

Glossary of key terms

180° rule The camera must stay on the side of an imaginary line drawn across the set and can only move within a 180° arc.

30° rule The camera must move at least 30° between consecutive shots. This avoids having jump-cuts.

5Ws Usually used in the opening paragraph of a hard news article: Who? What? When? Where? Why?

ABC Audit Bureau of Circulations, gathers and verifies data about print and digital media.

Aberrant reading Misunderstanding the intended meaning and superimposing others, due to a difference in cultural understanding.

Acquire To buy or otherwise obtain a company.

Acquisition The buying or obtaining of a company in a takeover deal.

Action adventure genre A category of movie or video game, with an exciting, action-filled narrative, set in exotic locations.

Action codes Signs or clues as to what is going to happen.

Active audiences The audience chooses to use the media for a variety of reasons and also chooses how to understand it by making their own meanings from the coded information in it.

Advertisers Companies that are promoting their products or services using advertising.

Advertising Media communication that is intended to promote products or services and is usually paid for by the makers of the product or service being advertised.

Advertising time Commercial broadcast organisations, such as radio and TV channels, dedicate some of their output time to advertising. This time can be paid for by companies who wish to place advertisements.

Aesthetic pleasure Appreciating the beauty of a media product.

Age One of the demographic markers used by media studies theorists and by media producers to describe audience sub-groups, e.g. teenage, young adults, middle-aged, elderly.

Age classification/rating System used by regulators such as BBFC and PEGI to define the suitability of products for different audience members, based on factors such as use of adult language, the depiction of sex scenes, violence and drugs.

Agenda setting The theory that the media have a powerful and influential role in telling politicians and the public what they should be thinking about.

AIDA Attention, Interest, Desire, Action.

Ambient sound The background noise in a scene that can help to suggest the location.

Ambiguous/ambiguity A sign with several possible meanings which could be confused.

Anchored The meaning of a particular media sign, such as a colour or an action, is made clear by its juxtaposition with another element of media language, such as a caption anchoring the meaning of a photograph.

Animation Still images are shown in sequence so that they appear as moving images. Can be hand-drawn, computer generated or three-dimensional.

App store Online space from which to download apps (application software) for mobile phones, tablets or computers.

Article A standalone, factual, written item in a magazine or newspaper.

ASA Advertising Standards Authority.

Assets The individual elements of a computer game, such as sound effects, music, sprites and characters.

Atmos The background noise that can suggest the location.

Audience The media consumer.

Audience data Information about the demographics and psychographics of the audiences for specific media products.

Audience interaction The active participation and involvement of audience members with a media product or its producers.

Audience positioning The use of specific media language to encourage the audience to respond to a media product in a particular way.

Audience profile A definition of the target or actual audience for a product, using demographic and psychographic descriptors.

Augmented reality Technology combining computer-generated images with the user's physical environment.

Austerity Government policies that reduce spending on public services so that the country does not have to borrow so much money.

Avatar A picture, icon or character that represents a digital media user, e.g. a game-player.

Background (film) The part of the scene furthest from the camera.

Background (video game) The visual layer of the game behind the action that brings visual appeal and meaning but doesn't affect gameplay.

Bad news Negative news, such as crime or disaster, which has more impact on its audience than positive news.

Barcode A machine-readable set of black bars that identifies a product.

BBFC British Board of Film Classification, regulates the UK film industry by giving advisory age ratings to films.

Bias A prejudice for or against a particular group or individual. Biased reporting in the media may be demonstrated by tone or style but also by selection or omission. A newspaper story may be biased not because of what is included, but by what is left out. Bias can be innocent, for example a bias for tea and against coffee, but in media studies it usually refers to unfair or irrational practices.

Big close-up (BCU) A camera shot that shows the main features of the face. Used to show emotion.

Billing Listing of names on a poster or in movie credits.

Binary opposites A pair of related elements, such as emotions, ideas, actions, or characters, that are directly opposite in meaning or behaviour.

Bird's eye view A shot taken from high above a scene looking downwards, including from directly overhead.

Bitmap graphics Computer images that consist of individual coloured pixels.

Blockbuster A film (or other entertainment product) that is a massive commercial success.

Blog Derived from weblog. A website or page updated regularly, in the form of an online diary or magazine.

Blog post One individual story within a blog. Blog posts are date-stamped when published online.

Blumler and Katz Media theorists who were involved in the development of the uses and gratifications theory.

Blurb A short promotional piece of writing about a book, film or video game, summarising the key points to attract the audience.

Body The main part of an article, not including the headline and sub-headings.

Box office Literally, the place where tickets are bought in a cinema or theatre, so also used in the phrase 'box office takings' to refer to the overall amount of money paid by cinema audiences to see a given film.

Boxed story An article within an outlined box on a newspaper or magazine page, where the box separates it from the rest of the page.

Brand An identity or representation of a product, which distinguishes it from its rivals. These are obviously commercial products. Although an individual person, Zoella can also be thought of as a commercial product.

Brand reach The total number of people who are aware of a particular product/company because they have been exposed to its advertising or to the product/company itself.

Breaking story A story in a news bulletin or newspaper, where the first events in the story have only just happened, and the story has not been previously reported.

Budget The amount of money set aside for a specific project such as a film.

Buzzword A word or phrase that is either very popular/fashionable or that grabs the attention of the audience.

BVOD Broadcaster video on demand.

By-line Literally, the line of text in a newspaper that tells you who the article is written by.

Camera angles Describe where the camera is placed in relation to the subject.

Camera movements How the camera or its lens is moved during an individual shot for video.

Camera operator The person who physically manipulates the camera, ensuring the correct composition and camera angles are achieved.

Camera shots A camera shot is the footage taken between starting and stopping the camera. Each different angle or distance of shot has a specific name.

Canted angle Also known as a Dutch tilt. The camera is rotated slightly sideways.

Caption A brief piece of text accompanying an image or diagram.

Carriage costs DAB radio stations do not usually own their own transmitters. They have to pay a monthly sum of money for a DAB transmission service. It can be very expensive.

Cast The actors within a film, television programme or play.

Casual role-playing game A video game that can be played by its audience in short bursts, wherever they are.

Catharsis Getting rid of pent-up emotions.

Causality The idea that something can cause another thing to exist or to happen.

Celebrity persona The representation of a famous person that is seen by their audience, which may not include all sides of their true personality.

Character types Categories of fictional characters most often found in a variety of stories.

Charter A written statement granting rights and setting out aims and principles for an organisation.

Class Refers to social class, a descriptor of people based on their economic and social status in their society.

Cerebral pleasure Pleasure of the mind rather than the body.

Clickbait Eye-catching web content or headlines designed to entice the viewer to click on a link to a web page with questionable value.

Cold opening A short scene that occurs before the opening credits or titles, which hooks the viewer into the characters, the situations and possibly the story.

The Cold War The name for the stand-off between the world's two superpowers, the USA and the Soviet Union, from the end of World War II in 1945 until the collapse of Communism in 1989.

Colour palette The range of colours available to the designer.

Column Newspapers and magazines use multiple columns – narrow-width blocks of text – on a page, instead of allowing the text to flow straight from one edge of the page to the other edge.

Comic-con A comic book convention, for fans to come together and meet creators and experts.

Comment Audience-generated remarks on a website or blog.

Commercial Companies that make a profit for their owners or shareholders.

Commercial industries Industries that create and sell products and services for a profit.

Commission To order a specific product to be created.

Commodity Something that can be bought and sold.

Complication A stage in a narrative/story where difficulties arise for the main character(s).

Composition How the elements in an image are arranged within the frame.

Computer-generated imagery (CGI) The use of graphics software to generate still or moving images. CGI is often associated with animation and special effects in blockbuster film but is increasingly being used to enhance conventionally shot sequences in advertising and television.

Concentration of ownership The process that results in a small number of corporations or individuals taking an increasing market share, usually by takeovers (buying other companies) or mergers (joining forces with other companies).

Concept art trailer Concept art is the name given to the paintings and other illustrations that convey the initial visual ideas for a film, animation, video game, etc. A concept art trailer is a movie trailer made from these original images rather than from actual movie footage.

Conflict Confrontation.

Conglomerate A combination of two or more businesses owned by one parent company.

Connotation Meaning by association. As you grow up, in your culture you learn that many signs have meanings that are not obvious or direct. For example, the word pig can connote greed or dirtiness or arrogance, among many other connotations. Signs often have different connotations for different groups of people.

