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## Section (1)

**Advertising:** Any paid form of non-personal communication about an organization, product, service, or idea by an identified sponsor.

**Advertising Agency:** A firm that specializes in the creation, production, and placement of advertising messages and may provide other services that facilitate the marketing communications process.

**Advertising Appeal:** The basis or approach used in an advertising message to attract the attention or interest of consumers and/or influence their feelings toward the product, service, or cause.

**Advertising Campaign:** A comprehensive advertising plan that consists of a series of messages in a variety of media that center on a single theme or idea.

**Advertising Creativity:** The ability to generate fresh, unique, and appropriate ideas that can be used as solutions to communication problems.

**Advertising Manager:** The individual in an organization who is responsible for the planning, coordinating, budgeting, and implementing of the advertising program.

**Advertising Specialties:** Items used as giveaways to serve as a reminder or stimulate remembrance of a company or brand such as calendars, T-shirts, pens, key tags, and the like. Specialties are usually imprinted with a company or brand name and other identifying marks such as an address and phone number.

**Alternative Media:** A term commonly used in advertising to describe support media.

**Audiometer:** An electric measurement device that is hooked to a television set to record when the set is turned on and the channel to which it is tuned.

**Average Frequency:** The number of times the average household reached by a media schedule is exposed to a media vehicle over a specified period.

**Audience Flow:** Scheduling TV programs so that the audience attracted to one show naturally carries over to the following show.

**Audience-Generated Feedback:** Feedback that occurs when one or more audience members attempt to communicate their opinions or points of view to a mass medium.

**Audit Bureau of Circulations (ABC):** An organization formed by advertisers and publishers in 1914 to established ground rules for counting circulation data.

**Art desk:** Where page layouts are drawn in detail and the pictures edited.

**Art editor:** The person responsible for the art desk and for design of the newspaper.

**Art work:** Prepared material for use in newspaper display.

**Assignment:** A story which a journalist has been assigned to cover: a briefing.

## **Section (2)**

**Barter Deal:** In TV syndication, the program syndicator keeps most of the available commercial minutes to sell in the syndicated program.

**Benefit Segmentation:** A method of segmenting markets on the basis of the major benefits consumers seek in a product or service.

**Big Idea:** A unique or creative idea for an advertisement or campaign that attracts consumer's attention, gets a reaction, and sets the advertisers product or service apart from the competition.

**Bleed Pages:** Magazine advertisements where the printed area extends to the edge of the page, eliminating any white margin or border around the ad.

**Bluetooth:** A wireless protocol utilizing short-range communications technology facilitating data transmission over short distances from fixed and/or mobile devices, creating wireless personal area networks (PANs). The intent behind the

development of Bluetooth was the creation of a single digital wireless protocol, capable of connecting multiple devices and overcoming problems arising from synchronization of these devices. Bluetooth uses a radio technology called frequency hopping spread spectrum.

**Brown lines:** Sample copies of the final edition of a magazine.

**Business-to-Business Advertising:** Advertising directed not at the general public but at other businesses.

**Banner:** A headline that crosses the top of a page & also streamer.

**Bold:** Name given to type of a thicker than average body.

**Brief:** A short news story, usually one paragraph.

**By-line:** The writers name at the beginning, or near the top, of a story.

### Section (3)

**Cable Television:** A form of television where signals are carried to households by wire rather than through the airways.

**City Zone:** A category used for newspaper circulation figures that refers to a market area composed of the city where paper is published and contiguous areas similar in character to the city.

**Classified Advertising:** Advertising that runs in newspapers and magazines that generally contains text only and is arranged under subheadings according to the product, service, or offering. Employment, real estate, and automotive ads are the major forms of classified advertising.

**Clients:** The organizations with the products, services, or causes to be marketed and for which advertising agencies and other promotional firms provide services.

**Clipping Service:** A service which clips competitors advertising from local print media allowing the company to monitor the types of advertising they are running or to estimate their advertising expenditures.

**Communication:** The passing of information, exchange of ideas, or process of establishing shared meaning between a sender and a receiver.

**Communication Objectives:** Goals that an organization seeks to achieve through its promotional program in terms of communication effects such as creating awareness, knowledge, image, attitudes, preferences, or purchase intentions.

**Comparative Advertising:** The practice of either directly or indirectly naming one or more competitors in an advertising message or usually making a comparison on one or more specific attributes or characteristics.

