



VOCABULARY BANK

Media and Communication

Media and Communication | Bank 2: adverts, blogs and online communication | Cambridge IGCSE ESL 0511

1. Quick confidence check

Before you study the topic, mark the column that best describes your confidence with each word or phrase.

Word or phrase	New to me	I recognise it	I can use it
advert	☐	☐	☐
target audience	☐	☐	☐
persuasive language	☐	☐	☐
blog post	☐	☐	☐
online comment	☐	☐	☐
share an opinion	☐	☐	☐
reply politely	☐	☐	☐
public message	☐	☐	☐
private message	☐	☐	☐
media influence	☐	☐	☐
clear communication	☐	☐	☐
misunderstanding	☐	☐	☐

2. Vocabulary bank

Here are some useful words, adjectives, verbs and chunks that can be reused in exam answers. If you are not sure of their meaning, check online or ask your teacher.

Category	Useful vocabulary
Adverts	advert, target audience, persuasive language, slogan, product image, media influence
Online writing	blog post, online comment, public message, private message, reply politely, share an opinion
Communication skills	clear communication, misunderstanding, tone, explain your point, give reasons, respect other views
Opinion chunks	The advert is aimed at..., The writer's tone is..., This may influence people because..., It is better to reply politely when..., A misunderstanding can happen if...

3. Match the meaning

Match each word or phrase with the correct meaning. Then choose four and write your own examples.

Word or phrase	Meaning
1. target audience	a. an online article written in a personal style
2. persuasive language	b. a situation where people understand something wrongly
3. blog post	c. the group of people a message or advert is aimed at
4. online comment	d. the effect that media has on people's ideas or choices
5. misunderstanding	e. words used to make people agree or buy something
6. media influence	f. a short response written on a website or social media

4. Build useful chunks

Choose useful chunks from the grid. Then write three natural sentences you could use in a speaking or writing answer.

target audience	persuasive language	strong slogan
blog post	online comment	share an opinion
reply politely	clear communication	avoid misunderstandings

1. _____
2. _____
3. _____

5. Read in context

Read the text. The bold words are from the vocabulary bank.

Communicating Online

Online communication can be fast and useful, but it is easy for a **misunderstanding** to happen when people cannot hear a speaker's voice.

In a **blog post** or an **online comment**, writers should think about tone. It is usually better to **reply politely** even when people disagree.

Adverts use **persuasive language** to attract a **target audience**. A slogan, image or special offer can influence what people want to buy.

Good communication is not only about giving opinions. It also means explaining reasons clearly, reading other views carefully and choosing words that fit the situation.

6. Check your understanding

Answer the questions in your own words. Use the vocabulary bank where it fits naturally.

READING CHECK

1. Why can misunderstandings happen online?

2. What should writers think about in blog posts or comments?

3. How do adverts attract a target audience?

4. What does good communication involve besides giving opinions?

VOCABULARY IN CONTEXT

What does 'persuasive language' mean?

- A. Words used to make people agree or buy something
- B. Words used only in science reports
- C. A message sent privately
- D. A mistake in spelling

What is the writer's main point?

- A. Clear and polite communication matters online.
- B. Online comments should always be rude.
- C. Adverts never influence people.
- D. Blog posts should not give opinions.

7. Use the vocabulary

Task	What to do
Speaking 1	Describe an advert or online post that caught your attention.
Speaking 2	Discuss this question: Do adverts influence young people too much?
Writing	Write a short paragraph giving advice about polite online communication.
Review	Return to the confidence table. Choose one item you want to improve and write a clear example sentence.

8. Topic discussion questions

Use these for pair work, small-group discussion, or speaking-test warm-up practice.

- What makes an advert memorable?
- Should people be careful before posting comments online?
- How can tone change a message?
- Are blogs still useful?
- How can people avoid misunderstandings online?

**ANSWER KEY**

Media and Communication

3. Match the meaning

1. c = the group of people a message or advert is aimed at
2. e = words used to make people agree or buy something
3. a = an online article written in a personal style
4. f = a short response written on a website or social media
5. b = a situation where people understand something wrongly
6. d = the effect that media has on people's ideas or choices

6. Check your understanding

1. People cannot hear a speaker's voice, so tone can be unclear.
2. They should think about tone.
3. They use persuasive language, slogans, images or offers.
4. It involves explaining reasons, reading views carefully and choosing suitable words.

MCQ 1: A. Words used to make people agree or buy something.

MCQ 2: A. Clear and polite communication matters online.