

TOOL-KIT FOR IMPACT ASSESSMENT

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Topic:

The language of media – a glossary of terms

Aim:

As a tool for self-assessment of MIL competence, a crossword would be created, which would enable the educators as well as students to check and evaluate their knowledge of vocabulary related to media. Thus, one will find out whether he/she can use the vocabulary correctly while creating and understanding the media texts, as well as conveying the needed meaning to the recipients.

Expected results:

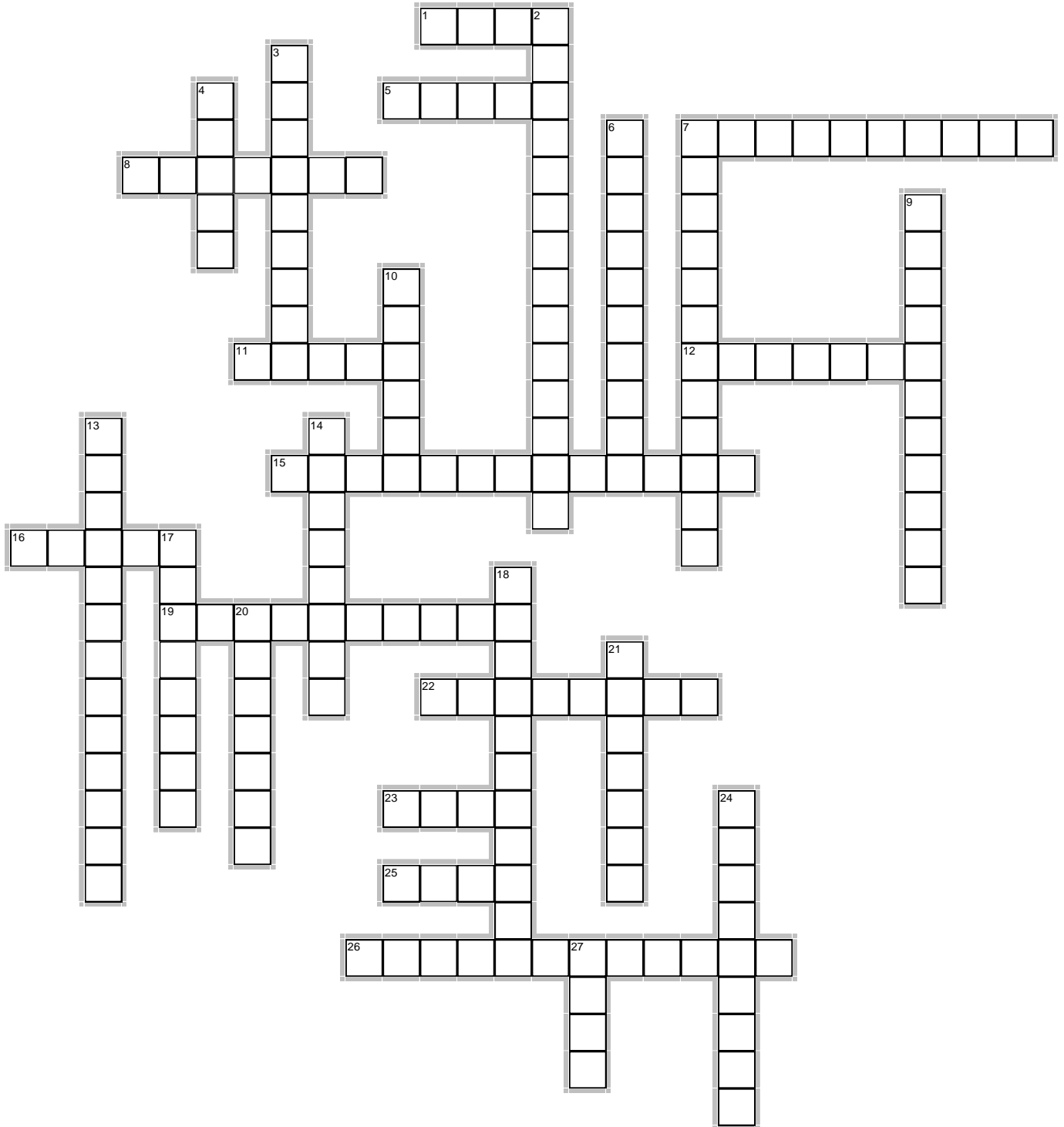
Consolidation of MIL competency concepts is intended to help one both to communicate effectively in the media space as well as to conduct educational lectures about media.

Recommendations for users:

To this end, a crossword has been created and it can be filled both in paper version as well as in interactive one. Most of the concepts that appear in the crossword come from the presentations on various topics related to media education, which were created as a part of the *Media lab for bridging cross border gaps* project, so it is recommended to give the crossword as a self-assessment tool after familiarizing the target group with the materials of the project. Also, while doing crossword it is worth to refer other online sources and broaden knowledge related to media education. The appendix includes the test that was used while preparing the project. If there are any problems with the Internet, the test can be taken by printing the material from the appendix.

Appendix:

CROSSWORD: The language of media – a glossary of terms



Across

1. The part of an article (usually at the beginning) which summarizes main ideas.
5. A piece of information presented as having objective reality.
7. Hardware used to create and communicate with media, e.g., radios, computers, telephones, etc.
8. The principal substance (as written matter, illustrations, or music) offered by a World Wide Website.
11. Any physical object used to communicate, such as television, radio, telephone and newspaper.
12. Is a written work published in a print or electronic medium with the purpose of propagating news, announcing research results. or academic analysis
15. A person employed by a newspaper or television company, who contributes news or commentary often from a distant place.
16. Gossip or opinion widely disseminated with no discernible source.
19. Any media text whose primary purpose is to openly persuade an audience of the validity of a particular point of view.
22. The process of communication whereby a person can disagree, ask a question, clarify information or otherwise relate back in the communication process.
23. An emotion invoking feelings of animosity, anger, or resentment, which can be directed against certain individuals, groups, behaviors, concepts, or ideas in social media.
25. Not true, unreal or not genuine.
26. Type of reading of a text, when the audience rejects the preferred reading, and creates their own meaning for the text. This can happen if the media contains controversial themes that the audience member disagrees with.

Down

2. False information deliberately and often covertly spread (as by planting of rumours) in order to influence public opinion or obscure the truth.
3. The feature of ideal, fair and accurate media producer, where a balanced viewpoint on issues is represented.
4. References to other sections related to article.
6. Additional information, or ground behind a story, which can not be attributed as a specific source.
7. The quality of a media text by which it appears to be clear, logical and easy to see through.
9. Important part of the media text due to being informative, as it refers to the content included in individual parts.
10. A title, which is usually in the form of a declarative sentence summarizing the message of the media text.
13. A process by which information is exchanged between individuals through a common system of symbols, signs, or behavior.
14. All information both programs and data in electronic form, which refer to media and systems where they can exist and be used.
17. A person employed by a newspaper, magazine, or television company to gather and report news.
18. Those in control of the flow of information and able to accept or reject a piece of information for public consumption, e.g. newspaper publishers, editors and reporters, television producers, radio station owners.
20. View, judgment or assessment formed in mass media on a given topic.
21. A newspaper that is about half the size of an ordinary newspaper and that contains information in condensed form and more sensational news.
24. The way how the plot or a story is told, which is the coherent sequencing of events across time and space.
27. The individual results of media production: a movie, a TV episode, a book, an issue of a magazine or newspaper, an advertisement, an album, etc.

Answer key:

