



- **Analogue**
- **Digital**
- **Sector**
- **Platform**
- **Product**
- **Device**
- **Cross Media Synergy**
- **Technological Convergence**
- **Pre-production**
- **Production**
- **Post-production**
- **Distribution**
- **Exhibition**
- **Access**
- **Immediacy**
- **Portability**
- **Convenience**
- **Interactivity**
- **Personalisation**
- **Connectivity**
- **User Generated Content**
- **Hypodermic Needle Theory**
- **Uses/Gratification Theory**
- **Passive Viewing**
- **Active Viewing**
- **Primary Audience**
- **Secondary Audience**
- **Individual Consumption**
- **Group Consumption**

-
- **Target Audience**
 - **Interactivity**
 - **Personalisation**
 - **Primary research**
 - **Secondary research**
 - **Quantitative research**
 - **Qualitative research**
 - **Objective questions**
 - **Subjective questions**
 - **Open question**
 - **Closed question**
 - **Stylistic code**
 - **Mise en scene**
 - **Connotation**
 - **Denotation**