MASS MEDIA TERMS

1. **Access**: The ability of media consumers to produce their own texts and to have those texts acknowledged by the agenda setting media. Also, the ability of media consumers to respond to the dominant media.
2. **Analog**: Media software which has a physical quality and presence.
3. **Audience**: The group of consumers for whom the media text was constructed as well as anyone else who is exposed to the text.
4. **Branding**: The process by which a commodity in the marketplace is known primarily for the image it projects rather than any actual quality.
5. **Censorship**: The practice of suppressing a text or part of a text that is considered objectionable according to certain standards.
6. **Consumers**: The audience for whom a commercial media text is constructed and who responds to the text with commercial activity.
7. **Critical**: A reflective position on the meaning, biases or value messages of a text.
8. **Critical Viewing**: The ability to use critical thinking skills to view, question, analyze and understand issues presented overtly and covertly in movies, videos, television and other visual media.
9. **Cut**: An edited transition between two images in which one image is immediately replaced by another.
10. **Denote/Denotation**: A description of a media text indicating its common sense, obvious meaning.
11. **Docudrama**: A filmed dramatization based on fact that combines documentary and fictional elements. In the production process, "based on" allows the creators of the text wide creative latitude and a docudrama is, at best, a skillful representation of a real person or event.
12. **Dominant**: When a text is read by the audience in a way that is intended by the creators of the text.
13. **Genre**: A category of media texts characterized by a particular style, form or content.
14. **Hardware**: The physical equipment used to produce, distribute and exhibit media texts.
15. **HTML (Hypertext Markup Language)**: is a computer programming language that allows people to create links on the world wide web from one source of information to another in any order.
16. **Ideology/Ideological**: How we as individuals understand the world in which we live. This understanding involves an interaction between our individual psychologies and the social structures that surround us. Mediating between these are the individual processes of communication as well as the technological processes of the mass media. These ideas are usually related to the distribution of power.
17. **Industry**: The agencies and institutions involved with the production of media texts. The term is also used in a more restrictive sense to describe the commercial production of media texts for the purpose of making a profit.
18. **Marketing**: The way in which a product or media text is sold to a target audience.
19. **Mass Media**: Mass media refers to those media that are designed to be consumed by large audiences through the agencies of technology.
20. **Media Education**: Traditionally, it's the process by which one learns the technical production skills associated with creating media texts. More recently, it has also included the intellectual processes of critical consumption or deconstruction of texts.
21. **Media Literacy**: The process of understanding and using the mass media in an assertive and non-passive way. This includes an informed and critical understanding of the nature of the media, the techniques used by them and the impact of these techniques.
22. **Oppositional**: A critical position that is in opposition to the values and ideology intended by the creators of a media text, usually the dominant reading of a text.
23. **Prime Time**: That part of a radio or television schedule expected to attract the largest audience.
24. **Production**: The industrial process of creating media texts as well as the people who are engaged in this process.
25. **Propaganda**: Any media text whose primary purpose is to openly persuade an audience of the validity of a particular point of view.
26. **Representation**: The process by which a constructed media text stands for, symbolizes, describes or represents people, places, events or ideas that are real and have an existence outside the text.
27. **Software**: The programs written for computers or the media texts that can be played on them.
28. **Stereotypes**: A form of media representation by which instantly recognized characteristics are used to label members of social or cultural groups. While often negative, stereotypes can contain an element of truth and are used by the media to establish an instant rapport with the audience.
29. **Technology**: The machinery, tools and materials required to produce a media text. In media literacy terms, technology greatly impacts upon the construction and connotation of a text.
30. **Text**: The individual results of media production: a movie, a TV episode, a book, an issue of a magazine or newspaper, an advertisement, an album, etc.
31. **Transparency**: The quality of a media text by which it appears to be natural rather than constructed.
32. **Virtual**: Something which is a representation rather than the real thing. In advertising, the word "virtually" means "almost."
33. **World Wide Web**: The World Wide Web is the network of pages of images, texts and sounds on the Internet which can be viewed using browser software.