

Name: _____

Date: _____

Vocabulary Mix

Directions: Determine the word defined or answer to each item below and place the answers in the boxes to the right. At the bottom, write the corresponding letter and number to reveal a secret message.

Unit 5: Consumer and Media

kraekcumsr

Def: Investigative journalists who target abuses in government and business.

3

simsino tensatetm

Def: Spells out what a public relations unit does and how it assists and supports the organization in carrying out its mission.

6

icvci

Def: Of or relating to a city or town, especially its administration; duties and/or responsibilities of people in relations to their city, town, or local area.

axt pxeetm

Def: Excused from paying federal and/or state taxes.

2

5

cvdoayca

Def: Public support for or recommendation of a particular cause or policy.

bcilup snretalio

Def: Building good relationships with the company's various publics by obtaining favorable publicity, building up a good "corporate image," and handling or heading off unfavorable rumors, stories, and events.

7

sasm deima

Def: Any medium that is used to deliver a "message" on a large scale to a mass audience.

4

dnarbgni

Def: Creating an "image" and attaching it to a product to form an association in people's minds.

1

onn foritp

Def: An organization formed for the purpose of serving a public or mutual benefit other than the pursuit of accumulation of profits.

8

etsintivagvei reporter

Def: News reporter responsible for bringing news to light that many people would rather leave uncovered, cover all angles and present the most comprehensive, unbiased view

--	--

1 2

--

3

--	--	--	--	--

4 5 6 7 8

c	o	n	s	u	m	e	r
---	---	---	---	---	---	---	---

Vocabulary Mix

Key: Consumer and Media

kraekcumsr

m u c k r a k e r s

3

Def: Investigative journalists who target abuses in government and business.

simsino tensatetm

m i s s i o n

s t a t e m e n t

6

Def: Spells out what a public relations unit does and how it assists and supports the organization in carrying out its mission.

icvci

c i v i c

Def: Of or relating to a city or town, especially its administration; duties and/or responsibilities of people in relations to their city, town, or local area.

axt pxeetm

t a x

e x e m p t

2

5

Def: Excused from paying federal and/or state taxes.

cvdoayca

a d v o c a c y

Def: Public support for or recommendation of a particular cause or policy.

bcilup snretalio

p u b l i c

r e l a t i o n s

7

Def: Building good relationships with the company's various publics by obtaining favorable publicity, building up a good "corporate image," and handling or heading off unfavorable rumors, stories, and events.

sasm deima

m a s s

m e d i a

4

Def: Any medium that is used to deliver a "message" on a large scale to a mass audience.

dnarbgni

b r a n d i n g

1

Def: Creating an "image" and attaching it to a product to form an association in people's minds.

onn foritp

n o n

p r o f i t

8

Def: An organization formed for the purpose of serving a public or mutual benefit other than the pursuit of accumulation of profits.

etsintivagvei reporter

i n v e s t i g a t i v e

Def: News reporter responsible for bringing news to light that many people would rather leave uncovered, cover all angles and present the most comprehensive, unbiased view

b e
1 2

a
3

s m a r t
4 5 6 7 8

c o n s u m e r