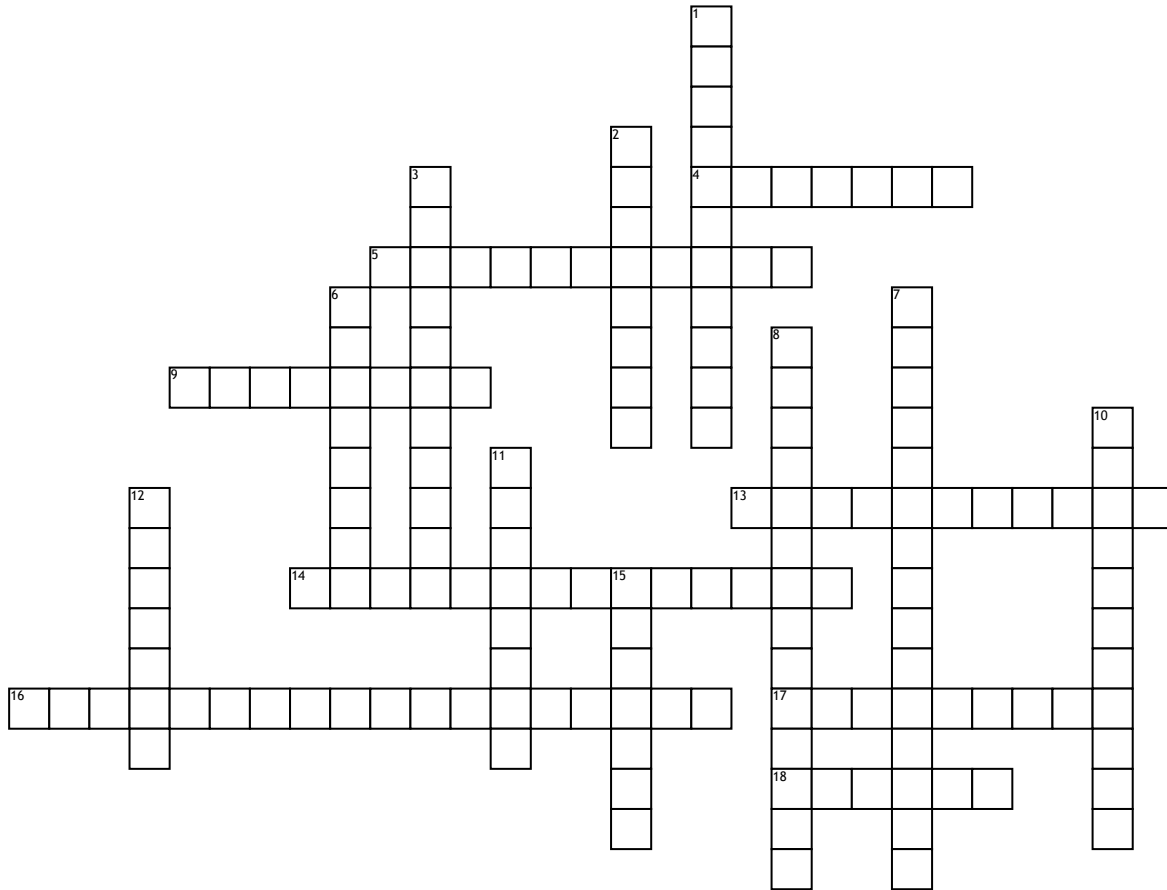


Name: _____

Date: _____

Media Terminology - GCSE



Across

- 4. Camera angle that suggests danger
- 5. Inferred/deeper meaning
- 9. A set of beliefs and values
- 13. French term meaning 'what is in a frame'
- 14. Placed in the middle of a media text to make it the main focus
- 16. Media theorists who created the female gaze

17. Used to reduce the amount of connotations in a text

18. Barthes' code - mystery

Down

- 1. The way things are positioned in a media text
- 2. Angle that demonstrates power and intimidation
- 3. Main character
- 6. Theory devised by Laura Muvey

7. Lighting used to show peace, innocence and happiness

- 8. These must be respected in the two step flow theory
- 10. Sound whose source is not visible on the screen
- 11. Uses and gratifications category
- 12. An element of mise en scene - can tell us information about a character
- 15. Era that the Quality Street logo is based on