

Glossary

Abstract concept

An idea, such as beauty or happiness, rather than a physical object or something that exists.

Active audience

People who make deliberate choices about the media products they consume, and actively respond by, for example, agreeing or disagreeing with the messages in them.

Active subject

A character who makes things happen and moves the narrative forward.

Advertising campaign

An organised advertising strategy, possibly using a range of different media platforms, to achieve a specific purpose, such as a series of adverts to launch a new perfume or a sequence of adverts for a department store in the lead up to Christmas.

Alliteration

Where several words in a phrase or sentence begin with the same letter or sound to add emphasis.

Analyse

Explore media texts critically, considering the messages that are communicated.

Antagonist

A character who is in opposition to the protagonist; also the villain in many products.

Anti-establishment beliefs

Ideas that challenge authority or go against the accepted 'norms' in society.

Appeal

The element of a product that attracts a particular audience. (There are different ways in which a product can appeal to the audience, for example by using a star persona or familiar genre conventions.)

Aspiration

The desire for a higher level of success or material wealth. Adverts often create aspirational lifestyles, such as a really clean and tidy home or a sophisticated party.

Audio-visual products

Products that have moving images and sound, for example music videos.

Augmented reality

A form of technology that allows pictures of virtual objects to be overlaid onto images of the real world, for example on a mobile phone screen.

Authentication statement

A signed declaration that the Statement of Aims and production are your own, original work. This is a formal requirement that every learner has to complete.

Avid fans

Audiences who are dedicated supporters of a film franchise. They are likely to engage in much social interaction, for example discussing the film, buying merchandise and sharing information on social media.

Baby boomer

A person born just after the Second World War (between 1945 and 1960), when there was a big increase in the population as men returned from the war and couples began to have children.

Banner adverts

Adverts that appear in rectangular boxes on webpages. They usually relate to the content of the website. Clicking on the banner takes the user to the advertiser's website. This type of advertising can benefit both the magazine and the advertiser, similar to advertising in a print publication.

Billing block

The list of the main cast and crew members, such as star actors and director.

Binary oppositions

Pairs of 'opposites' (characters or abstract ideas) that come into conflict within a narrative. The outcome of the conflict can communicate messages, for example that the hero 'should' defeat the villain and restore equilibrium.

Binge-watching

Consuming multiple episodes of a television series at once.

Blockbuster

A major film release, usually a high-budget mainstream Hollywood film that appeals to a wide audience and achieves box office success. The term was used to describe films such as *Jaws* and *Star Wars* in the 1970s, when audiences queued around the block to the cinema.

Blurb

A brief outline of a creative product to hook an audience and encourage them to engage.

BPI

The British Phonographic Institute, a trade organisation that represents the British recorded music industry. The BPI organises the annual BRIT Awards and Mercury Prize.

Brand

The name of a product or the manufacturer of the product, established through a trademark or logo that is recognisable to an audience, such as Heinz, BT, Reebok.

Brand identity

The image of a particular product or company, and the values associated with it. (The Asda brand is associated with good value for money, reinforced by the 'Asda Price Guarantee' that features in advertising and on displays in store and so on.)

Brief

The production task (set by Eduqas), including details of all the elements you need to include. (All learners following the Eduqas specification will complete one of the set briefs for the year in which they are assessed.)

Broadsheet

A newspaper in large format; also refers to the 'quality' press, the more formal newspapers such as the *Times*.

Categorise

The way media organisations divide an audience so that they can target their products at specific groups.

Cause and effect

Where one event causes another event to happen, such as a robbery causing the victim to have nightmares.

Circulation

The number of copies of a magazine or newspaper issue sold. The readership is the number of people who read each issue, which is usually higher than the circulation.

Cliff-hanger

A structural device where the narrative is paused at a tense or exciting moment, which encourages the audience to watch the next episode.

Climax

A point of high tension or action, for example a confrontation between the hero and villain. A narrative will usually build to a climax over a period of time and the outcome will often provide a resolution, for example the hero defeats the villain.

Codes and conventions

The expected elements that will be included in products from particular media forms and genres.

