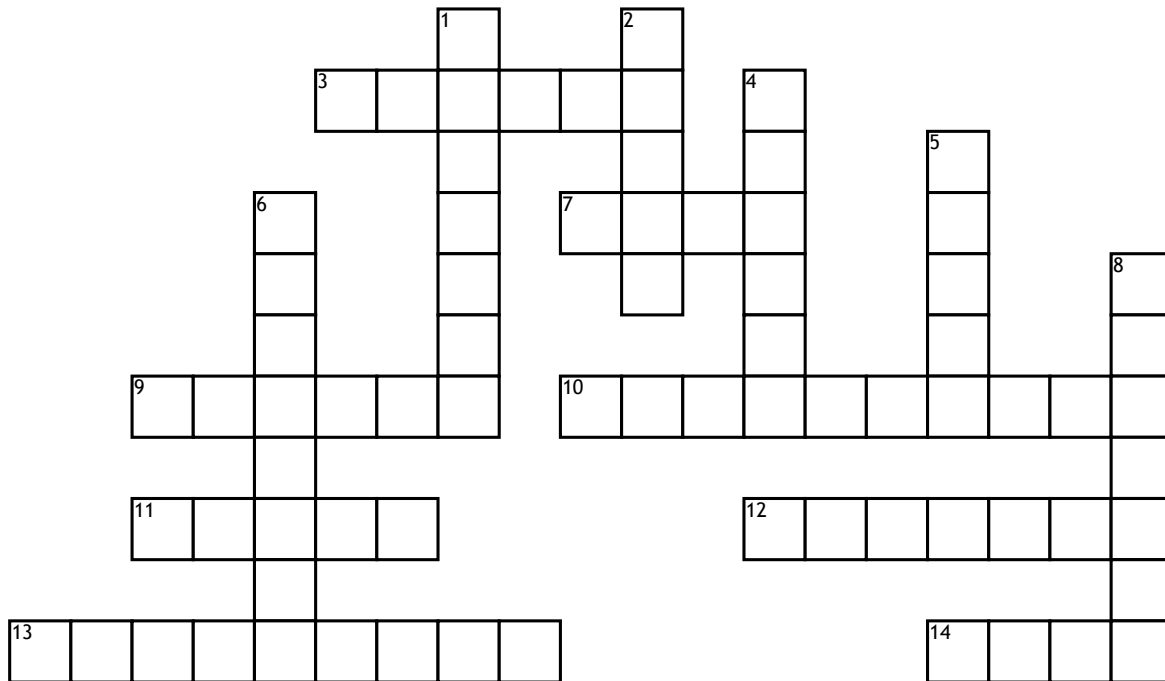


Name: \_\_\_\_\_

Date: \_\_\_\_\_

# Media Keywords



## Across

3. a line at the beginning of a news article giving the writer's name  
 7. Simple web pages that can be edited by other users.  
 9. the head of a news organization; person who chooses the articles that will be printed each day  
 10. a person who writes articles for a news organization  
 11. A category of media texts characterized by a particular style, form or content.

12. This refers to the amount visitors to a social media site.  
 13. The way in which a product or media text is sold to a target audience.  
 14. A means of taking viral concepts and making them everyday lingo.

## Down

1. a false report maliciously uttered and tending to injure the reputation of a person  
 2. all the means of mass communication (newspapers, TV, radio, websites, magazines)

4. Coolest teacher ever.  
 5. Anything shared across social networks that get passed along rapidly. YouTube videos are a great example.  
 6. Viewers, listeners, or readers of media text.  
 8. a story based on the facts in a newspaper