

## A Level Media Studies (Industries & Audience)

INDUCTION	
KEY WORD	DEFINITION
Mainstream	Refers to dominant trends, ideas and cultural products that are widely accepted and consumed by the public.
Independent	Refers to media creators or companies that operate outside of the major commercial system or corporate influences.
Industry	Refers to various sectors involved in the creation, production, distribution, and consumption of media content.
Audience	Refers to the group of people who consume media content.
Distribution	Refers to the process of delivering media content to audiences, encompasses the various methods and channels.
Marketing	Refers to the strategies and activities used to promote and sell media content to audiences.
Universal Appeal	Refers to the ability of a media product to resonate with a wide and diverse audience across different cultures, backgrounds, and demographics.
Franchises	Refers to a series of related products that share a common brand or narrative universe.
Conventional	Refers to elements or techniques that are commonly used and widely accepted within a particular genre or form.
Independent	Refers to media that is created outside of major corporate or studio control, often with smaller budgets and more creative freedom.
Guerrilla Marketing	A strategy that uses unconventional, low-cost, and highly creative tactics to promote a product, service, or brand.
Regulation	Refers to the rules, laws, and guidelines set by governments or official bodies to control or monitor media content and its distribution. It aims to protect audiences, promote fairness, and maintain social order.
Target Audience	The specific group of people that a media product or campaign is intended to reach.
Mass	Refers to media and communication targeted at a large, broad audience rather than a specific group.
Niche/ Specialised	Refers to a specific, narrowly defined segment of the audience with specialised interests, preferences, or demographics.
Audience Profile	A detailed description of a media products intended audience, include their demographics, psychographics, and behaviours.
Demographics	Refers to the statistical characteristics of a population used to identify and categorise audiences.
Psychographics	Refers to the psychological attributes of an audience, including their values, interests, attitudes, lifestyles, and personality traits.
Traditional Media	Refers to conventional forms of mass communication that have been widely used before the rise of digital and online platforms.
New Media	Refers to digital forms of communication and content distribution that have emerged with the advent of the internet and digital technology.
Proliferation of the Internet	Refers to the rapid expansion and widespread adoption of internet technology and online communication across the globe.

Protagonist	Refers to the main character around whom the story revolves. They are typically the character with whom the audience is meant to emphasise or identify, and their journey is central to the plot.
Antagonist	Refers to the character, group, or force that opposes the protagonist and creates conflict within the narrative.
Conglomerate	Refers to a large corporation that owns and operates multiple businesses across various industries, often including different segments of the media landscape.

VIDEO GAMES	
KEY WORD	DEFINITION
Interactivity	Refers to the degree to which an audience can actively engage with and influence the content they consume.
Choice/ Control	Refers to the power/ influence exerted by various entities over media content, distribution, and consumption.
Indie Publishers	Short for independent publishers. Refers to publishing companies that operate without the financial backing or control of major publishing conglomerates.
Conventions	Refers to the established practices and techniques commonly used within a particular genre or medium that shape audience expectations.
Genre	Refers to the category of artistic composition characterised by similarities in form, style, or subject matter.
Vertical Integration	Refers to a business strategy where a company controls multiple stages of production and distribution within the same industry, from raw materials to final products.
Horizontal Integration	Refers to a business strategy where a company acquires or merges with other companies at the same level of production or industry to increase market share and reduce competition.
Subsidiary	Refers to a company that is wholly or partially owned and controlled by another company, known as the parent company, which holds the majority stake in the subsidiary.
Convergence	Refers to the merging of distinct media technologies, industries, or content forms, leading to integrated platforms and experiences where traditional boundaries between media types blurs.
Certificate	Refers to an official document that verifies the compliance with specific laws, regulations, or standards, often required for products, services, or organisation to ensure safety, quality, or legal adherence.
Digital Technologies	Refers to electronic tools, systems, and devices that generate, store, or process data in binary form, enabling various forms of communication, information sharing, and content creation.
Merchandise	Refers to goods or products that are bought and sold, often including branded items associated with a particular media property.
Context	Refers to the circumstances, background, or setting in which a media product is created, distributed, and consumed, influencing its interpretation, and meaning.
Selling Point	Refers to a feature or benefit of a product or service that makes it appealing to potential customers and distinguishes it from competitors.

Cultural Competence	Refers to the ability to understand, communicate with, and effectively interact with people from diverse cultural backgrounds, recognising and respecting their unique beliefs, values, and practices.
Situated Culture	Refers to the specific cultural practices, values, and norms that are shaped by the particular social, historical, and environmental context in which individuals or groups live and interact.
Interactive Audience	Refers to a group of viewers or consumers who actively engage with media content, providing feedback, participating in discussing, or influence the experience through their actions.
Participatory Culture	Refers to a type of culture in which individuals actively engage in the creation and sharing of content, contributing to collective knowledge and community-building, often facilitated by digital platforms.

FILM	
KEY WORD	DEFINITION
Zeitgeist	Refers to the spirit or mood of a particular period in history, reflecting the ideas, beliefs, and cultural trends that defines that time.
360 Degree Distribution	Refers to a business model that involves a comprehensive approach to distributing media content across multiple platforms and channels, maximising reach, and engagement with audiences.
Synergy	Refers to the collaboration between different media platforms or companies that creates a greater combined effect than the individual efforts would achieve separately, often enhancing marketing and content reach.
Representation	Refers to the way in which people, groups, and ideas are depicted in media, influencing perceptions and understandings of identity, culture, and society.
Moral Code	Refers to a set of principles or guidelines that dictate what is considered right or wrong behaviour within a particular culture or community, often influencing ethical decision-making in media.
Afrofuturism	Refers to a cultural movement that combines elements of science fiction, history, and African mythology to explore and imagine futures through the lens of the African diaspora, often emphasising themes of identity, technology, and social justice.
Austerity Cuts	Refers to reductions in government spending, typically aimed at decreasing budget deficits, often resulting in decreased public services and social welfare programs.
Grassroots Marketing	Refers to a strategy that focuses on building a brand or product awareness through local, community-driven efforts and direct engagement with consumers, often leveraging word-of-mouth and personal connections.