Construct Build or create.

Content provider Any company or organization that makes material for television viewing on any platform. For example, ITN (Independent Television News) makes news programmes for ITV, Channel 4 and Channel 5.

Context Used in two ways in media studies:

- 1 The immediate surroundings of something, like the other words in a sentence providing a context for each individual word.
- 2 The wider social, cultural, political or historical circumstances of a media product or process.

Continuity editing Most films and TV dramas are filmed and edited to try to hide the editing, so that the audience doesn't notice the cuts between shots. Actions and visual style need to continue smoothly from one shot to the next. This way the audience can get lost in the narrative and not think about the film-making.

Conventions Established rules or shared understandings are used in media products as 'the way we do things'. Conventions are more likely to be taken for granted than formally stated.

Convergence There are two ways in which we use the term convergence in media studies.

- 1 Firstly, it refers to the ways in which media industries converge through takeovers and mergers.
- 2 Secondly, it refers to media forms merging together as a consequence of digital technology.

Convergence of media platforms The merging of previously distinct media devices, allowing the audience to access different types of media content on one device.

Copy In the context of newspapers, copy is the written or printed material as distinct from photographs, cartoons, graphics or any other visual material.

Consume To use a media product.

Consumption The use of media products by the audience.

Content sharing Using social media, people can send links for web content to each other.

Contested representations Media representations that are not accepted by all sectors of the audience.

Controls Anything that can be used to make the events in a video game happen, including hardware and on-screen controls.

Cosplay Costume play, with media audience members dressing up as characters from a film, book or video game.

Cover lines Phrases on a magazine cover that tell the audience what stories can be found in the magazine.

Cover story The article in a magazine that is promoted most strongly on the front cover.

Cross-cutting Switching alternately from events in one location to another, showing that they are happening at the same time.

Crab The whole camera moves on a dolly diagonally to the side, typically to reveal more of the scene or to follow an action.

Crane shot The camera is sited on a crane or drone to allow it to rise or fall.

Creative roles Jobs in the media industry that are directly involved in the creation of a media product.

Credit block The area of text at the bottom of a movie poster or the back of a DVD cover, listing the major cast and crew members.

Crew The people involved in the practical and technical side of making a television programme or film.

Crop How an image is trimmed at the edges, to lose unwanted parts.

Crowd sourcing Obtaining information, ideas or finance by asking a large number of people to contribute – usually over the internet.

Cultivation theory That long-term exposure to media messages gives the audience a distorted view of society, so people think it is more violent and less safe than their experience of real life would suggest.

Cultural contexts What other cultural ideas and products are around at the same time as a given media product.

Cultural hegemony The process of making people see the beliefs and values of the most powerful group as being natural and common sense.

Cultural influences The impact of other media and entertainment products, or of society itself, on the shaping and creation of new media products.

Data mining Turning raw data into useful information.

Demerger Happens when a large corporation is broken down into smaller independent companies.

Demo recording Recording of a song by a band or music artist, created in order to secure gigs or a record deal – gives a demonstration of what the band can do.

Demographics Demography is the statistical study of populations, so a demographic variable is one of the sections or categories into which a population can be divided. These include age, ethnicity, gender and social class.

Demonised Making someone or a group of people seem as if they are evil.

Denotation The straightforward, obvious or literal meaning of a sign. For a word it would be a dictionary definition of that word. A photo of you simply denotes you. A denotation has no hidden, subtle or underlying meanings.

Depth of field In photographic or video terms this is the distance between the nearest and furthest points from the camera that are in focus.

Deregulation The reduction or removal of government regulation in a particular industry such as radio or television. Usually, this is done because of a belief that competition will improve quality and choice for consumers.

Desensitisation Audiences exposed to frequent violent images in the media (e.g. through video games) respond with less sympathy to real-life violence and tragedy.

Design elements Individual aspects of a design or layout, such as borders, boxes, images or text.

Desires What an audience wants from a media product.

Devices Equipment for a particular purpose, e.g. to receive media output.

Dialogue sequence A continuous section of a film or TV programme, containing speech.

Diary events Calendared events that news providers and the audience know about beforehand, such as royal visits, sports matches or protest marches.

Diegesis The world of the characters in the story. Information available to any of these characters is diegetic, information only known to the audience is nondiegetic.

Diegetic sound Sound produced from within the action on the screen, from within the world of the film or programme.

Diffused audience Diffused means to spread over a wide area or between a large number of people. A diffused audience is large but scattered.

Digital convergence The merging of previously distinct media devices, because of the development of digital technology, allowing the audience to access different types of media content on one device.

Digital device Equipment such as computer, mobile phone or tablet, used to access digital media.

Digital platform A service that allows others to post digital media content, such as Facebook, Twitter and YouTube.

Digital technologies Equipment and resources to access, find, create and use information and communications in a digital (computer-based) context.

Direct address Also 'direct mode of address'; when a media product speaks directly to the audience, using the pronoun 'you' and allowing actors/models to look directly at the camera and therefore out at the viewer.

Direct sales Money is made by selling media products directly to the audience, including products such as DVDs, cinema ticket sales, newspapers and magazines.

Director power The ability to market a film (or gain a budget for a film) using the name of the director, because of the success of their previous films.

Dispatcher One of the narrative roles in Propp's theory. The dispatcher sends the hero on the quest.

Disruption An event or problem that changes the ordinary existence.

Dissolve One shot gradually merges into the next.

Distribution company/distributor Company that gets media products out to where the audience can access or buy them, and makes the audience aware that the products exist by marketing them.

Distribution deal Agreement that a distribution company will take on a specific media product or range of products.

Diversification Occurs when a media company branches out to offer services in more than one media form, for example when a magazine publishing company buys up a radio station.

Diversion One of the potential uses in Blumler and Katz's uses and gratifications theory. Diversion refers simply to entertainment, diverting someone's mind away from their own worries and cares.

Docudrama A genre that combines fiction with real events. Real people and actual events are recreated in a docudrama.

Dolly shot The whole camera is moved on wheels, often towards or away from the subject.

Domain name The overall name of a website, such as 'google.com'.

Dominant cultural values The beliefs held by the majority of people in society about, for example, what sort of behaviour is right or wrong, acceptable or unacceptable. These beliefs are so strong that they seem 'just natural', but if they are not constantly reinforced they can break down.

Dominant ideology/value systems Sets of ideas, attitudes and beliefs that are shared by most people within a given society.

Dominant representation A construction within the media that is repeated often, and so becomes the main way of portraying a particular idea, issue or social group.

Dominant signifier On a page or a poster or in a photo containing a number of signifiers grouped together, the dominant signifier is simply the most important (usually the largest) of these signifiers.

Domination Having control over others.

Donor One of the narrative roles in Propp's theory. The donor gives the hero an object, power or advice that will help in the quest.

Double page spread The layout of an article across both pages of an open newspaper or magazine.

Download The act of permanently copy data (such as music, videos or other files) from the internet to a local device, or the files that have been copied.

Downloadable content (DLC) Additional content, released and distributed via the internet, for a video game.

Downmarket press Tabloid newspapers that concentrate more on sensationalist news, celebrity news and gossip.

Dramatic contrast A scene with low-key lighting, where the difference between the shadows and the lit areas is very obvious.

Drop-down menu Website navigation list that only appears when the user clicks on or hovers over a button or word.

Dutch tilt The camera is rotated slightly sideways, looking diagonally. Also called a canted angle.

Dynamic Something that is constantly changing or full of energy.

Editorials A statement of the newspaper's position on a topic, often written by the editor. 'Editorial copy' is anything in a newspaper other than advertising.

Editors People who make the final decisions about which specific elements will be included in a media product. Film and TV editors cut and order the shots for a video.

Ellipsis In film and video editing, ellipsis is the omission of a period of time. The audience is expected to work out what has happened from the context.

Embedded content Any files that have to be pulled into a website, separate from the coding. Includes images, video and audio.

Encoding/decoding This model of communication claims that media products contain various messages that are encoded using different media codes and conventions. The ways in which audiences decode these messages depend on their social context. The decoded messages may not be the same as the encoded messages.

Endorse Show your approval of something, such as celebrities endorsing a product by being seen using it.

Enigma Puzzle or mystery to be solved.

Environment Where a video game is set.

Equilibrium State of balance, specifically the state of 'ordinary life' at the start of a narrative, before a disruption occurs.

