

mediaI
[ˈmi:diə] *n* (*pl* -ae)

1. **фон.** звонкий согласный
2. **анат.** средняя оболочка стенки кровеносного сосуда

II

[ˈmi:diə] *n*

1. *pl om* medium I
2. = mass media

I heard it on the media - я об этом слышал по радио *или* телевидению

the media were waiting for him at the airport - в аэропорту его встречали журналисты и фотокорреспонденты

new words introduced by the media - новые слова, введённые в употребление средствами массовой информации

media

Oxford Advanced Learners Dictionary 8th Ed.

media **AW** [media mediae] **BrE** [ˈmi:diə] **NAmE** [ˈmi:diə] **noun****1. the media** **uncountable + singular or plural verb** the main ways that large numbers of people receive information and entertainment, that is television, radio, newspapers and the Internet

- the **news/broadcasting/national media**
- The trial was fully reported in the media.
- The media was/were accused of influencing the final decision.
- Any event attended by the actor received widespread **media coverage** .
- He became a media star for his part in the protests.

see also ↑mass media, ↑new media**2. pl. of** ↑mediumThesaurus:

the

media **noun** **sing.+ sing./pl. v.**

- The media was accused of influencing the decision.

the press • • **coverage** • • **reporting** • • **journalism** • |**formal reportage** •**in/by** the media/press(the) **mainstream** media/press/coverage/reporting/journalismthe **national/local/free/foreign** media/pressExample Bank:

- Music has been turned into a series of media events.
- One story has dominated the media this week.
- She's very different from her media image.
- Some blame the media for propagating negative stereotypes.
- The company is anxious to play down the media hype.
- The event was widely covered by the mass media.
- The local media reported rioting across the country.
- The two gangsters were media darlings in the 60s.
- Their PR officer handles TV, radio, and print media interviews.
- There is a perception that the government controls the media.
- There was a lot of media coverage of the wedding.
- They believe that the media is biased against them.
- They broadcast streaming media to PCs.
- propaganda through the media

media

Longman DOCE 5th Ed. (En-En)

me **di** **a** **S2** **W2** **AC** /ˈmi:diə/ **BrE** **AmE** **noun**[Date: 1900-2000; Origin: Plural of ↑medium²]**1. the media** all the organizations, such as television, radio, and newspapers, that provide news and information for the public, or the people who do this work:

- The scandal was widely reported in the national media.
- The role of the news media in forming public opinion is very important.
- The 11-day trial generated intense media interest.
- A great deal of media hype surrounded the release of the group's latest CD.
- There will be another war somewhere else and the whole international media circus will move on.

GRAMMARPeople sometimes use a singular verb after **media** but it is better to use a plural verb:

- The media were widely distrusted.

2. the plural of ↑medium ⇒ ↑mass media, ↑multimedia

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COLLOCATIONS■ **ADJECTIVES/NOUN + media**

- **the national/local media** The case received enormous publicity in the national media.
- **the news media** Does the news media have a role in forming public opinion?

▪ **the mass media** (=television, newspapers etc, which are seen by many people) The mass media has helped to call attention to environmental issues.

▪ **the mainstream/popular media** (=television, newspapers etc, that most people are able to see or read) Few of these events were reported in the mainstream media.

■ **media + NOUN**

▪ **media attention/coverage/interest etc** The tragedy received worldwide media attention.

▪ **a media campaign** (=when something is deliberately reported or advertised in the media a lot) a media campaign aimed at reducing drunk driving

▪ **a media blitz** (=when something is deliberately reported or advertised in the media a lot, in a small amount of time) The candidate's media blitz has certainly raised his profile in the election.

▪ **media hype** (=when the media give something too much attention and try to make it seem more important or better than it really is) the media hype surrounding the match against France

▪ **a media circus** (=a disapproving phrase for all the people from the media who report events, and all the attention they give to these events) There is likely to be a media circus outside the courtroom.

media

Freakuency Pack

12500 **1205**^{MCW}

15000 **856**^{COCA}

RANGE: **4k** MEDIA ⁵⁴⁷²⁶

media ⁵⁴⁷²⁶

COCA 500k Unlemmatized

23070 **722**⁵⁴⁵³¹ *nn*

79 **78759**⁹³ *nnu*

11 **94629**⁶⁶ *np1*

21 **171404**²¹ *jj*

15 **206063**¹⁵ *nn1*
