

MEDIA STUDIES GLOSSARY OF KEY TERMS

ACTION CODE	
ACTIVE AUDIENCE	
ANCHORAGE	
APPEAL	
ARC OF TRANSFORMATION	
ASPIRATIONAL	
ATTRACT	
AUDIENCE CATEGORISATION	
AUDIENCE CONSUMPTION	
AUDIENCE INTERPRETATION	

AUDIENCE POSITIONING	
AUDIENCE RESPONSE	
AUDIENCE SEGMENTATION	
AUDIO	
AVATAR	
BACK STORY	
BINARY OPPOSITES	
BRAND IDENTITY	
BROADSHEET	
CAMERA ANGLES	
CAMERA SHOTS	
CAPTION	
CHANNEL IDENTITY	

CIRCULATION	
CONNOTATION	
CONVENTIONS	
CONVERGENCE	
COVER LINES	
CROSS-PLATFORM MARKETING	
CULTURAL CAPITAL	
DEMOGRAPHIC CATEGORY	
DENOTATION	
DIEGETIC SOUND	
DISCOURSE	

DISTRIBUTION	
DIVERSIFICATION	
EDITING	
ENCODING AND DECODING	
ENIGMA CODE	
EQUILIBRIUM	
ETHNOCENTRIC	
ETHOS	

FAN	
FEATURE	
FLEXI NARRATIVE	

FOUR CS	
FRANCHISE	
GATE KEEPERS	
GENRE	
GLOBAL	
HEGEMONY	
HORIZONTAL INTEGRATION	
HOUSE STYLE	
HYBRID GENRE	
HYPODERMIC NEEDLE MODEL	
ICONOGRAPHY	

IDEOLOGY	
INDEPENDENT FILM	
INDEPENDENT RECORD LABEL	
INTELLECTUAL PROPERTY	
INTERACTIVE AUDIENCE	
INTERTEXTUAL	
INTERTEXTUALITY	
LAYOUT AND DESIGN	
LINEAR NARRATIVE	
LUDOLOGY	
MASCULINITY	
MASS AUDIENCE	
MEDIA CONGLOMERATE	

MEDIA FORMS	
MEDIA LANGUAGE	
MEDIA PLATFORM	
MEDIATION	
MISE-EN-SCENE	
MISREPRESENTATION	
MMORPG	
MODE OF ADDRESS	
NARRATIVE	
NEWS AGENDA	
NICHE AUDIENCE	
NON-DIEGETIC SOUND	
NON-LINEAR NARRATIVE	

OPEN WORLD	
OPINION LEADERS	
PASSIVE AUDIENCE	
PATRIARCHAL CULTURE	
PICK AND MIX THEORY	
PLURALITY	
POLITICAL BIAS	
PRIVILEGED SPECTATOR POSITION	
PRODUCTION	
PRODUCTS	
PUBLIC SERVICE BROADCASTER	
REALISM	
REGULATOR	

REPertoire OF ELEMENTS	
REPRESENTATION	
SELECTION AND COMBINATION	
SEXUAL OBJECTIFICATION	

SIGN/CODE	
SIMULCAST	
SPECIALISED AUDIENCE	
SPLASH	
STEREOTYPE	
STRIPPED	
SUB-GENRE	

SUBJECT-SPECIFIC LEXIS	
SYNERGY	

TABLOID	
TARGET AUDIENCE	
TECHNICAL CODES	
TEXTUAL POACHING	
UNDERREPRESENTATION	
USES AND GRATIFICATIONS THEORY	
VERTICAL INTEGRATION	
VIEWPOINTS	
VIRAL MARKETING	
VISUAL CODES	

'WINDOW ON THE WORLD'	



Figure 11.13 Shot sizes and framings.

Find 5 extracts from a range of different films and just listen to the sounds – try to hide the screen or close your eyes. What information can we gather from the use of sound in these extracts ?

Clip No.	Genre	Character State of Mind	Setting	Historical Period	Atmosphere created	Diegetic	Non-Diegetic
1.							
2.							
3.							
4.							
5.							