**The Business of Media**

Vocabulary Exercise for Week 4

(30 points-2 points per item)

**1. Media conglomerate:**

*Example:*

*Source:*

**2. Media concentration:**

*Example:*

*Source:*

**3. Conflict of interest:**

*Example:*

*Source:*

**4. Consolidation:**

*Example:*

*Source:*

***5.* Media convergence:**

*Example:*

*Source:*