**Consumer behavior:** the process and activities that people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of products and services so as to satisfy their needs and desires.

**Copywriter:** Individuals who help conceive the ideas for ads and commercials and write the words or copy for them.

**Cost per Customer Purchasing:** A cost effectiveness measure used in direct marketing based on the cost per sale generated.

**Cost per Order (CPO):** A measure used in direct marketing to determine the number of orders generated relative to the cost of running the advertisement.

**Cost per Thousand:** A computation used in evaluating the relative cost of various media vehicles that represents the cost of exposing 1,000 members of a target audience to an advertising message.

**Cost plus System:** A method of compensating advertising agencies whereby the agency receives a fee based on the cost of the work it performs plus an agreed on amount for profit.

#### **Section (4)**

**Coverage:** A measure of the potential audience that might receive an advertising message through a media vehicle.

**Creative Strategy:** A determination of what an advertising message will say or communicate to a target audience.

**Creative Tactics:** A determination of how an advertising message will be implemented so as to execute the creative strategy.

**Cross-Media Advertising:** An arrangement where opportunities to advertise in several different types of media are offered by a various media providers.

**Campaign:** In advertising, a large number of ads that stress the same theme and appear over a specified length of time.

**Channel:** The pathway by which a message travels from sender to receiver.

**Circulation:** The total number of copies of a publication delivered to newsstands, vending machines, or subscribers.

**Commercial Television System:** Local stations whose income is derived from selling time on their facilities to advertisers.

**Compact Disc (CD):** A sound system using laser technology that reproduces audio quality very precisely.

**Comprehensive Layout:** The finished model of a print ads

## Section (5)

**Concept Testing:** A type of media-originated feedback in which a one- or two-paragraph description for a new series is presented to a sample of viewers for their reactions.

**Consumer Advertising:** Advertising directed at the general public.

**Controlled Circulation:** A type of circulation in which publications are sent free or distributed to a select readership, such as airline passengers or motel guests.

**Credibility:** The trust that the audience holds for media that perform surveillance functions.

**Crystallization:** The sharpening and elaboration of a vaguely held attitude or pre-disposition.

**Cycle:** In all-news radio, the amount of time that elapses before the program order is repeated.

**CD-Rom:** Compact disk read-only memory used to hold computer-accessible data.

**Centre spread:** Material extending across the two centre-facing pages in a newspaper. **Spread:** any material occupying two opposite pages.

**Classifieds:** Small adverts gathered into sections.

**Column:** Standard vertical divisions of a newspaper page; hence column measure.

**Content:** Material in a newspaper.

**Copy-taster:** Person who sorts and classifies incoming copy in a newspaper.

**Copyright:** Ownership of written or printed material.

**Corr:** Short for correspondent.

**Credit:** Usually the photographers or artists name printed with an illustration; hence credit line.

## **Section (6)**

**Daily inch Rate:** A cost figure used in periodicals based on an advertisement placed one inch deep and one column wide (whatever the column inch).

**Database:** A listing of current and/or potential customers for a company's product or service that can be used for direct-marketing purposes.

**Dateline:** Place and date of a story given at the top:

**Deadline:** Latest time a story can be filed, accepted or set.

**Decoding:** The activity in the communication process by which physical messages are translated into a form that has eventual meaning for the receiver.

**Demographic Segmentation:** A method of segmenting a market based on the demographic characteristics of consumers.

**Direct-response Advertising:** A method of direct marketing whereby a product or service is promoted through an advertisement that offers the customer the opportunity to purchase directly from the manufacturer.

**Demography:** The study of audience characteristics such as age, sex, and socioeconomic status.

**Developmental Journalism:** Type of journalism practiced by many Third World countries that stresses national goals and economic development.

**Digital Audio Tape (DAT):** High-quality audiotape that uses digital audio technology to achieve fidelity comparable to that of a compact disc.

**Direct Broadcasting by Satellite (DBS):** A system in which a home TV set receives a signal directly from a satellite

**Digital paper:** Also known as interactive paper, is patterned paper used in conjunction with a digital pen to create handwritten digital documents.[citation needed] The printed dot pattern uniquely identifies the position coordinates on the paper. The digital pen uses this pattern to store the handwriting and upload it to a computer.

**Domain:** The distinguished part of an abstract or physical space where something exists, is performed, or is valid. For example, we may talk about: domain of interest, domain of activity. This concept is used in every branch/sector/field of human activity.

