**The Business of Media**

Vocabulary Exercise for Week 4

KEY

**1. Media conglomerate:** A media company that owns a large number of other media companies, especially in different types of media.

*Example:*

*Source:*

**2. Media concentration:** When a few individuals or companies own the majority of media in any given market.

*Example:*

*Source:*

**3. Conflict of interest:** When professional judgment, duty or ability is overridden by personal interests or desires.

*Example:*

*Source:*

**4. Consolidation:** The result of media concentration: media types or business are merged into one business.

*Example:*

*Source:*

***5.* Media convergence:** When the content, business, or technology related to media come together in a way that allows them to operate more synergistically (or successfully/profitably).

*Example:*

*Source:*