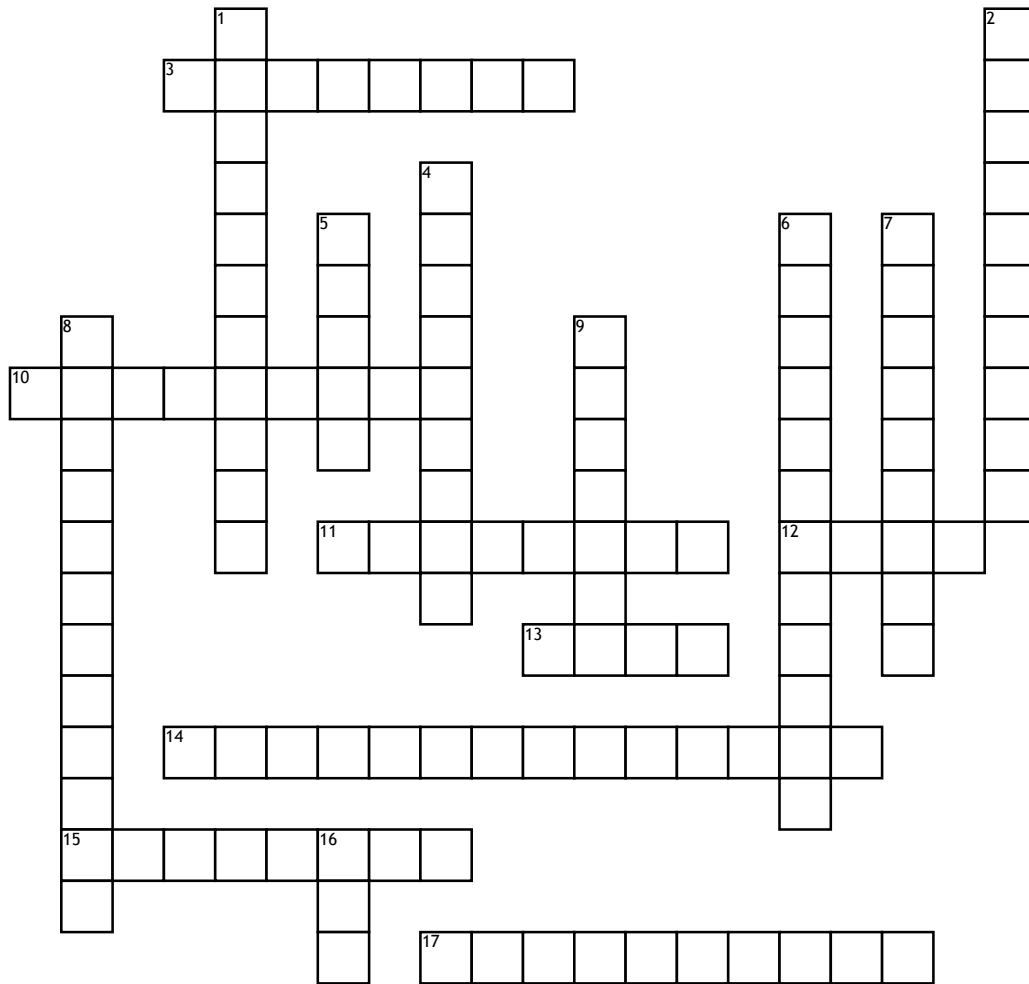


# Media Literacy Vocabulary Crossword Puzzle



## Across

3. The programs written for computers or the media texts that can be played on them.
10. That part of a radio or television schedule expected to attract the largest audience.
11. Any commercial process in which one seller controls prices and supply of a product.
12. An organized attempt to influence media content, which can take the form of letters, phone calls, petitions, lawsuits and legislation.
13. 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.
14. When a media text makes reference to another text that, on the surface, appears to be unique and distinct.

15. A reflective position on the meaning, biases or value messages of a text.
17. Any media text whose primary purpose is to openly persuade an audience of the validity of a particular point of view.

## Down

1. The merging of previously separate communication industries such as publishing, computers, film, music and broadcasting, made possible by advances in technology.
2. The practice of suppressing a text or part of a text that is considered objectionable according to certain standards.
4. The way in which a product or media text is sold to a target audience.

5. The plural form of medium; the term has come to mean all the industrial forms of mass communication combined.
6. Informal way in which media products become known by audiences.
7. The process of give and take by which members of the audience interpret, deconstruct and find meaning within a media text.
8. The quality of a media text by which it appears to be natural rather than constructed.
9. A description of a media text indicating its common sense, obvious meaning.
16. An edited transition between two images in which one image is immediately replaced by another.

## Word Bank

Media	Transparency	World of mouth	Censorship	Convergence
Negotiate	Text	Intertextuality	Prime Time	monopoly
Connote	Marketing	Propaganda	critical	Flak
Software	Cut			