Column

A regular short article in a newspaper, where a writer – often a celebrity – offers their opinions. Some are specific to a topic, for example a television review column, while others are more general and discuss a range of issues.

Conflict

A clash between two characters or groups of people.

Connote

The way in which a sign communicates underlying meanings. (An image of a rose might connote romance.)

Construct

Put elements together to create a media product.

Consumerist messages

Ideas that it is necessary to buy products and other goods, usually to achieve a particular lifestyle.

Consumer goods

Physical products for purchasing, such as food, cars and cosmetics.

Consumption

The way in which the audience 'takes in' the media product, for example watching television or playing a video game.

Contemporary

Current, of today: products that have been produced in recent years.

Contexts

The background factors that can influence a media product, for example the historical situation. These help us to understand the meanings and messages in a product.

Continuity editing

Putting shots together so that the cutting seems 'invisible' and the sequence looks natural to the viewer.

Convergence

The way in which products or brands are made available to audiences on a number of platforms. (*The Archers* is broadcast on radio, but listeners can also download episodes, and the website offers additional content to engage the audience.)

Copy

The written text in a printed publication.

Copyright

A legal right that protects a piece of creative work from being copied or used by other people.

Cover lines

The short 'headlines' on a magazine cover that give readers a brief insight into the content of the articles.

Cover sheet

A document that must be submitted with your production to provide information to the moderator and confirm that this is your own, original work.

Crane

A camera mount that can move upwards to give a high-angled view of a location. This type of movement might be used at the end of a scene to move the action from one location to another.

Crisis of masculinity

The idea that males suffered uncertainties of identity as women gained more power in society. It can also be linked to a decline in typically masculine jobs in manufacturing.

Current affairs

Programmes, or other media, that explore topical issues or events in detail.

Decode

Audiences interpret encoded messages. They might or might not decode the messages in the way the producers intended.

Demographic

The profile of an audience based on factors such as their age, gender and socioeconomic group.

Dialect

Language specific to a particular part of the country. A dialect will include words and phrases that are not generally used in 'mainstream' English.

Dialogue

The words spoken by characters in a scene, usually a conversation between two or more characters.

Direct mode of address

Where the product seems to speak directly to the audience, for example by using personal pronouns such as 'we' or 'you'.

Discrimination

In this context, discrimination refers to offensive content in a media product, for example about gender, race or religion.

Discursive writing

Writing that develops an argument, makes judgements about a question and draws conclusions.

Disruption

An event or action that interrupts the narrative.

Distribution and circulation

The way in which the product is delivered to different audiences.

Distributor

The company that markets the film and organises the distribution of the film to cinemas and for DVD release.

Dolly

A platform with wheels that usually runs along a track. The camera is mounted onto the platform and can be wheeled smoothly along the track to capture the action.

Editorial process

Newspaper articles are carefully checked before publication to ensure that they conform to the required standards and contain accurate information.

Effects debate

The idea that media products might have a negative influence on an audience's behaviour.

Elite person

A celebrity or person of high status that will appeal to target readers.

Emotive language

Descriptive language that aims to generate an emotional response, such as sympathy for a character or shock at a news item.

Encode

Media producers include messages when creating products. These might be encoded through specific language or images.

Engage

Keep an audience's interest and involvement and, potentially, gain their loyalty. (A television drama series will try to engage the audience in the narrative and ensure that they watch every episode.)

Enigma code

A mystery or puzzle. Media products often don't tell all elements of the narrative at once, but withhold information to keep the audience guessing.

Ensemble cast

A group of actors who have an equal role in the production: there is no main protagonist or star.

Equilibrium

A situation where everything is calm and settled; there is no conflict.

Event television

A 'must-see' programme that attracts a very large audience and generates a lot of discussion in the media. These programmes are usually marketed heavily to generate a 'buzz' before broadcast.

Exclamatives

Words or phrases that 'shout out' to the reader, often using an exclamation mark for emphasis. The intended effect might be to shock or surprise the reader.

Exhibition

The showing of the film in cinemas and on other platforms such as television and online.

