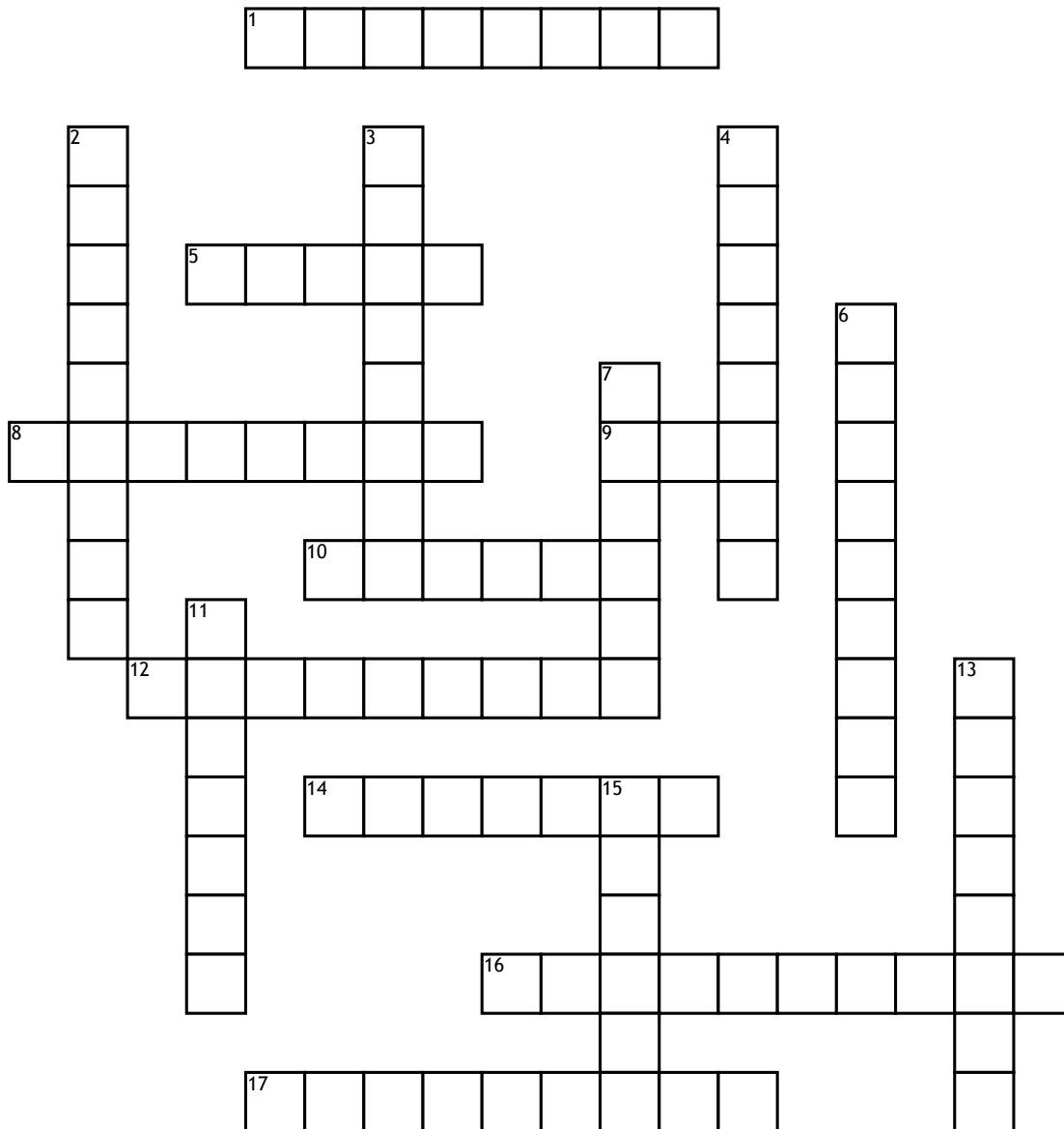


Media Vocabulary activity #1 crossword puzzle



Across

- 1. the group of consumers for whom the media text was constructed
- 5. a category of media texts characterized by a particular style, form of content
- 8. a reflective position on the meaning, biases or value message of a text
- 9. an edited transition between images in which one image is immediately replaced by another
- 10. a description of a media text indicating its common sense, obvious meaning
- 12. the audience for whom a commercial media text is constructed and who responds to the text with commercial activity

14. the storage and transmission by reducing it to digits

16. the practice of suppressing a text or part of a text that is considered objectionable

17. a filmed dramatization based on facts that combine documentary and fiction elements
- Down**
- 2. the process by which a media text is shaped and given meaning through a process that is subject to a variety of decisions
 - 3. the physical equipment used to produce, distribute and exhibit media texts
 - 4. the agencies and institutions involved with the production of media texts

6. the way in which a product or media text is sold to a target audience

7. The ability for media consumers to produce their own texts

- 11. a description of of value, meaning ideology associated with a media text
- 13. the process by which a commodity in the marketplace is known primarily for the image it projects rather than any actual quality
- 15. the ability of the media to tell people what and whom to talk and think about