**Dummy:** A plan or blueprint for upcoming magazine issues that shows the contents in their proper order.

## **Section (7)**

**Electronic paper (also called e-paper):** A display technology designed to mimic the appearance of ordinary ink on paper. Unlike a conventional flat panel display, which uses a backlight to illuminate its pixels, electronic paper reflects light like ordinary paper and is capable of holding text and images indefinitely without drawing electricity, while allowing the image to be changed later.

Applications include e-book readers capable of displaying digital versions of books and e-paper magazines, electronic



pricing labels in retail shops, time tables at bus stations, and electronic billboards.

**Electronic mail** (often abbreviated to e-mail, email): A store-and-forward method of writing, sending, receiving and saving messages over electronic communication systems. The term "e-mail" (as a noun or verb) applies to the Internet e-mail system based on the Simple Mail Transfer Protocol, to network systems based on other protocols and to various mainframe, minicomputer, or internet by a particular systems vendor, or on the same protocols used on public networks. E-mail is often used to deliver bulk unsolicited messages, or "spam", but filter programs exist which can automatically block, quarantine or delete some or most of these, depending on the situation.

**Electronic media** : Media that utilize electronics or electromechanical energy for the end user (audience) to access the content. This is in contrast to static media (mainly print media), which are most often created electronically, but don't require electronics to be accessed by the end user in the printed form. The primary electronic media sources familiar to the general public are better known as video recordings, audio recordings, multimedia presentations, slide presentations, CD-ROM and Online Content. Most new media are in the form of digital media. However, electronic media may be in either analog or digital format.

**Ethics**: Moral principles and values that govern the actions and decisions of an individual or group.

**Event Sponsorship**: A type of promotion whereby a company develops sponsorship relations with a particular event such as a concert, sporting event, or other activity.

**Exclusive**: A public relations tactic whereby one particular medium is offered exclusive rights to a story.

**Editorial Policies**: Guidelines followed by a media organization with regard to certain public issues or political positions.

**Experiment**: A research technique that stresses controlled conditions and manipulates variables.

**Edition**: An issue of the paper prepared for a specific area; hence editionize, to prepare such.

**Editor:** Chief editorial executive who is responsible for the editing and contents of a newspaper.

**Editorial:** The leading article or opinion of the paper; also leader.

## Section (8)

**Flat Rates:** A standard newspaper advertising rate where no discounts are offered for large quantity or repeated space buys.

**Frequency:** The number of times a target audience is exposed to a media vehicle(s) in a specified period.

**Feedback:** The responses of the receiver that shape and alter subsequent messages from the source.

**Field Experiment:** An experiment that is conducted in a natural setting as opposed to a laboratory

**Filler:** A short news item of one or two paragraphs.

**Focus Groups:** A qualitative marketing research method whereby a group of 10-12 consumers from the target market are led through a discussion regarding a particular topic such as a product, service, or advertising campaign

**Format:** Consistent programming designed to appeal to a certain segment of the audience

**Follow-up:** A story that follows up information in a previous story in order to uncover new facts.

**Fount:** All the characters in a given size of any type (sometimes font).

**Freelance:** Self-employed person, i.e. journalist.

**Front office:** Usually the advertising and editorial part of a newspaper office to which the public are admitted.

**Full-Service Agency:** An ad agency that handles all phases of advertising for its clients

## Section (9)

**Game:** A promotion that is a form of sweepstakes because it has a chance element or odds of winning associated with it. Games usually involve game card devices that can be rubbed or opened to unveil a winning number or prize description.

**Global Advertising:** The use of the same basic advertising message in all international markets.

**Gatekeeper:** Any person (or group) who controls what media material eventually reaches the public.

**Graphics:** Usually any drawn illustrative material used in page design.

**GSM** (Global System for Mobile communications) : Originally from Groupe Special Mobile) is the most popular standard for mobile phones in the world. Its promoter, the GSM Association, estimates that 82% of the global mobile market uses the standard. GSM is used by over 3 billion people across more than 212 countries and territories. Its ubiquity makes international roaming very common between mobile phone operators, enabling subscribers to use their phones in many parts of the world. GSM differs from its predecessors in that both signaling and speech channels are digital, and thus is considered a second generation (2G) mobile phone system. This has also meant that data communication was easy to build into the system.

