

1.1 Key Terms – Learning Aim A	
Media Products	An <b>item</b> created such as a podcast, image, video or game. These can be from the <b>past, present or future</b>
Audience	<b>Who</b> the product has been created for
Purposes	The <b>reason</b> the product has been created

1.2 Media products	
audio	<b>Sound</b> , especially when recorded, transmitted or reproduced
animations	<b>moving image</b>
advertisements	Notice or announcement in a public medium <b>promoting</b> a product
broadcasts	<b>transmit</b> (a program or some information) by radio or television
podcasts	a <b>digital audio file</b> made available on the internet
publishing	<b>preparing</b> material for sale
brochures	a small book or magazine containing <b>pictures and information</b> about a product or service
interactive media	output of the media product is <b>reliant on the input</b> of the users

1.3 Media purpose	
inform	To give someone <b>facts</b> or <b>information</b>
entertain	Provide someone with <b>amusement</b> or <b>enjoyment</b>
escapism	To seek <b>distraction</b> and <b>relief</b>
profit	<b>Financial gain</b>
community benefit	To <b>improve access/enjoyment</b> within the local area. Not for profit
raising awareness	<b>spread knowledge</b> of a problem or cause
critical acclaim	Exceptionally good reviews from <b>all</b> or <b>most</b> critics
inspiration	<b>Mentally stimulated</b> to do or feel something
innovation	<b>Introduce</b> new methods, ideas or products
experimentation	The action or process of <b>trying out new ideas</b> , methods or activities

1.4 Audience profiling	
gender	either of the two sexes ( <b>male</b> and <b>female</b> ), especially when considered with reference to social and cultural differences rather than biological ones
age	The length of time a person or thing has <b>lived</b> or <b>existed</b> for
socio-economic groupings	Relating to both <b>societal</b> and <b>monetary</b> influences
lifestyle profiles	interests, opinions, behaviours and behavioural orientations
primary audience	Those who receive the communication <b>directly</b>
secondary audience	Anyone who may <b>indirectly</b> receive a copy of the communication
active	<b>engaging</b> in
passive	allowing what happens, <b>without response</b> or resistance

1.5 sectors	
audio/moving image	A form of entertainment that enacts a story by sound and a sequence of images giving the illusion of <b>continuous movement</b>
publishing	<b>prepare and issue</b> (a book, journal, piece of music, etc.) for public sale, distribution, or readership.
interactive	allowing a <b>two-way</b> flow of information between a computer and a computer-user; responding to a user's input.

1.6 Key Terms – Learning Aim B (a)	
genre	identification of <b>generic characteristics</b>
narrative	How the story will be told, including: <b>storytelling</b>
narrative structures	linear, non-linear, circular, interactive, open/closed, single/multi-strand
point of view	<b>Who</b> is telling the story

1.6 Key Terms – Learning Aim B (b)	
Word	Definition
characterisation	How the <b>character</b> is presented
theme	The <b>subject</b> of the media product
setting	<b>Where</b> the media product will take place
mode of address	<b>How</b> the audience is spoken to
representation	How <b>people, places, issues</b> and <b>events</b> are showcased
audience interpretation	How the audience <b>understands</b> a concept
editing techniques	Changes made <b>after</b> the product has been completed
camera work	How the camera is <b>moved</b> and <b>positioned</b>
Mise en scène	Use of costume, hair, makeup, props, setting and figure expression
lighting	How the shot is <b>lit</b>
sound	Use of <b>noise</b> within a shot
subvert	To change, or <b>go against</b> standard conventions
synergy	<b>Interaction</b> or <b>cooperation</b> between companies/ ideas
hybrid genre	<b>Blended themes</b> and elements from two or more different genres
conventions	A way in which something is <b>usually</b> done
incidental music	Background music to add <b>atmosphere</b>
bridges	Where <b>sound continues</b> from one scene to the next
aural motifs	Sound that is suggestive of a particular <b>theme</b> or idea
jingle	<b>Commercial</b> music often used for advertisements
Voice-over	Off-camera commentary
Sound effects	Artificial sound that is <b>not</b> dialogue or music
Dialogue	conversation between <b>two or more</b> people
Levels	How <b>loud</b> or <b>quiet</b> the sounds are
Perspective	The <b>position</b> of sound in terms of <b>space, pitch, volume and timbre</b>
Diegetic	Actual sound where the source is visible
Non-diegetic	Sound that is added during <b>post-production</b>

