

GAZETECİLİK BÖLÜMÜ – MESLEKİ İNGİLİZCE-1
(3. HAFTA DERS NOTU)

A TEST ON DIGITAL MEDIA

Choose the correct option (1-50).

1. A journalist ____ facts before publishing an article.
A) clickbait C) memes
B) fact-checks D) hashtags
2. A headline that attracts attention but misleads the reader is called ____.
A) blog post C) infographic
B) clickbait D) podcast
3. A reporter ____ stories using text, video, and audio.
A) edits multimedia storytelling
B) deletes multimedia storytelling
C) creates multimedia storytelling
D) downloads multimedia storytelling
4. Content that spreads rapidly across the internet is called ____.
A) viral content C) newsletter
B) digital archive D) workflow
5. A ____ helps users find discussions on a specific topic on social media.
A) hashtag C) hyperlink
B) caption D) filter bubble
6. A ____ shows the most discussed issues on a social platform.
A) podcast C) trending topic
B) infographic D) native ad
7. ____ allows audiences to contribute photos, videos, or comments.
A) Social media algorithm
B) User-generated content
C) Editorial calendar
D) Paywall
8. A ____ decides which posts users see on their feed.
A) chatbot C) meme
B) newsletter D) social media algorithm
9. Journalists ____ the engagement rate to see audience reactions.
A) write C) delete
B) analyze D) record
10. A ____ is regularly sent to subscribers with updates and articles.
A) blog post C) newsletter
B) webinar D) infographic
11. Bloggers often ____ their ideas in a ____.
A) upload / infographic C) delete / caption
B) send / meme D) write / blog post
12. SEO ____ the visibility of online content in search engines.
A) hides C) improves
B) decreases D) deletes
13. Journalists use ____ to measure website traffic and audience behavior.
A) analytics C) paywalls
B) captions D) widgets
14. A ____ combines data and visuals to explain information clearly.
A) caption C) meme
B) infographic D) hyperlink
15. Many listeners ____ their favorite ____ on Spotify.
A) read / newsletter C) listen to / podcast
B) watch / vlog D) write / blog
16. Reporters ____ live events through ____.
A) analyze / paywalls C) record / memes
B) stream / live streaming D) read / newsletter
17. A short description under a photo is a ____.
A) meme C) algorithm
B) hyperlink D) caption
18. Internet users often ____ and share funny ____.
A) delete / analytics C) read / hashtags
B) design / memes D) analyze / captions
19. A personalized content list based on an algorithm is called an ____.
A) algorithmic feed C) online newsroom
B) viral campaign D) engagement metric

20. Some news websites use a ____ to limit free access to articles.
A) paywall C) filter bubble
B) infographic D) live blog
21. ____ blends promotional and editorial content naturally.
A) Viral content C) Data journalism
B) Native advertising D) Infotainment
22. ____ encourages users to share content rapidly.
A) Paywall model C) Viral marketing
B) Social listening D) Retargeting
23. The ____ shows how many people click a specific link.
A) click-through rate C) engagement metric
B) newsletter D) feed
24. A person who influences followers on social media is a ____.
A) blogger C) web crawler
B) social media influencer D) subscriber
25. Journalists upload urgent reports to the ____.
A) newsletter C) meme feed
B) paywall D) online newsroom
26. Reporters update ____ stories as new details appear.
A) viral C) official
B) breaking D) interactive
27. A ____ allows readers to pay regularly for online articles.
A) viral campaign C) workflow
B) data feed D) digital subscription
28. A ____ helps manage and publish website content easily.
A) chatbot
B) content management system
C) widget
D) browser
29. Likes, comments, and shares are types of ____.
A) engagement metrics C) metadata
B) analytics tools D) infographics
30. A ____ helps organize publication schedules for editors.
A) trending topic C) editorial calendar
B) viral campaign D) workflow automation
31. Journalists ____ information visually using ____.
A) analyze / data visualization
B) read / blog posts
C) promote / memes
D) design / newsletters
32. A journalist's online record of activity is a ____.
A) digital footprint C) digital archive
B) metadata D) live update
33. ____ helps identify the geographic location of a post or photo.
A) Hashtag C) Retargeting
B) Geotag D) Keyword
34. A person who grew up using digital technology is called a ____.
A) influencer C) blogosphere
B) digital subscriber D) digital native
35. A ____ stores and provides access to digital files.
A) digital archive C) paywall
B) live blog D) tag
36. A ____ collects articles from different news sources.
A) click fraud C) news aggregator
B) blog post D) user interface
37. Reporters often ____ their articles to online readers.
A) write C) watch
B) delete D) listen
38. Journalists ____ a story to share updates instantly.
A) live-blog C) design
B) monitor D) delete
39. Readers ____ a newsletter to receive news regularly.
A) delete C) opt in
B) record D) design
40. Marketers use ____ to show ads again to interested users.
A) paywall C) infographic
B) webinar D) retargeting
41. ____ shows the total number of people who see a post.
A) Engagement rate C) CTR
B) Reach D) Metadata

42. ____ allows audiences to watch and comment in real time.
 A) Streaming service C) Blogosphere
 B) Workflow D) Podcast
43. An ____ analyzes data about website visitors.
 A) infographic C) web analytics tool
 B) caption D) live chat
44. A journalist ____ information carefully before publication.
 A) watches C) deletes
 B) verifies D) edits
45. A person who ____ a podcast episode is called a host.
 A) edits C) deletes
 B) analyzes D) records
46. A ____ makes it easier for users to interact with digital content.
 A) user interface C) hyperlink
 B) RSS feed D) subscriber
47. ____ helps improve how people feel when using a website.
 A) UI (User Interface) C) Metadata
 B) UX (User Experience) D) Click fraud
48. A digital journalist ____ updates through a ____.
 A) writes / paywall C) sends / live update
 B) reads / webinar D) edits / infographic
49. A ____ uses data to produce accurate and informative reports.
 A) influencer C) data-driven journalist
 B) meme creator D) live streamer
50. A digital reporter often ____ content for a ____.
 A) records / podcast episode
 B) reads / paywall
 C) deletes / caption
 D) writes / firewall

Answer key

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