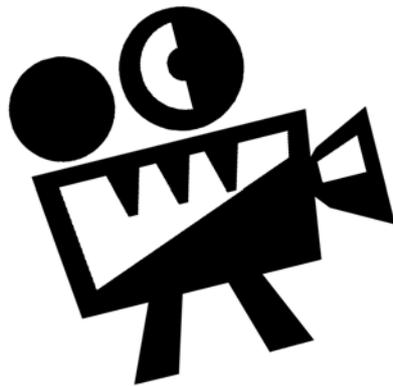


AS MEDIA STUDIES



KEY MEDIA TERMINOLOGY

Welcome to the wonderful world of Media terminology! Over the coming pages you will find a dictionary style list of key terms that it is essential you understand and feel confident using in both your written responses and classroom discussions during the Media Studies course! The glossary begins with general Media Studies terms before providing more specific terms for each of the 3 main media platforms you need to be familiar with: Broadcast, Print and Digital.

Antagonist - The main adversary of the protagonist in a media text - the conflict between the two often drives the narrative forward

Archetype - A universal type or model of character that is found in many different texts, e.g. hero, villain, damsel in distress.

Target Audience - The specific type of person that the producers of a media text are aiming their product at.

Audience - A key Media concept. The recipients of a media text, the people who are intended to consume a variety of media texts.

Connotation - Meaning created by associations - deeper levels of meaning e.g. red = danger, passion, love.

Conventions - The widely recognised way of doing something - this has to do with content, style and form.

Denotation - The literal or surface meaning - e.g. red is the colour of the rose.

Genre - A key Media concept. A way of categorising a media text according to its form, style and content. This categorisation is useful for producers and audiences.

Ideologies & Values - A key Media concept. The set of beliefs and 'world views' that are conveyed in a media text.

Institution - A key Media concept. The organisations that create and distribute a variety of media texts.

Narrative - A key Media concept. The way in which a story, or sequence of events, is put together within a text.

Preferred Reading - The intended meanings or representations of an institution present in a media text

Protagonist - The main character in the narrative of a media text

Realism - This is when media texts strive to demonstrate a true relationship with the actual world around us.

Representation - A key Media concept. The way in which the media 're-presents' the world around us through codes and signs

Stereotype - Representations of people that rely on preconceived ideas about the group that person are perceived as belonging to.

-Broadcast Media Terminology-

Close Up Shot - This shot type is often used to draw close attention to a particular subject in a frame e.g. filling the frame with a person's face to convey emotions.

Extreme Close Up Shot - This shot type is often used to create a claustrophobic effect or focus on a subject in extreme detail e.g. the tip of a pen, a criminal's fingernails.

Establishing Shot - This shot type is often using to show where a scene is taking place e.g. a shot of New York City before we see inside Joey and Chandler's apartment

Medium Shot - This shot type is often used during conversations and can be referred to as a 'two shot' - often shows characters from the waist up

Low Angle Shot - This shot type is used to make the subject look powerful, strong or tall - achieved by shooting from below the subject looking upwards.

High Angle Shot - This shot type is used to make the subject look weak, small or powerless - achieved by shooting from above the subject looking downwards

Tracking Shot - This shot type involves the camera moving along rails, following a subject - often used during travel or a longer view of a setting.

Panning Shot - This shot type involves the camera staying stationary but moving from side to side at (potentially) different speeds.

Zooming Shot - This shot type involves the frame moving either closer or further away from the action onscreen

Point of View Shot (POV) - This shot type allows the audience to witness events in a narrative through the eyes of a character

Voiceover - A feature of the soundtrack where an unseen speaker narrates or provides the audience with information regarding what is happening onscreen

Editing - The process by which footage for moving image media texts is put together in sequence. Skilfully done, this can achieve various effects on the audience.

Enigma - A central question or mystery used to drive a narrative forward

Diegetic Sound - This type of sound involves anything that the onscreen characters **can** hear. Environmental sounds like birds tweeting, kettles boiling etc.

Non-Diegetic Sound - This type of sound involves things which the characters **cannot** hear and have likely been added in post production. This includes things like voiceovers and musical soundtracks.

Mise-en-scene - This is the term for the overall composition of a scene and includes things such as lighting, costume, props, acting etc.