Extended response

A longer exam answer where you will need to make judgements and draw conclusions.

Familiar conventions

Elements that we would expect to see in a particular genre. (A convention of a television soap opera is the setting of a pub where characters regularly meet.)

Feminist movement

The move towards women gaining equal rights in society. The 1960s was a particularly significant period when many campaigns and new laws gave women more equal rights and greater freedoms.

Femininity

The attributes that are typically associated with being a female.

Femme fatale

A mysterious and dangerous female character who uses her sexuality to exert power over male characters.

Filler lights

Additional lights placed around a person or object to reduce shadows.

Film noir

A genre that emerged during the 1940s and 50s in which narratives focus on crime and stylish visual conventions include low-key lighting. Character types include the world-weary detective and the femme fatale.

Final girl

A central female character in a horror film who is 'good' – hardworking, responsible, innocent – and survives at the end.

Flashback

A scene where the narrative jumps back in time to show a past event.

Flashforward

A scene where the narrative jumps forwards in time to show a future event.

Foreground and background

The foreground relates the front of an image, the part that appears closest to the audience. This usually has prominence, so what is placed here has greater importance than the background, the part that appears to be further away from the viewer.

Formal language

Using an indirect mode of address and possibly more complex vocabulary. (A broadsheet newspaper is likely to use more formal language than a tabloid.)

Forms

The different types of media, for example television and advertising.

Franchise

A series of films based on an original idea or an adaptation of, for example, a book. Recent examples include the *Star Wars*, *Harry Potter* and *Lord of the Rings* films.

Gatekeepers

The people who decide which stories to include in the newspaper. Journalists have access to news stories from a variety of sources and newspaper editors need to 'filter' the information and select the stories to feature in the publication.

Generation X

The name given to people born in the 1970s and 1980s, after the 'baby boomers' and before the 'millennials'.

Genre

A category of media product defined by a set of codes and conventions, for example news or comedy.

Gratifications

Pleasures that audiences gain from consuming media products.

Grey pound

A term used to describe the disposable income that older people have to spend on items for themselves, such as holidays.

Handheld camera

A camera not mounted on a tripod or dolly, but held by the camera operator. Handheld camera shots tend to be shakier but can create a sense of realism, immersing the audience in the action. Some documentaries use handheld camera shots.

Hard news

Serious news stories that have national or international importance. Topics such as politics and the economy would be considered hard news.

High-concept

Emphasis on a striking but easily communicable central premise or idea, designed to have wide audience appeal.

Horizontally integrated

The structure of a large media organisation which owns companies that produce the same type of media product.

House style

The consistent use of elements such as colour, design, typeface and language to create a clear brand identity for a product.

Hybrid

A combination of two or more different genres in the same product.

Hyperbole

Exaggerated language to create emphasis.

Hypermasculinity

Exaggerated masculinity, for example extreme strength, aggression or 'macho' behaviour that is sometimes associated with male sports stars.

Image-to-text ratio

The amount of space dedicated to images compared with text. A high image to text ratio means that the images take up much of the space and there is less written copy.

Imperatives

Command words such as 'Read this'. Magazine covers in particular often feature imperatives as a persuasive technique.

In-app purchases

Additional content or facilities to buy from within a mobile phone app. They might enhance the experience or allow gamers to access extra features.

Informal language

Using a more direct mode of address and possibly more colloquial, or slang, terms. (A gossip magazine is likely to use informal language.)

Instant gratification

A pleasure that comes from having everything at once rather than delaying or extending the enjoyment by, for example, waiting for the next instalment.

Interact

The way in which audiences actively engage with media products, mainly as a result of digital technologies (examples include playing a video game and posting comments about a media product on social media).

Intertextuality

Where one media product includes a reference to another media product. (Taylor Swift includes sequences in 'Bad Blood' that are similar to familiar action films. The audience might recognise these references and make connections.)

Key light

The main light that shines directly on the person or object in the frame.

Left-wing

Views that are politically left of centre, for example the belief that wealthy people should pay higher taxes to support people who are poorer. The Labour Party is a left-wing political party.

