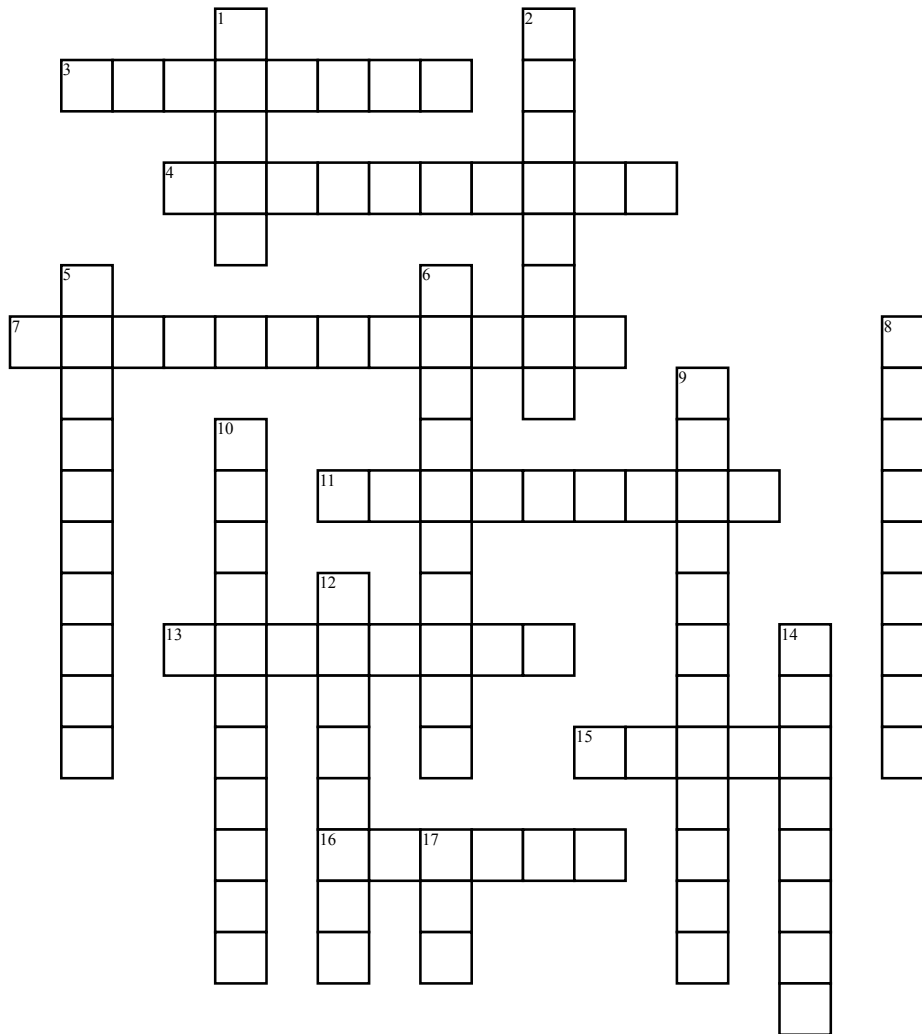


# media literacy vocab



**Across**

- 3. The combination of two separate media texts or products that share similar characteristics so that one helps market the other
- 4. The industrial process of creating media texts as well as the people who are engaged in this process
- 7. The quality of a media text by which it appears to be natural rather than constructed
- 11. The audience for whom a commercial media text is constructed and who responds to the text with commercial activity
- 13. Any commercial process in which one seller controls prices and supply of a product
- 15. The plural form of medium; the term has come to mean all the industrial forms of mass communication combined

- 16. The ability of media consumers to produce their own texts and to have those texts acknowledged by the agenda setting media. Also, the ability of media consumers to respond to the dominant media

**Down**

- 1. A category of media texts characterized by a particular style, form or content
- 2. The group of consumers for whom the media text was constructed as well as anyone else who is exposed to the text
- 5. Any media text whose primary purpose is to openly persuade an audience of the validity of a particular point of view
- 6. The machinery, tools and materials required to produce a media text. In media literacy terms, technology greatly impacts upon the construction and connotation of a text

- 8. The way in which a product or media text is sold to a target audience
- 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
- 10. Informal way in which media products become known by audiences
- 12. The programs written for computers or the media texts that can be played on them
- 14. The process by which a commodity in the marketplace is known primarily for the image it projects rather than any actual quality
- 17. An edited transition between two images in which one image is immediately replaced by another

**Word Bank**

- |                |          |               |            |            |
|----------------|----------|---------------|------------|------------|
| Transparency   | Media    | Word-of-mouth | Consumers  | Marketing  |
| World Wide Web | Audience | Propaganda    | Technology | Cut        |
| Access         | Branding | Genre         | Monopoly   | Production |
| Synergy:       | Software |               |            |            |