

Component 2: Section B

TV

- Foreshadow
 - Commissioning
 - Narrowcasting
 - Multi-channel era
 - Flagship show
 - Stock characters
 - Audience surrogate
 - Point of identification
 - Verisimilitude
 - Pre-sold
 - Anthology series
 - Voice-of-God
 - Juxtaposition
 - Objective truth
 - Enigma codes
 - Serial
 - Public service broadcasters
 - Remit
 - Original productions
 - Independent productions
 - Ident
 - Publisher-broadcaster
 - First-run
 - Watershed
 - Scheduling
 - Prime time
 - Non-linear viewing
 - Mean-world syndrome
 - Zombie drama
 - Uncanny
 - Genre hybridity
 - Formatting
 - Cultural capital
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- **Magazines**
 - Periodical
 - Brand identity
 - Masthead
 - Cover lines
 - Tag line
 - Repeat purchase
 - House style
 - Gutter
 - White space

- Ethos
- Dual revenue streams
- Domestic sphere
- Risk averse
- Diversification
- Monopoly
- Oligopoly
- Alternative media
- Niche
- Photo essay
- Subculture
- Homogenous
- Independent
- Mainstream
- Publisher-agency
- Digital convergence
- Transmedia storytelling