

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

2023	
Week of	Word/Phrase
RETURNS IN 2024	
November 26	Ghost newsroom
November 19	Confidence Dumping
November 12	Looksmaxing
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, Tripleдемic
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>
			2020
			December 27 Blursday
			December 20 Trypanophobia
			December 13 Naive Realism
			December 6 Brand intimacy
			November 29 Information Warfare
			November 22 Targeted Ads
			November 15 Lame duck
			November 8 Illusory truth effect
			November 1 Clickbait
			October 25 Wokewashing
			October 19 Gaslighting
			October 12 Screen Addiction
			October 5 Super Spreader
			September 27 Long Haulers
			September 20 Data Harvesting
			September 13 Information Laundering
			September 6 Silent Spreaders
			August 31 Battleground States
			August 24 Belief Echoes
			August 17 Herd immunity
			June 7 Resistance Journalism
			May 31 Digital First Responders
			May 24 Patchwork Pandemic
			May 17 Televisits
			May 10 Disinfodemic
			May 3 Disastertising
			April 26 "Rabbit Hole"
			April 19 "Blackfishing"
			April 12 "Contact Tracing"
			April 5 "Zero Risk Bias"
			March 29 "The New Normal"
			March 22 "Infodemic"
			March 15 "social distancing"
			March 8 "earned media"
			March 1 "illusory truth effect"
			February 23 "Screen Time"
			February 16 "Native Advertising"
			February 9 "Geofence"
			February 2 "Clout Chaser"
			January 26 "Catfishing"
			January 19 "Computational Propaganda"
			January 12 "Media Bias"
			January 5 "Attention Economy"
<u>Week of</u>	<u>Word/Phrase</u>	<u>Week of</u>	<u>Word/Phrase</u>
			2021
			December 26 Verify
			December 19 Toyetic
			Dec 12 Omicron Variant
			December 5 Cognitive Bias
			November 28 Nano-Influencer
			November 21 Woke washing
			November 14 Wokeness
			November 7 Availability Bias
			October 31 Subvertising
			October 24 Metaverse
			October 17 Twindemic
			October 10 "participatory disinformation"
			October 3 "dark advertising"
			September 26 Greenwashing
			September 19 finfluencer
			September 12 revenge travel
			September 5 "participatory disinformation"
			August 29 Prebunking
			August 22 Facetuning May 23 Zombie Claim
			May 16 Ransomware
			May 9 Anti-Vax
			May 2 Attention Treadmill
			April 25 Geo Spoofing (aka location spoofing)
			April 18 Zombie President Conspiracy
			April 11 Dark Patterns
			April 4 Newsjacking
			March 28 Surveillance Advertising
			March 21 Upfront
			March 13 Easter Egg (as in movies)
			March 7 Nomad
			February 28 Zoom Fatigue
			February 21 Fourth Wall
			February 14 Doomscrolling
			February 7 Down the Rabbit Hole
			January 31 Conspiracy Theory
			January 24 Truth Decay
			January 17 Deplatforming
			January 10 Mass delusion
			January 3 Sound Beaming
			December 29 "Toxic Cynicism"
			December 22 "information pollution"
			December 15 "artistic license"
			December 8 "for your consideration"
			December 1 "cancel culture"
			November 24 "cultural currency"
			November 17 "algorithm bias"
			November 10 "algorithm literacy"
			November 3 Stereotype
			October 27 "Addressable TV"
			October 20 "news deserts"
			October 13 "sadfishing"
			October 6 "showrunner"
			September 29 "Immersive Technology"
			September 22 "Misrepresentation"
			September 15 Four Phrases
			September 8 "Computer mediated communication"
			September 1 "Social media influencer"
			August 25 "Artificial Intelligence"
			August 18 "False Equivalence"
			August 11 "Social Engineering"
			August 4 "Truth Decay" June 9 "Dark Money"
			June 2 "Phishing"
			May 26 "Cognitive Dissonance"
			May 19 "Facial Recognition"
			May 12 "Product Placement"
			May 5 "Micro-influencers"
			April 28 "Twitter bots"
			April 21 "Representation"
			April 14 "Net Neutrality"
			April 7 "Upfronts"
			March 31 "Verification"
			March 24 "Confirmation Bias"
			March 17 "Echo Chamber"
			March 10 "Sealioning"
			March 3 "Typosquatting"
			February 24 "Deepfake"