Licence fee

The charge for everyone in Britain who watches television programmes or accesses them through the iPlayer (on television or other devices). As of April 2018 the annual TV licence is £147.

Lifestyle magazine

A publication that covers a range of topics related to readers' lives, such as fashion, travel, health and money.

Linear narrative

A narrative structure where all of the events happen in logical order, one after the other.

Lip-synching

Mouthing or miming lyrics exactly in time to the recorded song in a music video or other performance.

Logo

A simple design that makes a product recognisable and communicates information about the product or brand identity. (The National Trust logo features oak leaves and acorns which relates to the organisation's work as a conservation charity and promoter of outdoor spaces. The Nike logo is the recognisable 'swoosh' that suggests action and movement, relating to the company's sports products.)

Mainstream media

Products that have mass appeal for a wide range of audiences, such as pop music videos, television soap operas and the dominant newspapers.

Mainstream values

Ideas that the majority of people agree with, such as family values or a desire for material wealth.

Major Hollywood studio

A large film production company such as Warner Bros. These studios have large budgets to spend on films, but also need to ensure that their films are successful and make a profit. The Hollywood film industry consists of a number of 'major' studios as well as several smaller companies.

Male gaze

The person who is looking (usually at a female) is assumed to be male; the audience sees the females through male eyes.

Marketing

Promotion and advertising, including elements such as posters, trailers and online marketing including social media strategies.

Masculinity

The traits that are typically associated with being a male.

Masthead

The name of a newspaper or magazine, usually positioned prominently at the top of the cover or front page.

Matriarch

A strong female who has a lot of power and control, usually within a family.

Media conglomerate

An organisation that owns different types of media company. (Disney, for example, owns film and television companies.)

Mediation

The way in which media producers interpret and represent aspects of reality to audiences.

Metaphor

A comparison between two unrelated objects to communicate a particular meaning. Describing a person as a 'rock', for example, connotes that they are very reliable and supportive.

Millennials

An audience demographic group that describes people who were born from 1980 up to around the year 2000. They are the first group of people to reach adulthood in the new millennium.

Minority ethnic group

People of a different ethnic background from that of the majority of the population.

Mise-en-scène

The manner in which all the visual elements are placed within a frame or product, including the setting or background, props, costume and gestures.

Mockumentary

A fictional, usually comedy, programme or film that is filmed in the style of a serious documentary, which creates satire and a sense of realism.

Mock-up

A detailed draft version of designs for a print or online product, showing elements such as the layout and composition of the pages.

Mode of address

The way in which a text 'speaks' to an audience and positions them through language and other codes.

Montage

A collection of different images edited together in one place. Meaning will be communicated through the selection of the individual pictures as well as the overall effect.

Montage editing

A technique where different types of image are put together. These are usually linked in some way to make the montage meaningful. Images might be linked by a theme or a character.

Multi-stranded narrative

A narrative that contains several different stories or plots running alongside each other.

New man

A phrase that originates from the 1980s to describe a man who does not conform to masculine stereotypes, for example, by being willing to do domestic tasks and look after the children.

Newsstand

A place where magazines and newspapers are displayed for sale; in a shop or at a railway station kiosk for example.

News values

A set of factors that help to determine whether or not an event is considered newsworthy.

Non-linear narrative

A narrative where the events do not happen in chronological order.

Ofcom

The Office of Communications, the regulator for broadcasting, telecommunications and postal services in the UK.

Omnibus

A broadcast of a programme that usually includes all episodes from a particular week. This allows the audience to 'catch up' on a week's viewing or listening at once.

Online media products

Products that are available online, via the internet, such as websites.

Online streaming services

Websites and apps that allow users to listen to music (or consume other digital content, such as television or film) via the internet. (Depending on the service and subscription level, listeners might be able to save their music to listen offline.)

Opinion leader

A well-known, respected person who has the potential to influence people's opinions about a topic.

Opinion poll

A survey of people's views on a particular topic, such as people's opinions on political parties, carried out by a market research company.

Original material

Work created yourself, such as footage you have filmed, photographs you have taken and text or dialogue that you have written.

