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| DENOTATION | CONNOTATION |
| MANIFEST MESSAGES | LATENT MESSAGES |
| CUMULATIVE MESSAGES | BIAS |
| CONFIRAMTION BIAS | MEDIA LITERACY |
| NEWS LITERACY | VISUAL LITERACY |
| MASS MEDIA | SOCIAL MEDIA |

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| LITERACY | DIGITAL LITERACY |
| MEDIA TEXT | MEDIA LITERACY: AUTHORSHIP |
| MEDIA LITERACY: FORMAT | MEDIA LITERACY: AUDIENCE |
| MEDIA LITERACY: CONTENT | MEDIA LITERACY: PURPOSE |
| PROCESS MODEL OF MEDIA LITERACY | LOGOS |
| ETHOS | PATHOS |

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| ALLITERATION | APEAL TO AUTHORITY |
| EUPHEMISM | INCLUSIVE LANGUAGE |
| PERSUASION TRIANGLE  | TYPES OF MEDIA BIAS |
| SEXISM IN ADVERTISING | OBJECTIFICATION OF WOMEN |
| 7 TYPES OF INACCURATE INFORMATION | FAKE NEWS |
| MISINFORMATION | DISINFORMATION |