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Global Certificate in Cryptocurrency Public Relations

# Introduction to Cryptocurrency and Public Relations

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Introduction to Cryptocurrency and Public Relations Glossary

## A

**Altcoin:** An abbreviation for "alternative coin," referring to any cryptocurrency other than Bitcoin.

**Address:** A string of alphanumeric characters that serves as a destination for a cryptocurrency transaction. It is similar to a bank account number.

**Blockchain:** A decentralized, distributed ledger that records all transactions across a network of computers. Each block contains a list of transactions, and once added, it cannot be altered.

## B

**Bitcoin (BTC):** The first and most well-known cryptocurrency created by an anonymous person or group known as Satoshi Nakamoto in 2009.

**Blockchain Explorer:** A tool that allows users to view information about blocks, addresses, and transactions on a blockchain network.

## C

**Centralized:** A system where control and authority are concentrated in a single entity or organization.

**Cryptocurrency:** Digital or virtual currencies that use cryptography for security and operate independently of central authorities.

**Cryptography:** The practice of securing communication and information through the use of codes and ciphers.

## D

**Decentralized:** A system where control and authority are distributed among multiple participants rather than concentrated in a single entity.

**Digital Wallet:** Software or hardware that allows users to store, send, and receive cryptocurrencies securely.

## E

**Exchange:** A platform where users can buy, sell, and trade cryptocurrencies.

**Encryption:** The process of encoding information in such a way that only authorized parties can access it.

## F

Fork: A split in the blockchain resulting in two separate chains with different protocols.

FUD (Fear, Uncertainty, Doubt): Tactics used to spread negative or false information about a cryptocurrency to create panic and drive down prices.

## G

Genesis Block: The first block in a blockchain.

## H

Hardware Wallet: A physical device that stores the private keys necessary to access and manage cryptocurrency holdings securely.

Hash: A unique string of characters generated by a cryptographic algorithm that represents the data in a block.

## I

ICO (Initial Coin Offering): A fundraising method in which a new cryptocurrency project sells tokens to early investors before launching the coin.

Immutable: A characteristic of blockchain technology where once data is added to a block, it cannot be altered or deleted.

## J

Jackpotting: A type of cyber attack in which hackers force Automated Teller Machines (ATMs) to dispense cash.

## K

Key Pair: A pair of cryptographic keys consisting of a public key (to receive funds) and a private key (to access funds).

## L

Ledger: A record of transactions maintained by a network of computers in a blockchain.

## M

Market Cap (Market Capitalization): The total value of a cryptocurrency calculated by multiplying the current price by the circulating supply.

Miner: A participant in a cryptocurrency network who validates transactions and adds them to the blockchain.

## N

**Node:** A computer connected to a blockchain network that helps maintain the network by validating transactions and blocks.

## O

**Open Source:** Software that is freely available and can be modified and distributed by users.

## P

**Private Key:** A secret code that allows users to access their cryptocurrency holdings.

**Public Relations (PR):** The practice of managing communication between an organization and its publics to build and maintain a positive reputation.

## Q

**QR Code (Quick Response Code):** A two-dimensional barcode that stores information and can be scanned by a smartphone.

## R

**ROI (Return on Investment):** A measure used to evaluate the profitability of an investment relative to its cost.

## S

**Smart Contract:** Self-executing contracts with the terms of the agreement directly written into code.

**Security Token:** A type of cryptocurrency that represents ownership in an asset or company and is subject to securities regulations.

## T

**Token:** A digital asset issued by a project that can represent a utility or asset.

**Transaction Fee:** An amount paid to miners for processing and validating a cryptocurrency transaction.

## U

**Unspent Transaction Output (UTXO):** The amount of cryptocurrency in a wallet that has not been spent and can be used as input for a new transaction.

## V

**Volatility:** The degree of price fluctuation in a cryptocurrency over a specific period.

W

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Whitepaper: A document that outlines the technical details, goals, and vision of a cryptocurrency project.

Wallet: A digital tool that allows users to store, send, and receive cryptocurrencies.

X

XTZ (Tezos): A blockchain platform that supports smart contracts and decentralized applications.

Y

Yield Farming: A strategy used in decentralized finance (DeFi) to earn rewards by providing liquidity to a liquidity pool.

Z

Zero-Knowledge Proof: A cryptographic method that allows one party to prove the validity of a statement without revealing any additional information.