

IELTS Topic Vocabulary: Media

Useful media, news and advertising chunks for Speaking and Writing Task 2. Learn collocations, not isolated words.

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Tip: highlight 8-12 items this week, practise them in a timed mock, then unlock Pro for fuller banks and AI feedback.

News and journalism

Reporting, headlines and sources.

Word / chunk	Note or example
mass media	the mass media shapes public opinion
breaking news	follow breaking news on a phone app
investigative journalism	investigative journalism exposes corruption
reliable source	check whether a source is reliable
biased reporting	biased reporting can mislead readers
sensational headlines	sensational headlines attract clicks
press freedom	press freedom is vital for democracy
current affairs	keep up with current affairs daily

Television and film

Screens, shows and entertainment.

Word / chunk	Note or example
prime time	advertisers pay more for prime time slots
reality show	a reality show can be addictive
documentary	a documentary raises awareness of issues
streaming service	a streaming service replaces cable TV
binge-watch	people binge-watch series at weekends
box office hit	the film was a box office hit
special effects	special effects make action films exciting
family entertainment	TV remains family entertainment

Advertising and marketing

Persuasion, brands and consumers.

Word / chunk	Note or example
advertising campaign	launch an advertising campaign
brand awareness	build brand awareness among young people
target audience	ads aimed at a specific target audience
persuasive techniques	persuasive techniques influence what we buy
celebrity endorsement	celebrity endorsement boosts sales
consumer spending	advertising drives consumer spending
misleading advertising	ban misleading advertising to children

product placement

product placement in films is subtle

Social media influence

Influencers, trends and public opinion.

Word / chunk	Note or example
social media influencer	a social media influencer promotes products
follow the trend	teenagers tend to follow the trend
public opinion	social media can sway public opinion
filter bubble	a filter bubble limits different views
spread misinformation	rumours spread misinformation quickly
echo chamber	an echo chamber reinforces existing beliefs
user-generated content	user-generated content fills most feeds
online reputation	protect your online reputation

Print, radio and traditional media

Newspapers, magazines and audio.

Word / chunk	Note or example
print media	print media is in decline
daily newspaper	buy a daily newspaper on the way to work
circulation figures	falling circulation figures worry publishers
podcast	listen to a podcast while commuting
radio broadcast	a radio broadcast reaches rural areas
subscription	pay a subscription for premium articles
editorial	the editorial argued for reform
traditional media	traditional media still has authority

Media effects and responsibility

Influence on society, children and culture.

Word / chunk	Note or example
media literacy	teach media literacy in schools
cultural homogenisation	global media can lead to cultural homogenisation
negative stereotypes	media can reinforce negative stereotypes
violent content	violent content may affect young viewers
censorship	censorship limits freedom of expression
raise awareness	media campaigns raise awareness of health issues
shape attitudes	films shape attitudes towards gender
be exposed to	children are exposed to adult content online

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