## Section (10)

**Hard news:** News based on solid fact.

**Headline:** Words in the leading position of the advertisement; the words that will be read first or are positioned to draw the most attention.

**High-Definition Television (HDTV):** High-resolution television system that uses over a thousand scanning lines as compared with traditional 525-line system.

**Head, heading:** Words for headline.

**Hertz (Hz):** The basic unit of frequency. Named after German physicist Heinrich Hertz.

**House style:** Nominated spellings and usages used to produce consistency in a given newspaper or printing house.

## Section (11)

**Image Advertising:** Advertising that creates an identity for a product or service by emphasizing psychological meaning or symbolic association with certain values, lifestyles, and the like.

**Industrial Advertising:** Advertising targeted at individuals who buy or influence the purchase of industrial goods or other services.

**Independents:** Radio or TV stations unaffiliated with any network.

**Interactive Television:** An arrangement whereby signals can be sent from the cable company to the home and also from the home to the cable company. Also known as two-way TV.

**Internet :** A global system of interconnected computer networks that interchange data by packet switching using the standardized Internet Protocol Suite (TCP/IP). It is a "network of networks" that consists of millions of private and public, academic, business, and government networks of local to global scope that are linked by copper wires, fiber-optic cables, wireless connections, and other technologies.

The Internet carries various information resources and services, such as electronic mail, online chat, file transfer and file sharing, online gaming, and the inter-linked hypertext documents and other resources of the World Wide Web (WWW).

**Interpersonal Communication:** A method of communication in which one person (or group) interacts with another person (or group) without the aid of a mechanical device.

**Investigative journalism:** A form of reporting in which a news situation is examined in depth by a team of reporters under a project leader, i.e. as an investigation of all aspects.

**Issue:** All copies of a day's paper and its editions.

## Section (12)

**Laser lighting display** (laser light show) : Involves the use of laser light to entertain an audience. A laser light show may consist only of projected laser beams set to music, or may accompany another form of entertainment, typically a rock concert or other musical performance.

Laser light is useful in entertainment because the coherent nature of laser light causes a narrow beam to be produced, which allows the use of optical scanning to draw patterns or images on walls, ceilings or other surfaces.

**Layout:** The physical arrangement of the various parts of an advertisement including the headline, subheads, illustrations, body copy, and any identifying marks.

**Liquid crystal display** : An electro-optical amplitude modulator realized as a thin, flat display device made up of any number of color or monochrome pixels arrayed in front of a light source or reflector. It is often utilized in battery-powered electronic devices because it uses very small amounts of electric power.

**Local Advertising:** Advertising done by companies within the limited geographic area where they do business.

**Low-Power Television (LPTV):** A TV station that broadcasts with lower power than the normal broadcast station and that has a coverage area of twelve to fifteen miles in radius.

**Lead (pronounced leed):** The main story on a page; the page lead.

## Section (13)

**Mailing List:** A type of database containing names and addresses of present and or potential customers who can be reached through a direct-mail campaign.

**Marketing:** The process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives.

**Marketing Mix:** The controllable elements of a marketing program including product, price, promotion, and place.

**Marketing Plan:** A written document that describes the overall marketing strategy and programs developed for an organization, a particular product line, or a brand.

**Magazine:** In colonial times, literally storehouses of material gathered from books, pamphlets, and newspapers and bound together under one cover.

**Mass Audience Stage:** A stage of audience evolution in which the potential audience consists of the entire population, with all segments of society likely to be represented.

**Mass Communication:** The process by which a complex organization, with the aid of one or more machines, produces and transmits public messages that are directed at large, heterogeneous, and scattered audiences.

**Mass Media:** The channels of mass communication.

**Media (communication) :** In communication, media (Singular: Medium) are the storage and transmission tools used to store and deliver information or data. It is often referred to as synonymous with mass media or news media, but may refer to a single medium used to communicate any data for any purpose.

**Media Buying Service:** Organization that specializes in buying media time for advertisers.

**Media Vehicle:** A single component of a mass medium, i.e., a newspaper or TV network.

**Message:** The actual physical product in the communication process that the source encodes.

**Motive:** Something that compels or drives a consumer to take a particular action.

**Mobile phone** (also called a wireless phone or cellular phone) [1] is a short-range, portable electronic device used for mobile voice or data communication over a network of specialized base stations known as cell sites. In addition to the standard voice function of a telephone, current mobile phones may support many additional services, and accessories, such as SMS for text messaging, email, packet switching for access to the Internet, gaming, Bluetooth, infrared, camera with video recorder and MMS for sending and receiving photos and video. Most current mobile

phones connect to a cellular network of base stations (cell sites), which is in turn interconnected to the public switched telephone network (PSTN) (the exception is satellite phones).

