
8. Reporters \_\_\_\_ data journalism to explain trends.  
a) practice                              c) delete  
b) ignore                              d) hide
9. Platforms \_\_\_\_ live streaming of events.  
a) broadcast                              c) delete  
b) ignore                              d) hide
10. Marketers \_\_\_\_ viral marketing strategies.  
a) delete                                  c) use  
b) ignore                              d) hide
11. News websites \_\_\_\_ their digital newsroom regularly.  
a) ignore                              c) delete  
b) maintain                              d) hide
12. Creators \_\_\_\_ video content online.  
a) hide                                  c) delete  
b) ignore                              d) upload
13. Companies \_\_\_\_ social media algorithms.  
a) delete                              c) monitor  
b) ignore                              d) hide
14. Users \_\_\_\_ geotags to posts.  
a) remove                              c) ignore  
b) add                                  d) hide
15. Editors \_\_\_\_ captions under images.  
a) write                                  c) ignore  
b) delete                              d) hide
16. Journalists \_\_\_\_ verification before publishing.  
a) perform                              c) delete  
b) ignore                              d) hide
17. Bloggers \_\_\_\_ curated content for readers.  
a) ignore                              c) delete  
b) post                                  d) hide

18. Channels \_\_\_\_ infotainment journalism.  
a) hide                                      c) delete  
b) ignore                                    d) broadcast
19. Teams \_\_\_\_ workflow automation.  
a) delete                                    c) manage  
b) ignore                                    d) hide
20. Readers \_\_\_\_ newsletters.  
a) hide                                      c) delete  
b) ignore                                    d) subscribe
21. Marketing teams \_\_\_\_ click-through rates on ads.  
a) track                                      c) delete  
b) ignore                                    d) hide
22. Social media influencers \_\_\_\_ user-generated content.  
a) hide                                      c) delete  
b) ignore                                    d) post
23. Publishers \_\_\_\_ native advertising in articles.  
a) delete                                    c) include  
b) ignore                                    d) hide
24. Creators \_\_\_\_ interactive infographics.  
a) ignore                                    c) delete  
b) create                                    d) hide
25. Brands \_\_\_\_ viral campaigns.  
a) delete                                    c) plan  
b) ignore                                    d) hide
26. Editors \_\_\_\_ editorial calendars.  
a) hide                                      c) delete  
b) ignore                                    d) update
27. Reporters \_\_\_\_ Zoom interviews.  
a) delete                                    c) conduct  
b) ignore                                    d) hide
28. Users \_\_\_\_ screenshots to share information.  
a) take                                      c) delete  
b) ignore                                    d) hide
29. Websites \_\_\_\_ RSS feeds for updates.  
a) ignore                                    c) delete  
b) provide                                    d) hide
30. Companies \_\_\_\_ web analytics for insights.  
a) ignore                                    c) delete  
b) analyze                                    d) hide
31. Developers \_\_\_\_ mobile apps for users.  
a) delete                                    c) develop  
b) ignore                                    d) hide
32. Teams \_\_\_\_ cloud storage solutions.  
a) implement                                    c) delete  
b) ignore                                    d) hide
33. Journalists \_\_\_\_ live blogs during events.  
a) hide                                      c) delete  
b) ignore                                    d) maintain
34. Creators \_\_\_\_ digital videos.  
a) hide                                      c) delete  
b) ignore                                    d) produce
35. Users \_\_\_\_ comments on blog posts.  
a) delete                                    c) write  
b) ignore                                    d) hide
36. Social media managers \_\_\_\_ social listening.  
a) delete                                    c) practice  
b) ignore                                    d) hide
37. Editors \_\_\_\_ metadata for categorization.  
a) ignore                                    c) delete  
b) add                                        d) hide
38. Channels \_\_\_\_ live updates.  
a) delete                                    c) provide  
b) ignore                                    d) hide
39. Analysts \_\_\_\_ engagement rates.  
a) ignore                                    c) delete  
b) measure                                    d) hide
40. Publishers \_\_\_\_ paywalls for premium content.  
a) implement                                    c) delete  
b) ignore                                    d) hide
41. Brands \_\_\_\_ hashtag campaigns.  
a) hide                                      c) delete  
b) ignore                                    d) launch
42. Users \_\_\_\_ participate in online polls.  
a) hide                                      c) delete  
b) ignore                                    d) participate
43. Companies \_\_\_\_ online reputation.  
a) delete                                    c) manage  
b) ignore                                    d) hide

