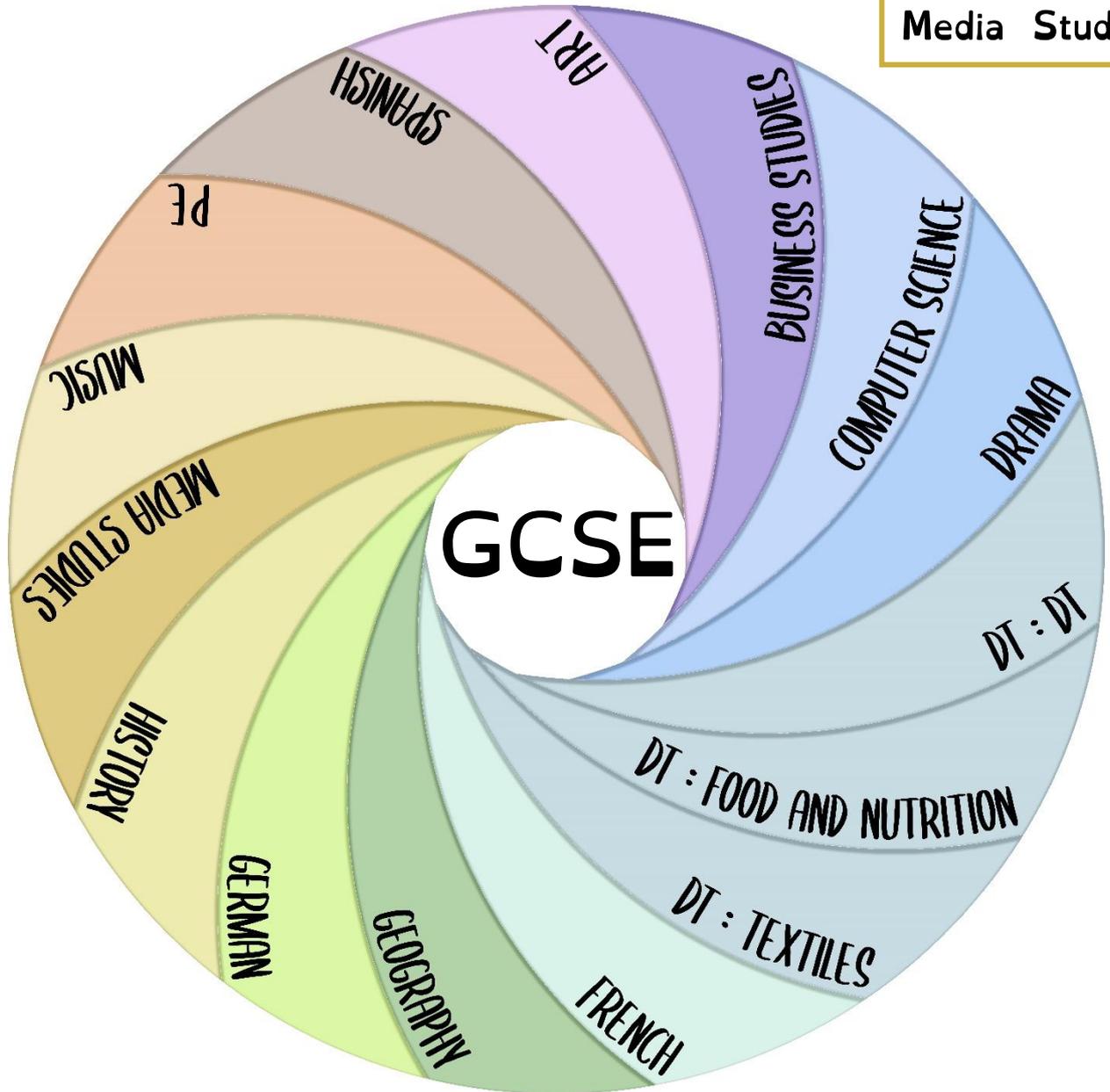


Name: \_\_\_\_\_

Tutor: \_\_\_\_\_

Tutor Group: \_\_\_\_\_

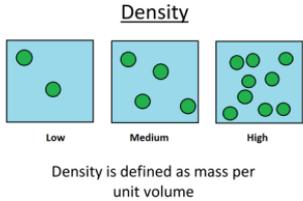
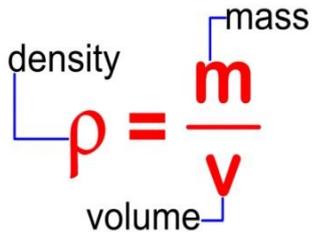
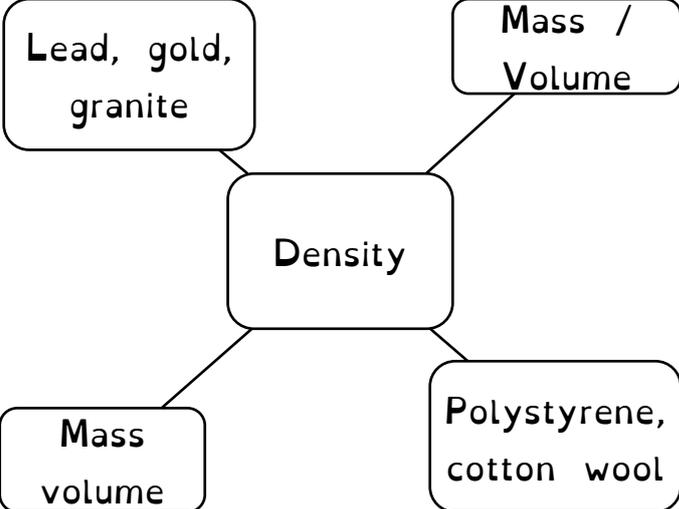
Media Studies





# VOCABULARY ACTIVITIES

## "Density"

Define	Draw	In a sentence	Symbol
Density – the mass of matter per unit volume	 <p>Density is defined as mass per unit volume</p>	Iron has a higher density than wood.	
Antonyms	Synonyms	Etymology	Simile
Dispersion Lightness	Concentration Compactness Tightness	From the Latin word 'densus' meaning 'thick' or 'dense'	As dense as marble
Play:	Draw a Word Map	Gesture	
Ideas include: Pictionary Taboo Charades 20 questions			

# MEDIA STUDIES

Keyword	Definition
Active audience	The theory that media audiences engage with or interact with media products by contributing, participating or creating their own meanings. See Reception Theory and Uses and Gratifications.
Advertising Standards Authority (ASA)	The ASA is a self-regulatory body set up by the advertising industry. It covers press releases, 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.
Anchorage	The text (copy) that fixes (anchors) an image and its meaning.
Antagonist	In a plot, the character whose function is to disrupt the protagonist – often, but not always, a villain.
Archetype	An original on which many copies are based. Often used in relation to characters in fictional works. Examples include the rebel, the mother figure and the villain.
Audience	The people who consume a media product by watching, listening and reading it.
Audience positioning	The technique used to persuade the audience to interpret a media product in a particular way.
Bias	A prejudice for or against a particular idea, place, 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's included, but what's left out.

# MEDIA STUDIES

Keyword	Definition
BBFC	British Board of Film Classification – responsible for deciding the age classification and censorship of all films and video content released in the UK.
Big close up	A camera shot which focuses on the face or close detail of the body. The closest type of shot is an extreme close up (ECU).
Binary opposition	The contrast between two ideas or concepts, such as good/evil, male/female. Usually the contrast causes conflict that drives the narrative.
By-line	The printed line of text in a newspaper/magazine that names the writer of an article.
Censorship	The controls and regulations that exist about media content. Censorship powers can be held by governments or regulatory bodies.
CGI	Computer-generated imagery is the application of computer graphics to printed or moving image media. The term CGI commonly refers to 3D computer graphics used for special effects in film sequences.
Code	A communication system which includes signs, rules and shared understanding. Examples include the English language, non-verbal codes, print codes and editing codes.
Cold opening	A short scene occurring before the opening credits or title sequence, which hooks the viewer by plunging straight into the story. Also known as a cold open or teaser sequence.