**Multimedia Messaging Service, MMS** for short: is a cellular telephone standard for sending messages that including multimedia objects (images, audio, video, rich text). MMS is an extension of the SMS standard, allowing longer message lengths and using WAP to display the content. It's most popular use is sending photographs from camera-equipped handsets, although it is also popular as a method of delivering ring tones as well. The standard is developed by the Open Mobile Alliance (OMA), although during development it was part of the 3GPP and WAP groups.

### Section (14)

**National Spot:** All non-network advertising done by a national advertiser in local markets.

**National Advertiser:** Advertiser who sells a product all across the country.

**Network:** An organization composed of interconnecting broadcasting stations that cuts costs by airing the same programs.

**News Diffusion:** The spread of information through a society over time.

**Noise:** In communication, anything that interferes with the delivery of a message.

**News agency:** An organization that collects, edits and distributes news to subscribing newspapers.

**News desk:** The newsroom, where the collection of news is organized, and where reporters are based (in US, city desk).

**Night editor:** The senior production executive of a daily paper.

### Section (15)

**Outside Posters:** Outdoor transit posters appearing on buses, taxis, trains, subways, and trolley cars.

## Section (16)

**Page Proof:** A page-size piece of paper with all the elements - type, photos, and illustrations positioned in their proper places.

**Paid Circulation:** A type of circulation in which the reader must purchase a magazine through a subscription or at a newsstand.

**Panel Study:** A research method in which data are collected from the same individuals at different points.

**Pay-per-View (PPV):** A system that allows cable TV subscribers to pay a one-time fee to view one specific program or movie.

**Pilot:** The first episode of a projected television series.

**Pilot Testing:** A process that involves showing a sample audience an entire episode of a show and recording their reactions.

**Pixel :** The smallest piece of information in an image. Pixels are normally arranged in a regular 2-dimensional grid, and are often represented using dots, squares, or rectangles. Each pixel is a sample of an original image, where more samples typically provide a more accurate representation of the original. The intensity of each pixel is variable; in color systems, each pixel has typically three or four components such as red, green, and blue, or cyan, magenta, yellow, and black.

**Policy Book:** At radio and TV stations, a book that spells out philosophy and standards of operation and identifies what practices are encouraged or discouraged.

**Portfolio:** A collection of one's personal work.

**Print:** Total number of newspapers printed of one issue; also a picture or bromide printed from a photographic negative.

**Proof reader:** Person who reads and corrects proofs to ensure that copy has been accurately followed: hence proof marks, corrections marked on a proof.

**People Meter:** An electronic device that automatically records a household's television viewing, including channels watched, number of minutes of viewing, and members of the household who are watching.



**Press Release:** Factual and interesting information released to the press.

**Program Rating:** The percentage of TV households in an area that are tuned to a program during a specific period.

**Promotion:** The coordination of all seller-initiated efforts to set up channels of information and persuasion to sell goods and services or to promote an idea.

**Promotional Plan:** The framework for developing, implementing, and controlling the organizations communications program.

**Public domain:** A range of abstract materials - commonly referred to as intellectual property - which are not owned or controlled by anyone. The term indicates that these materials are therefore "public property", and available for anyone to use for any purpose. The laws of various countries define the scope of the public domain differently; making it necessary to specify which jurisdiction's public domain is being discussed. Furthermore, the public domain can be defined in contrast to several forms of intellectual property; the public domain in contrast to copyrighted works is different from the public domain in contrast to trademarks.

**Public Relations:** The management function that evaluates public attitudes, identifies the policies and procedures of an individual or organization with the public interest, and executes a program to earn public understanding and acceptance.

**Public Relations Firm:** An organization that develops and implements programs to manage a company's publicity, image, and affairs with consumers.

**Publicity:** Communications regarding an organization, product, service, or idea that is not directly paid for or run under identified sponsorship.

**Pull-out:** Separate section of a newspaper that can be pulled out, often with separate pagination.

## Section (17)

**Rating:** The ratio of listeners to a particular station to all people in the market.

**Reach:** The number of different audience members exposed at least once to a media vehicle (or vehicles) in a given period.

