A-level media key terminology
(Te) (MT)

Component 1:
Section A
MT:
Media language (general)

- Forms -
- Platforms
- Products
- Texts
- Encode
- Decode
- Codes
- Conventions
- Effect
- Production values
- Suspension of disbelief – when audiences go along with a message/ media product, even if aspects aren't believable.
- Monosemic – one meaning
- Polysemic -
- Symbol
- Genre
- Hybrid genre – combination of two or more genres.
- Sub-genre -
- Positioning – how the audience are prompted to feel.
- Anchorage – text that explains or gives further understanding about an image.
- In house – produced by the company themselves, they haven't hired someone to do it.
- Intertextuality -
- Sign – a section of a media text with meaning.
- Juxtaposition
- Motif
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Te:
Media language (technical codes)
Camerawork
- Establishing shot
- Master shot -
- Close-up
- Mid-shot (a.k.a. medium shot)
- Long shot
- Wide shot
- Two-shot
- Aerial shot
- Point of view shot
- Over the shoulder shot
- High angle
- Low angle
- Canted angle
- Pan
- Tilt
- Tracking shot
- Dolly
- Crane
- Steadicam
- Handheld
- Zoom
- Reverse zoom
- Framing
- Rule of thirds
- Depth of field
- Focus pulls

Sounds
- Diegetic sound – sound the characters can hear
- Non-diegetic sound – sound only the audience can hear
- Synchronous sound – sound matches what's happening in the clip
- Asynchronous/ contrapuntal sound – sound doesn't match (phsyically or tonally).
- Sound effects
- Sound motif – repeating sound (could be music or sound effect).

- Sound bridge
- Dialogue
- Voiceover
- Mode of Address/ Direct Address
- Sound Mixing
- Sound Perspective – when sound seems to be coming from a range of directions and distances.
- Score – music (typically instrumental)
- Incidental music – diegetic music heard by the characters.
- Themes & Stings
- Ambient Sound

Editing
- Shot/Reverse Shot
- Eyeline Match
- Graphic Match
- Action Match
- Jump Cut
- Cross-Cutting
- Parallel Editing
- Cutaway
- Insert
- Dissolve
- Fade-out
- Fade-in
- Wipe
- Superimposition – when one shot is put on top of another shot.
- Long Take – shot that lasts 6+ seconds
- Short Take – shots last 1 second or less
- Slow Motion
- Ellipsis
- Expansion
- CGI
- Facial action coding system

Lighting
- Colour design
  - Saturation

- o   Exposure
- o   Contrast
- High-key lighting
- Low-key lighting
- Chiaroscuro lighting – high contrast lighting

Layout
- Composition -
- Balance -

Media language (visual codes)
- Mise-en-scene
  - o   Dress code
  - o   Gesture code
  - o   Setting
  - o   Facial expression
  - o   Colour
  - o   Hair and make-up
- Font and typography
- Graphics
- Aesthetic -
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Media language (textual codes)
- Lexis
- Hyperbole
- Ellipsis
- Colloquialism – informal way of saying something.
- Register - way you are speaking.
- Idiom – popular saying or phrase.
- Semantics
- Syntactic – formation of a sentence.
- Semantic field

Media language (narrative)
- Story arc -
- Formulaic structure – follows the 3 act pattern or is generically conventional.
- Cliff-hanger

- Restricted narrative – the audience doesn't have all the information.
- Unrestricted narrative – when the audience does have all the information.
- Self-contained narrative – everything is resolved by the end.
- Open narrative – when the audience still have questions or things aren't resolved.
- Multi-stranded narrative – when there's more than one story (lots of character's story arc).
- Flexi-narrative – when a TV show has an episodic story arc and also a season –wide arc.
- Trope -
- Archetype

Media language (newspapers)
- Masthead
- Barcode
- Caption
- Editorial
- Anchorage text
- Main image
- Strapline
- Jump line
- Page numbers
- Headline
- Target audience
- Pull quote
- Puff - box/ shape with information about an article or promotion - colourful
- Edition - when it was released.

