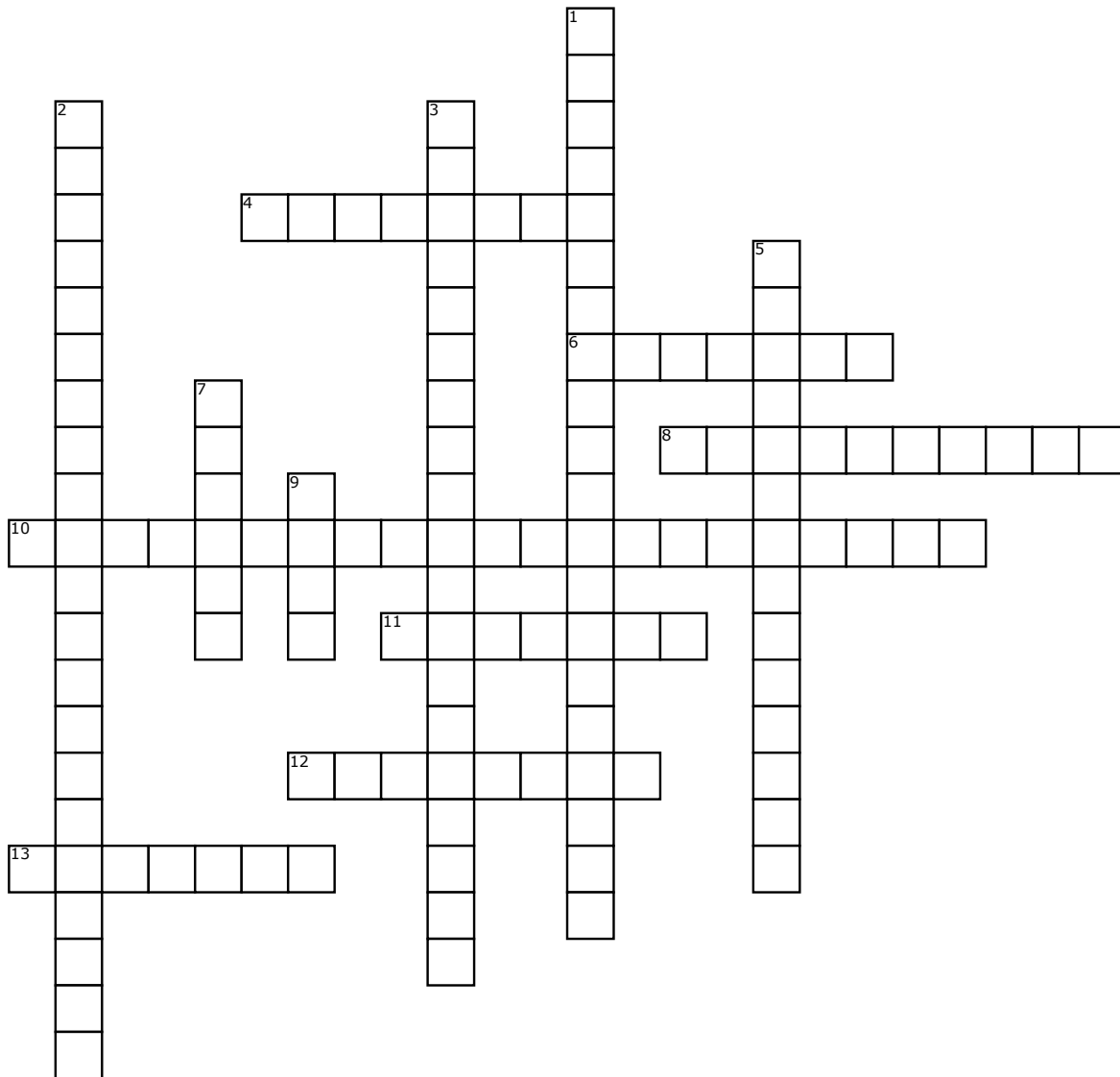


Name: \_\_\_\_\_

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

# Media Terms



## **Across**

- 4.** What a large genre is sorted into
- 6.** Combination of elements to maximize profits within a media organisation or product
- 8.** Exaggerated example of gender/race/sexuality etc
- 10.** Practice of regarding a person as an object to be viewed in terms of their sexual appeal
- 11.** Short phrase or slogan

- 12.** A technique used to broadcast media at the same time every day to attract an audience who associates it with their everyday routine
  - 13.** Newspaper content which focuses on celebrity gossip
- ## **Down**
- 1.** Specific language used to engage audience
  - 2.** What's the term for when men/women inappropriately view one another sexually.
  - 3.** A non-mass or niche audience that may be defined by a particular social group
  - 5.** Whom the media text is aimed at
  - 7.** The story given the most prominence on the front page
  - 9.** Something which communicates meaning