

THEME: MEDIA VOCABULARY

WORDS TO LEARN

- 1. ABRIDGE** – to shorten by omission of words
Synonym – shortened; compressed
Antonym- lengthened; expanded
- 2. CREDIBILITY** – the quality of inspiring belief
Synonym – reliability; trustworthiness
Antonym- dubious; questionable
- 3. CONGRUENCY**– the quality of being similar to something
Synonym – compatibility; consistency
Antonym- incongruency; conflict
- 4. DESENSITISE** – to make emotionally insensitive
Synonym – numb; deaden
Antonym- sensitise, refine
- 5. FREE PRESS** – a press not restricted by government censorship
Synonym – enfranchisement; independent media
Antonym- gutter press
- 6. GATEKEEPER** – to control who goes through a gate
Synonym – doorman; ostiary
Antonym- N.A
- 7. HYPE** – to exaggerate how important something is
Synonym – exposure; fanfare
Antonym- play-down; underemphasise
- 8. LAMPOON** – satire directed against an individual
Synonym – satirise; mock
Antonym- flattery; commendation
- 9. SLOGAN** – a distinctive phrase often used in advertising
Synonym – tagline; catchphrase
Antonym- euphemism; misconstruction
- 10. SENSATIONALISM**– the presentation of stories to provoke public interest.
Synonym – aggrandizement; fabrication
Antonym- belittle; play-down

EXERCISES

EXERCISE 1

FIND THE SYNONYMS FOR THE MAIN WORD

- | | | | | |
|-------------------|----------------|---------------|----------------|---------------|
| 1. SENSATIONALISM | a) fabrication | b) censorship | c) enfranchise | d) deaden |
| 2. HYPE | a) underplay | b) belittle | c) fanfare | d) trust |
| 3. GATEKEEPER | a) filter | b) overhype | c) doorman | d) none |
| 4. DESENSITISE | a) benumb | b) sensitise | c) educate | d) alteration |
| 5. LAMPOON | a) flattery | b) commend | c) mock | d) patronise |

EXERCISE 2

FIND THE ANTONYMS FOR THE MAIN WORD

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|----------------|----------------|--------------------|-----------------|--------------|
| 1. FREE PRESS | a) fabrication | b) independent | c) gutter press | d) fake |
| 2. CONGRUENCY | a) consistent | b) compatible | c) incongruency | d) mock |
| 3. ABRIDGE | a) expanded | b) epic | c) shortened | d) construct |
| 4. CREDIBILITY | a) reliability | b) trustworthiness | c) dubious | d) conflict |
| 5. SLOGAN | a) tagline | b) catchphrase | c) title | d) euphemism |

EXERCISE 3

FILL IN THE BLANKS WITH THE APROPRIATE WORDS FROM THE VOCABULARY LIST

1. The newspaper was accused of _____ in reporting the crime, this damaged their _____.
2. The play was _____ for TV and could not live up to the _____ despite having good actors.
3. Though a _____ is fundamental to democracy, the role of a _____ within journalism is of extreme importance.
4. The gamer wrote a harsh _____ of the mayor for his view that video games can _____ people to aggression.
5. The catchy _____ seeks to achieve a _____ between the brand's old value and new identity.