IELTS Word List

Vocabulary List

Vocabulary and example	Write it

headline n. /ˈhedlaɪn/

the title of a news story, printed in large letters

Use it with: front-page headlines · hit the headlines

The **headline** said prices would double, but the article said they might rise slightly.

coverage n. /ˈkʌvərɪdʒ/

the reporting of news about a subject

Family: cover (v.) **Use it with:** media coverage · news coverage

The election received a lot of TV **coverage**.

broadcast v./n. /ˈbrɔːdkæst/

to send out a programme on TV or radio

Family: broadcaster (n.) **Use it with:** broadcast live · a news broadcast

The final will be **broadcast** live around the world.

tabloid n. /ˈtæblɔɪd/

a newspaper with small pages, short stories and many pictures, often about celebrities

Use it with: tabloid newspapers · the tabloid press

Tabloids often print rumours about famous people.

censorship n. /ˈsensəʃɪp/

controlling what can be printed, broadcast or posted, and removing parts

Family: censor (v.) **Use it with:** internet censorship · state censorship

Some governments use **censorship** to control the news.

freedom of speech phrase /ˈfriːdəm ɒv spiːtʃ/

the right to say what you think without being punished

Family: free speech (n.) **Use it with:** the right to freedom of speech

Freedom of speech is protected in many constitutions.

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Vocabulary and example	Write it

advertising n. /ˈædvətaɪzɪŋ/

telling people about products to make them buy them

Family: advertise (v.) · advertisement (n.) · advertiser (n.) **Use it with:** TV advertising · an advertising campaign **Tip:** Advertising is the activity (uncountable); an advertisement (an ad) is one example.

Advertising aimed at children should be controlled.

commercial adj./n. /kəˈmɜːʃl/

relating to business and making money; or an advertisement on TV

Family: commercialise (v.) **Use it with:** a commercial break · commercial value

The film was a huge **commercial** success.

sponsor n./v. /ˈspɒnsə/

a company that pays for an event in return for advertising

Family: sponsorship (n.) **Use it with:** corporate sponsors · sponsorship deals

A sportswear brand **sponsors** the football team.

target audience phrase /ˈtɑːgɪt ˈɔːdɪəns/

the group of people that an advert or programme is made for

Use it with: reach a target audience

The **target audience** for this game is teenagers.

persuade v. /pəˈsweɪd/

to make someone agree to do or believe something

Family: persuasion (n.) · persuasive (adj.) **Use it with:** persuade someone to do · a persuasive argument

Adverts try to **persuade** us that we need new products.

influencer n. /ˈɪnfluːənsə/

a person who uses social media to affect what followers buy or think

Family: influence (n./v.) **Use it with:** social media influencers

Brands pay **influencers** to show their products online.

Vocabulary and example	Write it

brand n. /brænd/

a product name made by a particular company

Family: branding (n.) **Use it with:** brand loyalty · a well-known brand

Teenagers often prefer famous **brands** of trainers.

slogan n. /ˈsləʊgən/

a short, easy-to-remember phrase used in advertising

Use it with: an advertising slogan

A good **slogan** sticks in people's minds.

celebrity n. /səˈlebrɪti/

a famous person, especially in entertainment

Family: celebrities (pl.) **Use it with:** celebrity culture · a celebrity endorsement

Young people often copy **celebrities**' fashion.

public opinion phrase /ˈpʌblɪk əˈpɪnɪən/

what most people in a society think about something

Use it with: influence public opinion · shift in public opinion

Newspapers can shape **public opinion**.

editorial n./adj. /ˌedɪˈtɔːrɪəl/

a newspaper article giving the editor's opinion

Use it with: editorial control · an editorial board

The **editorial** criticised the new tax.

misinformation n. /ˌmɪsɪnfəˈmeɪʃn/

wrong information, especially when it spreads widely

Family: misinform (v.) **Use it with:** spread misinformation

Misinformation about health spreads quickly online.

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Vocabulary and example	Write it

go viral phrase /gəʊ ˈvaɪərəl/

(of a video or post) to spread very quickly online

Family: viral (adj.) **Use it with:** a viral video

The dancing video **went viral** within hours.

subscription n. /sʌbˈskrɪpʃn/

money paid regularly to receive a service, magazine or newspaper

Family: subscribe (v.) · subscriber (n.) **Use it with:** a monthly subscription · subscribe to

A **subscription** to the news site costs $5 a month.

$5

documentary n. /ˌdɒkjuːˈmentəri/

a film or TV programme about real events or people

Use it with: a nature documentary · make a documentary

The **documentary** showed how plastic reaches the ocean.

prime time phrase /praɪm taɪm/

the evening hours when most people watch TV

Use it with: prime-time television

Adverts during **prime time** are very expensive.

endorse v. /enˈdɔːs/

to say publicly that you support a product or person

Family: endorsement (n.) **Use it with:** endorse a product · celebrity endorsement

Famous athletes **endorse** sports drinks.

consumerism n. /kənˈsuːmərɪzəm/

the idea that buying more and more things is good

Family: consumerist (adj.) **Use it with:** modern consumerism

Some people blame advertising for the rise of **consumerism**.

Vocabulary and example	Write it

press n. /pres/

newspapers and the journalists who work for them

Use it with: freedom of the press · the national press

The **press** has a duty to report the truth.

mainstream adj./n. /ˈmeɪnstriːm/

accepted by or used by most people

Use it with: mainstream media · enter the mainstream

Mainstream news channels rarely cover local events.

reporter n. /rɪˈpɔːtə/

a person who writes or tells news stories

Family: report (v./n.) **Use it with:** a TV reporter

A **reporter** interviewed people outside the hospital.

gossip n. /ˈgɒsɪp/

talk about other people's private lives, often unkind or untrue

Use it with: celebrity gossip · gossip column

Magazines full of celebrity **gossip** sell well.

false advertising phrase /fɒls ˈædvətaɪzɪŋ/

adverts that make untrue claims about a product

Use it with: laws against false advertising

The company was fined for **false advertising**.

mass media phrase /mæs ˈmiːdiːə/

TV, radio, newspapers and the internet that reach very many people

Use it with: the role of the mass media

The **mass media** influence what young people want to buy.

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