

# **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.

**Medium:** The singular form of media, the term usually describes individual forms such as radio, television, film, etc.

**Media:** The plural form of medium; the term has come to mean all the industrial forms of mass communication combined.

# **Mass Media:**

Mass media refers to those media that are designed to be consumed by large audiences through the agencies of technology.

# **Propaganda:**

Any media text whose primary purpose is to openly persuade an audience of the validity of a particular point of view.

# **Audience:**

The group of consumers for whom the media text was constructed as well as anyone else who is exposed to the text.

# **Censorship:**

The practice of suppressing a text or part of a text that is considered objectionable according to certain standards.

# **Construct or Construction:**

The process by which a media text is shaped and given meaning through a process that is subject to a variety of decisions and is designed to keep the audience interested in the text.

# **Deconstruct or Deconstruction:**

The process by which the audience identifies the elements that make up the construction of meaning within a text.



# Media Consumption:

The sum of information and entertainment media taken in by individuals (**consumers**). It includes interacting with new media; reading books and magazines; watching television and film; listening to radio; etc.

# **Media Production:**

The process of creating media texts. Media is produced by individuals or groups **(producers)**.

# **New Media:**

refers to on-demand access to content any time, anywhere, on any digital device, as well as interactive user feedback, creative participation.

Another aspect of new media is the real-time generation of new, unregulated content.

# **Old Media (Legacy**

**Media):** traditional means of communication and expression that have existed since before the advent of the Internet. (broadcast and cable television, radio, movie and music studios, newspapers, magazines, books and most print publications).