

*Teacher Resource Bank*

**GCSE Media Studies**

(Other Guidance)

**Glossary of Key Words** (Version 1.1)



**Glossary – Key Words/Terms for the Specification**

<b>Word</b>	<b>Definition</b>
<b>A&amp;R</b>	The division of a record label responsible for talent scouting and the development of recording artists. Often also acts as liaison between the label and the acts.
<b>Bedding Music (radio)</b>	Instrumental music played behind dialogue/action/ speech, generally in live programmes. Often used to identify particular repeating segments (for example, news reports).
<b>Billboard</b>	A large, outdoor display board used to display advertising posters.
<b>Blog</b>	Short for 'web-log', literally an on-line diary which is generally focused on some subject of interest to the blogger and which allows for readers to post responses, useful links, etc. An aspect of <b>social networking</b> , with many sites such as Facebook featuring <b>blogs</b> ; increasingly considered as a viable aspect of journalism.
<b>Boxout</b>	A roughly square-shaped design element containing text or graphics separated from the main body of text/graphics on a magazine, newspaper or web-page. Usually contains information separate from the main content/article whilst being connected to it (for example, statistics, <b>web-links</b> or glossaries).
<b>Brief</b>	Information provided by a <b>client</b> about the content and purpose of a media product. Often contains details of target audience, intended outcome and desired features. Sometimes gives specifics about form/platform. Consideration of the <b>brief</b> usually comes at the start of a <b>pre-production</b> process and all decisions made during that process should be related back to the <b>brief</b> .
<b>Cable (platform)</b>	The name given to a media platform which utilises wires or (increasingly) optical cables to communicate information. The "cable" is hard-wired from a local junction box to the domestic user (unlike satellite or other platforms which utilise signals). The user usually needs a set-top box in order to decode the signal. The main cable media company in the UK is Virgin Media, which uses fibre optic cables to transmit television and broadband internet (as well as some radio and telephone services). Most cable output is now <b>digital</b> .
<b>Call to action (advertising)</b>	The intended response to an advert from its audience (for example, to buy a particular product or to subscribe to a particular cause).
<b>Client</b>	Individual or organisation for whom a media product is created; sometimes (although not always) the target audience. Usually originates the <b>Brief</b> .
<b>Commercial Broadcasting</b>	The name given to any radio or television station or website which relies on advertising and/or sponsorship (for example: ITV, Five, Galaxy, Century FM).
<b>Community Broadcasting</b>	The name given to any radio or television station which is based in and run by community groups. This may be on based on a restricted service licence, which allows community groups to broadcast for up to a month, or more permanent licenses. Some digital community broadcasters also exist.

<b>Concentration of ownership</b>	<b>Concentration of media ownership</b> (also known as <b>media consolidation</b> or <b>media convergence</b> ) is a process whereby progressively fewer individuals or organisations control increasing shares of the mass media.
<b>Contact-sheet</b>	A sheet containing many small images, usually produced from a camera film or memory card and used by a photographer and/or a <b>client</b> to choose an image or images to be used as part of a product or campaign. Used in order to save time and resources.
<b>Copy</b>	The original manuscript or typescript from which text used in newspapers, magazines or adverts is taken.
<b>Corporate (Video)</b>	A video produced to show a company (or occasionally individual) in a good light, sometimes linked to an advertising or marketing campaign (see also <b>Promotional Video</b> ).
<b>Cross-head</b>	A centred sub-heading.
<b>Cut</b>	The normal, sudden transition from one shot or audio sequence to the next. Also the name given to the action of separating scenes or sequences and joining them up in the required order and duration
<b>Desk Top Publishing</b>	The generic name given to any software designed to allow a user to create magazines, posters or other print (and increasingly web) media online. Some examples include Microsoft Publisher, Adobe InDesign and Quark Express.
<b>Digital (platform)</b>	Any media output which does not rely on an analogue signal but depends upon a digital signal transmission. Generally of higher quality and more reliable than analogue broadcasting. Allows for more economical use of the signal meaning that more information (channels, etc) can be accessed, as well as platforms such as HDTV and On Demand services which cannot be supported by analogue signals.
<b>Distribution</b>	The process of making sure a <b>feature</b> or <b>short</b> is available to screen in a cinema or at a film festival. Also the process by which films are made available on DVD. Preceded by <b>production</b> and followed by <b>exhibition</b> .
<b>Edit</b>	When used in relation to photography, the process by which an image is treated to optimise it (editing might include cropping, changing the brightness or contrast or using software such as Adobe Photoshop to add special effects). When used in relation to moving image or audio, the process by which material a director does not wish to use is removed (generally using software such as Adobe Premiere, Final Cut or Garage Band). When used in relation to websites, the process by which an existing site is updated and changed using software such as Microsoft Sharepoint or Adobe Dreamweaver/Contribute. Used as a noun, an "edit" describes the changes/alterations made during the process of 'editing'.
<b>E-Reader</b>	An e-reader is a portable electronic device that is designed primarily for the purpose of reading digital books and periodicals.
<b>Ethics</b>	<b>Media ethics</b> deal with the specific ethical principles and standards of the mass media, including the internet. The field covers many varied and highly controversial topics, ranging from newspaper intrusion to explicit advertising.

