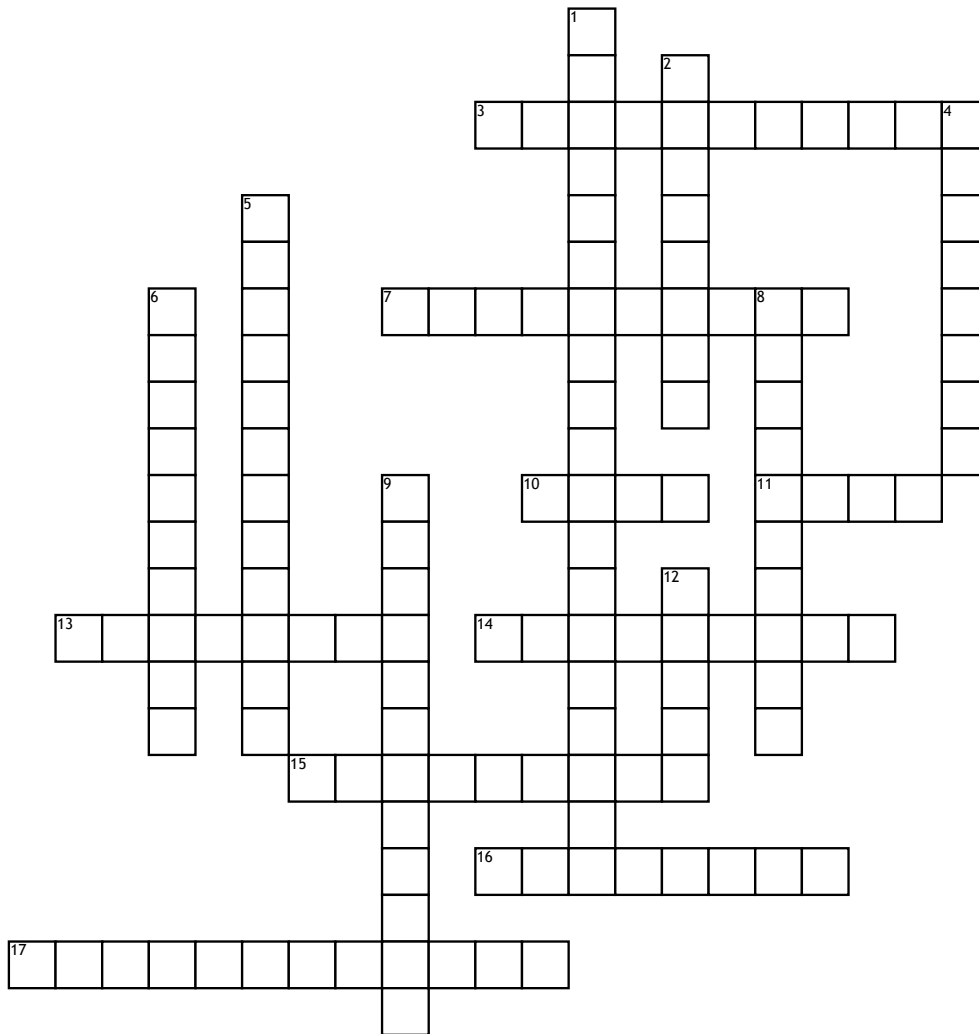


Name: _____

Date: _____

Period: _____

Media Literacy Flashcards



Across

3. Informal way in which media products become known by audiences.

7. Any media text whose primary purpose is to openly persuade an audience of the validity of a particular point of view.

10. Is a computer programming language that allows people to create links on the world wide web from one source of information to another in any order.

11. The individual results of media production: a movie, a TV episode, a book, an issue of a magazine or newspaper, an advertisement, or album, etc.

13. A reflective position on the meaning, biases or value messages of a text.

14. The way in which a product or media text is sold to a target audience.

15. That part of a radio or television schedule expected to attract the largest audience.

16. Any commercial process in which one seller controls prices and supply of a product.

17. The quality of a media text by which it appears to be natural rather than constructed.

Down

1. The process by which a media company acquires another elsewhere in the production process.

2. The programs written for computers or the media texts that can be played on them.

4. The physical equipment used to produce, distribute and exhibit media texts.

5. Measurable characteristics of media consumers such as age, gender, race, education and income level.

6. The industrial process of creating media texts as well as the people who are engaged in this process.

8. A description of a media text indicating its common sense, obvious meaning.

9. The World Wide Web is the network of pages of images, texts and sounds on the Internet which can be viewed using browser software.

12. A category of media texts characterized by a particular style, form or content.

Word Bank

Software

Monopoly

Hardware

HTML

Propaganda

Word-Of-Mouth

Transparency

Text

Demographics

Prime Time

vertical integration

Marketing

Critical

Genre

Denotation

Production

World Wide Web