



Lesson 3: Specialized Media Vocabulary

Introduction

Media is an important part of our daily life. We read news, watch TV reports, follow social media, and listen to interviews. To understand these texts clearly, we need to learn the special vocabulary used by journalists and media professionals. This lesson introduces simple and essential media terms that students will meet in articles, news reports, broadcasts, and academic texts. Learning this vocabulary will help students read better, understand faster, and express ideas more clearly.

2. What Is Specialized Media Vocabulary?

Specialized media vocabulary is a group of words used mostly in journalism and communication. These words describe how news is written, how information is shared, and how the media presents events. They do not always appear in everyday English, so students need to learn them separately

3. Main Vocabulary

3.1 Vocabulary Used in News Articles

- **Headline:** The title of a news article.
- **Lead:** The first paragraph that gives the main information.
- **Source:** A person or place where information comes from.
- **Press release:** A written announcement sent to the media.
- **Reporter:** A person who collects information and writes news.

Example:

The headline was short, and the lead explained the most important facts.

3.2 Vocabulary Used in TV and Digital Media

- **Anchor:** The person who presents the news on TV.
- **Breaking news:** Important news that appears suddenly.
- **Footage:** Video recording of an event.
- **Livestream:** Video broadcast in real time.
- **Interview:** A conversation where a reporter asks questions.

Example:

The anchor showed new footage from the scene.



3.3 Vocabulary Used in Political and International News

- **Policy:** A government plan.
- **Crisis:** A difficult or dangerous situation.
- **Public opinion:** What most people think about a topic.
- **Sanctions:** Economic or political punishment between countries.
- **Diplomatic relations:** Communication between governments.

Example:

Public opinion changed after the new policy was announced.

3.4 Vocabulary Used in Media Analysis

- **Bias:** When news is not neutral.
- **Framing:** How the media presents a story.
- **Narrative:** The story or message shown in the media.
- **Coverage:** How much attention the media gives to a topic.

Example:

Some news reports showed bias in their coverage of the event.

4. Short Text Examples

Example 1: Simple News Paragraph

According to official sources, the company sent a press release about the new project. The anchor shared the news as breaking news and showed video footage from the opening ceremony.

Example 2: Media Analysis Sentence

The framing of the report changed how people understood the crisis.

Université Chadli Bendjedid El Tarf
Faculty of Humanities and Social Science
Department of human science.



جامعة الشاذلي بن جديد الطارف

Level: 1 year LMD Human Science

Instructor: Ms. Ounnas Fairouz

Module: English

Conclusion

Specialized media vocabulary helps students understand news, articles, and reports more clearly. With simple practice, students can read media texts with confidence and explain information using the right words. This vocabulary is important for academic study and for understanding what happens in the world around us.

References

1. Ellis, G. & Sinclair, B. (1999). *Learning to Learn English*. Cambridge University Press.
2. Kydd, A. (2005). *Trust and Mistrust in International Politics*. Princeton University Press.
3. Bueno de Mesquita, B. (2006). *Game Theory, Political Economy, and the Evolving Study of War and Peace*.
4. Scholte, J. A., & Robertson, R. (2007). *Encyclopedia of Globalization*. Routledge.