<b>Exhibition (film)</b>	The point at which a <b>feature</b> or <b>short</b> is screened for the viewing public; preceded by <b>production</b> and <b>distribution</b> .
<b>Feature (Film)</b>	A long-form film, usually produced to be shown commercially at the cinema and often between 80-180 minutes in length (although both shorter and longer feature films exist).
<b>Flat Plan</b>	A hard copy (either paper or electronic) where a design layout of a newspaper, magazine or web-page can be planned and plotted. Basically a storyboard for a print/ web publication. Similar to a <b>mock-up</b> .
<b>Font</b>	Usually now used to describe 'type families' – different styles of lettering available (mainly) on a computer.
<b>Form</b>	An individual medium (for example, newspapers, television, web-page, etc) – 'the type, content or communication [...] used to create [...] content' (see specification page 5 for more details).
<b>Framing</b>	The process by which a photographer, director or camera operator chooses what to include within a photograph or shot. Can also refer to the process of designing a web page or magazine cover. Linked to <b>mise-en-scène</b> .
<b>Franchise</b>	A series of films, TV programmes, games or other media products based on the same background characters or situations. Often crosses a range of media forms and platforms (for example, <i>Star Wars</i> films, TV series, website, games, toys, etc) Any product which has a sequel or spin-off can be considered the start of a franchise.
<b>Freelance</b>	A freelance worker or 'freelancer' is someone who is self-employed and not committed to a particular employer long term. Freelancers sell their services to organisations and are hired for a specific job and time frame. Freelancing is extremely common in the media industries.
<b>Gaming</b>	The umbrella name given to any activity which involves playing games on a digital platform. Can include consoles (eg X-Box 360, Nintendo Wii), <b>PCs</b> and <b>Macs</b> , handhelds (eg Nintendo DS, PSP) and mobile phones.
<b>Genre</b>	Style or type of a media product (eg lifestyle magazine, sci-fi film, situation comedy, social-networking website, 'shoot-'em-up' game).
<b>Headline</b>	The text at the top of a newspaper, magazine or website article indicating the nature of the content included within it. Usually written in a much larger <b>type size</b> than that used within the main article, and often using a different <b>font</b> in order to attract attention and emphasise importance.
<b>Home Page (web)</b>	The first page of a website a user will access when they type in the web address. Usually contains direct links to other parts of the site. The equivalent to the cover/contents page of a magazine or the front page of a newspaper.
<b>House style</b>	The name given to the overall design concept applied to a magazine, website, or media company. Can include the use of particular <b>fonts</b> , colours, layouts, images, idents, <b>logos</b> , etc. The house style is designed to differentiate the product or company from its competitors and is often part of an overall campaign.

