

Name: \_\_\_\_\_

Date: \_\_\_\_\_

# Media Key Terms

P V Y E C N E G R E V N O C L A T N O Z I R O H  
F Y E J G N T I I H C I M R E D O P Y H H X O E  
L E U N E C N E G R E V N O C L A C I T R E V A  
X D S Y C D O P O L L Y E J N M W J R K H Z N P  
I V E E B K X M M B V E R N E G Q E I X G C E M  
V S S P D B I N E O W A N X W R P W Q K H Q Z U  
I R A I E U N D Q T K G Y W Q R G I F O E X Q S  
J A N N C K Q E C X P U P S E C U E R C T A I W  
F N D T D I B C S A A T Q S E J M A N A A N L F  
O D G E Z O Q R Z X B B E G Q T G E Q I M N N R  
O Z R R V R W T A W E N N O C E I V O D G I A G  
P H A T C M S O F N T E P A E D B S V T C I K L  
V W T E N I V E B A D K Z S U G I G U T L Q A U  
Q V I X S W J G T Z G V W A B E N B H I U J O W  
T Q F T C Z A I R S S M A A Y L A K N N V I I C  
Q Z I U C E O E X V L Q P L K X R G Y U Y L H U  
I W C A E N G A W C Y V D G U X I J J W O H C H  
U K A L S U S K J O A B N L C E E Y E E I H C A  
C T T I V A C K E J F T U W V X S G K W Q N M V  
I J I T J O Q Q V R Q M N X U Y A R M U J G V E  
H H O Y V X X Q S Z O O E X O S P B P S I N V A  
D K N B S Y Y P I Q J J K N M W M X W N S V K Q  
H H S J T Q T B K O Q F E H Z W B A E F M G E G  
N D Q N A R R A T I V E K Z P G Q N H P E V Y N

Uses and gratifications

Horizontal convergence

Vertical convergence

Representations

Intertextuality

Brand Values

Hypodermic

Anchorage

Narrative

Audience

Binaries

RAILING

Enigma

Genre

NICT