# MEDIA STUDIES

Keyword	Definition
Colour palette	The suite of colours that are used in the creation of media texts, such as websites and magazines, to reflect a brand and appeal to its audience.
Conglomerate	A media conglomerate is a large corporation that owns a large number of media companies, such as television, radio, internet, publishing – giving the conglomerate control in the market.
Connotation	The meanings of a sign or media product that are made by cultural association. These are often the deeper or underlying meanings. For example, images of a sunset in a film may connote ending or closure.
Consumption	The act of using media products by watching, listening to or reading them.
Conventions	Established rules or shared understandings used in the creation of media products. Conventions are more likely to be taken for granted as 'the way we do things' rather than formally written down.
Convergence	The coming together of technologies and institutions to create a new product or media experience.
Close up (CU)	A common camera shot that tightly focuses on a person or object.
Crane shot	A camera shot that is taken from above the ground high on a crane (also known as a jib).
Cross-cut	An editing technique used to establish that action is occurring at the same time.
Demographics	1. The characteristics and make-up of a sample of the population, eg age, gender, nationality. / 2. the literal or surface meaning in a media text

# MEDIA STUDIES

Keyword	Definition
Denotation	The literal or surface meaning of a sign or media product.
Diegetic sound	Actual sound from the world of the film, whether on or off screen.
Deregulation	The reduction or removal of a government regulation in a particular industry such as radio or television. Usually, this is done in the belief that increased competition will improve the quality of the service provide more choice for consumers.
Desensitisation	The idea that continuous exposure to violent or disturbing media content can leave audience members indifferent to real life events.
Encoding / Decoding	This model of communication claims that media products contain various messages that are made (encoded) using various codes and conventions. The ways in which audiences make sense of (decode) these messages depend on the social context of the audience member. The decoded message may not be the same as the encoded message.
Enigma	A narrative device in the form of a mystery or puzzle that is not immediately resolved. An enigma is a way of hooking the audience in to the story.
Establishing shot	A type of camera 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.

# MEDIA STUDIES

Keyword	Definition
Genre	A way of describing texts which share recognisable characteristics, eg men's magazines, TV crime dramas or first-person shooter games.
Globalisation	The process that has seen international flows of trade, business, media and cultural products become speedier and more intensive.
Guerilla marketing	The focus of guerilla advertising or marketing is on the creative, the imaginative, the unexpected – something that will generate a social buzz. Based on low-cost unconventional tactics which aim to capture the attention and interest of consumers.
Headline	The text, usually in larger font, at the top of a page or article in a newspaper or article, indicating what the content is to the reader.
Home page	The first page of a website that a user will access at a web address. The home page usually contains navigation links to the other pages of the website.
Horizontal integration	Companies who acquire other companies operating in the same sector.
House style	The overall design style of a newspaper, website or magazine. This might include font, colour scheme and layout. The house style sets a product apart from its competition and makes it easily recognisable to its audience.
Hybrid	A genre that combines two or more pre-existing genres to create a new category.

# MEDIA STUDIES

Keyword	Definition
Icon	In semiotics, an icon is a sign that physically resembles the thing it stands for (compare with symbol).
Ideology	A shared set of beliefs and ideas about what is right and what is wrong.
Institutions	The organisations that create and distribute media texts, such as the BBC and News International.
Intertextuality	A feature of texts (media products) that borrow or quote from other texts.
Interactive media	Interactive media allows the user/consumer to take an active involvement in the media text, even by contributing to it.
IPSO	The Independent Press Standards Organisation is the independent regulator of the newspaper and magazine industry in the UK.
Links	Clickable text or images that take users to different pages of a website.
Logo	The visual image used to identify a product, brand or company.
Masthead	A publication's name or title in a distinctive form usually placed at the top of the front page or cover page.
Media synergy	The co-production and/or co-promotion of a related set of media products or services all developed in-house by a large media Corporation.
Medium/mid shot (MS)	A commonly used camera shot. Typically it will frame the subject from the waist up or show some background detail in the shot.

