

Department of Human Sciences

Level: 1st year

Tutor: Ms. Haridi Sahar

Groups: 6,7,8,9, and 10

List of Terminologies about Media and Communication

1. **Mass Media** وسائل الإعلام الجماهيرية : Forms of communication that are intended to reach a large audience, such as television, radio, newspapers, magazines, and the internet.
2. **Broadcasting** البث : The distribution of audio or video content to a dispersed audience via any electronic mass communications medium.
3. **Journalism** الصحافة: The activity of gathering, assessing, creating, and presenting news and information.
4. **Press** طباعة/ الصحافة : Refers to the collective journalists and media organizations that produce newspapers, magazines, and news broadcasts.
5. **Media Outlet** منفذ إعلامي : A specific publication or broadcasting organization, such as a newspaper, TV station, or website.
6. **Media Literacy** الثقافة الإعلامية: The ability to access, analyse, evaluate, and create media in a variety of forms.
7. **Social Media** وسائل التواصل الاجتماعي: Websites and applications that enable users to create and share content or to participate in social networking.
8. **Digital Media** الوسائط الرقمية: Any form of media content that is in a digital format, including text, audio, video, and images.
9. **Mainstream Media** وسائل الإعلام التقليدية: The large, established media organizations that have the greatest reach and influence in society.
10. **Alternative Media** الإعلام البديل :Media sources that provide different perspectives from the mainstream media, often with a focus on marginalized or underrepresented viewpoints.

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11. **Public Relations (PR)** العلاقات العامة : The practice of managing the spread of information between an individual or an organization and the public.
12. **Advertising** الإعلان: The activity or profession of producing advertisements for commercial products or services.
13. **Media Bias** التحيز الإعلامي : The perceived bias or slant of news coverage, often reflecting the beliefs or interests of the media owners or journalists.
14. **Censorship** الرقابة: The suppression or prohibition of any parts of media deemed objectionable, harmful, sensitive, or inconvenient.
15. **Fake News** الأخبار الكاذبة: False information presented as legitimate news, often with the intent to mislead or manipulate the audience.