

Media & Technology

B2 digital media vocabulary: a newsroom dialogue

NAME _____ DATE _____

KEY RULE:
Digital media vocabulary: algorithm · engagement · clickbait · viral · influencer · streaming · fake news

1 Dialogue Exercise **UPPER-INTERMEDIATE** Choose the correct word for each gap.

- | | |
|---|--|
| 1. Anna is discussing digital media trends with her _____. (editor / How the social media) _____ decide which content people see? (algorithm / algorithm) | 2. _____ is a type of content that spreads very quickly online. (viral / How the social media) |
| 3. Many posts are designed to maximise _____. (engagement / Some websites) _____ (clickbait / Some websites) | 4. _____ is a type of content that spreads very quickly online. (viral / Some websites) |
| 5. When a video goes _____, it spreads very quickly online. (viral / Some websites) | 6. _____ work with _____ who have millions of followers. (influencer / Some websites) |
| 7. News is now _____ in real time, so we follow events happen. (streaming / Some websites) | 8. _____ is a type of content that spreads very quickly online. (viral / Some websites) |
| 9. Social media can create an _____ bubble where you only see what you want to see. (echo / Some websites) | 10. _____ is a type of content that spreads very quickly online. (viral / Some websites) |

Answer Key

Check your answers below

1 Exercise 1 Dialogue Exercise

1 editor

2 algorithms

3 engagement

4 clickbait

5 viral

6 influencers

7 streamed

8 fake news

9 echo

10 sources