# MEDIA STUDIES

Keyword	Definition
Mediation	The process by which a media product represents an idea, issue, event or group of people to the audience. 'Mediation' suggests that this process always changes the perception of whatever is represented by the media.
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.
Mise-en-scene	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 this scene' which emphasises the idea that elements are included deliberately to communicate specific meanings.
Mock-up	A rough plan of how the layout of a page of printed media will look.
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.
Montages	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

# MEDIA STUDIES

Keyword	Definition
	a threat to the accepted norms, values and interests of society.
Multi-media	Technology that enables sound, video, text and graphic images to be used in the same media production.
News values	Ways in which media companies will assess and categorise news stories and decide on their newsworthiness. Each media publication will have its own news agenda and set of news values.
Niche audience/market	A relatively small segment of an audience with specific tastes and interests.
Non-diegetic sound	Sound that is neither on the screen or features in the 'world of the film'. Typically, non-diegetic sound will be sound effects or background music added to create mood and atmosphere.
Non-verbal communication	Non-verbal communication/codes (NVC) are all those that do not include spoken or written language. Clothing, facial expression and body movement are examples of NVC.
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.
Opening sequence	The opening section of a film/television drama. Often this is action-packed and ends on a cliffhanger. Opening sequences are also used to introduce key characters or to establish settings.

# MEDIA STUDIES

Keyword	Definition
Panning	A camera movement in which the camera stays in one position (usually on a tripod) and sweeps around horizontally from left or right.
Passive audience	Passive audience theories stress the power of the media to directly influence the ways in which audiences think or behave.
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.
Point of view (PoV)	A camera shot that allows the audience to see from the viewpoint of an individual character.
Product placement	A marketing technique in which products or mentions of products are embedded within, for example, a film or a television show.
Psychographic	Marketing and advertising often categories consumers using psychographic variables: different psychological categories that are linked to aspirations, lifestyle, personality or spending habits.
Public sector	Companies that are owned or controlled by the state. The BBC is an example of a media organisation in the public sector.
Public service broadcasting	Television and radio programmes that are broadcast to inform, entertain or educate the public, without trying to make a profit.
Reception theory	These are theories of the media audience that see audiences as 'active' because they make their own meanings out of the messages received from the

# MEDIA STUDIES

Keyword	Definition
	media. The meanings we make out of media products is just as much influenced by who we are as by the content of the message, according to reception theory.
Regulation	Rules or sets of standards that are expected to be adhered to. Regulatory bodies oversee that this is being done by media companies.
Representation	The way in which the media 'represents' people and the world around us.
Sign	Anything that expresses meaning is a sign. Examples include written or spoken words, an image, a sound, a gesture or an item of clothing.
Signposting	The technique of establishing what the location of a scene is from the beginning. For example, a hospital drama might be signposted by audio of medical equipment or ambulance sirens.
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 printed product. It contains important information to appeal to the audience.
Slogan	A catchy, eye-catching and memorable phrase, often used in advertising.
Social cohesion	The tendency for individuals in society to bind together with shared views, beliefs and behaviour.
Social construction	The belief that masculine and feminine behaviours, values and beliefs are constructed by society and not by nature.

# MEDIA STUDIES

Keyword	Definition
Stereotyping	The reduction of a social group to a limited set of characteristics or pre-conceived ideas.
Synergy	Where two or more media products are linked for commercial purposes, eg a film and a video game based on the film.
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.
Teaser	A form of trailer that 'teases' the audience about a forthcoming film. Often meant to intrigue, teasers are typically short and aimed at perking interest.
Unique selling point	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.
User generated content (UGC)	User generated content (UGC) is any content created and distributed on a particular platform by a user of that platform.
Uses and gratifications	A theory associated with Blumler and Katz that audience members seek out and actively <i>use</i> media products to <i>gratify</i> different sorts of need.
Wide angle shot	A camera shot which gives the viewer access to the whole scene. Called a long shot in film.
Zoom	Movement of a camera lens to make a subject seem closer (zoom in) or more distant (zoom out).

# MEDIA STUDIES

Keyword	Definition
BBFC	British Board of Film Classification – responsible for deciding the age classification and censorship of all films and video content released in the UK.
Big close up	A camera shot which focuses on the face or close detail of the body. The closest type of shot is an extreme close up (ECU).
Binary opposition	The contrast between two ideas or concepts, such as good/evil, male/female. Usually the contrast causes conflict that drives the narrative.
By-line	The printed line of text in a newspaper/magazine that names the writer of an article.
Censorship	The controls and regulations that exist about media content. Censorship powers can be held by governments or regulatory bodies.
CGI	Computer-generated imagery is the application of computer graphics to printed or moving image media. The term CGI commonly refers to 3D computer graphics used for special effects in film sequences.
Code	A communication system which includes signs, rules and shared understanding. Examples include the English language, non-verbal codes, print codes and editing codes.
Cold opening	A short scene occurring before the opening credits or title sequence, which hooks the viewer by plunging straight into the story. Also known as a cold open or teaser sequence.