**Readers per Copy:** A cost comparison figure used for magazines that estimates audience size based on pass-along readership.

**Response:** The set of reactions the receiver has after seeing, hearing, or reading a message.

**Receiver:** The target of the message in the communication process.

**Reporter:** Person who gathers and writes up news.

## Section (18)

**Sampling:** A variety of procedures whereby consumers are given some quantity of a product for no charge to induce trial.

**Satellite printing:** Printing at subsidiary production centers by the use of page facsimile transmission.

**Short Message Service (SMS):** A communications protocol allowing the interchange of short text messages between mobile telephone devices. SMS text messaging is the most widely used data application on the planet, with 2.4 billion active users, or 74% of all mobile phone subscribers sending and receiving text messages on their phones. The SMS technology has facilitated the development and growth of text messaging. The connection between the phenomenon of text messaging and the underlying technology is so great that in parts of the world the term "SMS" is used as a synonym for a text message or the act of sending a text message, even when a different protocol is being used.

**Script:** A written version of the commercial that provides a detailed description of its video and audio content.

**Social Class:** Relatively homogeneous divisions of society into which people are grouped based on similar lifestyles, values, norms, interests, and behaviors.

**Source:** The originator of a thought or idea subsequently transmitted to others in the communication process.

**Split Runs:** Two or more versions of a print ad are printed in alternate copies of a particular issue of a magazine.

**Split 30s:** 30-second TV spots in which the advertiser promotes two different products with two different messages during a 30-second commercial.

**Spot Advertising:** Commercials shown on local television stations, with the negotiation and purchase of time being made directly from the individual stations.

**Storyboard:** A series of drawings used to present the visual plan or layout of a proposed commercial.

**Stimulation Theory:** A theory that suggests viewing violence will actually stimulate an individual to behave more violently.

**Sub-editor:** Person who checks and edits material for a newspaper to fit a set space, and writes the headline (US deskman).

**Subheads:** Secondary headlines in a print ad.

**Sweepstakes:** A promotion whereby consumers submit their names for consideration in the drawing or selection of prizes and winners are determined purely by chance. Sweepstakes cannot require a proof of purchase as a condition for entry.

## Section (19)

**Trademark:** An identifying name, symbol, or other device that gives a company the legal and exclusive rights to use.

**Tabloid:** Heavily illustrated publication usually half the size of a normal newspaper page.

**Target Audience:** In advertising, the segment of the population for whom the product of service has an appeal.

**Telecommuting:** Using computers, modems, and phone lines to transmit information and data from the home to the office instead of commuting.

**Teleconference:** System in which individuals in different cities interact via TV.

## Section (20)

**Uses-and-Gratifications Model:** A model proposing that audience members have certain needs or drives that are satisfied by using both no media and media sources.

## Section (21)

**Video advertising:** Advertisements appearing in movie theaters and on videotapes.

**Waste coverage:** A situation where the coverage of the media exceeds the target audience.

**Website :** A website (alternatively, web site or Web site, a back-construction from the proper noun World Wide Web) is a collection of Web pages, images, videos or other digital assets that is hosted on one or more web servers, usually accessible via the Internet.

**Web page :** A document, typically written in (X)HTML, that is almost always accessible via HTTP, a protocol that transfers information from the Web server to display in the user's Web browser.

**Wireless communication:** The transfer of information over a distance without the use of electrical conductors or "wires". The distances involved may be short (a few meters as in television remote control) or very long (thousands or even millions of kilometers for radio communications). When the context is clear the term is often simply shortened to "wireless". Wireless communications is generally considered to be a branch of telecommunications.

**Wireless network :** Refers to any type of computer network that is wireless, and is commonly associated with a telecommunications network whose interconnections between nodes is implemented without the use of wires. Wireless telecommunications networks are generally implemented with some type of remote information transmission system that uses electromagnetic waves, such as radio waves, for the carrier and this implementation usually takes place at the physical level or "layer" of the network.

**Yellow Pages Advertising:** Advertisements that appear in the various Yellow Pages-type phone directories.

**Yellow Journalism:** Period of sensationalized journalism during the 1890s noted for its emphasis on sex, murder, popularized medicine, pseudoscience, self-promotion, and human-interest stories.

**Zapping:** The use of a remote control device to change channels and switch away from commercials.

**Zipping:** Fast-forwarding through commercials during the playback of a program previously recorded on a VCR.