

# Media Literacy: Word/Phrase of the Week

## News & Media Literacy: Word/Phrase of the Week

Each week, I tweet and post on Facebook a word (or phrase) that 21st century students should know and understand. (You don't have to use THIS week's—pick one from the growing list.) I recommend that educators task students with [LOCATING A NEWS STORY](#) which uses that word/phrase; be sure they [understand its meaning](#) and be aware of the word/phrase when they encounter it in the news or popular culture. Feel free to suggest a word or phrase to me by emailing me at [fbaker1346@gmail.com](mailto:fbaker1346@gmail.com)

2023	
Week of	Word/Phrase
RETURNS IN 2024	
November 26	Ghost newsroom
November 19	Confidence Dumping
November 12	Looksmxing
November 5	Information Management
October 29	Spamouflage
October 22	Click Restraint
October 15	Pogrom
October 8	Shadow ban/banning
October 1	Tweakments
September 24	Smishing
September 17	Greedflation
September 10	Sadfishing
September 3	Skiplagging
BREAK	
May 28	Misinformation Effect
May 21	Fitspo
May 14	Signal Boosting
May 7	no entry
April 30	Horse Race
April 23	Sonic Branding
April 16	Defamation
April 9	Doxxing
March 26	Fujiwhara effect
March 19	Indictment
March 12	Body Doubling
March 5	Anchoring Bias
February 26	Disinformation Racket
February 19	De-influencing
February 12	Darkness Retreat
February 5	Reconnaissance
January 29	Social Contagion
January 22	Newsjacking
January 15	Artificial Intelligence
January 8	Nepo Baby
January 1	Zombie Argument

2022	
Week of	Word/Phrase
December 25	Popunder, Kidult, Device Fingerprinting, Tripleademic
December 18	Ghost Banning
December 11	Body Checking
December 4	Algospeak
November 20	Social Media Marketing
November 13	Identity Politics
November 6	Verification
October 30	Dark Money
October 23	Automatic Content Recognition
October 16	Shrinkflation
October 9	Ghosting, Orbiting, Submarining
October 2	Medical Gaslighting
September 25	Sharenting
September 18	Super Dodger
September 11	Surveillance Capitalism
September 4	Digital Amnesia
August 28	Cognitive Immunity
May 29	Climate Disinformation
May 22	Great Replacement Theory
May 15	Spliternet
May 8	Digital Redlining
May 1	Ruscism
April 24	Motion Smoothing
April 17	Phubbing
April 10	Hybrid Warfare
April 3	Russophobia
March 27	War of attrition; chemical weapons; globalization; humanitarian corridor; rump state
March 20	War Fatigue/Safe Corridor
March 13	Browser Fingerprinting
March 6	Fog of War; No Fly Zone
February 27	Negativity Bias
February 20	Gerrymandering
February 13	False Flag
February 6	Conflict Entrepreneurs
January 30	Automated Content Recognition
January 23	Action Civics
January 16	Metatextuality
January 9	Flurona
January 2	Anti-Visualization

<u>Week of</u>	<u>Word/Phrase</u>	<u>Week of</u>	<u>Word/Phrase</u>	<u>Week of</u>	<u>Word/Phrase</u>
	<b>2021</b>		<b>2020</b>		<b>2019</b>
December 26	Verify	December 27	Blursday	December 29	"Toxic Cynicism"
December 19	Toyetic	December 20	Trypanophobia	December 22	"information pollution"
Dec 12	Omicron Variant	December 13	Naive Realism	December 15	"artistic license"
December 5	Cognitive Bias	December 6	Brand intimacy	December 8	"for your consideration"
November 28	Nano-Influencer	November 29	Information Warfare	December 1	"cancel culture"
November 21	Woke washing	November 22	Targeted Ads	November 24	"cultural currency"
November 14	Wokeness	November 15	Lame duck	November 17	"algorithm bias"
November 7	Availability Bias	November 8	Illusory truth effect	November 10	"algorithm literacy"
October 31	Subvertising	November 1	Clickbait	November 3	Stereotype
October 24	Metaverse	October 25	Wokewashing	October 27	"Addressable TV"
October 17	Twindemic	October 19	Gaslighting	October 20	"news deserts"
October 10	"participatory disinformation"	October 12	Screen Addiction	October 13	"sadfishing"
October 3	"dark advertising"	October 5	Super Spreader	October 6	"showrunner"
September 26	Greenwashing	September 27	Long Haulers	September 29	"Immersive Technology"
September 19	finfluencer	September 20	Data Harvesting	September 22	"Misrepresentation"
September 12	revenge travel	September 13	Information Laundering	September 15	<a href="#">Four Phrases</a>
September 5	"participatory disinformation"	September 6	Silent Spreaders	September 8	"Computer mediated communication"
August 29	Prebunking	August 31	Battleground States	September 1	"Social media influencer"
August 22	Facetuning May 23	August 24	Belief Echoes	August 25	"Artificial Intelligence"
	Zombie Claim	August 17	Herd immunity	August 18	"False Equivalence"
May 16	Ransomware			August 11	"Social Engineering"
May 9	Anti-Vax	June 7	Resistance	August 4	"Truth Decay"June 9
May 2	Attention Treadmill		Journalism		"Dark Money"
April 25	Geo Spoofing (aka location spoofing)	May 31	Digital First Responders	June 2	"Phishing"
April 18	Zombie President Conspiracy	May 24	Patchwork Pandemic	May 26	"Cognitive Dissonance"
April 11	Dark Patterns	May 17	Televisits	May 19	"Facial Recognition"
April 4	Newsjacking	May 10	Disinfodemic	May 12	"Product Placement"
March 28	Surveillance Advertising	May 3	Disastertising	May 5	"Micro-influencers"
March 21	Upfront	April 26	"Rabbit Hole"	April 28	"Twitter bots"
March 13	Easter Egg (as in movies)	April 19	"Blackfishing"	April 21	"Representation"
March 7	Nomad	April 12	"Contact Tracing"	April 14	"Net Neutrality"
February 28	Zoom Fatigue	April 5	"Zero Risk Bias"	April 7	"Upfronts"
February 21	Fourth Wall	March 29	"The New Normal"	March 31	"Verification"
February 14	Doomscrolling	March 22	"Infodemic"	March 24	"Confirmation Bias"
February 7	Down the Rabbit Hole	March 15	"social distancing"	March 17	"Echo Chamber"
January 31	Conspiracy Theory	March 8	"earned media"	March 10	"Sealioning"
January 24	Truth Decay	March 1	"illusory truth effect"	March 3	"Typosquatting"
January 17	Deplatforming	February 23	"Screen Time"	February 24	"Deepfake"
January 10	Mass delusion	February 16	"Native Advertising"		
January 3	Sound Beaming	February 9	"Geofence"		
		February 2	"Clout Chaser"		
		January 26	"Catfishing"		
		January 19	"Computational Propaganda"		
		January 12	"Media Bias"		
		January 5	"Attention Economy"		