# MEDIA STUDIES

Keyword	Definition
Colour palette	The suite of colours that are used in the creation of media texts, such as websites and magazines, to reflect a brand and appeal to its audience.
Conglomerate	A media conglomerate is a large corporation that owns a large number of media companies, such as television, radio, internet, publishing – giving the conglomerate control in the market.
Connotation	The meanings of a sign or media product that are made by cultural association. These are often the deeper or underlying meanings. For example, images of a sunset in a film may connote ending or closure.
Consumption	The act of using media products by watching, listening to or reading them.
Conventions	Established rules or shared understandings used in the creation of media products. Conventions are more likely to be taken for granted as 'the way we do things' rather than formally written down.
Convergence	The coming together of technologies and institutions to create a new product or media experience.
Close up (CU)	A common camera shot that tightly focuses on a person or object.
Crane shot	A camera shot that is taken from above the ground high on a crane (also known as a jib).
Cross-cut	An editing technique used to establish that action is occurring at the same time.
Demographics	1. The characteristics and make-up of a sample of the population, eg age, gender, nationality. / 2. the literal or surface meaning in a media text

# MEDIA STUDIES

Keyword	Definition
Denotation	The literal or surface meaning of a sign or media product.
Diegetic sound	Actual sound from the world of the film, whether on or off screen.
Deregulation	The reduction or removal of a government regulation in a particular industry such as radio or television. Usually, this is done in the belief that increased competition will improve the quality of the service provide more choice for consumers.
Desensitisation	The idea that continuous exposure to violent or disturbing media content can leave audience members indifferent to real life events.
Encoding / Decoding	This model of communication claims that media products contain various messages that are made (encoded) using various codes and conventions. The ways in which audiences make sense of (decode) these messages depend on the social context of the audience member. The decoded message may not be the same as the encoded message.
Enigma	A narrative device in the form of a mystery or puzzle that is not immediately resolved. An enigma is a way of hooking the audience in to the story.
Establishing shot	A type of camera 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.

# MEDIA STUDIES

Keyword	Definition
Genre	A way of describing texts which share recognisable characteristics, eg men's magazines, TV crime dramas or first-person shooter games.
Globalisation	The process that has seen international flows of trade, business, media and cultural products become speedier and more intensive.
Guerilla marketing	The focus of guerilla advertising or marketing is on the creative, the imaginative, the unexpected – something that will generate a social buzz. Based on low-cost unconventional tactics which aim to capture the attention and interest of consumers.
Headline	The text, usually in larger font, at the top of a page or article in a newspaper or article, indicating what the content is to the reader.
Home page	The first page of a website that a user will access at a web address. The home page usually contains navigation links to the other pages of the website.
Horizontal integration	Companies who acquire other companies operating in the same sector.
House style	The overall design style of a newspaper, website or magazine. This might include font, colour scheme and layout. The house style sets a product apart from its competition and makes it easily recognisable to its audience.
Hybrid	A genre that combines two or more pre-existing genres to create a new category.

# MEDIA STUDIES

Keyword	Definition
Icon	In semiotics, an icon is a sign that physically resembles the thing it stands for (compare with symbol).
Ideology	A shared set of beliefs and ideas about what is right and what is wrong.
Institutions	The organisations that create and distribute media texts, such as the BBC and News International.
Intertextuality	A feature of texts (media products) that borrow or quote from other texts.
Interactive media	Interactive media allows the user/consumer to take an active involvement in the media text, even by contributing to it.
IPSO	The Independent Press Standards Organisation is the independent regulator of the newspaper and magazine industry in the UK.
Links	Clickable text or images that take users to different pages of a website.
Logo	The visual image used to identify a product, brand or company.
Masthead	A publication's name or title in a distinctive form usually placed at the top of the front page or cover page.
Media synergy	The co-production and/or co-promotion of a related set of media products or services all developed in-house by a large media Corporation.
Medium/mid shot (MS)	A commonly used camera shot. Typically it will frame the subject from the waist up or show some background detail in the shot.