Pace

The speed of edit effects: fast-paced editing has many cuts between very short shots (or 'takes'), whereas slow-paced editing features fewer cuts between longer takes.

Partial vision

A technique where the camera frames the scene to show only part of the picture, such as filming the villain from behind so that their face is hidden.

Passive consumers

People who use media products, but do not actively engage with or question them.

Passive object

A character who does not take an active role; events happen around them and they have limited involvement in the narrative.

Pastiche

A work of art or fiction that imitates the original product, possibly in a humorous way. A pastiche is usually a complimentary work, not designed to mock the original.

Patriarchal

A situation or society that is dominated by men.

Paywall

A system where readers pay a subscription fee to access website content. Some newspapers have introduced paywalls as a way of increasing income as print sales have fallen.

Performance capture

A technique where digital motion-capture cameras record the movements of an actor to create a digital character on screen. This makes the character lifelike.

Personification

Giving objects or ideas human qualities, such as Old Father Time. Personification can communicate meaning by helping an audience view an idea or object in a certain way.

Phone-hacking scandal

The revelation that mobile phones belonging to a large number of people, including celebrities, politicians and 'ordinary' people, were hacked and their messages accessed by news journalists, particularly those working for the since-closed *News of the World*.

Pilot

An initial episode of a television programme that is produced to 'test' whether the idea may be popular with an audience.

Pitch

A summary of the key ideas for a new media product that a writer or producer presents to a media organisation for approval. The pitch is designed to 'sell' the idea to the organisation.

Platforms

Different technological ways in which media products are made available to audiences (a website, for example, is an online platform).

Platinum record

A record that has sold more than one million copies.

Podcast

An audio programme made to be downloaded to a PC, tablet or smartphone, or listened to 'on demand' rather than being broadcast.

Point of view

This relates to whose perspective or ideas are shown in the product. Point of view can be shown in different ways, for example the positioning of the camera or the use of language.

Police procedural

A subgenre that focuses specifically on the way in which the police work to solve crimes.

Political leaning

Supporting a particular political party (such as Conservative or Labour) or set of political ideas.

Polysemic

Communicating different meanings through the use of signs that can be interpreted in different ways.

Position the audience

Using aspects of a media product to put us in a specific place from which we experience the text. (A photograph can position us outside a window looking into a building, so we feel like an 'outsider'.) We can also be positioned in a way to accept an idea or point of view.

Post-production

The stage after filming has been completed. Post-production includes editing images and sound and possibly adding particular effects to shape and 'polish' the product.

Power

Control or dominance. Media products are often constructed by powerful organisations that affect the way social groups are represented.

Practical work

Tasks in which you create your own media products. (It is important to apply your knowledge and understanding of the theoretical framework to your own products.)

Press pack

A set of publicity materials about a new product, including information and photographs, released to media organisations to help to promote the product. Most press packs can be found on an organisation's website.

Press release

A statement about an event or development that a company issues to news organisations in the hope that the story will be included in a newspaper or news broadcast.

Primary and secondary research methods

Primary research means gathering information yourself, for example by analysing a media product to identify genre conventions or creating a questionnaire to find out information about your audience. Secondary research involves using sources that other people have written such as books and websites. This can provide information about the audience for a particular media product, for example.

Primary audience

The main audience group that a media product targets.

Print media products

Media products produced in print form, traditionally on paper, such as magazines, newspapers or film posters.

Production

The stage where a media product is constructed.

Production values

The quality of the technical elements of a product, for example the camerawork, lighting, costumes and sound. Products with a high budget are much more likely to have high production values as the equipment and materials used will be of a very high standard.

Products

Individual examples of media output, such as an advert and a newspaper.

Promotion

Wider activities that draw attention to the film, for example interviews with the stars and director on television or in magazines.

Protagonist

The main character in a narrative; also the hero in many narratives.

Public funding

Money that comes from the government or sources such as the television licence fee.

Public service broadcaster

A TV and/or radio provider that aims to serve the public rather than make a profit. (The BBC is publicly funded by the licence fee. It is required to be impartial and reflect the cultural diversity of the UK.)

