

Media Terms

Advertisement: a print publication often consisting of text and images intent on attracting attention in order to **compel people to purchase a product or to raise awareness concerning a particular issue**

Agenda: the reason behind

Bias: particular slant or stance in favor of one view over others; can be synonymous with prejudice; in media, intended to sway the audience to a specific response, be it via purchasing or some other reaction

Blog: website of individual authorship usually on a topic of personal interest, intend on attracting wide online audience; to post on one's personal website on a frequent basis

Brochure: small booklet or pamphlet containing information about a particular topic; examples include travel, medical, insurance themed types

Caption: the words beneath a photograph/political cartoon that explains the subject and give background information

Commercial: television or radio advertisement, also becoming common on the internet

Deconstruct: to critically take apart media images and products in order to understand how and why they were developed in that fashion; to evaluate the construction of meaning within text

Demographic: the group specifically targeted by advertising and promotion, considering such factors as age, gender, education, income

Endorsement: public support for products or some other form of media campaign; often by way of celebrity or research-based support to lend appeal or credibility to the product/campaign

Format: design of the media product (poster; brochure; blog; webpage, etc)

Form: design or configuration of a media product, can include elements of both text and image

Headline: title of newspaper/online articles found above and in larger, bolder font; intent is to attract attention to relevant article

Icon: public figure, generally well known to audience, emblematic of a characteristic associated with the product; for example, man in the Old Spice commercials

Image: literally meaning, picture; deeper meaning, the perception we hold in our minds concerning self, or abstract, imagined concepts

Intent: another term for purpose; when considering media deconstruction also consider **agenda** (the motive behind constructing the message/media this way)

Lead: first sentence, phrase or statement of an article; intent is to hook the reader and create interest

Logo: graphic or emblem quickly associated with particular brand, product or agency; Nike 'swoosh' for example

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

Media: plural of **medium**; means of communication (newspaper, Internet, television, etc)

Message: the deliberate construct behind media product with intent and purpose; however, since media requires audience, message is also influenced by the perspective of that audience

Poster: (see under visual terms)

Product placement: deliberate use of specific brand within image, television show or movie to promote this product to that audience; why Bond drank Heineken in the last movie

Propaganda: attempts to sway popular opinion and beliefs through distortions of the truth or outright lies

Speech balloons/dialogue bubbles: in cartoons and comics, the thoughts of characters revealed, often above their heads

Subtext: the deeper meaning, sometimes hidden message, of a text; thus subtext is not only what the creator intended but also what past experience/perception the audience brings to it

Target audience: based on demographics, culture, gender, or other distinctions, the target audience is the specific group marketers develop their products and their advertisements for; ie. The pink pens in the Bic For Her campaign

Web page: unlike traditional print, a document published by way of the Internet

Whitespace: the space in visuals deliberately left blank in order to emphasize other aspects of the image

<http://www.medialit.org/reading-room/language-media-literacy-glossary-terms>

<http://opi.mt.gov/pdf/tobaccoed/IntroMediaLiteracy.pdf>

<http://ccb.lis.illinois.edu/Projects/youth/literacies/media1.html>

Media Strategies

Bandwagon: appeal to as wide a market as possible in order to get everyone to jump on board; to miss out would mean missing out on something widely popular

Cartoon/cute characters: meant to play on emotions and appeal to younger demographics, to personify something ordinary (ie. Cereal or paper products) and appeal to consumers

Celebrity endorsement: subtext is at play here; that a well-known figure supports this product; to persuade consumers that by use of this product they have something in common with someone famous

Emotional appeal: intent is to convince consumers by way of their feelings (as opposed to rational thinking, reliance on stats and other data) to support causes or purchase particular items

Facts and figures: use of statistics, graphs, surveys and percentages in order to persuade the audience that this product or issue has research behind it; intent to legitimize the product or process

Gender/sex appeal: reliance on good looking models to attract attention of target audience; implicit in the sub-text is that if consumers use this product, they will be as attractive as those in the ads

Name calling: playing on emotion in a negative light in order to diminish the influence or create doubt concerning a person or idea, to get the audience to reject same; political ads often rely on this

Plain folks: ordinary people, just like a regular audience, meant to establish common grounds rather than separation; it plays upon a sense of belonging; that we are just the same in the purchase of a particular product; Ford pick-up commercials rely on this

Shock appeal: stronger than emotional appeal, meant to heighten audience response by playing upon the exaggerated or unexpected in an image or commercial

Snob appeal: can be considered opposite to both plain folks and bandwagon, snob appeal implies distinction and elevation; rather than one with the crowd, the consumer is above it.

Testimonials: also known as expert opinion, but not necessarily limited to that; testimonials intend to show endorsement of a product, implying the people in question have used it with great results, and these results are readily available to the consumer