<b>ident</b>	An identifying symbol or sequence associated with a media institution or product. Can be a still image, a short video sequence, an audio stinger or a <b>logo</b> . Almost all television channels, radio stations, film studios and games houses have bespoke idents which appear as part of their products in order to identify who is responsible for production.
<b>Imperative (advertising)</b>	The language of persuasion within advertising (for example, the use of positive, active words and phrases, eg '8/10 cats prefer...') used in order to maximise the sales potential of a product or cause (linked to <b>slogans</b> and the <b>call to action</b> ).
<b>Insert (radio)</b>	A short piece or package included within a longer radio show, often not associated with the content included before or after. Can be informative or amusing. <i>Thought for the Day</i> , included within Radio 4's <i>Today</i> programme, is an example of an insert.
<b>Interactivity</b>	<b>Interactive media</b> normally refers to products and services on digital media systems which respond to the user's actions by presenting content such as text, graphics, animation, video and audio. Interactive media put the user in a more active role; users can become responsible for the content through their actions.
<b>Jingle</b>	A short, catchy piece of music or song/phrase often associated with advertising and/or promotion and designed to embed a message in the minds of consumers.
<b>Links (web)</b>	Text or images on a website which, when clicked, take the user to a new web page either within the current website or in a new website. Important when creating websites with more than one page in order to enable navigation.
<b>Logo</b>	Usually a simple image, sometimes including the name of a product or company, used to identify that product or company. A key element of <b>house style</b> .
<b>Mac</b>	Short for <b>Apple Macintosh</b> , the only major rival to <b>PCs</b> . Apple have produced a range of computers which use different hardware and software to <b>PCs</b> , although these are less popular with home users. <b>Macs</b> are often used by Media professionals, particularly for video editing and graphic design.
<b>Media conglomerate</b>	Large multinational company with a range of media interests, evidencing concentration of ownership, eg News Corporation; Time-Warner, Walt Disney Company.
<b>Mise-en-scène</b>	Linked to <b>framing</b> , the technical name for the choice a director, photographer or camera operator chooses with regard to what is included within a particular <b>shot</b> . Mise-en-scène is linked to mood and <b>genre</b> and can give an audience visual clues about the image or film. For example, including a Christmas tree in a <b>shot</b> would tell an audience roughly when in the year a scene was taking place; including a space-ship would tell an audience they were probably watching a science fiction film or programme.

<b>Mock-up</b>	Generally applied to print media, although also used when creating websites, a rough version of a final outcome created as part of the <b>pre-production</b> process (sometimes included within the <b>treatment</b> although often used as part of the planning stage). Similar to a <b>flat plan</b> .
<b>Narration</b>	Any spoken voiceover used within a television programme, film or radio drama in order to set the scene, describe action or link sequences. Also often used in adverts as part of the marketing process and within <b>corporate</b> or <b>training</b> videos as well as during cut-scenes in video games.
<b>Niche audience/market</b>	'Niche' is a fraction of a total audience or market. A relatively small segment of the audience or market with specific interests and tastes.
<b>Opening Sequence (Film)</b>	The first part of a film/TV programme, usually including or leading up to a credits sequence and often setting up the story/plot/characters. Often ends in a cliff-hanger or moment of tension in order to persuade the audience to watch the rest of the film/programme.
<b>Pay for content</b>	Where consumers can pay for and access additional, usually digital, content: online, via their mobile phones or through their television service.
<b>PC</b>	Short for <b>Personal Computer</b> , often used to define a computer which uses the Microsoft Windows operating system (although PCs can also run using Linux and other OSs). Increasingly also used to describe laptop computers. The most widespread form of computer.
<b>Platform</b>	A delivery mechanism for a media form (for example, the internet, On-Demand, etc) – 'the technology used to deliver and access [...] content' (see specification page 5 for more details).
<b>Podcast</b>	Effectively, an audio- <b>blog</b> , recorded and posted on the internet to be downloaded and played back by a listener using an mp3-player (such as an iPod), often via subscription so it is automatically downloaded and delivered when the device is connected to a computer. Now the generic name for any downloadable audio programme (for example, the BBC makes most of its output available as 'podcasts'). Includes a whole range of audio genre programmes such as music, analysis, news and documentary.
<b>Pre-Production</b>	Period during which a media <b>product</b> is planned (including, for example, creation of <b>storyboards</b> , <b>flat-plans</b> , scripts, <b>mock-ups</b> , etc) Also includes primary and secondary research, focus groups, etc).
<b>Product</b>	The final outcome of a <b>production process</b> (for example, the front page of a magazine, a completed movie <b>trailer</b> , an active website <b>homepage</b> ).
<b>Production (Process)</b>	Period during which a media <b>product</b> is created (including, for example, filming, photographing, <b>editing</b> , printing, publishing, etc) leading to the final outcome(s).