Pull-quote

A key quote from an article, usually a quote from an interviewee, 'pulled out' of the main article and placed in the column, usually in a larger font and a different colour to make it stand out. It is usually a significant or interesting idea that captures key points. It breaks up the text and draws attention to key messages.

Purpose

The aim or intention of the product. (An advert's purpose is to persuade; a sitcom's purpose is to amuse.) Purpose also relates to the reasons why media producers select particular elements of media language to communicate their intended meaning.

Quest

A mission that a hero has to undertake or a goal that they need to achieve.

RAJAR

Radio Joint Audience Research Ltd, the organisation that measures radio audiences in the UK.

Recce

A visit to a location where you intend to film to make sure it is suitable for your production. You should have a clear idea of the photographs/footage you want to obtain so that you can position your camera and performers.

Red herring

A misleading piece of information which suggests a particular solution that is actually incorrect.

Repertoire of elements

A set of codes and conventions that are used in products from the same genre.

Resolution

When problems or disruptions are solved, or conflicts have been settled.

Respond

How media audiences receive and react to a media product.

Rhetorical question

A question that does not require an answer as the answer is implied, which is used to create a particular effect and involve the audience as they 'know' the answer.

Right-wing

Views that are politically right of centre, for example the belief that taxes should be kept low to allow the economy to grow. The Conservative Party is a right-wing political party.

Role model

A person in a position of authority or prominence who provides a good example to others.

Royal Charter

A legal document awarded by the King or Queen to create a company or organisation. The BBC's charter outlines the purpose of the organisation and guarantees its independence.

Rule of thirds

A framing technique – if a frame is divided into a 3-by-3 grid, objects along the vertical and horizontal lines or at the intersections have dominance.

Satirise

Newspapers sometimes criticise a public figure such as a politician or celebrity by mocking them or using humour

Secondary audience

Not the main target audience, but another group who might also consume the product.

Second screen

Where a viewer watches a television programme on one screen and uses a second screen, such as a phone, to tweet or text a friend about the programme.

Selecting and combining

Choosing elements to include in a product and putting them together in particular ways to communicate meanings. (Selecting an image and combining it with a caption will communicate a message.)

Self-regulated

An industry that is controlled and monitored by itself, not by the government. The Leveson Inquiry recommended that the newspaper industry should be free from political or government interference and that the new regulatory body should be independent.

Semiotics

A system for analysing products that interprets meanings on two levels: denotation – the literal meaning – and connotation – the deeper or associated meaning.

Services

Non-physical products, such as car insurance, health provision or mobile phone contracts.

Shock tactics

Using elements of media language to shock the audience and create a strong particular reaction. (An image of a war zone in a charity message might make the audience want to help and so donate money to improve the situation.)

Shot-reverse-shot

A filming technique often used for conversations. The first shot shows one character's point of view, looking at the other; then the action is edited to show a shot from the other character's perspective, and so on.

Sidebar

A box placed outside the main columns which might feature key points from the article, linked information, or an opinion from a different source. An article in a music magazine, for example, might feature a sidebar with a brief review of the artist's latest album.

Sign

Any element of a media product that communicates meaning, for example a photograph or logo.

Slapstick

Visual humour created by over-exaggerated actions. Characters in slapstick comedy are often made to look foolish, awkward and clumsy.

Slogan

A short, punchy phrase that communicates key ideas about a product or issue.

Social groups

A way of categorising people, for example by gender (females form a social group).

Soft news

Less serious news that is focused on human interest or celebrity stories. The term 'infotainment' is sometimes used to describe soft news stories.

Specialised audience

A very specific group, sometimes called a 'niche' audience. (Products such as *The Railway Magazine* target a specialised audience with a keen interest in the subject.)

Specialist lexis

Language relating to a specific topic or subject; the use of specialist lexis assumes that the audience brings a level of subject knowledge.

Sponsorship

Paying to be associated with or have a product featured in, for example, a film. This can benefit both the film and the sponsor.

Star persona

The image or identity associated with a major artist.

Statement of Aims

A short piece of writing you must submit with your production, which should outline how you will apply your knowledge and understanding of the theoretical framework to your media production.

