

# 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
<b>RETURNS IN 2024</b>	
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
<b>BREAK</b>	
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, Tripledemic
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>
		<b>2020</b>	
		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>		
<b>2021</b>			
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		
		<b>2019</b>	
		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	<a href="#">Four Phrases</a>
		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"