

Vocabulary Week 3

1. **advertising** - The act or practice of calling public attention to one's product, service, need, etc., esp. by paid announcements in newspapers and magazines, over radio or television, on billboards, etc.
2. **appropriateness** - useful and acceptable for the purpose intended.
3. **authority** - An accepted source of information, advice, etc.; an expert on a subject
4. **Boolean Logic/Boolean Operators** - Refers to the words AND, OR and NOT. Used to formulate complex searches in online resources.
5. **currency** - General acceptance; prevalence; vogue; current
6. **hyperlinks (links)** - a term used on a webpage to connect to a specific page or definition that is shown when the word, phrase, icon, or picture is clicked.
7. **index** -A guide to the contents of a single work. A print or electronic collection of citations to articles, books and other materials, often searchable by subject or author.
8. **mass media** - Mass media refers to those media that are designed to be consumed by large audiences through the agencies of technology.*
9. **media literacy** - The process of understanding and using the mass media in an assertive and non-passive way. This includes an informed and critical understanding of the nature of the media, the techniques used by them and the impact of these techniques. (Boles 2007)
10. **piracy** - The unauthorized reproduction or use of a copyrighted book, recording, television program, patented invention, trademarked product, etc.
11. **propaganda** - Information, ideas, or rumors deliberately spread widely to help or harm a person, group, movement, institution, nation, etc.
12. **reliability** - That may be relied on; dependable in achievement, accuracy, honesty, etc.
13. **spelling** - one of the criteria used in determining the acceptability of a website.
14. **subliminal** - Existing or operating below the threshold of consciousness; being or employing stimuli insufficiently intense to produce a discrete sensation but often being or designed to be intense enough to influence the mental processes or the behavior of the individual
15. **suitability** - Suitable or fitting for a particular purpose, person, occasion, etc.; information is the type of information needed.

*Definition from www.medialit.org, <http://www.medialit.org/reading-room/language-media-literacy-glossary-terms>
Accessed 8/29/2015