Essentialism The belief that men and women are fundamentally different in terms of their skills, preferences and behaviours.

Establishing shot A type of shot that fulfils the narrative function of locating the action in space. For example, a television news report about UK politics may begin with an establishing shot of the Houses of Parliament.

Ethnicity Belonging to a group of people from a given geographical region and cultural tradition.

Exhibition/exchange The means by which the audience can experience the product, e.g. watch on TV or video-on-demand, read the magazine or play the game.

Exposition The filling in or background story details.

External regulatory body An organisation that sets the rules and regulations for a specific industry, when the regulating organisation is not from within that industry.

Extreme close-up (ECU) A camera shot showing a small part of a face or body. Used to show detail.

Extreme long-shot (ELS) A wider landscape shot. Used to show a location.

Eye level The camera is level with the most important part of the subject (e.g. a person's face). This suggests equality between the subject and the viewer.

Fact box A distinct box in the layout of a newspaper or magazine page, providing extra factual information about some aspect featured in the main article.

Fade in A camera shot gradually emerges from a blank (usually black) screen. Used at the beginning of a sequence or scene to show it does not directly continue from the previous scene.

Fade out A camera shot gradually disappears leaving a blank (usually black) screen. Used at the end of a sequence or scene.

Fake accounts Social media accounts set up using false names, sometimes by companies wishing to influence others' opinions.

Fake news Information that appears to be genuine but is untrustworthy, misleading, false and/or damaging.

Feminist theory The belief that women and men should be given equal rights, but that society is currently structured so that women are not equal to men.

False hero One of the narrative roles in Propp's theory. The false hero appears to act heroically against the villain, and may be mistaken for the real hero, which will delay the resolution of the quest.

Fandom A community and shared subculture of fans of a particular product or genre.

Femininity The set of attributes and behaviours that are associated with girls and women.

Feminist analysis Exploring how a media product has been constructed to make male domination seem normal and acceptable.

File-sharing site Website where people can share media files, such as songs or videos, posting them for others to download.

Financed Given money to carry out a specific project.

Fish-eye lens An ultra-wide-angle camera lens that can cover 180° and curves the view, particularly at the edges. Used to create distorted views, often in music videos.

Fixed header A website header that stays at the top of the screen when the user scrolls down.

Flaming Posting insults and personal attacks on social networks.

Flashback The showing of a previous event, often as if it is a character's memory.

Focus group A group of people, usually with common characteristics, assembled to discuss a particular product, issue or campaign in order to collect in-depth information. Focus group discussions are often led by a facilitator who guides the discussion or poses questions.

Foley artists Media workers who create diegetic sounds to match actions on screen.

Foley sounds These recreate the diegetic sounds of important actions on screen but are created by foley artists in a studio – named after pioneering Hollywood sound-effects artist Jack Foley. Even footsteps as the actors walk are usually recreated and added afterwards. Foley artists watch an edit of the film as they work to make sure their timing is right.

Folio Page numbering within a newspaper or magazine.

Folk devil The person or group that is the focus of a moral panic.

Font Specific style of lettering.

Footer The area at the bottom of every page that stays consistent from one page to another. On a website, it usually contains extra links within the site and contact information.

Foreground The part of the scene nearest the camera.

Foregrounding Making something seem more important, by making it more prominent, e.g. nearer to the audience or louder in the sound mix.

Formal Correct, serious, conventional and traditional, rather than relaxed and friendly. Used to refer to modes of address, styles of font, layout, etc.

Format Can refer to a 'media format' – a recognisable style of product that has a particular set of procedures, such as 'a television programme' or, more narrowly, such as the 'talk show format'. The overall organisation, plan, style or type of something.

Fragmentation The process of breaking something down into smaller parts. A fragmented audience may be very large but the individual members have no connection with each other and use many different devices.

Frame The rectangular border of a photograph or moving image.

Franchised When a concept for a television programme or other product is sold on to other producers, who can then make their own version, using the overall branding and programme format, paying a fee to do so.

Free-to-air Television and radio services that are free to receive by anyone who has suitable equipment, e.g. Freeview TV channels in the UK.

Freedom of the press The recognition that news organisations (and specifically newspapers) have the right to report the truth of what is happening, without interference from government or other organisations.

Freelance Self-employed workers who offer their services to organisations and take on work from a variety of sources.

Freemium A business model, especially used with internet content and mobile games, that offers basic services, or the basic game, free of charge, but more advanced or special features have to be paid for.

Front cover The front of a magazine, containing enticements to buy and read what is inside.

Front page The front of a newspaper, containing the name of the newspaper and the major news headline (and story, on some papers).

Funded Given money for a specific purpose.

Game elements The individual elements of a computer game, such as sound effects, music, sprites and characters.

Gameplay The actions that have to be taken by a player, and their effect on the characters or situation.

Gender identity Someone's personal sense of their own gender (male, female, non-binary). Can also refer to how the media encode each gender, and how this influences the way people feel about their own identity.

Gender stereotyping How a media product, or a range of products, represent each gender, using a narrow range of characteristics that are generally considered to be how each gender should act, behave, dress, etc.

Genre Category or type, such as film genre – horror, sci-fi, rom-com, etc.

Geographic The area/country where the audience is based.

Global audience A media product has a global audience if it can be and is accessed and enjoyed by people from a large number of countries.

Globalisation The process leading to the integration of businesses, finance, trade and economies across the world, as companies and activities become more interconnected.

Go viral Become very popular by spreading from one internet user to another, rapidly and widely.

Government funded Companies that receive funds from the government of their country.

Government regulation Some media industries are regulated by government-controlled organisations.

Graphics software Computer program to create visual designs.

Green screen Actors are filmed against a green background, which is replaced with other footage during editing.

Greenlight The stage in the process of film development when funding has been agreed and shooting can start.

Grid A network of rectangles, used to refer to a layout structure of aligned rectangles and blocks in a magazine or newspaper.

Guerrilla marketing Low-cost, unconventional advertising strategy to grab the attention of the public, usually in a public place, and usually in the hope that people will spread the word themselves through social media.

Guiding principles The overarching aims of an organisation that govern the behaviour and output of its employees and services.

Hamburger icon The 'three horizontal lines' navigation icon, which will lead to a drop-down menu on websites designed for mobile devices. Also known as a navburger.

Hand-held The camera operator moves freely with the camera, giving a shaky feel to the footage.

Hashtag The # symbol, and its use in Twitter and other social media platforms, to provide an index to the content or relevance of messages and posts.

Header The area at the top of the page that stays consistent from one page to another. On a website it normally includes the logo and navigation menu.

Headline Heading at the top of a magazine or newspaper article that sums up the story and attracts the reader.

Headroom A small space left above the head (or the highest part) of a person in a photograph, so they are not cramped within the frame.

Hegemony The dominance of the media by the most powerful people in society, making their views and values seem natural.

Heightened sound When a diegetic sound is made unnaturally louder.

Helper One of the narrative roles in Propp's theory. The helper comes to the hero's aid in the quest. They often have some 'magical' ability that the hero does not possess.

Hero The protagonist, the character at the centre of the story.

Heterosexuality Romantic or sexual attraction between people of the opposite sex or gender.

Hierarchy A system with different levels based on rank, size or importance.

High angle The camera is above the subject, looking down at it. This suggests that the subject is weaker than the viewer or the implied viewer.

High definition (HD) and ultra-high definition (UHD)

TV Standard definition (SD) television is gradually being replaced by HD television (at four times the resolution) and the next generation of UHD and 4K (eight times SD resolution) television sets are available. UHD and 4K TV adds other technologies that increase the clarity, definition and colour range of images. Making programmes in UHD has many implications for media language. The quality of the image is so high that viewers are able to interact with their television sets, for example in sports coverage, by panning and zooming within the images to pick out a particular piece of action. UHD television is much more expensive to produce, so it is

likely to be used to create material that can be used many times, for example natural history and science programmes.

High-key lighting The scene has even lighting throughout, so everything can be seen. Typically used in genres such as rom coms, sit coms and soap operas.

Historical contexts What was going on in the world when the product was created.

Homepage The opening page of a website if you type in just the main domain name or URL of the site.

Homosexuality Romantic or sexual attraction between people of the same sex or gender.

Horizontal integration The acquisition of other companies at the same level of the supply chain (for example, making media products) in similar or different sectors of the market.