## 1.1 Key Terms

appeal	<b>attractive</b> or interesting
deter	<b>discourage</b> or 'put off'
connotation	the <b>abstract meaning</b> or intension of a term
denotation	the <b>exact</b> meaning of a term
inference	<b>make judgements</b> , often not evidence-based
interpretation	how something is <b>received and understood</b>

## 1.2 Audience interpretation

preferred	the <b>intended meaning</b> of media
negotiated	meaning generated through <b>audience attitude</b>
oppositional	the <b>rejection</b> of the intended meaning
aberrant	audience determines <b>different meaning</b> that intended by producer

## 1.3 Audience representation

stereotype	<b>typical traits</b> associated with a particular social group
countertype	an improvement away from the stereotype/ <b>positive stereotype</b>
realism	accurate and <b>true to life</b>
portrayal	<b>a description</b> of someone or something
society	community

## 1.4 Narrative

narrative	how the <b>story</b> will be told
linear	<b>typical structure</b> : start, middle and end
non-linear	<b>doesn't follow</b> the typical structure
multi-strand	<b>different storylines</b> in one episode
open	no sense of an ending, <b>left open</b>
closed	clear <b>end point</b>

## 1.5 Genre

stylistic code	<b>typical</b> of the product
convention	a way in which something is <b>usually done</b>
hybrid	<b>combining</b> multiple elements
subvert	<b>go against</b> typicality









## 2.1 Misé en scene

costumes	distinctive <b>dress style</b> from a certain era or social class
lighting	distinctive <b>hairstyle</b> from a certain era or social class
setting	describes <b>where</b> the event is taking place
make-up	<b>materials applied to the face</b> to portray a certain appearance
facial expressions	emotions conveyed using <b>facial movements</b>
body language	communicating emotion through <b>body movements and gestures</b>

## 2.2 Image editing

Photoshop	Image <b>editing software</b> , licensed by Adobe
filter	Alter the <b>overall appearance</b>
effect	<b>Improve</b> or enhance an image
composition	The <b>layout</b> of elements
brightness	How <b>well-lit</b> the image is
contrast	<b>Differences in colour</b> and tone

## 2.3 lighting techniques

fill	soft lighting that softens shadows		overhead	Lighting the subject from above, light is forced downwards	
functional	used for everyday purposes		shadows	a dark area produced by a physical object between light and a surface	
high-key	Used to suggest an upbeat mood		side	light that falls onto the subject from the side	
low-key	illuminates part of the subject to create a contrast between light and dark areas		under	Lighting the subject from below, light is forced upwards	

## 2.4 camera angles

long shot	full body shot of subject in the background
close-up	subject takes up most of the frame
medium long shot	subject fill up most of the frame vertically
extreme close-up	shows great detail in the frame
medium close-up	shows the subject clearly, without being too close
medium shot	taken from a medium distance
overhead	a shot from above
over shoulder	framed from behind a person
point of view	to show what the character can see
straight on	looking straight at the subject, centred
high angle	looking down on a subject
low angle	looking up at a subject



## 2.5 camera movement

panning	left to right
tilting	<b>vertical camera movement while camera is steady</b>
tracking	camera mounted on a dolly and moved along tracks
zoom in	change in camera lens focal length, giving the illusion the camera is moving closer to the subject
zoom out	change in camera lens focal length, giving the illusion the camera is moving further from the subject
handheld	jerky movements to create realism
crane	camera mounted to equipment and lifted to the air