

Key Terms in Media

Set 1

Genre

The way media products can be classified into categories. The word comes from the French word meaning 'type'. A type of Media text (Horror, Sci-Fi, Comedy, RnB, Rock, etc) with certain predictable characteristics.

Conventions

Typical features in a film which show the audience what genre it is.

Audience

People who are reading, looking at, listening to or using a media text.

Hybrid

When at least two genres are brought together. For example, the game *Deep Space* combines elements of Horror and Sci-Fi.

Blockbuster

A film that has a huge budget and is expected to be a hit, so-called because of the long queues around the block to see successful films.

Representation

How people, places, events or ideas are portrayed to audiences in media texts. Sometimes this is simplistically through stereotypes so the audience can see immediately what is meant.

Stereotype

Showing groups of people in terms of certain widely held but oversimplified characteristics, for example, showing women as nagging housewives.

Stock Character

A supporting character who is often quite stereotypical and whose job it is to support the lead characters, to be saved by them or to die.

Narrative

A story or account, whether fictional or factual.

Narrative Structure

The way the story is organised and shaped in terms of time and events. Beginning / Middle / End?

Set 2

Media Text

A media product that is being analysed or studied. This could be a film, comic, DVD cover, poster etc etc.

Subversion

When a technique is used which does not fit a theory or the usual way of doing something. In the story of Shrek subversion takes place when the Princess becomes 'ugly' or the villain is short rather than tall as in Lord Farquaad

Intertextuality

When one media text mimics or refers to another media text in a way that many audience members will recognise and understand. e.g. Michael Jackson's Thriller dance is used momentarily in Fall Out Boy's [Dance Dance](#) video.

Typography

The choice of font style and size, design and layout

Target Audience

A specific group of people that each media text is aimed at.

Sub genre

A smaller, specific niche genre aimed at a specific audience.

E.G. *Bridesmaids* (2011 Paul Feig) Chick-flicks are a sub genre of Comedy. *Deep Impact* (1998 Mimi Leder) Disaster films are a sub genre of Action films.

Film pitch

An idea for a new film which is presented to film producers. This usually involves ideas for a plot, possible actors, promotion and marketing.

Narrative

A story or account.

Typeface

A specific family of type that includes alphabetic characters, numerals, and punctuation marks.

Camera Language

Even though media texts communicate through spoken language (English, French, etc) they also communicate through non-verbal means. One of the main methods is how the camera is positioned. See below for more detail. One of the ways a text can communicate visually.

Set 3

Camera Language

Establishing Shot

The camera is set far back to show or emphasize the setting or location - rather than the subject

Slo Mo

A shot that plays very slowly. Often used for dramatic effect—think about: (TV) replays of famous goals and sporting celebrations, (Film) a glance across a room within a 'love-at-first-sight' scene, a hand slipping out of another, the character falls to their demise.

Pan Shot

The camera moves horizontally around a central axis. Great for fast moving subjects. Think of tripods.

Tracking Shot

The camera moves alongside characters using either a hand-held technique, steadicam or smooth dolly tracks

Zoom

The camera focuses in on, or out from, a subject by using a telephoto lens.

Minicam

A tiny camera placed in an unusual place for effect.

Steadicam

A weighted camera to an operator to allow hand-held but controlled movement.

Shot-Reverse-Shot

This is when one character is shown looking at another character (often off-screen), and then the other character is shown looking "back" at the first character.

Medium Shot

In film, a medium shot is a camera angle shot from a medium distance. The dividing line between "long shot" and "medium shot" is fuzzy, as is the line between "medium shot" and "close-up".

Two shot

the frame encompasses a view of two people (the subjects). The subjects do not have to be next to each other, and there are many common two-shots which have one subject in the foreground and the other subject in the background.

Set 4

Canted angle

Long shot

Close up

Dolly

Worm's eye

Bird's eye

Cinematographer

A movie photographer (film camera-person), especially one who is in charge of shooting a film.

Eyeline match

An eyeline match is a film editing technique associated with the continuity editing system. It is based on the premise that the audience will want to see what the character on-screen is seeing. The eyeline match begins with a character looking at something off-screen, followed by a cut to the object or person at which he is looking. For example, a man is looking off-screen to his left, and then the film cuts to a television that he is watching.

Continuity editing

The system of cutting used in most mainstream films. The intention is to establish the illusion of continuous action and keep the audiences' attention on the story.

Set 5

Studio System

Non-linear editing

Independent

Media production that is not owned by a large organisation. The idea of being 'indie'

The Big 5

Paramount, MGM, 20th Century Fox, RKO and Warner Bros distributed the films they made and showed them in their own theatres. Therefore, these majors were an **oligopoly**.

'Actualities'

Georges Melieres

Film Studio

Technicolor

Dolby

GCI

Set 6

Conventions

Typical features in a film which show the audience what genre it is. Or the typical characteristics of a particular type of text. e.g. Magazines *normally* have a large title at the top, an photographic portrait and cover lines.

Endorsement

Giving approval of something. e.g. a film poster might include a review from an influential journalist or newspaper.

Promotion

The publicizing of a product, organization, or venture so as to increase sales or public awareness:

Promotional Mix

The components of an individual promotional campaign, which are likely to include advertising, personal selling, public relations, direct marketing, packaging, digital and sales promotion.

Tagline

A memorable slogan or strapline attached to a film title. E.G. '*In space, no-one can hear you scream*' for Alien (Ridley Scott, USA, 1979).

Typeface

Talent

Set 7

Two Shot

Media form