44. Designers \_\_\_\_ interactive media.  
a) develop c) delete  
b) ignore d) hide
45. Journalists \_\_\_\_ mobile journalism.  
a) practice c) delete  
b) ignore d) hide
46. Editors \_\_\_\_ curated content.  
a) ignore c) delete  
b) post d) hide
47. Platforms \_\_\_\_ algorithmic feeds.  
a) ignore c) delete  
b) use d) hide
48. Writers \_\_\_\_ hyperlinks in articles.  
a) hide c) delete  
b) ignore d) insert
49. Teams \_\_\_\_ workflow automation.  
a) hide c) delete  
b) ignore d) manage
50. Readers \_\_\_\_ for newsletters.  
a) ignore c) delete  
b) opt in d) hide

## ANSWER KEY

### MATCHING EXERCISES

- 1:** 1-c, 2-b, 3-e, 4-a, 5-d  
**2:** 1-c, 2-a, 3-b, 4-e, 5-d  
**3:** 1-b, 2-d, 3-e, 4-c, 5-a  
**4:** 1-b, 2-e, 3-d, 4-a, 5-c  
**5:** 1-b, 2-c, 3-e, 4-a, 5-d  
**6:** 1-d, 2-a, 3-e, 4-b, 5-c  
**7:** 1-a, 2-b, 3-c, 4-d, 5-e  
**8:** 1-B, 2-E, 3-c, 4-d, 5-a  
**9:** 1-a, 2-d, 3-e, 4-c, 5-b  
**10:** 1-c, 2-a, 3-e, 4-d, 5-b

### TRUE-FALSE QUESTIONS:

- Set 1:** T, F, T, F, T  
**Set 2:** T, F, T, F, T  
**Set 3:** T, F, T, F, F  
**Set 4:** T, T, F, T, T  
**Set 5:** T, T, T, F, T  
**Set 6:** T, T, F, T, T  
**Set 7:** T, T, F, T, T  
**Set 8:** T, T, T, F, T  
**Set 9:** T, T, F, T, T  
**Set 10:** T, F, T, T, T

### FILL IN THE GAPS

SET 1: FACT-CHECK, MONITOR, LAUNCH, INCLUDE, SHARE, ANALYZE, OPTIMIZE, PRACTICE, BROADCAST, USE  
 SET 2: MAINTAIN, UPLOAD, MONITOR, ADD, WRITE, PERFORM, POST, BROADCAST, MANAGE, SUBSCRIBE  
 SET 3: TRACK, POST, INCLUDE, CREATE, PLAN, UPDATE, CONDUCT, TAKE, PROVIDE, ANALYZE  
 SET 4: DEVELOP, IMPLEMENT, MAINTAIN, PRODUCE, WRITE, PRACTICE, ADD, PROVIDE, MEASURE, IMPLEMENT  
 SET 5: LAUNCH, PARTICIPATE, MANAGE, DEVELOP, PRACTICE, CURATE, USE, INSERT, MANAGE, OPT IN  
 SET 6: UPLOAD, BROADCAST, SHARE, WRITE, PLAN, PERFORM, PUBLISH, TRACK, DISPLAY, CREATE  
 SET 7: TRACK, VLOG, PRACTICE, MONITOR, MANAGE, ADD, UPDATE, OPTIMIZE, PROVIDE, SEND  
 SET 8: DESIGN, IMPROVE, PROVIDE, PERFORM, SHARE, DEVELOP, TAG, MANAGE, FOLLOW, HOST  
 SET 9: ANALYZE, PERFORM, CREATE, PRACTICE, FOLLOW, CREATE, PERFORM, UPLOAD, MAINTAIN, PUBLISH  
 SET 10: DESIGN, TRACK, CONDUCT, OPT IN, USE, HOST, CURATE, PRODUCE, TRACK, USE

### MULTIPLE CHOICE TEST

1-A, 2-B, 3-C, 4-D, 5-D, 6-C, 7-B, 8-A, 9-A, 10-C 11-B, 12-D, 13-C, 14-B, 15-A, 16-A, 17-B, 18-D, 19-C, 20-D 21-A, 22-D, 23-C, 24-B, 25-C, 26-D, 27-C, 28-A, 29-B, 30-B 31-C, 32-A, 33-D, 34-D, 35-C, 36-C, 37-B, 38-C, 39-B, 40-A 41-D, 42-D, 43-C, 44-A, 45-A, 46-B, 47-B, 48-D, 49-D, 50-B