- Standfirst - the first paragraph in an article/ on the splash – typically in bold.
- Byline - who it's written/ photographed by
- Copy - main section of writing (article).
- Sidebar - a list of other article previews.
- Splash/ lead story
- Gutter
- Folio
- Layout
- Colour palette
- Lexical field - the type of words that are used.
- Irony
- Wordplay
- Mode of address
- News agenda - political bias of a newspaper and what their aim is when writing. The types of stories they publish.
- Columns
- Tabloid
- Broadsheet

Media language (advertising)
- Brand identity
- Brand
- Consumable products
- Advertising campaign
- Hard sell – direct approach to selling a product.
- Soft sell – subtle approach to advertising, that aims to make it seem like you're not being sold to.
- Iconography
- Slogan
- Logo
- Ellipsis
- Direct quotations

A-level media key terminology
(Te) (MT)

- Headlines
- Aspirational
- Product image
- Dominant image
- Mode of address
- Z-rule
- Lexis
- Rule of three
- Unique selling point (USP)
- Brand identity
- Celebrity endorsement
- Brand ambassador

Media language (film posters)
- Main image
- Billing block
- Title
- Hook
- Taglines
- Release date
- Rating
- Mark of quality
- Critic's review
- Typography
- Iconography
- Intertextuality
- Genre
- Narrative
- Star power

MT:
Media language (Todorov)
- Narratology
- Equilibrium
- Disequilibrium
- New equilibrium
- Narrative transformation
- Ideological effect
- Quest narrative
- Ideal narrative arc

Media language (Levi-Strauss)
- Binary opposition
- Character opposition
- Genre-based opposition

- Opposition resolution
- Structuralism
- Stylistic oppositions

Media language (Barthes)
- Semiotics
- Paradigm
- Syntagm
- Proairetic codes
- Hermeneutic codes
- Naturalisation
- Message reduction
- Signification
- Anchorage
- Denotation
- Connotation
- Myth
- Social construct

Media language (Neale)
- Hybridisation
- Auteur effects
- Iconography
- Institutional mediation

Representation (general)
- Iconic representations
- Contexts
- Mediation
- Stereotypes
- Selection
- Construction
- Combination
- Omission
- Aspirational
- Masculinity
- Femininity
- New man
- Ethnicity
- Ghettoisation
- Race
- Tokenism
- Issue
- Event
- Dominant ideology
- Opinion leaders
- Whitewashing
- Exotic other
- Hegemony

- Gender norms
- Essentialisation
- Symbolic annihilation
- Hypermasculinity
- Sexual politics
- Burden of representation
- Ethnocentric
- Trans-historical
- Discourse
- Realism
- Verisimilitude
- Cultural verisimilitude
- Generic verisimilitude
- Surface realism
- Appropriation

Representation (Hall)
- Closure and exclusion
- Internalisation
- Naturalistion
- Other
- Power circularity
- Transcoding
- Symbolic violence

Representation (Gauntlett)
- Active audience engagement
- Aspirational narrative
- Fixed identity
- Fluid identity
- Globalisation
- Media proliferation
- Post-traditional society
- Reflexive project of the self
- Window to the future self
- Prosumers
- Culture lag

Representation (Gilroy)
- Colonial
- Postcolonial
- Albionic nostalgia
- Civilisationism
- Cosmopolitan conviviality

- Postcolonial melancholia
- Racial binaries

Representation (hooks)
Intersectionality
Intersectional media
Otherness
White privilege

Representation (van Zoonen)
- Active/ passive representations
- Patriarchy
- Male gaze
- Objectification
- Subversive representation
- Essentialism

Representation (Butler)
- Abjection
- Compulsory heterosexuality
- Gender/sex
- Gender trouble
- Gender performance
- Gender subversion
- Heteronormativity
- Parodic representation
- Performativity