



Media and Communication

Vocabulary Long List

Topic vocabulary, useful phrases, phrasal verbs and idioms | Cambridge IGCSE ESL

<p>1 Learn by theme Study one table at a time.</p>	<p>2 Notice combinations Learn complete phrases, not isolated words.</p>	<p>3 Use the examples Adapt each sentence for speaking or writing.</p>
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News and reporting

Word or phrase	Meaning	Example sentence
news report	a text or broadcast explaining a recent event	The news report described the flood clearly.
headline	the title of a news story	The headline attracted readers' attention.
journalist	a person who reports news	The journalist interviewed local residents.
breaking news	news about an event happening now	Breaking news interrupted the programme.
source	where information comes from	A reliable source is essential in journalism.
fact-check	check whether information is true	Reporters should fact-check claims before publishing.
news outlet	an organisation that publishes or broadcasts news	Choose a news outlet with a reputation for accuracy.

Broadcast and audio media

Word or phrase	Meaning	Example sentence
podcast	an audio programme available online	I listened to a podcast about science.
interview	a conversation in which someone answers questions	The interview revealed useful details.
radio broadcast	a programme sent by radio	The radio broadcast warned drivers about heavy rain.
presenter	a person who introduces a programme	The presenter spoke in a calm voice.
listener	a person who listens to audio content	The podcast has thousands of listeners.
episode	one part of a series	The latest episode discussed online safety.
transcript	a written version of spoken words	The podcast transcript helped students check key details.



MEDIA AND COMMUNICATION | CORE VOCABULARY

Opinions and viewpoints

Word or phrase	Meaning	Example sentence
point of view	a particular opinion or perspective	The article presents a teenager's point of view.
share an opinion	tell others what you think	Students can share an opinion in the comments.
bias	unfair preference for one side	Readers should notice possible bias.
balanced argument	an argument considering more than one side	A balanced argument includes benefits and drawbacks.
public reaction	how people respond to an issue	The public reaction was stronger than expected.
editorial	an article giving a publication's opinion	The editorial supported more cycle lanes.
counterargument	an argument against another opinion	A good article includes a counterargument.

Online writing

Word or phrase	Meaning	Example sentence
blog post	an online article usually written in a personal style	Her blog post reviewed a local cafe.
online review	a public opinion posted on the internet	An online review can influence customers.
comment section	the area below online content where readers respond	The comment section contained useful questions.
caption	short text explaining an image	The caption gave the date and location.
share a link	send or post a web address	Please share a link to the article.
update a page	add new information to an online page	The school updates the page every week.
username	the name someone uses on an online platform	Avoid using personal details in a username.



MEDIA AND COMMUNICATION | CORE VOCABULARY

Advertising and audience

Word or phrase	Meaning	Example sentence
advert	a short form of advertisement	The advert used bright colours.
target audience	the group a message is intended for	The target audience is young travellers.
persuade readers	encourage readers to think or act in a particular way	The leaflet tries to persuade readers to recycle.
slogan	a short memorable phrase used in advertising	The campaign slogan was easy to remember.
brand message	the idea a company wants people to associate with it	The brand message focuses on reliability.
call to action	words encouraging an immediate response	The advert ends with a clear call to action.
visual appeal	how attractive something looks	The advert used visual appeal to attract teenagers.

Digital communication

Word or phrase	Meaning	Example sentence
direct message	a private message sent online	She sent a direct message to ask for details.
video call	a call using sound and moving image	A video call helped the team plan the event.
group chat	an online conversation involving several people	The group chat is useful for homework reminders.
notification	an alert from a device or app	Too many notifications can become distracting.
emoji	a small image used to express feeling	An emoji can make a message sound friendly.
miscommunication	a failure to communicate clearly	Short messages can sometimes cause miscommunication.
voice note	a short recorded message	She sent a voice note instead of typing.



MEDIA AND COMMUNICATION | CORE VOCABULARY

Information quality

Word or phrase	Meaning	Example sentence
reliable information	information that can be trusted	Students need reliable information for research.
misinformation	false or inaccurate information	Misinformation can spread quickly online.
evidence	facts or details supporting a claim	Strong evidence makes an argument more convincing.
credible	believable and trustworthy	A credible website names its authors.
verify information	check that information is accurate	Always verify information before sharing it.
clickbait	content with a dramatic title designed mainly to attract clicks	Clickbait can exaggerate a story.
trusted website	a website that is generally reliable	Use a trusted website for health information.

Media influence

Word or phrase	Meaning	Example sentence
influence public opinion	affect what people think	Newspapers can influence public opinion.
raise awareness	help people know about an issue	Documentaries can raise awareness of climate change.
go viral	spread very quickly online	A short video can go viral in a few hours.
media coverage	reporting about an event or issue	The charity received positive media coverage.
privacy concern	worry about personal information being exposed	Posting photos can create privacy concerns.
responsible communication	sharing information carefully and respectfully	Responsible communication matters during emergencies.
online influence	the power to affect what people think or do online	Celebrities can have strong online influence.



MEDIA AND COMMUNICATION | LANGUAGE BUILDER

Phrasal verbs

Use these natural verb combinations when speaking or writing about this topic.

Word or phrase	Meaning	Example sentence
find out	discover information	I found out the event had been cancelled.
look up	search for information	Look up unfamiliar words in a dictionary.
log on	access a computer system or website	Students log on to the platform each morning.
scroll through	move through online content	She scrolled through the comments quickly.
point out	draw attention to something	The article points out several risks.
bring up	mention a topic	The interviewer brought up exam pressure.
back up	support with evidence or save a copy	Good writers back up claims with evidence.
cut out	remove material	The editor cut out repeated details.
get across	communicate successfully	Images help get across the main message.
put forward	suggest an idea	The journalist put forward a balanced view.
set out	explain clearly	The report sets out the main causes.
write down	record in writing	Write down the source of each statistic.

High-value collocations

write a news report	create a headline	conduct an interview
listen to a podcast	use a reliable source	check a point of view
share an opinion	write a blog post	post an online review
identify the target audience	persuade readers	verify information
avoid misinformation	raise awareness	influence public opinion
protect privacy	receive media coverage	communicate responsibly



MEDIA AND COMMUNICATION | LANGUAGE BUILDER

Idioms and figurative expressions

Use these selectively. One natural expression is more effective than several forced into the same answer.

Word or phrase	Meaning	Example sentence
read between the lines	understand unstated meaning	Readers sometimes need to read between the lines.
make headlines	become important news	The rescue made headlines around the world.
spread like wildfire	spread very quickly	False rumours can spread like wildfire online.
take with a pinch of salt	not completely believe something	Take anonymous comments with a pinch of salt.
get the message across	communicate an idea clearly	Simple images helped get the message across.
word of mouth	information shared informally between people	The podcast grew through word of mouth.
on the same wavelength	sharing a similar understanding	The presenter and guest were on the same wavelength.
lost in translation	misunderstood when communicated	Humour can be lost in translation.

Exam-ready language

Purpose	Useful sentence frame
Introducing a benefit	<i>One significant benefit is that...</i>
Introducing a drawback	<i>A possible drawback is that...</i>
Balancing an argument	<i>Although this offers clear advantages, it may also...</i>
Explaining a result	<i>As a result, people may...</i>
Giving an example	<i>A clear example of this can be seen when...</i>
Making a comparison	<i>Compared with..., this option is...</i>
Giving advice	<i>People can improve the situation by...</i>
Suggesting action	<i>One practical solution would be to...</i>
Expressing caution	<i>It is important to consider whether...</i>
Giving an opinion	<i>In my view, the most sensible approach is to...</i>