Host Person or organisation that provides a space, event or platform for others, e.g. the host of a television show welcomes guests onto the show; a TV channel can host a variety of programmes.

House style A common design style to the pages within a magazine or newspaper, using similar colours, fonts and layouts.

Human interest Stories with emotional impact because of the drama affecting real people at the heart of the story.

Hybrid A genre that combines two or more pre-existing genres to create a new category.

Hypodermic needle theory A theory from the 1930s. The media directly injects its messages into the audience, in the same way that a drug user may inject harmful drugs, creating a uniform response.

Icon A sign that looks or sounds like the thing it refers to.

Ideological viewpoint Looking at something from a particular political and values-laden position.

Ideology A shared sets of beliefs and ideas about what is right and what is wrong.

Image Picture.

IMAX release The release of a movie across IMAX cinemas – cinemas with extremely large screens, using high-resolution projectors.

Immersive An experience that completely draws in the audience or user by enabling them to interact with the product.

Important people These are likely to include celebrities, politicians and royalty, who are more likely to be covered in a news story than other people.

IMPRESS The government's preferred regulatory body for the newspaper and magazine industries.

In-app purchases Opportunities to spend money while using an app, usually when playing a video game, to have a positive impact on the gameplay.

Incentive An external reason to do something, such as gaining money, power, knowledge or points towards an eventual prize.

Income generation The ways in which companies gather their finance.

Independent cinema Can literally refer to a cinema that is not part of a chain, or to films that are made by independent production companies.

Independent companies Companies that are not part of a wider network, such as a conglomerate.

Independent film production The making of films by independent companies.

Individual rights The rights that each person has, decided by the country or community they live in, as well as the Universal Declaration of Human Rights. These rights usually include a right to privacy and a right to live without harassment.

Individuated When a character moves from being a stereotype to being an individual personality.

Informal The opposite of formal; relaxed and friendly rather than correct, serious, conventional and traditional. Used to refer to modes of address, styles of font, layout, etc.

In-game purchases Things that can be paid for within a video game that usually give advantages within the gameplay or extend the game in some way.

Inner or emotional realism Characters having an appropriate response, for their given personality, to what is going on around them, e.g. a shy character looks anxious when asked to make a speech.

Institution In Media Studies, can be used to refer to a large organisation such as a conglomerate or a government, or can refer to the customs of the media industries as a whole.

Intellectual property Ideas and designs that are copyright to a company or individual. For example, the characters and narratives in Marvel's Universe are the intellectual property of Marvel and Disney, which owns the Marvel subsidiary.

Interactive element An asset within a video game that the player can use or affect.

Interactivity Two-way communication in which the participants both actively engage in the process.

Intercut When editing a video, to alternate between shots of two contrasting scenes.

International agreement An agreement between two or more countries, often over how trade will be conducted between those countries, including tariffs and taxes to import goods from one to another.

Internet service providers (ISPs) Organisations that provide services for accessing the internet, such as website hosting, domain name registration, etc.

Intertextuality A feature of texts (media products) that borrow or quote from other texts.

Interview A meeting where someone (usually an expert or a celebrity) answers questions about themselves or their area of expertise, for radio, television or another media product.

Intro movie A short video that sets the start of a video game's narrative before gameplay.

IPSO Independent Press Standards Organisation.

Issues A subject or a problem that is discussed by people or represented in media products.

Jingle A catchy tune that advertises a radio station, presenter or product.

Journalists Media workers who write news stories for magazines, newspapers, television, the Internet or radio.

Jump/jumpline The line of text on a newspaper or magazine column that identifies where an article will continue to or has continued from.

Jump-cuts Cuts between camera shots taken from the same or similar angles, showing that some time has been missed.

Juxtaposition 'Juxta' = near; placing two design elements next to each other so that each influences the other's meaning. This could reinforce or contradict the original meaning of each element.

Landing page Strictly speaking, this is the first page a visitor to a website lands on when they click on a link to the site, so it could be the same as a homepage. Landing page is also used to refer to a standalone page that visitors go to when they click on an offer. It is designed to gather their email address before allowing them to access the offer.

Layout How the different design elements are arranged on a page.

Lead paragraph The opening paragraph of a news story or article, that outlines the 5Ws – who, what, when, where and why – to introduce the story.

Leading room More space is left in front of a moving person than behind them in a still or moving image, so they have room to move into it.

Lens The section of a camera that contains a series of glass lenses in order to focus the light into the camera body, onto the film or sensors.

Level A stage within a video game. Players have to complete the challenges within each level before moving onto the next level.

LGBTQ+ Lesbian, gay, bisexual, trans, queer and others.

Licence fee Refers to the television licence in the UK. Most households that can access BBC television (on any device) have to pay a licence fee, set and collected by the government, and passed on to the BBC.

Lifestyle values The aspects of their life that a product or an audience may consider to be important, such as spending time with family and friends, earning and saving money, being creative, or spending time outdoors.

Lifestyle vlog A video blog about general lifestyle choices, such as fashion, health, leisure, tourism and culture.

Limited audience An audience that is in some way kept small, e.g. only those with certain equipment can receive the product, or only those in a defined geographical area.

Limited release Refers usually to the release of a film across a small number of cinemas, rather than across a whole country.

Links Allow a website visitor to move from one webpage to another, either in the same site or on a different one.

Listener figures The statistics about the number of people listening to a given radio station during a given period of time.

Livestreaming Broadcasting the live view from a mobile phone via social media and other apps.

Local Relating to one particular geographical area.

Location A specific place used within a media product.

Location shooting Filming within a real environment, rather than in a film or television studio.

Logo A symbol used to represent a specific brand. It may include words but can be purely pictorial or abstract in design.

Long shot (LS) A photo that is taken showing from head to feet. Used to show a character moving, or show where they are.

Low angle The camera is below the subject, looking up. Suggests that the subject is powerful.

Low brow Used, often rather insultingly, to describe examples of culture that are simplistic and undemanding. In contrast, anything described as **high brow** is usually an example of culture considered intellectual and demanding.

Lower case Letters that are not capitals.

Low-key lighting Using this, the scene has pools of light and deep shadows, so some things are hidden. Typically used in genres such as horror, adventure and science fiction.

Magazines A regular publication containing a variety of articles and illustrations about a specified topic, aimed at a target audience.

Mainstream Idea, attitudes, values or activities that are shared by the majority of people in a given culture, and are therefore regarded as being 'normal'.

Manipulated Controlled or edited to change it in some way.

Market position The space taken up by a recognised brand within a crowded market for similar products.

Market share The proportion of sales for a brand or product compared to all sales for similar brands or products.

Marketing The wider promotion of products and services, including the use of advertising as well as branding, event and word-of-mouth.

Masculinity The set of attributes and behaviours that are associated with boys and men.

Mass audience A very large audience, usually of millions of people.

Masthead A publication's name or title in a distinctive form, usually placed at the top of the front or cover page.

Meanings The range of ideas communicated by, expressed in or represented by something.

Media Plural of the word medium; channels of communication.

Media audiences People who watch, listen to or read media products.

Media brief A document setting out what is needed within a media product. It is usually written by a non-media company, such as a manufacturer who wants to advertise their goods, explaining what they want the media products (in the Spotfaze brief, the adverts) to achieve. It is used by their chosen media production company to make sure they get the message and the details right.

Media consumption Audiences and individuals are often described as consumers of media. Media consumption is any engagement with the media by an individual or audience.

Media form The different methods that can be used to communicate messages, such as radio, television and the internet.

Media identity The way something or someone is perceived because of how they have been represented across the media.

Media industries The industries involved in creating media products, such as the television industry or the advertising industry. How media products are financed, created, marketed, distributed and regulated.

Media language The building blocks of any media product, such as camera shots, sounds, colours and fonts; and the ways these are used to create and communicate meanings.

Media literacy The possession of the range of skills needed to gain access to, critically analyse and create your own examples of media in different forms. GCSE Media Studies is a good way of developing your media literacy.

Media pack Contains information for potential advertisers.

Media producer Media worker who helps to create media products, specifically those who are responsible for leading media teams.

Media product One specific item within the overall media output, such as a television programme, radio programme, website or film.

Media representations How the media portray (or represent) events, issues, individuals and social groups.

Media synergy The co-production and/or copromotion of a related set of media products or services all developed in-house by a large media corporation.

Mediated reality A version of reality presented in a media product that has been put into words, sounds and images that give one view of the culture, event or issue.