# MEDIA STUDIES

Keyword	Definition
Mediation	The process by which a media product represents an idea, issue, event or group of people to the audience. 'Mediation' suggests that this process always changes the perception of whatever is represented by the media.
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.
Mise-en-scene	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 this scene' which emphasises the idea that elements are included deliberately to communicate specific meanings.
Mock-up	A rough plan of how the layout of a page of printed media will look.
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.
Montages	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

# MEDIA STUDIES

Keyword	Definition
	a threat to the accepted norms, values and interests of society.
Multi-media	Technology that enables sound, video, text and graphic images to be used in the same media production.
News values	Ways in which media companies will assess and categorise news stories and decide on their newsworthiness. Each media publication will have its own news agenda and set of news values.
Niche audience/market	A relatively small segment of an audience with specific tastes and interests.
Non-diegetic sound	Sound that is neither on the screen or features in the 'world of the film'. Typically, non-diegetic sound will be sound effects or background music added to create mood and atmosphere.
Non-verbal communication	Non-verbal communication/codes (NVC) are all those that do not include spoken or written language. Clothing, facial expression and body movement are examples of NVC.
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.
Opening sequence	The opening section of a film/television drama. Often this is action-packed and ends on a cliffhanger. Opening sequences are also used to introduce key characters or to establish settings.

# MEDIA STUDIES

Keyword	Definition
Panning	A camera movement in which the camera stays in one position (usually on a tripod) and sweeps around horizontally from left or right.
Passive audience	Passive audience theories stress the power of the media to directly influence the ways in which audiences think or behave.
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.
Point of view (PoV)	A camera shot that allows the audience to see from the viewpoint of an individual character.
Product placement	A marketing technique in which products or mentions of products are embedded within, for example, a film or a television show.
Psychographic	Marketing and advertising often categories consumers using psychographic variables: different psychological categories that are linked to aspirations, lifestyle, personality or spending habits.
Public sector	Companies that are owned or controlled by the state. The BBC is an example of a media organisation in the public sector.
Public service broadcasting	Television and radio programmes that are broadcast to inform, entertain or educate the public, without trying to make a profit.
Reception theory	These are theories of the media audience that see audiences as 'active' because they make their own meanings out of the messages received from the

# MEDIA STUDIES

Keyword	Definition
	media. The meanings we make out of media products is just as much influenced by who we are as by the content of the message, according to reception theory.
Regulation	Rules or sets of standards that are expected to be adhered to. Regulatory bodies oversee that this is being done by media companies.
Representation	The way in which the media 'represents' people and the world around us.
Sign	Anything that expresses meaning is a sign. Examples include written or spoken words, an image, a sound, a gesture or an item of clothing.
Signposting	The technique of establishing what the location of a scene is from the beginning. For example, a hospital drama might be signposted by audio of medical equipment or ambulance sirens.
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 printed product. It contains important information to appeal to the audience.
Slogan	A catchy, eye-catching and memorable phrase, often used in advertising.
Social cohesion	The tendency for individuals in society to bind together with shared views, beliefs and behaviour.
Social construction	The belief that masculine and feminine behaviours, values and beliefs are constructed by society and not by nature.

# MEDIA STUDIES

Keyword	Definition
Stereotyping	The reduction of a social group to a limited set of characteristics or pre-conceived ideas.
Synergy	Where two or more media products are linked for commercial purposes, eg a film and a video game based on the film.
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.
Teaser	A form of trailer that 'teases' the audience about a forthcoming film. Often meant to intrigue, teasers are typically short and aimed at perking interest.
Unique selling point	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.
User generated content (UGC)	User generated content (UGC) is any content created and distributed on a particular platform by a user of that platform.
Uses and gratifications	A theory associated with Blumler and Katz that audience members seek out and actively <i>use</i> media products to <i>gratify</i> different sorts of need.
Wide angle shot	A camera shot which gives the viewer access to the whole scene. Called a long shot in film.
Zoom	Movement of a camera lens to make a subject seem closer (zoom in) or more distant (zoom out).