Stepped question

A question that is broken down into a number of 'steps' that require shorter answers.

Subgenre

A more specific genre within a broader genre.

Subject-specific terminology

The specialist vocabulary that applies to Media Studies.

Subvert a stereotype

To go against stereotypical portrayal and present a broader view of a social group.

Surreal

Events or occurrences that are not realistic and do not seem to make sense; they have no logic. (Comedy programmes do not attempt to create fully realistic representations of the world, so surreal humour might be used to communicate a deeper message about society or culture.)

Syndication

Where a company sells the rights to broadcast a television programme to different channels or organisations.

Synergy

Where different parts of the same media conglomerate work together, for example to promote a particular product.

Synth-pop

A genre of music that became popular in the 1980s, where a synthesiser is a main instrument.

Tabloid

A newspaper format that is half the size of a broadsheet; also refers to the 'popular' press or 'red top' newspapers such as the *Sun*.

Target

Aiming a product at a particular group of people; a target audience.

Target audience

The group of people that a product is intended for. It might be defined by social group (age, gender and so on) or other factors such as lifestyle or interest.

'Teaser'

A poster or web advert that initiates interest in a film, for example, by offering an intriguing detail of the film but with little else. This 'teases' the audience and encourages them to actively look out for more information.

Technological developments

New technologies that enable media producers to create products in different ways, sometimes leading to changes in a genre.

'Tentpole' film

A very high-budget film, usually from a major producer, expecting large audiences.

Terrestrial television

A television signal conveyed by radio waves from a transmitter on Earth and received by the television aerial (in contrast to satellite television where the signal is transmitted by satellites in space). Terrestrial channels in the UK are free to viewers who pay the licence fee.

Theatrical release

The date when the film is first shown in cinemas.

Theoretical framework

The basis for your study of the media, covering media language, representation, media industries and audiences.

Theoretical perspectives

Ideas that have been developed by theorists that will support your study of the media.

Thumbnail images

Most DVD back covers have three or four small images of scenes from the film to give an insight into the action and characters to appeal to the audience.

Transformation

A major change. Characters are often transformed as a result of events that occur in the narrative. (A character might change their lifestyle after a health scare.)

Treatment

A detailed summary of ideas for a product, considering elements such as genre conventions and narrative.

Turnover

A business term for the amount of money a company takes from sales of products.

Unexpected elements

Conventions that we would not necessarily expect to see in a genre to add an element of surprise or develop the genre.

Unique selling point

Something that makes a product stand out from competitors' similar products. Advertisers aim to communicate the 'unique' nature of the product to persuade the audience to buy or use it.

Unseen media product

A media product that you have not studied in class. This will be provided in the exam and you will need to compare it with one of the set products.

Uphold a stereotype

Reinforce a stereotypical image of a social group.

User-generated content

Media content created by audiences not a media organisation. (This is an example of active audience participation as users become creators.)

Version of reality

A particular view or interpretation of actual events. (Different newspapers will report different elements of the same event to denote their version of what happened.)

Vertically integrated

Owning different stages of (the film) process: production, distribution and exhibition.

Video on demand

Audio-visual products such as television programmes and films that are available to stream or download from the internet.

Viral marketing

Advertising that is distributed through non-traditional channels, such as the internet. The term relates to the idea of a virus that can spread very quickly as audiences often pass the information on.

Vlog

A video weblog that can be used to promote a media product. Vlogs might appear on a product's official website, YouTube channel and associated social media pages.

Watercooler topic

A major event or topic that most people have heard about. It is widely discussed in society and in workplaces, where people might gather at break times and chat.

Watershed

The 9pm cut-off after which broadcasters are able to show programmes with more adult content, for example swearing and violence. Before 9pm programmes should be suitable for children.

Wordplay

Using a word that has more than one meaning, or adapting the spelling or meaning of words, often to humorous effect.

Yuppie

'Young urban professional' or 'young upwardly mobile professional', a term used in the 1980s to describe a young middle-class person who had achieved financial success and was enjoying material wealth.