Mediation The selection and omission of information when creating a media product.

Medium A channel of communication.

Medium close-up (MCU) A head to mid-chest camera shot. Used to show dialogue.

Medium is the message A phrase coined by Marshall McLuhan to describe how media technologies influence society.

Medium shot (MS) A head to waist or hips camera shot. Used for news broadcasters and to show what a character is doing with their arms – giving some sense of action. Also known as a mid-shot.

Meme A video, image or piece of text (usually funny) that is copied and shared by internet users.

Merchandise With regard to films, these spin-off products linked to feature films can include toys, clothing, posters, books, games, food and other items that bear the film's brand.

Merchandising tie-in A non-media product that is derived from a TV show, video game, film, etc., such as a toy or an item of clothing, designed to make money from the same audience as the associated media product.

Mergers Two or more companies joining together to create larger companies. For example, Carlton and Granada TV merged in 2004 to form ITV plc.

Mid-shot A camera shot that his head to waist or hips. Used for broadcasters and to show what a character is doing with their arms – giving some sense of action. Also called as medium shot.

Middle ground The part of the scene between the foreground and background.

Millennials People who reached young adulthood at the start of the 21st century – the turn of the millennium.

Mise-en-scène All the elements chosen by producers to make up the content of images, including codes such as location, lighting, non-verbal communication (NVC), props, accessories, etc. are often referred to as the mise-en-scène. It is a French term meaning 'put in the scene', which emphasises the idea that elements are included deliberately to communicate specific meanings.

Misrepresentation An individual or group is represented in a way that is misleading.

Mix One camera shot gradually merges into the next. It can suggest a passage of time, or that two different events are happening at the same time. Also called a dissolve.

Mobile device Refers to a mobile phone, tablet or similar, that connects to the internet.

Mobile gamer Someone who plays games on a mobile device.

Mode of address Involves the style and tone of a media message's presentation; not so much what is being said but the way in which it is said. Formal/informal, direct/indirect are examples of modes of address.

Model A model seeks to capture an idea or concept in a simplified form, often as a graphic or diagram.

Monetisation strategy The proposed method for making an income from a product.

Monopoly A situation in which one company totally dominates a sector of the market place. There is no competition, leaving customers with no choice to buy elsewhere.

Montage A technique of putting together fragments of still or moving images and/or sounds from different sources to create a meaningful sequence. Often used to compress time.

Moral panic The impact on society when the mass media play an active role in stereotyping a person, group or issue as a threat to the accepted norms, values and interests of society.

Moving image Video, television or film.

Multimedia brand A recognisable business name that produces products across a variety of media forms.

Multimedia platform A technological space where different types of media content can be viewed together, e.g. the internet allows video, sound, text and other files to be seen in one space.

Music Refers to the use of vocal and instrumental sound within other media products, such as films, video games and radio shows.

Music beds Both radio and advertising use music beds in the background, to evoke an atmosphere or mood. The term usually refers to instrumental pieces that are relatively low in volume, allowing other sounds to be heard clearly above them.

Music video A short film, that uses imagery to support a music track. Used to promote the track and/or artist.

Narrative A story.

Narrative realism Aspects that make a story seem believable.

Narrative structure The way a story is put together, including the order in which the events are unfolded.

National Relating to a whole nation or country.

Navburger The 'three horizontal lines' navigation icon, which will lead to a drop-down menu on websites designed for mobile devices. Also known as a hamburger.

Navigation bar The menu strip, often near the top of a webpage, which enables a user to navigate around the website.

Needletime The amount of recorded music a radio station could play per day, according to an agreement between the Musicians' Union, BBC and the PPL. Called this because vinyl records are played using the needle on a record player.

Negative representation The portrayal of a group, person or idea in a way that will make it seem bad.

Negative stereotypes The reduction of a group to a limited set of characteristics that makes the group seem worse than they are.

Negotiated reading Accepted some of the intended meanings and rejecting others.

Network providers Companies that broadcast, transmit or stream media products, such as Netflix, Amazon, Sky and ITV.

News feature A single (but probably quite lengthy) item in a news broadcast or newspaper.

News providers/service Media companies or forms of output that broadcast or convey the news to audiences.

News values The criteria by which a news provider judges what is and is not important enough to be included in the news.

Newspaper article An individual item of news/news story in a newspaper.

Newspapers Daily or weekly print publications that focus on the most up-to-date news, important to a particular country or area.

Newsworthiness Relates to a topical event that is considered sufficiently interesting to the public to be worthy of reporting as news. News media will judge the newsworthiness of an event by applying their own set of news values. These may differ. For example, the *Daily Mirror* sees human interest stories as more newsworthy than *The Times*.

Niche Literally, a small space, so a niche audience is one that is small, but perfectly targeted by a product.

Niche audience A niche audience is smaller and more specialised than a mass audience. To target a niche audience or market, then, is to attempt to design a product that is perfectly suited to a particular group of people.

Nielsen A data analytics company that combines its own data collection with data from other sources, to provide information about the audiences for different media forms.

Non-creative roles Media jobs that are not part of the creative processes, such as legal teams, administration and finance.

Non-diegetic sound Sound that would not be heard within the world of the film or programme.

Non-linear marketing Marketing that encourages the audience to take action before getting to the real point of the campaign, investing time and emotion in the product before they know what it is.

Non-verbal codes The elements of media signs that are about the way people dress, move and act, and the way in which they say things.

Not-for-profit Companies that don't take profits from their products and services.

NRS socio-economic scale The ABC1 C2DE scale used to describe social class, devised by the National Readership Survey.

Non-exam assessment (NEA) Referred to by some people as coursework. You have to carry out this work during the course itself, rather than during an exam at the end of the course. However, the tasks are still set by AQA. Your NEA work is first marked by your teacher and is then sent to AQA who will moderate the marks.

Objectives What the characters in a video game or its gamers are trying to achieve.

Objectivity Information that is based on facts and analysis or scientific reason. Objectivity is based on observable and measurable evidence. Objective views are often backed up by statistics. Something claimed to be 'objectively true' will be supported by hard evidence.

Obstacles Problems a character will encounter that must be overcome.

Ofcom Ofcom regulates TV, radio, video-on-demand, phone and postal services. Ofcom promotes competition, protects the interests of consumers and enforces the rules that apply to different communication sectors.

Oligopoly A market that is dominated by a few companies that control the supply of the products or services. There is very little competition within an oligopoly as the companies tend to cooperate with each other by keeping prices high.

On-screen graphics Drawing, writing and diagrams, often on top of the video footage in a blog, adding information to it.

Online anonymity The ability of internet users to post comments, images, responses, etc, without having to reveal their real identity.

Online gaming Playing video games on the Internet.

Online participatory audiences Media audiences who interact on websites, social media accounts, etc.

Online, social and participatory media Term used to cover websites and social media platforms, and the media content they include.

Op-ed Short for 'opposite the editorial page', these are written by named columnists and do not necessarily express the newspaper's official position.

Oppositional reading Recognising the preferred reading but rejecting it.

Outtakes Errors made during filming, which are revealed to the audience often at the end of the 'proper', fully edited version of the video or film.

Over-the-shoulder shot A camera shot used mostly in dialogue sequences, shot as if from over the shoulder of one character, looking towards another character. The shoulder of the first character may or may not be seen in the shot.

Pace (of speaking) The speed at which someone speaks.

Pack shot Literally, a shot (photograph or video) of the pack or product being advertised.

Paid-for services Media services, such as websites or streaming media, that audiences pay to access, often via subscription, but sometimes via one-off payments.

PAMCo Publishers Audience Measurement Company: the organisation that took over from the NRS in gathering data about newspaper and magazine audiences, both in print form and online.

Pan A fixed camera shot rotated left or right, to sweep across a scene.

Panel Used to refer to a box on one side of a magazine, newspaper or web page, that contains distinct information.

Paralanguage How we convey meaning through aspects of speech other than the words we use – such as speed, rhythm, tone, volume and hesitation.

Parent company A company that controls or owns other companies; the major company in a conglomerate.

Partiality Bias in favour of an individual, social group, argument, etc.; could be seen as favouritism.

Passive audiences Media audiences that do not question what they are being told by the media, or do not otherwise actively engage with the media.

Patriarchy A system or society in which men are all-powerful and women are excluded from positions of influence or responsibility. Patriarchal attitudes are the views and beliefs that justify this inequality.