<b>Promotional (Video)</b>	The technical name for a music video 'promoting' a particular artist or group. Also the name for a video designed to publicise a particular organisation or group (see also <b>Corporate video</b> ).
<b>Primary Research</b>	Primary research consists of research to collect original primary data. This can be through numerous forms, such as questionnaires/surveys, direct observation, focus groups, vox pops and telephone interviews.
<b>Public Service Broadcasting</b>	The name given to any radio or television station which relies on public funding (ie the licence fee) (for example, BBC1, Radio 1, Five Live).
<b>Regulation</b>	In addition to general UK laws, the media is regulated, or in some cases self-regulated, by a number of regulatory bodies. Broadcast media are regulated by Ofcom, advertising by The Advertising Standards Authority, the newspaper industry by the Press Complaints Commission and film by the British Board of Film Classification.
<b>Satellite (platform)</b>	The name given to a media platform which utilises a signal beamed from a satellite to a receiver dish stationed on or near an end-users home. The signal from the dish is then communicated to a set-top box which allows it to be unscrambled. The satellite signal can carry television, radio, internet and telephone services. The main satellite provider in the UK is BSkyB. Most satellite output is now <b>digital</b> .
<b>Scene</b>	A dramatic unit composed of a single or several shots (or a similar audio sequence). A scene usually takes place in a continuous time period, in the same setting, and involves the same characters.
<b>Secondary research</b>	<b>Secondary research</b> involves the collection, collation, summary and/or synthesis of existing research. Secondary research can be undertaken using books, journals, newspapers, archives and the internet.
<b>Schedule</b>	In television or radio, the name given to the process of deciding where and when a particular programme or advert will be shown. In production, the name given to the plan made which details the tasks to be accomplished during the <b>pre-production</b> and <b>production</b> processes, as well as the timescale, allocation of roles, resources required, etc. Planning the schedule is usually one of the first things to be done during <b>pre-production</b> .
<b>Script</b>	Usually the starting point of a <b>feature</b> , <b>short</b> , radio or television programme. Includes lines of dialogue and often direction for actors (and sometimes camera operators/audio technicians/sound effects supervisors, etc) Used to help create the <b>storyboard</b> . Usually produced as part of the <b>pre-production</b> process after a <b>brief</b> has been allocated and a <b>treatment</b> accepted by a <b>client</b> .
<b>Scrolling text (web)</b>	Words and phrases on a website which are animated to move in a vertical or horizontal direction in order to create emphasis.

<b>Short(s) (Film)</b>	A short-form film, usually produced to be shown at film festivals or on television. Can be anything from 5-60 minutes in length (although can be longer).
<b>Shot</b>	A single photograph (when used in relation to still images) or a single take (when used in relation to moving images). Shots can be static or mobile, depending upon the choice of the director and the needs of the scene.
<b>Signposting</b>	The technique used to establish the location at the beginning of a particular scene, often using visual or audio effects. On film, this will involve the use of an establishing shot which sets up spatial relationships. For example, a scene taking place by the seaside might be signposted by the use of an audio effect of seagulls; a scene taking place in the desert might be signposted by a wide-angle shot of many dunes under a hot sun.
<b>Slogan</b>	A catchy, memorable phrase, often used as part of a <b>jingle</b> and forming an element of a <b>house style</b> . Usually fairly simple and repetitive, eg 'A Mars a day helps you work, rest and play'.
<b>Smartphones</b>	A <b>smartphone</b> is a high-end mobile phone built on a mobile computing platform, with more advanced computing ability and connectivity than a standard feature phone. Smartphones serve to combine the functions of portable media players, compact digital cameras, pocket video cameras, and GPS navigation units. Modern smartphones typically also include high-resolution touchscreens, web browsers that can access and properly display standard web pages and allow high-speed data access via Wi-Fi and mobile broadband.
<b>Social Networking</b>	Websites and other software designed to allow internet users from across the world to communicate with each other. Includes sites such as Facebook, YouTube and Bebo as well as interactive software such as Second Life, messaging software such as Windows Live Messenger and <b>blogs/vblogs</b> .
<b>Storyboard</b>	A visual breakdown of a <b>script</b> often produced by a director in order to demonstrate to a camera operator or production team how a scene is designed to be shot. Often includes elements of <b>mise-en-scène</b> as well as camera movements, types of shot, accompanying sound and other technical information which a camera operator might need. Might also be used during the <b>editing</b> process. Can be very simple or quite complicated, depending on the needs of the production or the team. Usually produced as part of the <b>pre-production</b> process after a <b>script</b> has been produced.
<b>Strapline</b>	A cross-column subheading directly over a headline; generally used to emphasise a key aspect of that headline. Often used in newspapers, on websites and in advertising. For example, the strapline used by Nike is the slogan 'Just Do It' whilst a newspaper strapline