High Key Lighting - This type of lighting constructs a fairly natural, everyday form of lighting, free from dark shadows. This type of lighting is often used in sitcoms and comedies.

Low Key Lighting - This type of lighting highlights the contours on objects, creating dark shadows onscreen. This type of lighting is often seen in the horror genre or film noir.

-Print Media Terminology-

Anchorage - Fixing of meaning e.g. the copy text anchors (i.e. fixes to one spot) the meaning of an image

Banners - Typically found at the top or bottom of a print media text.

Broadsheet - Large format newspapers that report news in depth, often with a serious tone and higher level language. News is dominated by national and international events, politics, business, with less emphasis on celebrities and gossip. Examples: The Independent, The Guardian, The Times, The Telegraph

Byline - A journalist's name at the beginning of a story.

Captions - Text below an image that describes the image or informs the audience who took the image.

Copy - Main text of a story.

Coverlines - Captions on a magazine front cover

Emotive Language - the use of language to generate specific emotional reactions in the target audience

Headlines - The text highlighting the main story being given priority by the producers of the print media text. Often designed to be eye-catching.

Inverted pyramid structure - Newspaper stories start with the main events. Then they give more details and eyewitness comments in short paragraphs. The paragraphs at the end of the story are less important than those at the beginning. This allows sub-editors to shorten stories by cutting paragraphs from the end.

Layout - How the print media text has been designed and formatted.

Masthead - The top section of a newspaper which gives the paper's title, price and date

Sans Serif font - Font type which **does not** have lines perpendicular to the ends of letters e.g. Comic Sans - often seen as more contemporary. Think of Apple's advertising.

Serif font - Font type which **does** have lines perpendicular to the ends of letters e.g. Times New Roman - generally seen as more traditional or higher class.

Splash - The front page story

Sub-headings - Smaller, typically one line headlines for other stories.

Tabloid - Smaller newspapers aimed at a large audience. News is reported in less depth and emphasises human interest stories. The language level is lower, paragraphs and stories shorter, with more use of images. Content often includes more celebrities, media news and gossip. Examples: The Sun, The Mail, The Mirror, The Express

Text to image ratio - This involves considering how weighted the print media text is with regards to text and image - you need to ask yourself why the ratio exists.

Typography - The collective term when considering elements of print media relating to the style of the text such as the font, colour, serif, sans serif etc.

-Digital Media Terminology-

App — Short for application, a program that runs inside another service. Many smartphones allow apps to be downloaded, leading to a burgeoning economy for modestly priced software.

Bandwidth - The amount of data that can be transferred through an internet connection.

Banner ad - Web advert, normally found at the top of a page. Typically around 468 by 60 pixels in size. Sometimes called a web banner.

Blog - An online commentary or diary often written by individuals about hobbies or areas of specialist interest. Blogs commonly allow comments below entries and are published in reverse chronological order.

Blogger - A person who writes a blog.

Browser - A piece of software that allows users to view internet pages. Popular browsers include **Firefox**, **Internet Explorer** and **Safari**.

Clickthrough - When a reader clicks on an advert and is redirected to a new page.

Flash - A program used to display design-heavy, animated content.

HTML - Hyper Text Mark-up Language. Basic programming code used for the design and display of web pages.

HTML5 - The upcoming, powerful standard of Hypertext Markup Language, which has added advanced interactive features, such as allowing video to be embedded on a web page. It is gaining in popularity.

Hyperlink - A link that redirects the user to another web page.

JPEG - Joint Photographic Expert Group. Common type of picture file used on the web.

Microblogging - Variant of traditional blogging in which users write brief text messages over the web. Popularized by web site Twitter, which limits users to 140-character updates.

Multimedia - Term used to describe a range of different delivery formats such as video, audio, text and images, often presented simultaneously on the internet.

Podcasts - MP3 audio recordings that can automatically download to a user's computer as soon as they are published online.

Streaming - Watching or listening to video or audio in real time, rather than downloading files.

UI (User Interface) - The part of a software application or website that users see and interact with, which takes into account the visual design and the structure of the program.

User-generated content (UGC) - Material created and submitted to sites by its users - such as photographs, video footage, comments, articles etc.

Widget - application available to download or embed on a desktop, homepage or social network. Allows you to share content, which will be automatically updated.