Paymium (or paidmium) A business strategy for apps that combines a low initial price with in-app purchases.

Paywall A website with a paywall is fully or partially restricted to users who pay a subscription.

Peer-to-peer Refers to file-sharing (of media products) among audience members.

PEGI Pan European Game Information regulates the video game industry across Europe, including the UK, by setting age ratings for games.

Perception The way in which something is interpreted or understood by an audience.

Permanent contract No end date is set in the contract. The employee (worker) can choose to leave the job by giving a set period of notice.

Personal identity Comparing ourselves to, or measuring ourselves against, role models in the media.

Phone-in A radio (or sometimes television) show that invites the audience to take part via telephone. Usually a discussion programme.

Photo-story In newspaper journalism, this is a story that is more newsworthy because of the presence of an interesting photograph. Prime Minister Theresa May's meeting with other European leaders (October 2017) would have been newsworthy anyway, but the powerful image on the right, taken from video footage, made it even more so. It was used by almost every UK newspaper and many others around the world.



Photographers Media workers or artists who are employed to take photographs.

Pilot scheme A small-scale trial of a new procedure, to see if it should be adopted more widely.

Pirate radio station A radio station that broadcasts without a licence to do so.

Pitch (of voice) How high or low a voice sounds.

Platform Refers to media platform; a service, site or a method of getting media content out to media audiences.

Platform providers These include the social media services, such as Facebook, Twitter and YouTube, which allow users to post media content on their platforms.

Plug Something that promotes or gives publicity to a media product; can refer to a small advert on the front of a newspaper for content inside the newspaper.

Point of view (POV) Filmed as if from the point of view of one of the characters within the narrative.

Political agenda The subjects or issues that a government, political party or organisation is giving attention to.

Political bias Siding with one political viewpoint.

Political context The impact of government regulation and influence on the media, and the contrasting political perspectives on media-related issues.

Polysemic A sign or message that can have many different meanings.

Popular press The newspapers that are read by the largest, mainstream audiences; tabloid newspapers.

Position Used as a verb: to control the reactions of the audience, so that they understand and accept the meanings originally encoded in a media product.

Positive stereotypes The reduction of a group to a limited set of characteristics that makes the group seem better than they are.

Post-production The parts of the media production process that take place after the main recording work: editing, mixing, layout, etc.

Power-up An object that a character in a video game can use to increase their skills or capabilities.

Pre-title sequence Used in some films and TV programmes to introduce characters or actions before the titles.

Preferred reading Understanding and accepting the producer's intended meanings.

Prejudice Derives from the word 'pre-judge', and refers to the way people make instant decisions about social groups or issues before they find out all the information.

Premiere The first public screening of a film or television programme.

Premium A payment for an extra service.

Premium mobile game One that encourages users to make in-game purchases.

Presenter A person who introduces or hosts a television or radio programme.

Press freedom The recognition that news organisations (and specifically newspapers) have the right to report the truth of what is happening, without interference from government or other organisations.

Press regulation The setting of rules and regulations for newspapers and magazines.

Pressure group An organised group of people which tries to influence government policy in a particular area or in support of a particular cause.

Primary research Research 'from scratch', where the organisation is carrying out the initial research for themselves.

Princess The reward for a successful end to the quest; could be a person, an object or a desired state such as 'peace'.

Princess' father The protector of the prize, who can hand it over to the hero.

Producers Can refer to all those involved in media production, or specifically to those in the job of 'producer'. In film and television, this is the person who holds overall responsibility for seeing that the product is created on time and according to the budget.

Product placement Deliberately using a branded product as a prop in a film, television show or video game, to promote that product through association with the media product and its characters. Product placement is paid for by the company selling the branded product.

Product shot Literally, a shot (video or photograph) of the product being advertised.

Production The creation of a media product; more specifically the phase of the production process during which the main content is recorded.

Production budget The amount of money set aside to create a specific media product.

Production roles Jobs required during the creation of a media product.

Production schedule The amount of time set aside to create a specific media product, and how that time will be used.

Project A planned activity that achieves a specific purpose.

Prop Any object that is used by the actors during a scene in a film or television programme. Abbreviation of 'property'.

Propaganda Using the media to promote a biased viewpoint, usually for political purposes.

Propp, Vladimir Russian researcher who analysed the narrative structure of Russian folk tales. Devised a list of seven main character functions used in each tale.

Protagonist The main character in a story. The protagonist is actively opposed by another character: the antagonist.

Psychographic Information about the audience variables of values, attitudes, opinions and lifestyles. The words derives from *psycho* meaning the mind and *graphy* meaning written or drawn representation.

Public interest Refers to information that the public should know for their own safety, security and wellbeing.

Public service broadcasting (PSB) Radio and television programmes that are broadcast to the public for their benefit, rather than for profit.

Public service remit Some radio and TV channels, including all those within the BBC, have an obligation to provide broadcasting for public benefit rather than financial gain.

Publicly funded Financed by public money, usually from taxes or licence fees.

Pull quote A brief quotation taken from an article and used as a sub-heading or graphic feature within the article or on another page to attract the attention of the audience.

Qualitative research About opinions and attitudes. Questions are more open-ended.

Quantitative research About statistics and numbers. Questions are factual and closed, with a small range of potential answers. The data provided are statistical.

Quest An expedition or journey to seek something or to accomplish a task. Propp's seven characters functions serve roles within the story of a quest.

Radio Sound programmes broadcast to the public.

RAJAR Radio Joint Audience Research is jointly owned by the BBC and commercial radio. Its job is to measure the number of people listening to radio and the types of radio they listen to. The website www.rajar.co.uk is a great source of information if you are doing any research into radio audiences.

Reaction shot Shows one character's reaction to something that has happened or been said. Usually comes straight after a shot of the event or another character speaking.

Realism In the media industries, this refers to the representation of something in a way that is believable.

Reality TV Genre of TV programmes, featuring ordinary people who are filmed carrying out their everyday life, and are unscripted.

Reception theory Devised by Stuart Hall, stating that the audience interprets the meaning in a media product; the meaning is encoded by the producer and decoded by the audience, but there may be differences between the two meanings.

Record labels/companies Businesses in the music industry that fund and coordinate the production, distribution and marketing of music in return for a share of the profits.

Regulation Controlling the output of a media industry, through rules imposed by specific organisations.

Regulator/regulatory body The organisation charged with regulating a specific media industry.

Reinforcing Strengthening an already existing idea of belief.

Release Make a media product available to the public.

Representation The way something is portrayed in the media, and re-presented to the audience.

Resolution The overcoming of a problem or a conflict at the end of a narrative.

Response The way an audience reacts to a media product.

Responsibility A duty or obligation.

Revenue Financial income.

Revenue stream A source of finance for a company.

Review quote A sentence or phrase taken from a review of a media product, and used to market that product to further audiences.

Rewinds Running a section of the video again, sometimes after seeing it run backwards at high speed.

Royalties Payments paid to performers and songwriters when their music is played on radio (or television or video games).

Rule of thirds The most important elements of a page are placed a third of the way across or a third of the way up or down of the main image.

Running story This is a story that appears in two or more consecutive editions of a newspaper or for two or more days in other news media. If a breaking story has this potential, journalists may say, 'this one will run and run'.

Salaried People receive regular payment (weekly or monthly) from their employer for the duration of their contract (temporary or permanent). Tax is deducted from their pay by their employers, and they have the right to holiday pay, maternity pay, parental leave, sick pay and redundancy pay. If the employer wants to end their contract early, the worker has to be made redundant or sacked because of proven misconduct.

Scene Within a film or television programme, this refers to a continuous sequence of action, even though it may be filmed using a number of different shots.

Screenshots An image captured from a screen, showing a moment in time on that screen.

Search box A box on a website, for users to type key terms to be searched for on that website.

Season A series, set or sequence of television programmes.

Secondary research When an organisation is finding out what other people have already discovered about a given subject.

Section head A header at the top of each page within a section of magazine or newspaper, signposting to readers which section they are currently reading.

Segmentation The breaking down or subdivision of a large group into identifiable slices or segments. Each segment is defined by something all members have in common, such as the same age group.

Selecting Refers to choosing specific aspects to use in a media product.

Selective representation The media may only show a limited view of an event, issue or social group, missing out other potential ideas or viewpoints of the same subject matter, e.g. a newspaper that supports the government of the day might only include negative representations of the leader of the opposition party.