	might by 'No sign of Baby Madeleine' if the headline is 'Still Lost'.
<b>Subscription Broadcasting</b>	The name given to any radio, television or website which involves direct payment for access (for example, Sky, Virgin, etc) Note: many subscription broadcasters can also be regarded as commercial broadcasters (since they also carry adverts).
<b>Synergy</b>	A portmanteau word made up of the words "synthesis" and 'energy'. The name given to the process whereby two or more media products are interlinked, for commercial or artistic purposes. Linked to the concept of <b>franchises</b> . For example, <i>The Matrix</i> franchise contains synergistic products including the films, the <i>Animatrix</i> DVD, the <i>Enter the Matrix</i> game and soundtrack CDs amongst others. Synergy is also linked to 360° marketing.
<b>Teaser</b>	A short <b>trailer</b> (usually lasting between 10-30 seconds) designed to be shown several months before the release of a feature <b>film</b> (or increasingly, a television programme). Often quite cryptic and designed to create a sense of tension for the audience; usually linked in some way to the corresponding feature <b>trailer</b> .
<b>Terrestrial (platform)</b>	The name given to a media platform which utilises an analogue signal beamed from a local television or radio transmitter to an aerial stationed in or near an end-users home. The signal from the aerial is received directly by a radio or via a cable to the television. There are a number of terrestrial radio broadcasters (eg Galaxy, Radio 1) and five television broadcasters (BBC1, BBC2, ITV1, Channel 4 and Five). The terrestrial analogue signal is due to be switched off in 2012, with all terrestrial output being routed to <b>Digital</b> .
<b>Titles</b>	The opening credits of a film, television programme or game during which the title of the product is given (as well as, often, the names of the lead actors, director, scriptwriter etc) Usually also includes images from or associated with the product and appropriate theme music. Usually around 30 seconds long for a TV programme, although can be varying lengths for games and films (the opening titles of <i>Watchmen</i> were 7 minutes long).
<b>Trailer</b>	A short advert, usually shown before a <b>feature film</b> at a cinema screening (although also found on television and DVD releases) promoting a forthcoming film. Usually last between 60-120 seconds. Generally made up of edited highlights of the film being promoted, often including a <b>voice-over</b> and giving key information about elements such as stars, <b>genre</b> and release date. Shorter trailers are used for TV programmes, games and other media products.
<b>Training (Video)</b>	These can be technical, practical or management techniques demonstrated in standalone videos or distance learning packages.

<b>Treatment</b>	A short outline of a media production designed to give a <b>client</b> or production team an overview of what the production might include based on a <b>brief</b> . <b>Treatments</b> are usually written descriptions, but might include sketches, <b>mock-ups</b> , images and other draft items designed to demonstrate the intention of a production. A treatment is often used to 'sell' an idea to a <b>client</b> . There is no hard and fast way to produce a treatment, although it is an integral aspect of the <b>pre-production</b> process. The content of a treatment will depend on the media form/platform being utilised.
<b>Type-size</b>	The size of a <b>font</b> , usually described in 'points'. Point 12 is generally the standard size used in Word Processors.
<b>Unique users</b>	Unique users is a common measurement of the popularity of a website, often quoted to potential advertisers or investors, and measured over a standard period of time, typically a month. In Web marketing, a unique user is an individual that has visited a Web site or received specific content, such as ads, e-mail, or newsletters. For a unique user on a Web site, unique user information consists of, at least, the IP (Internet Protocol) address associated with their computer and a further ID such as a browser ID. Since more than one person may use a computer, other information, such as a user ID and password may be required to ensure that each unique user is being counted. Marketers and Web site owners track unique users to determine how many people see their content within a given period of time. The number of unique users that are served specified content is referred to as that content's reach.
<b>User-generated content</b>	User-generated content (UGC) covers a range of media content produced by members of the general public/amateurs using accessible and affordable media technology. Digital media technologies are used for blogging, podcasting, video, mobile phone photography, wikis, etc.
<b>VBlog</b>	Short for 'Video Blog'. An on-line video diary, usually shot using a webcam, and posted on the internet using social networking sites such as Facebook or YouTube. Usually short, focusing on a particular subject or issue which the 'VBlogger' is interested in. Often allows viewers to post <b>blog</b> or <b>Vblog</b> entries in response. Increasingly considered as a viable aspect of journalism.
<b>Viral (advertisement)</b>	The name given to any kind of promotion (often involving short video clips) which spreads in the manner of a virus (usually starting on the internet) via e-mail, mobile phones, texting or social networking sites. Often communicated via word-of-mouth rather than more traditional <b>distribution</b> mechanisms giving the viral an exclusive quality. Users are encouraged to pass on materials by themselves. Increasingly used by

	media companies in order to explore new ways of advertising their products.
<b>Voice-over</b>	Any spoken <b>narrative</b> or description which has a non-diegetic relationship with the scene within which it is included. Sometimes utilised in the <b>opening sequence</b> of a film or television programme, but can also be used as off-camera commentary (for example, as part of a sports report) or during news packages.