Self-employed The worker is paid in full, without any deductions. They pay their own tax and national insurance, acting as their own independent company, working for the larger company that employs them. The worker is not paid holiday pay, etc. They are paid either for the specific period of time in which they work, or for a specific project to be completed.

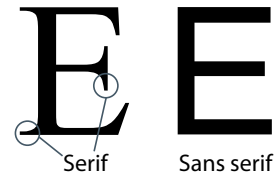
Self-regulation When media industries set up and pay for their own regulatory bodies. Unlike statutory regulators, these do not have legal powers, but they rely on companies within the industry to accept a code of practice. Examples include IPSO (newspapers and magazines) and the Advertising Standards Authority (ASA). The ASA covers press, broadcast, film and internet advertising as well as posters and leaflets. There are various codes for different media produced by the Committee for Advertising Practice. The overall aim is 'to make every UK ad a responsible ad'.

Semiotics The use and study of signs, sign systems and their meanings. Also known as semiology.

Sequence A set of items in a specific order – such as a sequence of video shots that have been edited to show an event unfolding.

Serial A story unfolding across several episodes – usually used to refer to a drama series on television.

Serif and sans serif A serif is a small decorative line added to the letters of certain typefaces, as shown below left. Sans means without, so sans-serif typefaces, as shown below right, don't have these features.



Set The scenery and props arranged for a specific scene in a film or television programme.

Settings The place and time in which a scene within a film or television programme takes place.

Sexuality A person's sexual orientation or preference.

Shallow depth of field shallow focus Only a small distance from the camera is in focus, the rest of the image is blurred.

Shared understanding The people sending and receiving the code both understand it.

Short-term contract An end date is set when the employee is first taken on. The contract could be for days, weeks or months. The employee could choose to leave before the end date, if a set period of notice is given. Also known as a temporary contract.

Shot sizes Descriptions of the different framings of a given subject matter, due to distance from the lens, e.g. close up, medium shot, long shot.

Shot-reverse-shot A standard editing technique for a dialogue sequence, typically moving alternately from one over-the-shoulder shot to the other.

Sidebar A column at the side of a webpage, for 'extra' information or navigation.

Sign The things we see and hear in a media product that carry meaning to an audience, using codes to help us to understand them.

Significance The level of meaning attached to something, or its importance.

Signifiers The part of a sign that we see or hear.

Signifying Carrying meaning.

Situated culture Someone's lived experience – their situation and surroundings, including family, friends, workplace and neighbourhood.

Skyline A line of text, with or without a coloured strip background, that runs across the top edge of a magazine page, poster or other print product. It contains important information to appeal to the audience.

Slider A slideshow of images that automatically replace each other, usually towards the top of a webpage.

Slogan A short, easily-remembered phrase used to promote or advertise something.

Slow motion Suggesting that time has slowed down.

Smartphone A mobile phone that can act as a mobile computing device, accessing apps to carry out different functions.

Social class A segment of society defined by its social and economic status, such as 'working class' or 'upper class'.

Social cohesion The tendency for individuals in society to bind together with shared views, beliefs and behaviour.

Social constructionism The belief that men and women are fundamentally different in terms of their skills, preferences and behaviours.

Social contexts The ways people interact with each other and the influence this has.

Social fragmentation The tendency for individuals and groups within society to split apart because they have few values or beliefs or behaviours in common.

Social groups Two or more people who share a common sense of identity.

Social interaction Allowing people to be part of a community, either interacting with other audience members by talking about the media product (face-to-face or online), or regarding the characters and personalities in the media as friends/companions.

Social media/social networks Websites that enable users to directly interact and network with each other.

Social media icons Logos for Twitter, Facebook, Instagram, Snapchat, etc. Used across all media forms to indicate their producers can be accessed via social media.

Social realism A film genre that deals sympathetically with everyday issues and problems faced by working-class people. Typical themes of social realist films include unemployment, poverty, homelessness, prostitution, drugs and the effects that these have on people's relationships.

Sound Something that can be heard. An individual sound is one type or element of noise. Different sounds can be mixed together to create a soundtrack.

Sound editor/mixer Media worker whose role is to combine sounds within a recorded piece, choosing which sounds to include, and to make louder or quieter at any given moment in the piece.

Soundtrack The combined sounds of the film, video or television programme.

Space Where things happen.

Special effects Illusions and visual tricks in films and television programmes.

Spin A form of biased communication used by advertisers, marketers or politicians to present someone or something in a very positive or very negative light. Experts in spin are called 'spin doctors'.

Splash/splash head A phrase used on the front cover of a magazine to promote the main story inside.

Sponsor tags Short pre-recorded pieces giving the name of the sponsor.

Sponsorship Similar to advertising, a company pays to promote its brand in relation to a particular media product or aspect of a media product. For example, weather forecasts on commercial TV and commercial radio are often sponsored, and include the branding of their sponsor at the beginning and end.

Sprite A small bitmap graphic, such as a character or object, that is designed to be used within a larger scene.

Stab A very short ident, only 1 to 3 seconds long, with the name of the radio station and music or a slogan.

Standalone Refers to an image used in a newspaper, that has a caption but no story attached, as the image contains all the information of the story.

Standfirst A brief introduction to a newspaper or magazine article, which often appears just below the headline.

Star power The use of famous actors to attract an audience to a film or other media product.

Station ident The name (and often the frequency or URL) of the radio station, spoken or sung, to let listeners know which station they're tuned in to.

Statutory regulation Statutory regulators have legal powers to control the industry for which they are responsible (a statute is a law). For example, Ofcom is the UK regulator for TV, radio, video-on-demand and phones. It sets rules and enforces them in these sectors.

Stereotyping The reduction of a social group to a limited set of characteristics or preconceived ideas.

Sticky header A webpage header that stays at the top of the viewing screen when a user scrolls through the page.

Still image Usually refers to a photograph, as opposed to a video or moving image.

Stills photographer Media worker employed to take photographs on a film set, to capture key moments in the narrative for posters and other publicity purposes.

Stinger A short piece of music to mark the start or end of a piece of audio, usually in radio production.

Straight cut An instant change between two shots. The most commonly used edit, which implies that time is continuous. Also called a cut.

Strapline Could refer to a subsidiary heading in a newspaper or magazine, or a slogan that summarises a brand in advertising and marketing.

Streaming service A media provider that enables users to watch or listen to online content on-demand.

Studio shooting Filming in a studio rather than on location.

Subculture A group with beliefs or values that differ from most people in the wider culture to which it belongs.

Subgenre A specialist area within a genre. For example, Radio 1 is a music radio station, but is also mainly a contemporary pop music station.

Subheading A secondary heading within a newspaper or magazine article, rather than at the beginning.

Subjectivity Information that is based on individual interpretation or opinion. It can be clouded by bias, values or beliefs. Subjective views may not be backed up by scientific proof or hard evidence, but they can still have great value in opening our eyes to a deep understanding of something that is not measurable such as humanity, love or grief.

Subscription newspapers, magazines and video-on-demand services, among others, can often be paid for by subscription – a regular payment giving access to the products.

Subscription video-on-demand SVOD is the same as VOD but is only available to paying customers. Amazon Prime Video is an example.

Subsidiary Refers to a company that is controlled by a parent company, within a conglomerate.

Subsidy Money given to keep costs down. Often refers to money given from public funds.

Subvert Undermine or overturn.

Superimposition Placing one design element on top of or overlapping another one.

Supply chain The series of processes or businesses involved in the creation and distribution of a media product.

Surface realism getting the details right, e.g. not allowing characters on *Game of Thrones* to use a mobile phone.

Surveillance One of the potential uses in Blumler and Katz's uses and gratifications theory. Surveillance refers to the gathering of information about the world.

Symbol A sign that doesn't look or sound anything like the things it refers to, so we need to have learned its meaning. For example, a red rose is a symbol of romance.

Symbolic codes Media language elements that carry meaning because of our shared understanding and culture, such as our shared understanding that red can indicate danger.

Synergy The interaction or cooperation between two companies or products, to enable each to benefit from the other, e.g. the release of a video game and film under the same title, where each helps to promote the other to new audiences.

Synopsis A short summary.

Synoptic question A question on the exam paper that can draw together knowledge and understanding from any parts of the course.

Syntax How words and phrases are arranged.

Tagline A slogan, specifically those used on film posters or in advertising.

Takeovers When a large company buys up a smaller (usually rival) company or buys enough of its shares to control the smaller company. For example, Square Enix acquired Eidos Interactive in a takeover deal in 2009, acquiring the Tomb Raider brand in the process.

Target audience Producers of media products always have in mind an intended audience, often defined by age, gender or social class. The product is fashioned to appeal to the specific wants and needs of this group, a process called targeting the audience.

Targeting Attracting the target audience.

Taster A sample or preview of a product, for example Artic Monkeys' 'I Bet You Look Good on the Dancefloor' music video acted as a taster for their first album, *Whatever People Say I Am, That's What I'm Not*.

Teasers: Marketing that is meant to intrigue the audience, arousing their curiosity. In the film industry, teaser trailers or film teasers are released long before the film is due out, with far less content than a trailer, and usually carry a general date such as 'next summer'. Apparent leaks of information on social media about forthcoming media products could also be regarded as teasers.

Technical codes The normal codes of the media form expected by the audience are being used, e.g. in a science fiction film, a battle in space involves expected sounds of lasers and explosions although lasers are silent and sound does not carry through the vacuum of space.

Technological developments Advances in media technology to allow for better audience experience or easier creation or distribution of media products.

Telephoto lens Magnifies the subject matter, making it appear closer.

Temporary contract An end date is set when the employee is first taken on. The contract could be for days, weeks or months. The employee could choose to leave before the end date, if a set period of notice is given.

Terrestrial broadcast channel Television channels that broadcast via land-based transmitters rather than satellite signals or cable.

Themes Topic or subject for a media product; or an idea that is repeated throughout a piece.

Tie-in A product connected or associated with a specific media product.

Tilt A fixed camera tilted either up or down, often to emphasise how high or low something is.

Time lapse Suggesting that time is moving quickly.

Time-shifting The viewing of a broadcast programme at a time of the viewer's choice rather than at the time of transmission. This may be achieved by home recording, downloading or streaming.

Title graphics Specific lettering and design choices for the title of a video game, TV programme or film.

Title sequence The section of a video game, TV programme or film that displays the title.

Track The whole camera moves on a dolly on tracks or moves as if on tracks. Often used to follow someone or follow an action. Also called a tracking shot.

Tracking shot The whole camera moves on a dolly on tracks or moves as if on tracks. Often used to follow someone or follow an action. Also called a track.

Traditional media industries The media industries that were in existence before computer, digital and internet-based media, e.g. radio, television, newspapers, magazines and film.

Trailers Originally commercial adverts for forthcoming films, to be shown in cinemas. At first, they were shown after the main film, *trailing* it. Obviously, cinemas now show them before films. The term trailer also now includes similar advertising for television shows, video games, theatre events and concerts.

Transition (editing) The joining together of two shots. The most common type of transition is the cut: an instant shot change between the two shots. Others are crossfade (or mix or dissolve), in which one shot gradually merges into the next. Digital editing can also achieve many special effect transitions. A fade in is a transition between a blank screen (usually black) and a shot. Fade out is the same in reverse.

Transmission A broadcast programme on television or radio. A live transmission is broadcast simultaneously with the event actually happening.

Trolling Deliberately starting quarrels and upsetting people online by adding controversial comments to social media feeds.

Turn-based game A video game in which players (or the player and the game) take turns in playing, rather than all moving simultaneously.

TV drama Genre of television programme or series, based on serious rather than comedic fiction.

TV licence the BBC is partly funded by the TV licence, which has to be paid by most people in the UK who have equipment that can access BBC TV, including television sets, computers and gaming consoles. The licence fee is set and collected by the government, and passed on to the BBC.

TV spot A trailer for TV rather than the cinema.

Two-shot A shot that includes two characters, usually because they are doing something together.

Two-step flow when audience members' reaction to the media is partly influenced by the reactions of their family, friends and other role models.

UK independent films Films made without any financial or creative input from the 'big six' American studios which also pass the cultural test for 'Britishness'. The individuals and companies producing these films make up the UK independent sector.

Ultra-high definition Refers to the display resolution of television, with more pixel density on the screen than was previously possible – from approximately 4,000 pixels in width.

Under-represented The proportion of media coverage for a specific group is lower than it should be, given the proportion of that group in the overall population.

Unique selling point (USP) The factor that makes a specific product or service stand out in comparison to other similar products. The USP of a community radio station could, for example, be that it plays music by local artists or that it features news about the local area.

Unseen source A media product used in an exam question that students have not previously been required to study as part of the course.

Upload To transfer data, usually to the internet.

Upmarket press Opposite of the popular or downmarket press; broadsheet newspapers; newspapers that focus on serious news.

Upper case Upper case letters are capitals. A whole word in upper case has more impact but is harder to read at a glance.

URL Uniform resource locator, or address of a webpage.

User-generated content (UGC) Any form of content (video, blogs, digital images, audio files) created by users of an online system, made accessible to others via social media. Most newspapers have online versions which invite contributions from readers. Unlike the print edition, there is no restriction on the space available for this material. Contributors of user-generated copy are almost always unpaid and are sometimes known as citizen journalists.

User-names Name used to identify someone on a computer, network or website.

Users People who use a website, such as a social media site.

Uses and gratifications Theory developed over a long period by media theorists, including Blumler and Katz, stating that audience members can have different purposes for using each media product.

Values What each person, social group or organisation considers to be important, including standards of behaviour.

Verbal codes The elements of media signs that are about the way people talk or use words.

Vertical integration A strategy that involves bringing supply, production, distribution and sales together into one unified company.

Vicarious pleasure Enjoying experiences second-hand by watching others go through them.

Video-on-demand VOD is television content that can be watched at any time the viewer chooses. BBC iPlayer is an example.

Viewing figures The statistics about the number of people watching a given television programme or channel during a given period of time.

Villain The antagonist or opponent to the hero, who places obstacles in the path of the hero.

Viral marketing Marketing that encourages and relies on the sharing of information, video files and so on from one person to another via social networks; similar to the spreading of a virus from one person to another in the real world.

Virtual reality (VR) Technology that simulates a three-dimensional world, often enabling users to interact with it.

Visceral pleasure A type of audience pleasure that is like a physical experience

Visual appeal How the way that something looks adds to its attraction to an audience.

Vlog An abbreviation for video blogs; often posted on YouTube channels, with regularly posted video updates.

Vlog post An individual video update on a vlog.

Vlogger Person who makes video blogs, for example via their own YouTube channel.

Vocabulary Selection of words to be used.

Voiceover A voice not really present in the scene, such as the interior thoughts of a character or an external narrator explaining what is happening.

Voiceover narration The telling of a story or information via a voice not present in the scene.

Voices The different sounds made by different people when they speak.

Voluntary sector Companies that are non-profit and non-governmental.

Voyeuristic pleasure Enjoying spying on others.

VSC The Video Standards Council, which operates the PEGI age rating system in the UK.

Watershed The period after 9.00 p.m. and until 5.30 a.m. when television broadcasters may schedule more adult material that could be harmful or unsuitable for viewing by minors (under 16). Premium paid-for services such as Sky Movies do not have to operate a watershed but must be PIN protected with a security code.

Website A set of related webpages under one domain name.

Whip pan A very quick pan across a scene, to quickly move attention from one point to another.

White paper A document intended to start a discussion that will lead to change.

White space The use of space around and between the design elements, to allow them to be seen separately. The space does not have to be white.

Wholly owned Refers to a (subsidiary) company whose shares are all owned by another (parent) company.

Wide angle (WA) A wider landscape shot. If people are present, they are not big enough to fill the full height of the frame. Used to show a location. Also called an extreme long-shot (ELS).

Wide-angle lens As the name suggests, this takes in a wide angle of the scene, meaning you can squeeze more of the space into view. This makes parts of the scene seem further away

Wikis Sites that anyone can contribute to, collaborating to create a crowd-sourced information set.

Wild sound The background noise in any scene, which can help to suggest the location. Also called atmos or ambient sound.

Window on the world Phrase used to suggest that the media allow us to see what is going on in places we can't physically reach.

Word-of-mouth Passing information and opinions on from one audience member to another; seen as the best form of promotion, as people trust each other more than they trust advertising.

World premiere The first screening of a film anywhere in the world; seen as a prestigious event.

Youth TV Television programming aimed specifically at young people.

Zoom Created with a fixed camera, using the lens to make the subject appear to move closer (zoom in) or further away (zoom out). Rarely used in TV or film drama, as it draws attention to the use of the camera and away from the narrative.